

**Name:** Dr. Pratap Chandra Mandal

**Designation:** Associate Professor

**Qualification:** B. Tech. (Hons.) (Mechanical Engineering) (IIT Kharagpur), MBA (Major in Marketing, Minor in Finance) (IIT Kharagpur), PhD (Marketing) (IIT Kharagpur)

**Interest areas:** Services Marketing, Customer Relationship Management, Customer Satisfaction, Qualitative Research in Management

**Brief Introduction about yourself:**

Pratap has published research papers in reputed international and national journals. He has published a book on customer satisfaction. Pratap is the Editor-in-chief of International Journal of Research in Management and Business ([www.ijrmb.com](http://www.ijrmb.com)) and Article Editor for Sage Open.

He is on the editorial board members of journals like International Journal of Research in Management Sciences, International Journal of Commerce and Business Studies, and Journal of Harmonized Research.

He is acting as a reviewer for reputed international journals like Journal of Global Marketing, Asian Journal on Quality, International Journal of Services and Operations Management, International Journal of Qualitative Research in Services, Asian Journal of Management Science and Applications, International Journal of Research in Management Sciences, International Journal of Research in Marketing & Human Resource Management, Issues in Business Management and Economics.

Pratap has work experience, both in academics and in industry for more than 14 years. At present, he is working as an Associate Professor (Marketing) at VIT Business School, VIT University, Vellore, Tamil Nadu, India.

Pratap is a PhD (Marketing) (IIT Kharagpur), MBA (major-Marketing, minor-Finance) (IIT Kharagpur), and B. Tech. (Hons.)(Mechanical Engineering) (IIT Kharagpur).

His interest areas include Services Marketing, Customer Relationship Management, Customer Satisfaction, Qualitative Research in Management