

## Faculty Profile

**Name:** Dr. SudeeptaPradhan

**Designation:** Professor

**Teaching Areas:** Business Strategy  
Business Ethics & Corporate Governance  
Qualitative Research

**Research Interests:** Sustainability  
Corporate Social Responsibility  
Knowledge Management  
Qualitative Research  
Business History  
Advanced Strategic Management

**Education:** PhD, IFHE Hyderabad, (2015)  
MBL, NLS Bangalore (2012)  
LLB, Utkal University, Bhubaneswar, (Odisha), (2008)  
M.Com, Utkal University, Bhubaneswar, (Odisha), (2005)  
B.Com, Utkal University, Bhubaneswar, (Odisha), (2003)



### Research/Selected Publications

1. Bashir, M., Naqshbandi, MM. & Pradhan, Sudeepta (2025). How 'work from anywhere' impacts knowledge hiding, distrust, and socialization: The role of knowledge infrastructure, Technological Forecasting & Social Change
2. Bashir, M., Alfalih, A. & Pradhan, Sudeepta (2023). Managerial Ties, Business Model Innovation & SME Performance: Moderating Role of Environmental Turbulence, Journal of Innovation & Knowledge, Vol. 8 No. 1
3. Bashir, M., Naqshbandi, MM. & Pradhan, Sudeepta. (2022) The role of institutional and individual factors in knowledge hiding and team creativity, Knowledge Management Research & Practice, 1-14,
4. Bashir, M., Alfalih, A. & Pradhan, Sudeepta (2022). Sustainable Business Model Innovation: Scale Development, Validation and Proof of Performance, Journal of Innovation & Knowledge, Vol. 7, No. 4, 100243. <https://doi.org/10.1016/j.jik.2022.100243>, Oct- Dec 2022
5. Bose, S., Pradhan, Sudeepta, Bashir, M. & Roy, S.K (2022) Customer based place brand equity (CBPBE) and tourism: A regional identity perspective, Journal of Travel Research. 61(3), 511-527.