

CENTRE FOR CULTURE, MEDIA & GOVERNANCE
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Dr. Sabyasachi Dasgupta

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Dr. Sabyasachi Dasgupta holds double Masters - MBA in Marketing and Human Resource and Masters in Higher Education Andragogy. Currently, Dr. Dasgupta is an Assistant Professor at O. P. Jindal Global University, Haryana and teaching in the areas of marketing, branding, advertising, and management. Dr. Dasgupta has handled the brands like Big Bazaar, Pantaloons, Airtel, Tata Shakti, Keventers, ABP, Reet coconut oil, BSNL and Tata Indicom. He was an Assistant Professor at Symbiosis Institute of Media and Communication (SIMC), was also the Head of the Department for Brand Communication in SIMC. He has also taught in Florida State University and worked as research scholar with foreign professors on Corporate Social Responsibility. Dr. Dasgupta has published in national and international journals, presented research papers in national and international conferences, has two books with an international publication under his name and has written articles in leading newspapers. He is presently the Director of the research centre in Jindal Global Business School called CUBE (Centre for Unique Branding Experience).



Invites you to a lecture on
“Branding : Changing trends with futuristic outlook.”

ABOUT THE LECTURE

Brands of today are not what it used to be when this word was born. Thanks to the changing consumer mindset and plethora of choices, brands tend to dance the consumer tune. But how does one brand triumph over the others? What creative strategies do brands take to influence consumer perception? Brands have extended themselves to the areas of personal branding, multi platform branding, experiential branding all of which are adding value in terms of how consumers perceive and purchase a product. Some brands like Airtel have changed positions continuously, does it mean relevance or incoherency? Are brands insecure today? Consumers tend to suggest that they are drowning in the world of brands and hence fed up of it. but the alternative argument to this discourse is the fact that consumer's purchase of branded items are growing everyday. Does this insight point towards brand death or reorientation of the branded world? These critical questions and many more would be discussed and debated in the lecture on "Branding: Changing trends with futuristic outlook". The lecture's objective is to take brand out of its cocooned existence in the hands of a marketer to the critical and sharp analysis of multi-disciplinary brand enthusiasts.

Venue: Video Conference Lab., CCMG

Date: 31st January, 2019

Time: 2:00 PM