

Faculty Profile

Name: **Debapratim Purkayastha**
Designation: Professor and Dean (Case Research Center)
Teaching Areas: Business Strategy
Research Interests: CSR as Strategy;
Inclusive Business Models
Social Entrepreneurship
Education: Ph.D, KIIT University, 2017
MBA, Utkal University, 2002
Dip.TD, ISTD, New Delhi, 2006



Professional Experience (18 Years)

1. Since 2006: IFHE, IBS Hyderabad
2. 2004-2006: Genx Pharmaceuticals Ltd. (Hetero Drugs Group), Hyderabad
3. 2003-2004: RJSMS, Balasore

Research /Selected Publications

1. Purkayastha, D., and Rao, A.S., "Changing the Culture at Yahoo!: Marisa Mayer's Challenge," *Acting Strategically, Thinking Critically: A Casebook for Business Students*, by Michael Merenda, (Cognella, April 2016), pp. 253-264
2. Purkayastha, D., "Ethical Leadership: Ratan Tata and Inda's Tata Group," *International Management: Managing Across Borders and Cultures, Text and Cases*, 9e, by Helen Deresky (Pearson, January 16, 2016), pp. 465-474
3. Purkayastha, D., and Samad, S.A., "Business Model and Competitive Strategy of IKEA in India," *Strategic Management: Concepts and Cases: Competitiveness and Globalization*, 12e, by Hitt, Ireland and Hoskisson (Cengage Learning, 2016), pp.C66 - C77
4. Purkayastha, D., and Tangirala, T.V., "Disorganization at Semco: Human Resources Practices as a Strategic Advantage," *Organization Theory and Design*' by Richard L. Daft, 12e, (Cengage Learning, April 24, 2015), pp.625-634
5. Purkayastha, D., and Rao, A.S., "Amazon's Big Data Strategy," *Crafting & Executing Strategy: The Quest for Competitive Advantage: Concepts and Cases*, 20e, by Thompson, Peteraf, Gamble and Strickland (McGraw-Hill Higher Education, March 2015), pp.