

# Pratap chandra Mandal

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## Education

Exam/Degree	Board/University	Year	% Marks	Division/Class
Doctor of Philosophy (PhD) (Marketing) (thesis submitted in December, 2013)	Vinod Gupta School Of Management, IIT Kharagpur	2010-Till date	---	---
Masters of Business Administration (MBA)	Vinod Gupta School Of Management, IIT Kharagpur	2006-2008	7.86/10.00 (CGPA)	1 <sup>st</sup>
Bachelor of Technology (Hons) (Mechanical Engineering)	Indian Institute of Technology, Kharagpur	1996-2000	6.32/10.00 (CGPA)	1 <sup>st</sup>
Higher Secondary-12 <sup>th</sup> (Science)	West Bengal Council of Higher Secondary Education (WBCHSE) (South Point High School, Kolkata)	1996	77.0%	1 <sup>st</sup>
Secondary-10 <sup>th</sup>	West Bengal Board of Secondary Education (WBBSE) (South Point High School, Kolkata)	1994	81.0%	1 <sup>st</sup>

## Awards and Academic Achievements

- Awarded Certificate for excelling in **Achievement-cum-Diagnostic Test in Mathematics**.
- Awarded the **National Merit Scholar Certificate** in the Secondary level.
- Awarded the **National Merit Scholar Certificate** in the Higher Secondary level.
- Appeared for **GRE** (received a score of 770/800 in quantitative section), **GMAT** (received a score of 4.5/6.0 in essay-writing section) and **TOEFL** (overall score of 247/300) in 2002-2003.
- Appeared for **Graduate Aptitude Test in Engineering (GATE) (Mechanical Engineering)** in 2006 and cleared it.

**Professional Experience: 13.5 years**

**Teaching and Research Experience: 5 years**

## Research in Doctor of Philosophy (PhD)

**Research Topic:** Customer Satisfaction in Indian Retail Banking

The research deals with finding and evaluating the dimensions affecting customer satisfaction in Indian retail banking under the general scenario and under the specific scenario of service failure and subsequent service recovery. It deals with exploring the dimensions with the help of qualitative research through qualitative research tools like Grounded Theory, depth interviews, focus groups and index card sorting. The research also deals with confirming the various dimensions of customer satisfaction through quantitative research tools. The research finally aims at developing two reliable and validated Customer Satisfaction Scales – one for measuring the general satisfaction levels of Indian retail banking customers and the other under the specific scenario of service failure and subsequent service recovery.

## Publications

- Mandal, P. C., & Bhattacharya, S. (2013). Customer satisfaction in Indian retail banking: A grounded theory approach. *The Qualitative Report*, 18(56), 1-21. (Sage Publications)
- Mandal, P. C., & Bhattacharya, S. (2013). Post-service recovery customer satisfaction in Indian retail banking: a qualitative approach. *International Journal of Qualitative Research in Services*, 1(2), 97-112. (Inderscience Publications)
- Mandal, P. C. (2013). Net Promoter Score: A Conceptual Analysis. *International Journal of Management Concepts and Philosophy* (Inderscience Publications) (Accepted)
- Mandal, P. C. (2014). Dimensions Affecting Customer Satisfaction in Indian Retail Banking: A Qualitative Approach. *CBS Journal of Management Practices*. (Accepted)
- Mandal, P. C. (2014). Dimensions Affecting Customer Satisfaction in Indian Retail Banking: A Qualitative Approach. *International Journal of Economic and Management Strategy*. (Accepted)
- Customer Satisfaction in Indian Retail Banking: A Qualitative Perspective by Mandal, P.C. and Bhattacharya, S. *IIM Kozhikode Society & Management Review* (Sage Publications) (Under review)
- Post-service recovery customer satisfaction in Indian retail banking: a qualitative perspective by Mandal, P.C., *International Journal of Financial Services Management*. (Inderscience Publications) (Under review)
- Post-service recovery customer satisfaction in Indian retail banking: Scale development and validation by Mandal, P.C. and Bhattacharya, S. *Journal of Asia-Pacific Business* (Routledge Publications) (Under review)

## Conferences

- Invited to present the paper titled “Customer satisfaction in Indian retail banking: A grounded theory approach” at the **Fourth TQR Annual Conference (TQR2014)** held January 17-18, 2014 on the **Nova Southeastern University main campus in Fort Lauderdale, Florida USA**.

## Member, Editorial Board

**Reviewer:** Journal of Global Marketing, Asian Journal on Quality, International Journal of Services and Operations Management

## **Job Experience**

**Organization:** Vellore Institute of Technology, Tamil Nadu, India ([www.vit.ac.in](http://www.vit.ac.in))

**Period:** June 2010 – till date

**Designation:** Senior Assistant Professor

**Area of Specialization:** Marketing Management

### **Key Roles and Responsibilities**

- Conducting courses for the students of various MBA specializations.
- Involved in formulating the course curriculum of the various MBA specializations.
- Guiding the students in their Summer Internship Projects.
- Guiding the students in various other project works.

**Courses taught:** Principles of Marketing, Customer Relationship Management, Advertising and Brand Management, Strategic Marketing, Services Management

**Organization:** Asian School of Business Management, Bhubaneswar, India ([www.asbm.ac.in](http://www.asbm.ac.in))

**Period:** January 2009 – June 2010

**Designation:** Assistant Professor

**Areas of Specialization:** Marketing Management, Operations Management and Quantitative Techniques in Management

### **Key Roles and Responsibilities**

- Conducting courses for the students of various MBA specializations.
- Involved in formulating the course curriculum of the various MBA specializations.
- Guiding the students in their Summer Internship Projects.
- Guiding the students in various other project works.
- Involved in the admission process of the MBA candidates of the institute.
- Involved in organizing various cultural and academic programmes of the institute.
- Editor of the **Working Paper Series (Marketing)** in the institute.
- Member of the **Marketing Club** and the **Operations Club** of the institute.
- Member of the organizing committee for **Marketing Fest** and **Operations Fest** of the institute.

**Courses taught:** Introduction to Marketing Management, Customer Relationship Management, Advertising and Brand Management, Strategic Marketing, International Marketing Management, Integrated Marketing Communications, Services Management

**Organization:** ICICI Prudential Life Insurance, Mumbai, India ([www.iciciprulife.com](http://www.iciciprulife.com))

**Period:** June 2008 – December 2008

**Designation:** Management Trainee (Business Intelligence Unit)

### **Key Roles and Responsibilities**

- Understanding the various functions (Upselling, Agency and Retention) of the Business Intelligence Unit.
- Understanding the roles of the various functions of Business Intelligence Unit in the overall functioning of the organization.
- Analyzing data for the Upselling Group, interpreting the results obtained and providing suggestions for improvement of the overall strategy of the organization.
- It was a **Business Analytics position** where I used various **analytical tools (SAS, MS Excel)** to obtain the results which would help the organization to build the future strategy.

**Organization:** Indian Register of Shipping, Mumbai, India ([www.irclass.org](http://www.irclass.org))

**Period:** October 2005 – April 2006

**Designation:** Assistant Surveyor

## **Job Assignment**

I was involved in the checking and approval of mechanical design (like cranes, windlasses and other structures used in ships) and development of rules (standards) for the construction and maintenance of a ship's structure and essential engineering system and implementation of such rules in new building and existing ships to ensure the safety of the ships.

### **Key Roles and Responsibilities**

- Involved in checking and design appraisal of new and existing structures (like cranes, windlasses, brakes and other design components) to ensure compliance with its rules and regulations.
- Involved in the survey during construction of ships.
- Involved in the survey after construction of ships.
- Involved in classification of existing ships not built under IRS supervision.

**Organization:** George Edcare, Kolkata, India (A George Telegraph Training Institute) ([www.georgeedcare.com](http://www.georgeedcare.com))

**Period:** July 2003 - September 2005

**Designation:** Faculty

**Responsibility:** Acted as faculty guide for students appearing for **GRE, TOEFL, GMAT** and **SAT**.

**Organization:** Bharat Heavy Electricals Limited, Bhopal, India ([www.bhel.com](http://www.bhel.com))

**Period:** August 2000 - May 2003

**Designation:** Design Engineer

### **Job Assignment**

- I was involved in an R&D project in the field of defence. Our group supplied the Control Systems required for the operation of the **Main Battle Tank, Arjun (MBT, Arjun)** used by the Indian Army. Bosch Rexroth, Germany, supplied the main technology.
- I was involved in the supervision of the manufacturing of the mechanical components used in locomotive coaches.

### **Key Roles and Responsibilities**

- Assisting in the design of assemblies of Gun Control Systems.
- Performing testing of assemblies in the laboratory.
- Implementing changes in the design of the assemblies whenever required.
- Performing actual testing of the assemblies on MBT Arjun.
- Checking and rectifying the assembly drawings for the Gun Control Systems.
- Coordinating with the clients (**Combat Vehicles Research and Development Establishment, Heavy Vehicles Factory and the Indian Army**) and implementing changes in the design as desired by the clients.
- Documentation of the German documents sent by Bosch Rexroth.
- I was involved in the checking of the design and drawing of the mechanical components used in the manufacturing of locomotive coaches.

### **Major Achievements**

- Supplying two sets of Gun Control Systems to the clients. It was a 105 crore (INR) project.

### **Seminars/Workshops**

- Actively participated in “**Universities Talk AIDS**” organized by **Human Resources Department, Government of India** in March, 1998.
- Actively participated in Faculty Development Programme organized by **Asian School of Business Management, Bhubaneswar, India** in May, 2009.
- Successfully completed **The International Quality Benchmark Workshop** organized by **Standards For Educational Advancement and Accreditation Trust, New Delhi, India (SEAA)** in May, 2009.
- Attended and participated in the **Faculty Induction Training Programme** organized by **Academic Staff College** at Vellore Institute of Technology (VIT, Vellore) in July, 2010.

### **Internships**

**Organization:** South-Eastern Railway, Kharagpur, India (while doing B.Tech. in IIT Kharagpur)

**Period:** May, 1999 – June, 1999

### **Project Assignment**

Visiting various railway workshops and understanding the work there.

### **Key Learnings**

The project provided me with a flavor of working in a professional atmosphere. It tested and honed my interactive skills, both with the management and with the workers. The project also gave me an opportunity to apply the theoretical concepts to practical situations and come up with feasible solutions.

**Organization:** Murugappa Group, Chennai, India ([www.murugappa.com](http://www.murugappa.com)) (done as a part of MBA curriculum in Vinod Gupta School of Management, IIT Kharagpur)

**Period:** May 2007 – October 2007

### **Project Assignments:**

- Study and critically analyze the Induction Programme for the senior management employees (General Manager and above) of the Murugappa Group and suggest improvements.
- Study and critically analyze the recruitment and selection process of the Graduate Engineer Trainees of the Murugappa Group and suggest improvements. I handled the recruitment process of the entire Murugappa Group for three months.
- I handled the Human Resources Information Systems of the entire Murugappa Group for five months.

### **Key Learnings**

- The project on Induction Programme provided me with an opportunity to interact with some of the top level executives of the corporate world and analyze the business scenario from a strategic viewpoint.
- The project on Graduate Engineer Trainee recruitment and selection provided me with an opportunity to understand the manpower requirements and planning of the organization and also interact with some of the best engineering colleges of the country.
- My job assignment in the corporate HR department helped me to understand the overall HR perspective of the organization.

### **Undergraduate Project**

**Project Topic:** Alternative Fuel Injection in Petrol Engines

At present the sources of natural forms of energy are slowly depleting. This is also true for petrol, which is used as a fuel in petrol engines. So, alternative fuels like gasoline, methane etc. are used as alternative fuels. I used methanol along with petrol as the alternative fuel and came up with satisfactory results.

### **Computer Skills**

**Languages:** C, BASIC, FORTRAN, JAVA, Visual BASIC, PL/SQL, HTML

**Operating Systems:** Windows 98/2000/XP/Vista/7, UNIX

**Application Software:** MS Office

**Design Software:** AutoCAD, Promis, I-DEAS, Primavera

**Analytics Software:** SPSS, SAS, AMOS, NVIVO

**Courses Taken:** Data Structures and Algorithms, 4GL and Software Tools, Computing Environment, Database Management Systems, Computer Graphics using C