

Atish Chattopadhyay, PhD

Dr. Atish is presently Director JAGSoM, is the recipient of the first Y K Bhushan Memorial Award for his 'outstanding contribution to management education' instituted by Higher Education Foundation of India. He had initiated pedagogical innovations - featuring in AACSB's 'Innovations That Inspire'.

He held leadership positions in leading institutions of India as Director - IMT Ghaziabad, Dean MICA, Ahmedabad and as Deputy Director at SPJIMR, Mumbai.

Dr. Atish was the Founding Vice Chancellor Vijaybhoomi University (VU) where he pioneered the liberal-professional curriculum framework based on the multiple-intelligence model. He played a pivotal role in setting the five schools - Music, Design, Law, Science & Technology and Business. This education model aligns with the top global universities that paved the way to collaboration with leading international partners across USA (SUNY, UTA) and Europe (KEDGE).

During his tenure, JAGSoM emerged as one of the top B-Schools from India with an international profile - accredited by AACSB & ranked in QS World University Rankings. JAGSoM emerged amongst top 30 B-Schools in India (Business Today 2021). Dr. Atish led the AACSB accreditation of JAGSoM across two campuses - Bangalore and VU (Karjat).

At JAGSoM, he collaborated with NHRDN to curate a curriculum to groom 'T'-shaped Professionals aligned to Industry 4.0 and launched the role defined career tracks in areas like MarTech & FinTech.

At IMT Ghaziabad: IMTG bounced back amongst top 10 B-schools of the country (ranked #10 by Business Today and NHRDN in 2017). He launched new initiatives - Sustainability & Social Responsibility (SSR) and Design Thinking & Innovation. He led the AACSB accreditation process during the visit of Peer Review Team.

At MICA, Dr. Atish successfully restructured the admission process & initiated a student driven placement process, significantly improving both admission and the placement outcomes.

At SPJIMR - Dr. Atish successfully led the flagship two-year PGDM Program of SPJIMR for over five years; increased enrolment, improved placements, expanded international footprint, restructured curriculum & enhanced alumni engagement. The program got ranked among the top 5 MBA programs in India.

The 'Global Fast Track' was launched during his tenure, where all participants undertook advanced specialization courses in partnering top US B-Schools.

Dr. Atish volunteers as a mentor and PRT member for AACSB and is a founding member of EFMD Indian Business Council. He dreams of creating a global B-School from India.

At Jagdish Sheth School of Management (JAGSoM)

During his tenure JAGSoM emerged as one of the top B-Schools from India with an international profile - Being accredited by AACSB and ranked in the QS World University Rankings for the Masters in Marketing, Masters in Analytics and Finance Masters Programs. JAGSoM made its debut in Indian rankings being ranked amongst the top 30 B-Schools in India (#26 in the Business Today-MDRA Rankings 2024).

At JAGSoM he initiated a study in association with NHRDN to understand the needs of Industry 4.0, which led to the launch of a curriculum to groom 'T'-shaped Professionals with career tracks in new age areas like MarTech, FinTech, Digital Business & Analytics. The robustness and currency of JAGSoM's curriculum and delivery was reflected in the Business Today B-School Rankings 2024, where JAGSoM was ranked #7 for 'Learning Experience' and #9 for 'Future Orientation'.

JAGSoM's experiential interventions like 'Kanyathon' featured in AACSB's Innovations that Inspire list. Kanyathon is a student-driven annual charity marathon that raises funds to uplift the lives of the girl child and for women empowerment to make social impact aligned to UN Sustainable Development Goals (SDG 1 'No Poverty' and SDG 5 'Gender Equality').

The surplus funds raised by the Kanyathon event were also disbursed towards the development of the of Kanyathon Shiksha Kendra at the villages adopted by JAGSoM. The Shiksha Kendra will largely focus on computer literacy, English communication, life skills and personal hygiene. The Kendra will be an interactive digital learning platform.

At JAGSoM he initiated international pathway programs with State University of New York (SUNY), Albany, Georgia State University, University of Texas at Arlington, Kedge Business School, France, to name a few.

Dr. Atish was instrumental in curating a unique In-company MDP for Union Bank of India to train 6000+ Customer Service Associates, which was the first ever MDP by JAGSoM with a ticket size exceeding INR 10 million.

Academic Positions

- Director, Jagdish Sheth School of Management (May 2018 onwards)
- Founding Vice Chancellor, Vijaybhoomi University (on deputation - April 2020 to October 2024)
- Director, Institute of Management Technology (IMT) Ghaziabad (March 2016 to May 2018)
- Dean, MICA Ahmedabad (May 2015 to March 2016)
- S P Jain Institute of Management & Research, Mumbai (June 2007 to May 2015)
 - i) Professor and Deputy Director (2012-2015)
 - ii) Professor and PGP Chair (2011-2012)
 - iii) Associate Professor and PGP Chair (2009-2011)
 - iv) Associate Professor and Area Chair - Marketing (2008-2009)
 - v) Assistant Professor and Area Chair - Marketing (2007-2008)
- Faculty Member at ICFAI Business School, Hyderabad (1999 to 2007)

Accomplishments as an Institutional Leader

As Founding Vice Chancellor of Vijaybhoomi University

As its Vice Chancellor, Dr. Atish positioned [Vijaybhoomi University](#) as India's first Liberal Professional University, which used the liberal-professional framework of education to build a unique curriculum and pedagogy aligned to Industry 4.0. This curriculum and pedagogy facilitates the process of self-discovery

in the initial year and thereafter choice of majors and minors to prepare oneself in careers in Business, Music, Data Science, Law and Design.

The freshmen or first year enables the discovery process by exposing the learners to multiple disciplines across different intelligences of the learner. The sophomore or later years help the learners to opt for courses to meet the requirements of a professional degree that the learner would like to graduate with.

While NEP 2020 led many education institutes reconsider their philosophy, Vijaybhoomi University, established in 2019, was ahead in setting the education philosophy in lines with the recommendations of NEP emerged as a front runner in implementing the NEP in its true spirit.

Vijaybhoomi University has played a pioneering role to introduce professional education on the foundation of liberal framework - transcending the boundaries between arts and sciences by offering multidisciplinary new-age education across various disciplines like management, Design, Law, Music, Data Science and Humanities.

The graduates are required to earn minimum credits from at least 4 schools other than their school of majors. This education model aligns with the top global universities that paved the way to collaboration with leading international partners like State University of New York (SUNY), Texas A&M University, Illinois Institute of Technology, University of Texas (Arlington), KEDGE Business School, and HSLU Lucerne to name a few.

The fact that credits are articulated, and course credits are accepted/mapped by global universities demonstrates robustness of the curriculum and faculty's capability which has created exciting opportunities for international pathways. These partnerships fit into our academic strategy and help us offer holistic education that nurtures professionals of the future with a global perspective.

Dr. Atish led the AACSB accreditation of Jagdish Sheth School of Management (JAGSoM) at Vijaybhoomi University. JAGSoM at Vijaybhoomi University is ranked 6th amongst the Top Emerging [BBA](#) Institutes in [The Times Of India](#) Ranking Survey 2024.

Dr. Atish led the collaboration with KEDGE Business School across UG, PG and Doctoral levels. KEDGE being a Triple accredited (AACSB, EQUIS, AMBA) school, this opened new opportunities for Indian aspirants

The visit of the UGC Expert Committee for the UGC Section 2(f) status happened during his tenure. The committee expressed their appreciation for the unique liberal professional curriculum framework of the University.

At IMT Ghaziabad

IMTG bounced back amongst the top 10 B-schools of the country (ranked number 10 by Business Today and NHRDN in 2017). The period saw the launch of the refreshed curriculum and new initiatives like Sustainability & Social Responsibility (SSR) and Design Thinking & Innovation. The initiatives received global accolades as IMT featured in the 'Innovations that Inspire' list of AACSB. He led the AACSB accreditation process during the visit of Peer Review Team. IMTG was invited as a member institution of GMAC in December 2016.

Enhanced student engagement and facilitated the process of student participation in reputed corporate events – IMTG won the Mahindra War Room for the first time in 2017, and was the 1st Runner Up at FCB ULKA Comstrat, 2018. IMTG student team also emerged as the national champion of the L'Oréal Brandstorm competition in 2017.

Dr. Atish led the turn-around of the Executive Education portfolio of IMTG and played a key role in the launch of the Post Graduate Program in Sales & Digital Marketing in association with upGrad.

At MICA Ahmedabad

Successfully restructured the admission process at MICA, which is set for more than 100% increase in its applicant pool. Initiated a student driven placement process resulting in successful completion of the summer internship and final placement process.

Spearheaded the formation of an Advisory Board for the Digital Marketing specialisation comprising of leading industry experts to formulate a contemporary curriculum – first of its kind in India. Enhanced student engagement through an enabling environment to encourage participation in events of repute – MICA won the Mahindra War Room for the first time in its history in November 2015.

At SPJIMR, Mumbai

Successfully led the flagship two-year PGDM Program of SPJIMR for over five years. Over those five years, increased enrolment, maintained 100% placements, expanded international student exchange, restructured curriculum, transitioned to semester system, enhanced alumni engagement, and submitted the program for accreditation by AACSB.

Positioned the program for 'Global Relevance & Social Sensitivity' and the program today is ranked among the top 5 MBA programs in India. Restructured the program to align the academic calendar with that of global B-Schools including introduction of the slot based semester system to facilitate student exchange. Initiated the launch of 'Global Fast Track', where all 240 participants enrolled in the program undertake advance specialization courses and projects in partnering top US B-Schools (Carnegie Mellon, Cornell, Darden and Purdue).

Invited as speaker at various international forums of AACSB, GMAC etc– which improved the global visibility of SPJIMR.

The program achieved Improved ranking in all the major B-School surveys during his tenure: 19th to 5th in Business Today (2014) and from 12th to 3rd in Business World (2014)

Teaching Interests - Courses Offered

1. Retail Shopper Marketing: This is a unique course developed as an outcome of my consulting and research assignments
2. Strategic Marketing: This course provides the linkage of marketing strategy with organizational structure
3. Brand Management: Provides a practical approach to branding using established frameworks

Executive Education Programs Designed and Conducted

1. Developed and conducted training programs for organizations like BPCL, Cummins, GEC Alstom, Indian Hotels, Mahindra & Mahindra, Novartis, RINL, SBI, Tata Motors, Tata Chemicals, Tata Tea, Tata Metaliks, Vodafone, Welspun and Siemens to name a few.
2. Developed and conducted series of training programs for senior officers in the area of bank marketing, market survey, selling techniques and CRM at Central Bank Officers Training College and Allahabad Bank Officers Training College

Publications

Refereed Journals

1. Dholakia N, Dholakia R. R and Chattopadhyay A (2018): Indigenous Marketing Practices and Theories in Emerging Economies: Consumer Behaviour and Retail Transformations in India”, Journal of Business Research, Elsevier, vol. 86(C), pages 406-415
2. Dholakia N, Dholakia R. R and Chattopadhyay A (2012): India’s Emerging Retail Systems: Coexistence of Tradition and Modernity”, Journal of Macro Marketing, Vol .32, 2012
3. Baron M L, Dholakia N and Dholakia R. R and Chattopadhyay A (2012): “Multinational Retailing in Asia: Understanding Resistance, Risks, Rewards”, Productivity, Vol. 53, No. 2
4. Sengupta K and Chattopadhyay A (2006): “Importance of Appropriate Marketing Strategies for Small Business Sustainability - Case of Bakery Chains of Kolkata, India”, Asia Pacific Journal of Marketing and Logistics, Vol.18, Issue 4
5. Chattopadhyay A and Sengupta K (2006): “A study of the perception of mall shoppers in the city of Kolkata, India”, ICFAI Journal of Consumer Behavior, Vol. 1, Issue 3
6. Chattopadhyay A (2003): “Role of Marketing strategies in the success of Small Businesses”, ICFAI Journal of Marketing Management, Vol. 2, Issue 2

Refereed Conference Proceedings

1. Chattopadhyay A and Dholakia N and Dholakia R. R(2011): “Standing up to Goliaths: How Small Traditional Stores Influence Brand Choices in India” in proceedings of 10th International Conference Marketing Trends held at Paris January 2011, 20th -22nd co-organized by ESCP, Europe and Universita CaFoscari Venezia
2. Chattopadhyay A and Dholakia N (2010): “Challenge of Retail Transformations in Emerging Markets” in proceedings of 11th International Conference on Markets and Development co-organized by International Society of Market and Development (ISMD) and National Economic University, Hanoi, Vietnam
3. Dholakia R. R, Chattopadhyay A and Dholakia N (2010): “Role Of Advertising, POP and Sales Person Efforts in Transitional Retail Markets” in proceedings of 11th International Conference on Markets and Development co-organized by International Society of Market and Development (ISMD) and National Economic University, Hanoi, Vietnam
4. Dholakia R. R, Dholakia N, Chattopadhyay A and Cabusas J. J (2009): “Asia’s Emerging Retail Systems Coexistence of Tradition and Modernity” presented at The 34th Annual Meeting of the Macro-marketing Society organized by the University of Agder, Kristiansand, Norway
5. Chattopadhyay A and Sengupta K (2009): “Segmenting Customers for Effective CRM: A Data Mining approach using Billing and Loyalty Card Data of a leading Retail Chain of Kolkata, India”, in proceedings of 3rd IIMA Conference on Marketing Paradigms for Emerging Economies
6. Chakraborty S, Sengupta K and Chattopadhyay A (2008): “Determinants of Customer Satisfaction of Mobile Phone Service Providers in Evolving Markets – Case of Kolkata, India” in proceedings of IIMK International Conference on Statistics and its Applications in Management
7. Chattopadhyay A and Sengupta K (2007): “Factors influencing e-market places for SME buyers in B2B environment – Case of Indian Steel Market” in proceedings of 8th International research conference on quality, innovation and knowledge management co- organized by Monash University, IIT Delhi, IMT

8. Chattopadhyay A and Sengupta K (2006): "User perception of the retail loyalty programs in the city of Kolkata, India" in proceedings of 4th AIMS International Conference of Management at IIMI
9. Chattopadhyay A and Sengupta K (2006): "Shopper Perceptions in the face of global competition: Case of Shopping Centres of Kolkata, India" in proceedings of IIMK Conference on Global Competitiveness
10. Chattopadhyay A and Sengupta K (2005): "Factors Leading to Brand Sales – Tracking the Consumers of the Bakery Chains of Kolkata" in proceedings of 1st IIMA Conference on Marketing Paradigms for Emerging Economies
11. Chattopadhyay A and Choudhuri A (2005): "An Analysis of Twin Case Studies on Creation of Brand Equity and A Brand Rating Endeavor for Small Scale Entrepreneurs: In Search of a Method in Madness" in proceedings of 1st IIMA Conference on Marketing Paradigms for Emerging Economies
12. Chattopadhyay A and Choudhuri A (2003): "Tomorrows Retail Bank-An Indian Perspective" in proceedings of 30th World Marketing Congress, New Delhi
13. Chattopadhyay A and Choudhuri A (2003): "Leveraging the projected future earnings from a brand as a source of finance for a start-up small scale enterprise" in proceedings of 3rd IEF Conference on Entrepreneurial Innovation, IIMB

Refereed Book Chapters

1. Chattopadhyay, A., Kupe, T., Schatzer, N. F., & Mogaji, E. (2022). Fireside chat with three vice chancellors from three continents: Re-imagining higher education in emerging economies. In Re-imagining Educational Futures in Developing Countries: Lessons from Global Health Crises (pp. 85-96). Cham: Springer International Publishing.
2. Chattopadhyay, A., & Hommel, U. (2021). De-institutionalization of management education in the post-pandemic world: East-West perspectives. *The New Normal: Challenges of Managing Business, Social and Ecological Systems in the Post COVID 19 Era*.
3. Dholakia N, Chattopadhyay A and Dholakia R. R(2014): "Good Luck Stores - India's Small Stores Adapt to Modern Retail Competition" in A policy and strategy perspective, Routledge Studies in International Business and the World Economy, by Malobi Mukherjee (ed), Richard Cuthbertson (ed), Elizabeth Howard (ed) ,ISBN-10: 0415730872
4. Chattopadhyay A and Sengupta K (2009): "Small Business and Importance of Appropriate Marketing Strategies", in Entrepreneurship Development & Small Business, Banerjee B (ed) and Chakraborty T (ed), UGC-DSA, Dept. of Commerce, University of Calcutta
5. Chattopadhyay A (2007): "Successful Bakery Retailing – Case of Monginis in Kolkata" in Fast Food Retailing – Emerging Trends, K. Lahiri (ed.), IUP, ISBN: 81-314-0540-0
6. Chattopadhyay A (2007): "Small Business Success – Case of Sugar & Spice in Kolkata" in Small Scale Industries – Performance and Challenges, K. Lahiri (ed.), IUP, ISBN: 81-314-0607-5
7. Chattopadhyay A (2007): "Marketing Challenges for Small Businesses" in Small Scale Industries – Performance and Challenges, K. Lahiri (ed.), IUP, ISBN: 81-314-0607-5

Trade Publications

1. Chattopadhyay A and Dholakia N and Dholakia R. R(2013): 'Coexistence of Tradition & Modernity', India Retail Report,2013
2. Chattopadhyay A and Sengupta K (2005): "Investigating Consumer Attitudes" in The SPSS Analyst

Invited Speaker in Industry Forums

1. Panelist on “Responsible Management Education: Learning & Teaching for Sustainable Education” at PRME Global Forum, July 2024, Global
2. Panelist on “Why and how Business Schools are preparing students for a changing workforce” at Times Higher Education Global Sustainable Development Congress, June 2024, Bangkok, Thailand
3. Panelist on “Curriculum to Careers” at BW Education NextGen Edu Summit, April 2024, Bengaluru
4. Panelist on “What if...? Reimagining the role of business schools in 2030” at EFMD Deans & Directors General Conference, Madrid, Spain
5. Panelist on “Accreditation, Rankings and Reputation Management in the post pandemic world” at 4th Indian B Schools Leadership Conclave, 2022, EPSI, New Delhi
6. Speaker on “NEP 2020: Role of Private Sector in a Effective Implementation” at National Conference, 2022, EPSI, Pune
7. Speaker at Regional Conference on Marketing and International Business, 2021, North South University, Dhaka, Bangladesh
8. Presentation on “Art and Science of Visual Merchandising” at the Samsung Enterprise Solution Expo, 2014, Mumbai
9. Presentation on “Retail Market Scenario and Its Impact on Indian Economy” at the 47th Annual General Body Meeting of Indian Institute of Packaging, 2014, Mumbai
10. Presentation on “Consumer Insights, Retailer Reflections: What You Always Wanted To Know About Your Customer”, at the 6th Food and Grocery Forum India (FGFI), 2013, Mumbai
11. Panellist, TRRAIN Service Excellence Award, 2011, Mumbai
12. Workshop on “Storytelling in Marketing” at The Advertising Club, Bombay, 2010

Broad Audience Publications

1. Chattopadhyay, A. (2024, July 18). Adapting to the Future. How B-schools are preparing students for a changing workforce. The Hindu Business Line.
2. Commuri, S & Chattopadhyay, A. (2024, May 13). Don't Turn Great Business Schools Into Mediocre Research Institutions. Poets & Quants.
3. Chattopadhyay, A. (2024, February 21). Do Indian B-Schools Need Global Standards. Business Today.
4. Chattopadhyay, A. (2023, July 09). How can Indian B-schools achieve global standards. Times of India.
5. Chattopadhyay, A. (2022, August 21). The need to upskill the professionals of the future through Industry Integration & Skill Enhancement. The Times of India
6. Is it advisable to take a break from education in Covid times?
7. Chattopadhyay, A. (2021, January 04). A tool to benchmark quality: Do global rankings of universities provide an assurance of quality?. The Hindu
8. Chattopadhyay, A. (2020, June 02). Curriculum 4.0 for Industry 4.0. Global Focus – EFMD.
9. Chattopadhyay, A. (2020, February 19). Management Education 4.0 and the changing landscape of business education in India. Academ by Rimaone.
10. Chattopadhyay, A. (2019, June 03). IT firms back to hiring; recruitment likely to go up by 10 per cent this year. The Week.

11. Chattopadhyay, A. (2019, January 11). India needs to upgrade management curricula to bridge industry-academia gap. Education Times.
12. Chattopadhyay, A. (2018, December 02). A Case for a Relook - The need of the hour is designing a curriculum for students operating in Industry 4.0. Business Today.

Experiences – Professional and Entrepreneurial

Eight years in the hospitality and food retailing business:

1. As Food & Beverage In-charge of a 4-star Hotel in Guwahati from 1991 to 1992
 2. Seven years as a Promoter / Entrepreneur of a start-up bakery retail chain in the city of Kolkata from 1992 to 1999
- **Key Tasks Undertaken**
- i) Preparation of techno-economic feasibility report and arrangement of bank finance, setting up of the manufacturing facilities and management of day-to-day operations
 - ii) Strategize and design of marketing strategy for the expansion of retail business through opening of franchised shops across the city
 - iii) Sold off the start-up at an INR 8-digit annual turnover

Consulting Assignments Undertaken

#	Name of the Organization	Nature of Assignments
1.	Johnson & Johnson Asia Pacific	Creating a model of shopper marketing in general trade retail (study included India, Philippines Brazil and Argentina) Identification of shopping steps in the P2P Recording insights for each steps Proposed Marketing actions at each step
2.	Usha Communications Ltd.	Feasibility study for IT training facilities for non-engineers Training need analysis Study of existing players Suggesting appropriate format
3.	Spencer's Retail Ltd. (RPG)	Feasibility study for a retail vertical Estimation of market size Study of existing players and market characteristics Suggesting the appropriate format financial feasibility based on suggested business model
4.	Switz Foods (Monginis)	Design and implementation of its branding strategies Measurement of customer-based brand equity Study of existing positioning of the brand Recommending an appropriate branding strategy
5.	Mister Baker (Dubai based bakery chain)	Feasibility study for a large format bakery store to be launched in the city of Kolkata Estimation of market size and consumer characteristics Suggesting appropriate format and location
6.	Pantaloon Retail India Ltd.	Develop an approach for customer segmentation using billing and loyalty card data

#	Name of the Organization	Nature of Assignments
7.	CARE	Turnaround strategy for a PSU To carry out a detailed study of the optimum manpower requirement based on market scenario analysis for three steel units of a PSU located at Bokaro, Bhilai and Vizag
8.	Cognizant Technology Solutions	Study of a bank's interface with its retail customers Development of systems for the vertical on retailing
9.	Bhutan Board Products Limited (supported by the Royal Govt. of Bhutan)	Recommending an appropriate marketing strategy Study of particle board and RTAF market of India Study of the competitive scenario Recommendation regarding future strategies

International Assignments

Teaching

Offered courses in 'Marketing' to executive participants at Singapore and Dubai.

Research

College of Business Administration, University of Rhode Island: Invited to work on a collaborative research assignment to study 'Retail Transformations in Emerging Markets' covering South Asia and Southeast Asia (2009).

As an outcome of the research, a paper titled 'India's Emerging Retail Systems: Coexistence of Tradition and Modernity' got published in the Journal of Macro Marketing

Consulting

Johnson & Johnson Asia Pacific (2009-2010): Creating a model of shopper marketing in general trade retail (both retail and wholesale) – the research study included Asia-Pacific and Latin America.

Professional Qualifications

- PhD in Business Administration from Aligarh Muslim University (2007)
- PGDBM, Indian Institute of Social Welfare & Business Management, Kolkata (1995)
- DHM, National Council of Hotel Management, New Delhi (1991)
- Completed the 'Colloquium on Participant- Centred Learning' at Harvard Business School (2008).