

# ANIKET SENGUPTA

Full-time Faculty | Marketing Area

Joined the School in 2023

## ACADEMIC BACKGROUND

---

2021	PhD in Management, Neoma Business School, Rouen, France
2014	MSc in Merchandising, Apparel and Textiles, University of Kentucky, Lexington, USA
2010	BTech in Apparel Production, NIFT, Kolkata, India

## PROFESSIONAL EXPERIENCE

---

2016 – 2017	Assessor (Apparel and Home Furnishings), STAMP India, Kolkata, India
2017	Product Lead, No Nasties, Goa, India
2015 – 2016	Account Manager, Trader Joe's, Houston, USA
2010 – 2011	Marketing Merchandiser, Embee, Ismailia, Egypt

## TEACHING EXPERIENCE

---

### Courses Taught in Recent Years

#### Undergraduate Level

Fundamentals of Marketing

## ACADEMIC ACTIVITIES

---

2023 – to date	Assistant Professor, Univerisdad de los Andes – School of Management, Bogota, Colombia
2023	Assistant Professor, Rajagiri Business School, Kochi, India
2022 – 2023	Assistant Professor, Woxsen University, Hyderabad, India
2019 – 2023	Adjunct Faculty, EM Normandie, Le Havre, France
2021 – 2022	Lecturer, American School of Business, Paris, France
2019 – 2020	Adjunct Faculty, Neoma Business School, Rouen, France

## PUBLICATIONS

---

### Articles in Academic Journals

- 2022 Sengupta, A., Wesley, S., Cavender, R. and Lee, M.Y. (2022), "Global vs local: analysis of the consumer-brand relationships in India", *International Journal of Retail & Distribution Management*, Vol. 50 No. 3, pp. 361-376.
- 2022 Sengupta, A. and Cao, L. (2022), "Augmented reality's perceived immersion effect on the customer shopping process: decision-making quality and privacy concerns", *International Journal of Retail & Distribution Management*, Vol. 50 No. 8/9, pp. 1039-1061.

## PARTICIPATIONS IN BOARDS, COMMITTEES AND ASSOCIATIONS

---

- 2013 – To date Pledge Alumni Brother at Delta Upsilon Mens Fraternity, Indianapolis, USA
- 2014 – To date Pledge Alumni Brother at Phi Upsilon Omicron Honor Society, Lexington, USA Netherlands.

## AWARDS, SCHOLARSHIPS AND GRANTS

---

- 2019 – 2021 Seed Fund Grant, Neoma Business School, Rouen, France
- 2017 – 2021 PhD Scholarship, Neoma Business School, Rouen, France
- 2013 – 2015 Lyman T Johnson Diversity Fellowship, University of Kentucky, Lexington, USA
- 2013 Panama Study Abroad Fellowship, University of Kentucky, Lexington, USA
- 2012 – 2015 Graduate School Scholarship, University of Kentucky, Lexington, USA