

About the Editors



Dr. Abhijit Pandit is presently working as an Associate Professor, in the department of Management, Brainware University, Kolkata. His teaching career spans Ph.D., Postgraduate and Undergraduate programs at eminent institutions such as Management Development Institute (MDI) Murshidabad, ICFAI University Tripura, Amity University Kolkata, MAKAUT (formerly West Bengal University of Technology) and West Bengal Health University. He holds distinguished academic credentials, including an M.Sc., M.B.A. (Marketing), Ph.D. (Marketing) and life memberships in MIMA, ORSI, CMS and IIMCOW. 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. He has supervised doctoral candidates, with one scholar having successfully awarded Ph.D. in Business Management.



Dr. Gairik Das is currently the Professor of Strategic Marketing, at Indian Institute of Social Welfare and Business Management (IISWBM), Kolkata. He served as the former Head of the MBA Programme (Day & Evening), and also the Head of Retail Management Programmes at the same institution. At present, he is serving as the Head of Business Management Projects and MDP, at IISWBM, Kolkata. Furthermore, he is the Member of Marketing task force of Confederation of Indian Industries (CII East India). He also served as Nominee of His Excellency, The Governor of West Bengal (Chancellor of the University) at the General Council & Executive Council of Maulana Abul Kalam Azad University of Technical Education, West Bengal. Moreover, he Served as a member in several Committees and Governing Councils of the Government of West Bengal. He is the Ex-Secretary, Association of Indian Management Schools, Eastern India (West Bengal Chapter). He has authored several research papers and supervised Ph.D. Scholars. Few of his scholars have already been awarded. He has also been Session Chair and Keynote Speaker at National and International Conferences in India, and abroad. Notably, he was invited at Said Business School, Oxford University, UK. He has been a consultant to several consultancy projects for Government and Non-Government Organisations all over India. He has organized and lectured at several Management Development Programmes. With total work experience of more than 31 years, Dr. Das has established himself as a Renowned Expert in Marketing Management, Marketing Communications, Brand Management, Consumer Buying Behaviour, Sports Marketing, Retail Management Area, Corporate strategy, Business Research, and related domains.



Dr. Jayjit Chakraborty is presently associated as Post-Doctoral Fellow, in the area of Marketing, at Indian Institute of Management (IIM), Sambalpur. Before joining this institution, he worked as Assistant Professor, at the School of Business, GITAM Deemed University, Hyderabad Campus. Prior to that, he served 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 10 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 10 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. Surjyasikha Das is currently the Head of the Department, at JIS School of Management Studies, Kolkata. She has vast expertise in HR, Psychology and Management. She did her B.E. (Civil Engineering, NIT Maharashtra), MBA (Human Resource Management and Marketing, Vignia Bharati University), M.Sc (Applied Psychology, Bangalore University), Ph.D (Behavioural Science, IIT Kharagpur), Ph.D (Woman Mental health and their rights, Peace University, USA). She is also Certified EI practitioner and Trainer, Certified Palliative Counselor, NLP practitioner. She has authored five management books till date. Moreover, she has published several papers in national and international journals of repute. Furthermore, she had nine years of corporate experience as the HR Manager of different software companies. Till now, eight students had completed their Ph.D. thesis under her supervision. She has worked as the corporate trainer with Dabur India, Bata, Big Bazar etc. and also with reputed doctors of Kolkata for palliative treatments. She is also involved with Freelance Media Projects in Kolkata.

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