

Name : Ajoy Kumar Dey
Designation : **Chairperson - Centre for Management Case Development**
Professor of Operations & Decision Science

Email : ak.dey@bimtech.ac.in
Phone : 0091 120 6843000 (10 lines) Ext- 324



BIOSKETCH:

Dr. Ajoy K. Dey is a Professor of Decision Sciences & Operations Management. Besides Operations and Supply Chain Management, his areas of expertise include Curriculum Development and Student Engagement. As thesis chair or committee member he has helped five scholars to complete doctorate.

He is the Editor of the South Asian Journal of Business & Management Cases – an SCOPUS indexed, UGC Care listed SAGE Publication. Dr. Dey is on the EAB of Emerald Emerging Market Case Studies and Journal of Entrepreneurship in Emerging Economies. He is the Guest Editor of two research journals.

Apart from publishing in reputed research journals (Visit: <https://scholar.google.com/citations?user=t1bAMmkAAAAJ&hl=en>), some of the articles of Dr. Dey have found place in the highly acclaimed professional journals of management fraternity – BizEd of AACSB and Global Focus of EFMD.

As Chairperson of Centre for Management Case Development, Dr. Dey is responsible for creating an environment to facilitate case research, writing and teaching.

He was a speaker at the AACSB Conference for Asia Pacific, Seoul, South Korea and SEABC Conference of Sriwijaya University, Indonesia for the year 2019.

A University Rank holder, Dr. Dey possesses a blend of corporate, consultancy and academic experience. In 2009 Star Group of Industries and DNA, Mumbai had awarded Dr. Dey as the Most Innovative Professor of Management.

EDUCATION: (TOP 3/4)

MBA, 1982, University of Delhi
D. Phil, 1973, Allahabad University
M. Sc., 1968, Allahabad University
B. Sc., 1966, Allahabad University

AREA OF INTEREST AND RESEARCH

Consumer Decision Making Styles and Materialism
Student Engagement
Logistics and Project Management
Job Crafting, Mentoring, and Transactive memory system
Management Curriculum, Quality Education

TEACHING COURSES AND NEW COURSES DEVELOPED

Supply Chain Management
Service Operations Management
Operations Management
Research Methodology

EXPERIENCE

- Professor, Marketing, Birla Institute of Management Technology, Greater Noida, India, May 2004 – onwards
- Independent Consultant from 1993 to 2004
- General Manager Modi Olivetti 1990 to 1993
- General Manager HCL Ltd. 1976 to 1990

ACADEMIC POSITIONS AND ASSIGNMENTS

- Chairperson, Centre for Management Case Development, 2016 onwards
- Editor, SAJBMC, 2016 onwards
- Convenor Curriculum Review Committee, 2005 onwards
- Coordinator BSIS Project
- Coordinator B. K. Birla Distinguished Scholar award

DOCTORAL DISSERTATIONS AND AWARDS

- 4 doctoral candidates awarded the degree – Sartaj Chaudhary, Jugal Kishore Vashisht, Shreya Mishra, Nimisha Singh,
- 5 doctoral candidates in progress at different stages – Harbir Singh, Subhamay Chatterjee, Aditya Gupta, Shruti Batra, Virender Kumar
- Won Best Doctoral Thesis Award 2016 for thesis of Sartaj Chaudhary

RESEARCH PAPERS AND WORKING PAPERS

- Dasgupta, M. and Dey, A. K. (2020). "Mediating role of Job Crafting in the relationship between Organizational Culture and Employee Engagement", *Int. J. of Indian Culture and Business Management* Vol. ahead-of-print No. ahead-of-print.
- Singh, H., Dey, A. K., and Sahay, A. (2020). "Exploring Sustainable Competitive Advantage of Multispeciality Hospitals in Dynamic Environment", *Competitiveness Review* Vol. ahead-of-print No. ahead-of-print.
- Chaudhary, S. and Dey, A. (2019), "A materialistic perspective of consumer decision-making styles", *Journal of Indian Business Research*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JIBR-07-2017-0108>
- Singh, H., Dey, A. K., and Sahay, A. (2019). "Communication Themes of Patient Engagement for Multi-speciality Hospitals: Nurses' Perspective", *Journal of Health Management* 21 (4), 525-546

- Batra, S. and Dey, A. K. (2019). "When do Entrepreneurial Firms benefit from Transactive Memory Systems?" *South Asian Journal of Business Studies* 8 (3), 387-400
- Chaudhary, S. and Dey, A. K. (2018). "Scale development and validation of gender-specific consumer decision-making styles: a case of Indian teenagers", *Int. J. Indian Culture and Business Management* 16 (3), 339 - 358
- Chaudhary, S. and Dey, A. K. (2016). Influence of socialisation agents on the materialism of Indian teenagers, *Int. J. Indian Culture and Business Management* Vol 13 (2), p. 182-204
- Chaudhary, S. and Dey, A. K. (2016). A confirmatory factor analysis of teenage consumer styles inventory: Evidence from India, *Amity Business Review* 17 (1), 31-41
- Dey, A. K. (2016). Attributes Influencing Buying of Residential Apartments, *International Journal of Entrepreneurship and Innovation Management*, an Inderscience Journal. Vol 20 (5/6), p 330-348 ISSN print: 1368-275X
- Vashist, J. K. & Dey, A. K. (2016). Selection Criteria for a Mode of Surface Transport: An Analytic Hierarchy Process Approach, *Amity Global Business Review* p 86-95

RESEARCH IN PROGRESS

- Transactive memory system in the case of small hotels
- Patient engagement in multispecialty hospital
- Mentoring relationship
- Job crafting

CASE REPOSITORY AND PUBLICATIONS

- Dey, A.; Garg, S.; Ahuja, R. (2013). Building Competitive Advantage in After Sales Service Market: A Case of Passenger Cars in India – Case Centre, U.K. Reference no. 514-033-1
- Sharma, A., Dey, A. K. & Karwa, P. 2012. Buyer-Seller Relationship – Challenge in Export Marketing for The Handicrafts and Handlooms Export Corporation (HHEC). *Emerald Emerging Market Case Studies* VOL. 2 NO. 1, pp. 1-11, DOI 10.1108/20450621211214469

EDITORIAL POSITIONS AND REVIEWS

- Editor-in-chief, South Asian Journal of Business and Management Cases, 2016 - onwards.
- Editorial Advisory Board member, Emerald Journal of Entrepreneurship in Emerging Economies 2017 - onwards.
- Emerald Emerging Market Case Studies – since its inception

MAGAZINE AND NEWSPAPER ARTICLES

- Creating an Evolving MBA, 2019/7, BizEd, AACSB Magazine, July/August, pages 60-61
- On the right track: Developing an innovative and evolving MBA curriculum, 2019, Global Focus, EFMD Magazine, Vol 13(1), pages 60-63
- Using Social Media to Build a Brand, 2018, BizEd, AACSB Magazine, Vol 5, pages 32-36