

Dr. Sumanta Rudra

Flat number 12, Trimurthi Residency, Near Laxmi Narayan Temple
J.B. Nagar, Andheri – E, Mumbai – 57
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Summary

PhD 1>K.J. Somaiya Institute of Management, Mumbai University 2011, (Faculty of arts)
2>Indian Culture Kanchipuram University from the department of Sanskrit and

MBA Pune University 1997

Industry Experience 19 + years

Teaching Experience Visiting faculty with various Institutes in Mumbai

Academic Position Dean and Trustee Bhakti Vedanta Research Centre

Doctoral Research

- Area of Study - Corporate Reputation
- Dissertation Title - Role of corporate reputation in building and providing competitive advantage to the corporate brands in the Indian market
- Adjudged the best synopsis in the IGIDR – IBS doctoral Conclave Oct. 2008

Courses on Indian Philosophy/Research

- Completed three Courses from Oxford Centre for Hindu Studies, Oxford University
 1. Bhagwat Gita
 2. Vedas and Upanishad
 3. Ramayana and Mahabharata
- Certificate Course in Sanskrit from Mumbai University (2015 – 16)
- First Rank Holder in Bhakti Diploma from Mumbai University (2015- 16)
- Diploma Course in Indian Aesthetics from Department of Philosophy, Mumbai University
- Indian Institute of Population science – Workshop on Quantitative research
- Tata Institute of Social Science – Workshop on qualitative research
- Pursuing Certificate course in Vallabha Vedanta from Philosophy Department, Mumbai university

Topic of PhD- Bhakti in Bengal Vaishnavism Post Chaitanya

List of Conference Papers

1. Dr Sumanta Rudra (October 2017) - World History Conference “Relevance of Religion in War and Peace”, in Amity University, Sector 125, Noida on 4th-5th October, 2017 presented paper titled - Revival of Vaishnava Faith in Bengal under the leadership and inspiration of Caitanya (AD 1486-1533)
2. Dr Sumanta Rudra and Shakuntala Gawde (2016) - [12th International conference of WAVES & 20th India Conference of WAVES] held in Bhartiya Vidya Bhavan, Kasturba Gandhi Marg, New Delhi -110001 from December 15 to December18, 2016.
3. Dr Sumanta Rudra (2016) – Key note speaker at the ICSSR Sponsored National Conference on “Role of Academic Audit in Enhancing the Quality of Higher Education in India” 21st&22nd October, 2016, Jabalpur

4. Dr Sumanta Rudra (2016) – Key note speaker on ‘Startup – world of opportunities and challenges. at, N.L.Dalmia Institute of Management Studies and Research, for their Annual Marketing Seminar – MIRAGE which provides a platform for an interaction between Corporate and Management school students.
5. Dr. Sumanta Rudra (2016) - A.C. Bhaktivedanta Swami Prabhupada’s commentary on the Bhagavad-Gita’ in ICPR Sponsored National Seminar on Modern Commentaries on the Bhagavad-Gita (21-22 March 2016) at K J Somaiya Bharatiya Sanskriti Peetham, Somaiya Vidyavihar Campus, Vidyavihar (E), Mumbai-400077.
6. Dr Sumanta Rudra and Shakuntala Gawde (2016) - Tracing the origin of Bhakti in modern scholarship during the Seminar on Bhakti Yoga -‘A seeker’s Guide and a path closer to Consciousness and Divinity’: May 1-4, 2016 on the occasion of Kumbh at Ujjain.
7. Dr Sumanta Rudra (2015) Case study from the Ramayana explaining the religious significance of its events and their teachings For International Ramayana Conference December 18-19, 2015, organized by AIMS International and Indus Business Academy Bangalore.
8. Rudra Sumanta and Srivastava, R.K (2009)- Incorporating Sustainability Practices in Management Education to Enhance Corporate Reputation. 7th International Seventh AIMS International Conference on Management, IIM Bangalore Dec 20-23 2009.
9. Rudra Sumanta and Srivastava R.K (2009) Corporate reputation and competitive advantage IGIDR National doctoral Conclave at ICFAI business School Hyderabad Feb 20-26 2009 Hyderabad
10. Rudra Sumanta and Srivastava, R.K (2009) - Reputation and its role in the competitive advantage using literature survey 3rd SIMSR Asia marketing International Conference, Jan 4-5 2009, Mumbai
11. Rudra Sumanta and Srivastava, R.K (2008) - Innovation by corporate brands in India for sustainable development. 8th International entrepreneurship Forum, organized by Essex Business School (UK) and Mudra Institute of communication -16-18 December 2008.
12. Rudra Sumanta and Srivastava, R.K (2008) Role of Corporate Reputation for competitive advantage Prastuti National Doctoral Conclave at IBS Mumbai Oct 23 2008
13. Rudra Sumanta and Srivastava, R.K (2008)-Impact of quality on the reputation of brand GNIMS National Research Conference on “Innovations & Business Success" 20th April 2008, Mumbai.
14. Rudra Sumanta and Srivastava, R.K (2008)- Role of ethics for reputation of the corporate brand. National Seminar on Scientific Research, Climate, Social Values, Human Values, march 3rd & 4th Jabalpur 2008.
15. Rudra, Sumanta and Srivastava, R.K (2008) - Corporate Social Responsibility and Reputation paradigm an Indian Context; International Conference on Social Development and the marginalized - Perspectives and Concerns, February 16-19 ,2008, IGNOU, New Delhi.
16. Rudra Sumanta and Srivastava, R.K (2006) - Reputation variables a case study of service Industry, 2nd SIMSR Asia marketing International Conference, Dec27-28 2006, Mumbai.

List of Publication

1. Rudra, Sumanta, Sriavstava, R.K, Sinivasnan Srini – Corporate Branding, Retail Biz May 2009 issue page 43-47
2. Rudra, Sumanta and Srivastava, R.K (2008) managing the corporate Reputation capital and its impact on the corporate Brand in the Indian Context ICFAI Journal of Brand Management – Vol IV No3 Sept 2007 –Pg24-31
3. Rudra, Sumanta and Srivastava, R.K (2008) Corporate Social Responsibility in promoting Corporate reputation- An Indian Context Pg 37-42 Advertising Express ICFAI University Press – November 2007
4. Rudra, Sumanta and Srivastava, R. K (2008) How to measure corporate reputation in an Indian Context and it’s importance to seek favorable response from stakeholders, Journal of K.J.Somiya Institute of Management- Volume V No.1 January 2007
5. Rudra, Sumanta and Srivastava, R. K (2008) Corporate Branding , Perspectives and experience Edited by R.J.Devi Published by IUP , ISBN 978-81-314-1531-3 Published 2008 Chapter 13 managing the corporate Brand a reputation Perspective

6. Rudra, Sumanta and Srivastava R.K (2008) Corporate Reputation and Brand Building Process To. Leverage Competitive Advantage to The Corporate Brands In The Indian. Market, Conference proceedings published by Himalayan Publishing house Dec 2008
7. Rudra, Sumanta and Srivastava, R.K (2007) "How a bad reputation can kill companies" Hindustan Times dated 17th April page 21
8. Rudra, Sumanta (2006) Effective Communication - A Blue print to success, Published by Himalayan Publishing House ISBN 81-7866-963-3 published in 2004

Academic association and Corporate Training program

Visiting faculty assignments in the past years from 2001 till date teaching subjects on services marketing, advertising communication, marketing communication, brand management business communication and strategic marketing.

- Narsee Monjee Institute of Management Studies – Advertising management, Sales Promotion and Business Communication Management.
- S.P.Jain institute of management studies and research – Services marketing
- Sydenham Institute of Management studies and Research - IMC
- ICFAI Business School: Services Marketing, Marketing communication
- ITM Institute New Mumbai – Brand management
- Xavier Institute of Communication: Workshop and Theory In Communication Management for working and non-working batch
- Xavier Institute of Management – Brand Management and project Management
- IES College of management Bandra – Strategic marketing management
- K.C. College of Management Studies: Marketing Case studies, advertising management, Rural Marketing, Business Communication
- Conducted corporate training programs for Bombay Chamber of Commerce, LIC India, Bank Of Baroda, Godrej

Work Experience

20 Years, Current Designation –Senior Vice President, VFS global services Pvt Ltd.

Aditya Birla Group (1997 – 99)

- Management trainee in April '97 in Bangalore with Indian Rayon Cement marketing division looking after advertising and sales promotion management for Southern Region for the states of Karnataka, Andhra Pradesh, Tamil Nadu and Kerla
- Transferred to Grasim Industries cement Headquarters at Mumbai August '98 responsible for corporate advertising and Public Relations.

Kuoni Travel group //VFS Global (Jan 2000 – till current date)

- Joined in January 2000 with SOTC World famous Tours as a manager marketing services, responsible for the brand management in the NRI segment and customers with Holiday Now pay later (HNPL) brand.

- Having been responsible for merchandising tie for VFS division and worked for alliance partnership with Citibank, Star Cruise, western Union, Roopam stores, LKP financial services, American Express travelers Cheque for global contracts worth Rs 2 Crore annually
- Heading the Infrastructure division of Projects for VFS Global operations responsible towards roll outs of the business in international locations and India.

Experience

- Head of the Project and infrastructure Management for VFS Global services; spanning over 17 years of experience in managing assignments for setting new offices across the globe for VFS. Specializing in Project and Programme Management. Strong focus on time bound and cost-effective delivery of office with experience across the globe in setting excess of 1 million sqft office space in Retail, commercial, mixed usage, mall set up, independent buildings and corporate buildings.
- Responsible to prepare the final layout Integrating the facilities provided by the building management like plumbing points for toilets, fire alarm system, CCTV, smoke detectors and access control, shafts for cabling of data and electrical layout, HVAC tonnage, 24X7 data security /server rooms, cafeteria, toilets, emergency exit, fresh air ducting and

International Experience/Travel

- Have worked extensively for Kuoni Business requirements for whole of Middle East, South East Asia, Japan, China, Taiwan, West Africa, East Africa, Sri Lanka, Bangladesh, Nepal, France, UK, Columbia, Peru, Ecuador, Dominican Republic, Haiti, US, South Africa, Nigeria, Venezuela, Belgium, Egypt.

- **Personal Details**

Date of Birth	24.01.1974
Marital status	Married
Wife	Sheeba Rudra (Manager with Standard Chartered Bank)
Child	Avneesh Rudra, Gaurii Rudra