

## Faculty Profile

**Name:** Dr. Nandan Kumar Dey

**Designation:** Assistant Professor

**Teaching Areas:** Marketing Management

Environmental Studies

**Research Interests:** Customer Experience

Consumer Behavior

Sustainability



**Education:** Ph.D. (Thesis Defended), IFHE, Hyderabad, 2022

MBA, IBS Hyderabad (IFHE), 2013

BTech, BPUT, Odisha, 2008

### Research/Selected Publication:

1. Dey, N. K., & Gautam, V. (2021). Examining the Influence of Transcendent Customer Experience on Website Patronage Intentions in E-Retailing. *IUP Journal of Marketing Management*, 20(4).
2. Dey, N. K. (2021). Advertising Puffery in the Indian Education Sector: A Comparative Analysis of Electronic and Print Media Puffery and Recommendations. *International Journal of Advance Research and Innovative Ideas in Education*, 7(2), 999-1002. (IJARIE Peer Reviewed & Open Access Journal, ISSN: 2395-4396).