

About the Editors



Dr. Jayjit Chakraborty is currently associated as Assistant Professor, at the School of Business, GITAM Deemed University, Hyderabad Campus. Prior to joining this institution, he worked as Assistant Professor, at the Department of Business Administration, The Bhawanipur Education Society College, affiliated to University of Calcutta. He was also engaged as Trainee Teaching Associate, at IIM Calcutta. He completed his B.Com and M.Com degrees from St. Xavier's College (Autonomous), Kolkata, with Marketing Management Specialization. He also holds M.Phil degree in Management from University of Calcutta, and awarded Ph.D degree in Management, from the same University. He was also appointed as a Summer Faculty Research Fellow at IIT Delhi. He has obtained the prestigious Higher Education Teaching Certificate from Harvard University, USA. An astute learner and researcher, he has more than 9 years of experience in Teaching and Research. He has presented his research papers in numerous conferences (both national and international) and published research papers in reputed journals as well. He has also participated in several national and international seminars / webinars / workshops / conferences. He has authored nine books till date, which have been widely acclaimed by the academicians and management practitioners. Besides, he is a recipient of multiple awards in the domain of Management and has also been invited as a keynote speaker / resource person / guest at various platforms.



Dr. Abhijit Pandit holds distinguished academic credentials, including an M.Sc., M.B.A. (Marketing), Ph.D. (Marketing) and life memberships in MIMA, ORSI, CMS and IIMCW. With over two decades of full-time teaching experience—thirteen of which are post-Ph.D.—he has established himself as a dedicated educator and accomplished scholar. Deeply committed to social responsibility, he actively engages in philanthropic initiatives and has participated in more than 15 workshops and faculty development programs. He is a regular presenter at prestigious national and international conferences, where he has delivered keynote lectures at 6 such events and earned Best Paper Awards on 6 occasions. He has an extensive publication record, including 10 SCOPUS-indexed articles, 15 in ABDC-B category and 19 in ABDC-C category journals, alongside 14 authored books, 16 book chapters and 8 patents. His research expertise is complemented by advanced proficiency in computational techniques essential for high-level scholarly work. His teaching career spans Ph.D., postgraduate and undergraduate programs at institutions such as Management Development Institute Murshidabad, ICFAI University Tripura, Amity University Kolkata, MAKAUT (formerly West Bengal University of Technology) and West Bengal Health University. He has guided doctoral candidates, with one scholar having successfully submitted thesis and awaiting the award of a Ph.D. in Business Management.



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Dr. Jayjit Chakraborty
Dr. Abhijit Pandit