

CURRICULUM VITAE

Dr Sabita Mahapatra

Professor, Marketing

Indian Institute of Management, Indore

Pithampur Road, Pigdamber, Rau, Indore- 453556

Professional Qualification

PhD, M.B.A, MA (Sociology).

Scholarship /Award

Recipient of State and National Level Scholarship.

Qualified UGC NET (Sociology) in1994.

Award for Best Professor in Marketing Asia's Best B-School Awards 2011.

Best Faculty Award, IIM, Indore 2014.

Teaching Experience

- Professor, Indian Institute of Management, Indore, Dec 2017 - till date
- Associate Professor, Indian Institute of Management, Indore, Nov 2012 – Dec 2017.
- Assistant Professor, Indian Institute of Management, Indore, June 2006 - 2012.
- Assistant Professor, Rourkela Institute of Management Studies, Rourkela, 2004 - 2006.
- Senior Lecturer, Rourkela Institute of Management Studies, Rourkela, 1997 - 2004.

Areas of Interest

Primary Area of Interest- Customer Behaviour, Consumer Psychology, Emotional Marketing, Service Marketing, Health Marketing & Social Marketing.

Courses taught IIM Indore (PGP-Indore, Mumbai, Dubai, Executive-PGP, FPM Regular & Industry, PGPMX)

Consumer Behaviour, Services Marketing, Sales and Distribution Management, Retail Marketing, Marketing Research, Marketing Management, Strategic Marketing, Research in Social Marketing, Research in Advertising, Marketing Theory.