

Faculty Profile



Name : Sanchayita Banerjee

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Designation: Assistant Professor

Department: Marketing

Qualification: MA (Applied Mathematics), PGDM (Marketing),
MA (Economics), Pursuing PhD from Symbiosis International
(Deemed University)

Brief Profile

Sanchayita Banerjee is a Marketing Faculty with 2 years of industry experience in Kelloggs India and CMIE, and 15 years of teaching experience in various Polytechnic, Under Graduate and Post Graduate colleges as full-time and visiting faculty. Her core area of teaching are Rural Marketing, Consumer Behavior, Managerial Economics and Marketing Research. She was the Chairperson for the subject—Consumer Behavior for TYBMM (Advertising specialization) in the year 2012 at Mumbai University.

Experience

2 years in industry and 15 years in teaching

Research & Publication

She has published 5 research papers in various reputed journals and presented papers in many conferences. She has also published a book on Consumer Behavior based on Mumbai University BMM syllabus.

Awards & Recognitions

Awards and Recognition: She was awarded with the 'Best Research Paper Award' in VISHLESHAN, organized by VIVA Institute of Management & Research, in association with Mumbai University in April 2018.

Other Activities: She is coordinating with Bombay Management Association (BMA) as a part of professional membership.