Dr. Bharti Moitra

Associate Professor, Fashion Management Studies, Kolkata

Area of Teaching and Research - Marketing, Brand Management, International Business and Fair Trade

Bharti Moitra is a career academician, having over 22 years of teaching experience with NIFT, Kolkata, since 1999, post a brief stint with a leading international retail brand (Lacoste). A former Chairperson of the Department of Fashion Management Studies, she is currently pursuing her PhD in Fair Trade.

She holds a Master of Fashion Management (earlier known as Post Graduate Diploma in Apparel Marketing and Merchandising) from NIFT, Delhi and a Master of Arts in History from Miranda House, Delhi University. She did her Bachelor of Arts in History from Lady Shri Ram College, Delhi and her schooling from Loreto Convent, Delhi and DPS R.K. Puram, Delhi. She also holds a Diploma in French language from Alliance Francaise, Delhi.

She specializes in the areas of Marketing, Brand Management, International Business.

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Dr. Anannya Deb Roy

Associate Professor, Fashion Management Studies, Kolkata

Title of Dissertation of PhD - A study of the perceptual quality of store brand and its relationship with the service quality of the retailer

Area of Teaching and Research - Research Paradigm, Marketing Research, Retail and Consumer Experience, Behavioural Psychology.

Dr. Anannya Deb Roy has done his Ph.D in Management from the University of Calcutta in 2011 after completion of two years full time MBA with Marketing specialisation, PGDCA and B.Sc with Physic honours. He has been an academician now for 18 years after joining NIFT, Delhi in 2008 and then at NIFT, Kolkata. He has taken care of academic administration responsibilities like RIC, CIDL for international universities, and Centre Coordinator for FMS department. He is a National Level Resource Person and National Level Recognised Trainer under the Department of Personal and Training, Govt. of India. He has worked in different Government projects and is the Lead Data Analytics in the IndiaSize project. He has several publications in the area of Consumer and Brand Management, Sustainable and Circular Economy and Business with Conscience in national and international journals and books including the esteemed publisher Routledge. He is guiding research scholars for Ph.D in the various field of management.

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Dr. Sougata Banerjee

Associate Professor, Fashion Management Studies, Kolkata

Title of Dissertation of PhD - Retail marketing of branded sector in menswear garment in Kolkata - its marketing strategies

Area of Teaching and Research - Retailing, Branding, Marketing Research, Consumer Behaviour, Advertisement, Sales, Entrepreneurship, Merchandising.

Dr. Sougata Banerjee did his PhD in Business Administration in the field of Retail Marketing in 2008 from The University of Burdwan, WB. He did his 2 Years Full-Time Masters in Business Administration (MBA) with the specialisation of Marketing Management in 2001 from the same University after his completion of Honours Graduation in Commerce. He has got more than 20 years of industrial and academic experience and has been working with NIFT since November, 2005. He has around 50 Research Papers and Publications under his credit, in various academic Journals and Conferences at national and international level, in the various fields of Management and is also a research paper Reviewer in some Journals too. He is also a PhD Supervisor in NIFT and Co-Guide in Maulana Abul Kalam Azad University of Technology (MAKAUT), WB. As additional responsibility he was in posts like CC-FMS, RIC, CI&DL, Nodal Officers of various International Universities and presently is PIO(A). He has also got experiences of executing different Projects and Consultancies.

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Dr. Dibyendu Bikash Datta

Associate Professor, Fashion Management Studies, Kolkata

Title of Dissertation of PhD - Application of natural dyes on textiles following eco friendly route

Area of Teaching and Research - Textiles Science, Garment manufacturing, Organisation Behaviour, Human resource management, Intellectual Property Rights, Product Development, Craft research.

Dr. Dibyendu Bikash Datta is an Associate Professor at NIFT, Kolkata where he has been a faculty member since 2005. Prior to joining NIFT, he has worked in the textile industry and has been an academician now for 20 years. His credentials include B.Tech (Fibre), MBA, M.Phil and PhD. His areas of expertise include Textiles, Human Resource Planning, E-Commerce and Web, Intellectual Property Rights, Quality Control, Product Development and Marketing. He has the experience of conducting handloom and handicraft related workshops and training programmes and worked on several artisanal related projects sponsored by the Ministry of Textiles and MSME. He has made a conscious effort to integrate craft and skills into education to sensitize students to the crafts. There are several publications in national and international journals related to textiles, management, and other inter-related subjects. His current area of interest is to work in the area of sustainability and sustainable development.

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