

Faculty

Name: Prof. Dr. Premasish Roy

Designation: Dean - Faculty of Management Studies;
Director & Professor - Department of Management Studies (Off Campus), Navi Mumbai

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Profile:

Dr.Premasish Roy is currently associated as Dean, Faculty of Management Studies, Bharati Vidyapeeth (Deemed to be University), Pune. He is also the Director - Department of Management Studies, Bharati Vidyapeeth (Deemed to be University), Navi Mumbai Campus. He is an alumnus of Jadavpur University, Kolkata. He has Ph.D (Management), PGDM (HR/OB specialization), PGDMC (Mass Communication), MA (English) with twenty two years of full-time Teaching, Academic Administration, General Administration, Consultancy and Research experience in Business Schools & Universities in pan India location. He has worked in the capacity of Deputy Dean, Associate Dean in two consecutive Academic Institutions prior getting associated with the current assignment. He has guided two Ph.D scholars and 98 master thesis dissertations. He is currently supervising two doctoral research scholars. He has been the Thesis Supervisor of MBA programme of Liverpool Business School (UK). He has presented over 19 research papers in various International and National conferences. He has published around 22 articles in various journals of repute. He has published over 7 chapters in different edited books of repute. He is a Mentor to a startup working at one of the Atal Incubation Centres (Centre supported by NITI Aayog, Government of India). He had played a key role in setting up an incubation centre in one of the premiere Business Schools in New Delhi under the Atal Innovation Mission scheme of Govt. He has imparted many training programmes to corporate executives and professionals of reputed Organizations and Institutions like Unilever Limited and Institute of Chartered Accountants of India (ICAI). He is an Innovation Evangelist – organized 20 entrepreneurship boot camps & 01 training programme (25 days) supported by Department of Science & Technology, Government of India; He was the key architect in organizing India's first Mobility Mission Festival in New Delhi supported by AIC – NITI Aayog; He has the experience of setting AI lab and Design studio in association with IBM. His teaching fortes and research interest are Human Resource Management, Organizational Behaviour, Organizational Culture, Organizational Design & Development, Strategic Business Management, Brand Management and other allied areas.

Education: Ph.D (Management), PGDM, MA

Experience: 21 Years

Research:

1. Approved research guide of the University
2. Research interest: Human Resource Management & Organizational Behaviour; Advertising & Brand Mgmt.; Organization Culture; Strategy Management
3. He has guided two research scholars leading to the award of Ph.D degree:
https://shodhganga.inflibnet.ac.in:8443/jspui/browse?type=author&value=Premasish%2C+Roy&value_lang=
<https://shodhganga.inflibnet.ac.in:8443/jspui/handle/10603/237336>

Conferences:

1. He has presented over 19 research papers in various International and National conferences.
2. He has been the panelist and moderator in many panel discussions at various forums.

Projects/MDPs/Consultancy/Incubation:

1. Organized ten (10) Entrepreneurship Boot Camp with sponsorship fund from DST – Ministry of Science & Technology routed through EDII Ahmedabad
2. Organized the 25 day Women Entrepreneurship Development Programme funded by DST, Government of India and technology partner – Automation Anywhere, USA.
3. Mentor to one of the Atal Incubation Centres at New Delhi (Centre supported by NITI Aayog, Govt);

Publications:

1. He has published around 22 articles in various journals of repute including peer-reviewed, scopus indexed, and UGC care indexed. He has published over 7 chapters in different edited books of repute.

Some of the publication links:

<https://indianjournalofmanagement.com/index.php/pijom/article/view/60268>
<https://www.proquest.com/openview/8f3802854760f5046dc9c872e1a1d24f/1?pq-origsite=gscholar&cbl=2035007>
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2017525
<http://inet.vidyasagar.ac.in:8080/jspui/bitstream/123456789/974/2/p8.pdf>
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2017525
<https://www.researchgate.net/profile/Premasish-Roy-2>
<https://www.eurchbull.com/issue-content/challenges-and-impact-of-artificial-intelligence-on-sustainable-development-and-e-markets-3349>