About the Contributors

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Sabyasachi Dasgupta was born on February 9, 1982 in Kolkata, West Bengal, India. He acquired a Bachelor degree in English and a Masters in Business Management (MBM) degree in Marketing and Human Resource from University of Calcutta. He joined Future Group as a manager in customer service in 2006 and moved up to be the Eastern region Head of Customer Service in value format. Following this, Dasgupta joined the advertising world and in 2007 started working with Rediffusion Y&R where he handled the coveted brand Airtel and moved up the ladder to head Airtel (Eastern Region) as a brand servicing supervisor for 2.5 years. After that he moved to Mumbai to handle the coveted Tata Indicom account from Contract Advertising Pvt. Ltd. His experience in different brands led him to brand planning and understanding consumer insights. In 2010 he joined Mudra Institute of Communications, Ahmedabad (MICA) to gain in-depth knowledge of brands and its position in society in the context of globalization. He wanted to amalgamate practice with theoretical underpinning. He presented papers in different national and international conferences and published papers as well. He also went on a three month stint to Florida State University (FSU), Tallahassee, USA as a visiting scholar to continue with his research and worked with the director of Communication Department, Prof. Stephen McDowell in different projects. He completed his doctoral degree in Fellow Program in Management-Communication (FPM-C) from MICA so that he can add value to academics as well as to the corporate, both in the national and international spheres. Presently, he is a faculty of Symbiosis Institute of Media and Communication (SIMC), Pune, in the domain of Brand Communication and research.

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