

Palto Ranjan Datta, Chartered Marketer

Profile

An enthusiastic, dynamic, highly competent, self motivated and an inspirational Marketing & Management teacher, consultant and trainer with solid experience in Research, consulting, project finance, planning and business development, teaching, assessment and quality assurance with a clear understanding of institutional structures and decision making process. *I am adaptable, enthusiastic and objective oriented with broad ranging experience in the Marketing & Management discipline and who can easily build relationships with students and staff.* An individual with a proven record of achievement, capable of making a significant contribution to the profitability and efficiency of any employer. I am seeking a permanent and a challenging position with an institution where my education, experience and enthusiasm can be fully utilized and appreciated

Key Skills

- A personality to motivate and enthuse learners from diverse backgrounds to acquire and consolidate the knowledge, skills and understanding appropriate to the subject matter and level taught
- Good organisation skills and willingness to share Marketing & Management, Research and Consultancy expertise
- An ability to adopt innovative approaches to teaching and learning
- Eight years' of teaching experience in Marketing and Management subjects
- Capacity to evaluate own teaching critically to improve effectiveness and develop pro-active and independent approach to professional development
- Experience in consultancy with international exposure including India, Ghana, Tanzania, Nigeria and Bangladesh
- More than 6 years of editorial skills with solid background on academic Journal publication
- More than 4 years of experience on organisation and hosting International Academic Conferences around the world
- Good understanding on Quality Assurance and development of curriculum at various level
- Over 10 years of management skills
- Over 5 years of experience as a trainer of MDP (Legislative and Institutional leadership trainer and over 100 Member of Parliament were trained over the past 4 years from Africa)

Present Position/status:

Senior Lecturer in Business and Management, St. Patricks International College, London

Chairman, Academy of Business & Retail Management (ABRM)

Editor in Chief, Journal of Business & Retail Management Research and the International Journal of Business & Economic Development

Editor: International Journal of Business and Economic Development (IJBED)

Qualifications:

PhD, University of Hertfordshire, UK, In Progress (To be submitted in June 2015 & Viva in August 2015)

PhD, Peoples Friendship University, Moscow, Russia, 2004

PTLLS-Preparing to teach in the Life Long Learning Sector, ASCENTIS, UK, 2011

MSc Marketing-Glamorgan University, UK, 2005

MSc (Plasma Physics)-Peoples Friendship University, Russia, 1993

Professional Affiliation

Fellow, Chartered Management Institute (CMI), membership No. **P50016218**
Member of the Association of Business Executives, Membership No: **M375924**
Member of the Chartered Institute of Marketing, No: **7035942**
Member of the Academy of Management, USA. Membership No: **61838**
Member of the Academy of International Business, USA. Membership No: **29610**
Member of the European Association for Evolutionary Political Economy, member. No: **datta**

Recent postgraduate courses taught

Personal and Professional Development
Working with leading people
Strategic Human Resource Management
Marketing management
Research methods for Strategic managers

Employment to date

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| Nov 2012 to Present | Senior lecturer, St Patricks International College, London, UK |
| January 2010 to Present: | Executive Chair, Academy of Business & Retail Management (ABRM), London, UK |
| April 2012 to Present | Head of Campus & Programme Director for CMI level-8 Park Royal College, Middlesex, UK |
| July 2010 to March 2012 | Principal, London College of Management Studies London, UK |
| November 2004 to June 2010 | Vice-Principal London College of Management Studies, London, UK |
| October 2001-November 2004 | Academic Director City Business College, London, UK |
| April 2000-oct2001 | Principal lecturer in Marketing and Strategic Management City Business College, London, UK |
| Feb 1999-April 2000 | Part-time lecturer City Business College, London, UK |
| May 1995-Dec. 1998 | Assistant project director: Indian sub-continent desk International Investment Bank (IIB) (Project associated with IFC, MIGA) |
| Feb 1994- April 1995 | International Project executive Sterling Publication PIC (Project associated with American Management Association) |

OTHER ACTIVITIES

Chairman (Since 2005): Academy of Business & Retail Management (ABRM)

The purpose of the Academy is to inspire, recognise and support excellence in the business and retail management, throughout the United Kingdom and internationally. It takes a lead in facilitating international collaboration, providing an independent and authoritative source of advice, and contributing to academic debate and research. It endeavours to take a lead in facilitating international collaboration, providing an independent and authoritative source of advice. The Academy supports a range of activities and publication (print and electronic), which aim to stimulate curiosity, to inspire and develop future generations of scholars, and to encourage appreciation of the social, economic and cultural value of these areas of study. At the moment it organizes 5 major International academic Conferences in London, Pune (India), Istanbul (Turkey), Boston (USA) and Las Vegas (USA). Academy's website: www.abrmmr.com

Editor-in -chief (Since 2005): Journal of Business and Retail Management Research

(This Journal is indexed by SCOPUS, ProQuest, EBSCO Host, ISI and other Indexing bodies)

The JBRMR is a scholarly and refereed journal that provides an authoritative source of information for scholars, academicians, and professionals in the fields of business and retail management. The journal promotes the advancement, understanding, and practice of business & retail management. Manuscripts offering theoretical, conceptual, and practical contributions are encouraged.

Journal website: www.jbrmmr.com

Editor: International Journal of Business & Economic Development (IJBED)

(This Journal is Indexed by EBSCO Host, ProQuest, EconLit, ISI and other International Indexing bodies)

IJBED is a peer reviewed journal and is a research publication platform for international scholars. The Journal seeks to reach a worldwide readership through both print and electronic media. The main aims of the Journal are: Publish high quality and scholarly empirical based research papers, case studies, reviews in all aspect of business, management and commerce with theoretical underpinnings and offer academics, practitioners and researchers the possibility of having in depth knowledge and understanding of the nature of business and management practices.

Journal website: www.ijbed.org

Editor-in-chief: International Journal of Higher Education Management (IJHEM)

(An Indexed journal)

The mission of this journal is to publish empirical research that tests, extends or builds educational management and contributes to the better understanding of the educational sector. All empirical methods including qualitative, quantitative, field, laboratory and combination methods are welcome. In order to be published in IJHEM, a manuscript must make strong experiential and theoretical contributions and highlight the significance of those contributions to the field of educational management and teaching and learning

Journal website: www.ijhem.abrmmr.com

Others advisory role:

Editorial advisor: International Journal of Technology and Management Research (IJTMR), Ghana

Patron: International Journal of Contemporary Research in Management & Social Sciences, Kolkata, India, <http://ijcrms.wix.com/ijcrms#!clients/c1tsl>

Member of editorial board: Gumbad Business Review (an international Business Journal on Business & Management), India

Consultancy Works: I have number of year's experience, working as a consultant. I have designed appropriate marketing systems in various manufacturing and FMCG industries in Bangladesh, Russia, India and Pakistan.

Countries travelled: Albania, Afganistan, Armenia, Australia, Belarussia, Bulgaria, Croatia, Cameroon, Canada, Czech Republic, China, Cyprus, Estonia, Germany, Ghana, France, Hong Kong, Latvia, Lithuania, India, Italy, Kenya, Kazakhstan, Kosovo, Malaysia, Mauritius, Montenegro, Mongolia, North Korea, Nigeria, Netherland, Poland, Philippines, Russia, Romania, Singapore, Switzerland, Ukraine, Tanzania, Turkey, UAE, USA

Journal Publications and Conference proceedings

1. Datta, P.Ranjan (2003), ``The Determinants of Brand Loyalty``, The Journal of American Academy of Business, September.
2. Datta, P.Ranjan and Sudaporn Sawmpong (2003), ``International Retailing: The current aspects on diversification of UK companies``, The global Business and Economic Research Conference in Istanbul, Turkey, 10 -13th August.
3. Datta. P.Ranjan., Chowdhury, Dababrata Narayan and Chakraborty, B.R (2005), ``Viral Marketing: New form of Word of Mouth through Internet``, The Business Review, Cambridge, Vol.3, No.2, Summer, Received best paper award.
4. Datta, P.Ranjan and Chakraborty B.R (2006, ``Determinats of Grocery Store Loyalty of Consumers in Bangaldesh``, European Applied Business Conference, Siena, Italy. Received best paper award.
5. Datta P.Ranjan and Chakraborty, B.R (2006), Grocery Store Loyalty of Consumers in Bangladesh, The Journal of American Academy of Business, September.
6. Datta, P.Ranjan and Dey, U.Kumar (2006), ``Evolutionary Approaches to Organisational Strategy: Addressing Business Dynamism``. Journal of Business & Retail Management Research, Vol.-1, No-1.
7. Datta, P.Ranjan, Akwensivie Divine and Gad Akwensivie (2006), ``Store Design: The effect of Iceland Food's PLC Refit Strategy on Consumers. Journal of Business & Retail Management Research, Vol-1, No-1.
8. Datta, P.Ranjan,Thing Cuong, N., Hoang, Thing Nguyen and Hoa Le Do (2006) ``Relationship Marketing & Its effect on Customer Retention``, Applied Business Research Conference, Hawaii, USA.
9. Datta, P.R., Akwensivie, Gad., and Akwensivie, D, Mawuli (2006), `` Bridging the Housing Gap in less developed countries``, Journal of Business & Retail Management Research, Vol. 1, No. 1
10. Datta, P.R and Yemoh Benjamin (2007), ``Globalisation & Free Trade: Africa`s Dilemma``. Journal of Challenge & Response. Vol.1 Issue.1
11. Siddique, M and Datta, P.R (2007), `` Social Marketing: A Critical Review of its Growing use``. ``. Journal of Challenge & Response. Vol.1 Issue.1
12. Datta, P.R.; Cuong, T.; Nguyen, H.T.; and Do, H.L (2007), `` Relationship Marketing and its effects on Consumer Retention``. ``. Journal of Challenge & Response. Vol.1 Issue.1
13. Musiime, A; Ntayi, J; Datta,P.R and Samuel, M (2009), ``Marketing Culture, Psychology Wellness, Ethical Climate, Service Performance``, Journal of Business & Retail management Research, Vol. 3, Issue 2.

14. Datta, P.R and Chakraborty B.R (2009), "Determinants of Grocery Store Loyalty of Consumers in Bangladesh", Journal of Business & Retail Management Research, Vol. 4, Issue, 1
15. Datta, P.R (2010), "An Examination into Customer Relationship Marketing and Customer Retention in Grocery food retailing in Bangladesh:Proposed Research Agenda", Paper presented at the International Trade & Research Conference, London, 7-8th November 2010.
16. Datta, P.R; Ogyeni Omar and Dixon, G (2011), "Ralationship Marketing: Various School of Thoughts and Future Research Agenda", Presented at the International Conference on Corporate Governance & Business Ethics, Boston, USA, 14-15th July 2011
17. Datta, P.R; Ogyeni Omar and Dixon, G (2011), "Ralationship Marketing: Various School of Thoughts and Future Research Agenda", The Business & Management Review, Vol. 1, Number 2
18. Datta, P.R & Banerjee, P.R(2012), "Innovation and Business Dynamism: An evolutionary Explanation". Paper presented at the International Conference on the Restructuring of the Global Economy, Pune, India, 1-2nd February.
19. Ashru Bairagee., Muruganandan, A., and Datta P.R (2012), "An Investigation into Trust and Customer Loyalty in Retail Banking in Bangladesh". Paper presented at the International Conference on Investment & Retail Management (ICIRM), 23-24th April, Istanbul, Turkey.
20. Datta, P.R (2012), "A Conceptual Framework of Customer Retention Strategy (CRS)". Paper presented at the International Conference on Corporate Governance & Business, 19-20th July 2012, Boston-USA
21. Datta, P.R., and Bairagee. A (2012), "Relationship Marketing: Towards a definition, The Business & Management Review. Vol.2 No.2. The Paper presented at the International Conference on Business & Economic Development. 23-24th July 2012, Las Vegas-USA
22. Datta, P.R (2014), Customer Retention strategy (CRS): A Conceptual Framework in Food retailing Context, Paper presented at the International Scientific conference in Cracow, at the Cracow University of Economics, 4-7th June 2014

RESEARCH INTEREST

My current research interests are primarily in the area of Relationship Marketing, customer loyalty, Trust, Bonds, Customer Retention, Globalization and Corporate Governance, International marketing strategies, and Food Retailing.