Prof Soumitra Mookherjee

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Specialization	Marketing and Strategy
Designation	Associate Professor and Course Leader
Educational Qualification	B. Sc – Economics (Hons) – University College London, University of London, U.K. M. Phil – Economics – University of Cambridge, U.K. MBA – Exeter University, U.K.
Experience	Teaching : 15 Industry : 15
Research Interest	Social and Business Research
Membership of Professional / Academic Bodies	AIMA
Articles/ Publications	**Research Publications:** Articles 1. Q 4 Corporate Scorecard hints RBI Monetary Policy on course to make India second Largest Economy 2. India's Education sector is on the cusp of a revolution Published in: Higher Education Plus Magazine Date: 02nd October, 2019 https://online.fliphtml5.com/odxsw/whcb/#p=49 3. He has contributed towards a few publications in management journals, Financial Express, ITC Corporate bulletin.
Research Projects in Industry	Pursued many social and market research projects in conjunction with ***Indian Institute of Public Administration (IIPA), and Administrative Staff College of India (ASCI).*** Research based projects including impact assessment studies, evaluation studies, opportunity assessment work and District Level appraisal for ***NABARD, Ministry of Rural Development- India, Ministry of Social Justice and Empowerment - India, Ministry of Women and Child Development***.
Corporate Sector/ Industry Experience	Served in the corporate sector for 15 years since 1992 and has been associated with reputed Indian organizations like ***Shaw Wallace Shipping, Tata Steel, ITC Financial Services, Haldia Petrochemicals Ltd, Consultant India Pvt Ltd, and UNIK Solutions.*** Carries rich professional experience of 15 years in the field of research, corporate consultancy, investment management, strategic planning, international business and marketing. As a consultant

	he has advised several corporate like ***IFFCO, HIL, Microsoft, Rehabilitation Council of India, Indian Spinal Injuries Centre, and other NGOs.***
Academic Experience	In the academic field since 2007 and has delivered lectures in different streams in renowned educational institutes like ***New Delhi Institute of Management, Pearl Institute of Business Management, Stratford University, JIMS, ICFAI Business School, Fore School of Management, International Management Institute , etc*** A leadership position in an education venture for about three years. His areas of interest include Marketing, Corporate Strategy, and International Business.
Other Achievements/ Participation in Seminars, programs	*June, 2013* : ***MDP on "Aligning Strategy and Execution"*** Organized by **Harvard Business School, Mumbai centre** *January, 2008* : ***The paradigm changes in Marketing Technology and Practices*** *Organized by Delhi Management Association* *September, 2007* : ***The 34th National Management Convention*** *Organized by All India Management Association* June, 1999 : **The 7th Annual Asian Petrochemicals Conference** Organised by CMT, Singapore. Dec, 1995 : **International Finance for Finance Managers.** Coordinated by ITC Limited and Euromoney Sep, 1994 : **Investment Research.** **Economic Analysis and Investment Decisions.** Arranged by UTI Institute of Capital Markets, India July, 1994 : **Equity Research and Analysis** Organised by ICFAI.