

Dr. Aniket Sengupta*, Assistant Professor



BIO:Dr.Sengupta a Ph.D. in Management (Marketing) from Neoma Business School (triple accredited), France, an MSc. in Merchandising, Apparel, and Textiles from the University of Kentucky, USA, and a B.Tech in Apparel Production from NIFT – Kolkata, India. He has at least 5 years of experience in apparel manufacturing, retail planning, and procurement in Egypt, the USA, and India. Previously, Dr. Sengupta has been associated with Neoma Business School, Ecole de la Management Normandie, Woxsen University, American School of Business - Paris and Rajagiri Business School in various academic commitments. Dr. Sengupta is currently associated with Universidad de Los Andes – Escuela de Administración (triple accredited), Bogota DC, Colombia as an Assistant Professor. He also teaches a course called – *Cultural Management in Global Settings* at Ecole de la Management Normandie (Caen, Le Havre, Paris, Dublin, Oxford and Dubai) every spring semester since 2021

JOB DESCRIPTION: – Dr. Sengupta has been working at the prestigious Universidad de Los Andes – Escuela de Administración since 2023. He has been engaged in various global collaborations on research projects with the Burgundy School of Business, the University of Helsinki, BM Munjal University, and IIM–Sambalpur. He has already taught subjects like Digital Marketing, Marketing Communications, and Fundamentals of Marketing at the undergraduate level and is also preparing coursework for new programs in the School of Management. His keen interest has been to procure research funds from Finland and France and write grant proposals for the same. The current research topics involve 1) Knowledge transfer in agribusiness industries in Colombia and India, 2) AR/VR implementation in the luxury industry (Burgundy wine and French fashion brands), etc. He recently received FAPA research grant from his university to the amount of \$45000 for 3 years period.

RESEARCH INTEREST: His research interests include business intelligence paradigm, role of smart technologies in retail and agribusiness, open innovation in high-tech industries. He has three ABDC-A research publications and has presented research papers in Europe, MENA and North America.

*Merchandising, Apparel & Textiles Alumni 2012 - 2014