

Dr. Satyabhusan Dash

Dr. Satyabhusan Dash is Dr. Ishwar Dayal Chair Professor for Futuristic Issues in the Behavioral Sciences and Professor of Marketing Management and Chairperson, Centre for Marketing in Emerging Economies at the Indian Institute of Management, Lucknow. He was awarded Canadian Studies Doctoral Research Fellowship for Doctoral Research in Management in 2001. Dr. Dash has published in several leading International journals including *European Journal of Marketing*, *Journal of Brand Management*, *International Journal of Market Research*, *Academy of Marketing Science Review*, *Journal of Consumer Marketing*, *Marketing Intelligence and Planning* and *Journal of Tourism Management*. Dr. Dash was recently awarded by Indian Commerce Association, with the prestigious Prof. Manubhai M. Shah Memorial Award 2018 for Excellence in Commerce and Business Management. His co-authored research studies have won best paper awards at the 2014 and 2012 annual conference of Emerging Market Conference Board, 2013 Market Research Society of India annual conference and at the 5th International Conference on E-governance at Hyderabad. He is recipient of Best Research Paper Award from Emerald publications for the year 2012. His current areas of research interest have been on the topics of Online marketing, B2B Marketing, product and brand management and health care marketing.

