

## Faculty Profile

Name: **Dr. Sunny Bose**  
Designation: Professor  
Teaching Interest: Brand Management  
Marketing Research  
Marketing Theory  
Corporate and Business Strategy,  
Sales & Distribution Management  
Research Interest: Consumer Brand Relationship  
Customer based brand equity  
Country of origin effects  
Education: Ph.D., ICFAI University, Dehradun, 2014  
MBA, ICFAI University, Dehradun, 2007  
B.Com (H), University of Calcutta, 2004



### Selected Publication:

1. Bose, S., Pradhan, S., Bashir, M., & Roy, S. K. (2022). Customer-based place brand equity and tourism: a regional identity perspective. *Journal of Travel Research*, 61(3), 511-527.
2. Roy, S. K., Sharma, A., Bose, S., & Singh, G. (2022). Consumer-brand relationship: A brand hate perspective. *Journal of Business Research*, 144, 1293-1304.
3. Bose, S., Roy, S. K., Alwi, S. F. S., & Nguyen, B. (2020). Measuring customer based place brand equity (CBPBE) from a public diplomacy perspective: Evidence from West Bengal. *Journal of Business Research*, 116, 734-744.
4. Rahman, M., Bose, S., Babu, M. M., Dey, B. L., Roy, S. K., & Binsardi, B. (2019). Value co-creation as a dialectical process: Study in Bangladesh and Indian Province of West Bengal. *Information Systems Frontiers*, 21, 527-545.
5. Bose, S., Roy, S. K., & Tiwari, A. K. (2016). Measuring customer-based place brand equity (CBPBE): An investment attractiveness perspective. *Journal of Strategic Marketing*, 24(7), 617-634.