

Faculty Profile

Name: Dr. Ambarish Ghosh

Designation: Assistant Professor, Faculty of Management Studies, ICFAI University, Raipur. (C.G)

Teaching Areas: Service Marketing, CRM, IMC, International Business, Entrepreneurship, Managerial Economics, Principles of Management.

Research Interests: Talent Management, Sales management, AI in Marketing.

Total Year of Experience: 18+ Years

Conferences : International 12, National 14

Education:

- PhD in Management, CSVTU Bhilai CG, 2024
- MBA in Marketing and HR, IBS- Dehradun, 2009
- UGC- NET, Management , 2013

Patents: 02

Research / Selected Publications :(Scopus: 4, ABDC: 3 and UGC care: 9)

- **Ambarish Ghosh** Sobia Wassan , Kamal Gulati , (2021). Impact of digitalization on retailers and its future trends, Material today proceedings, Vol-67,109-117.(scopus)
- **Ambarish Ghosh**, Dr. J. H Vyas, (2020) A Study on Talent Management and its Impact on Organizational Performance of Pharmaceutical Industry, Test Management and Engineering, *ISSN: 0193-4120 Page No. 9777 – 9782*
- **Ambarish Ghosh**, Dr. Manoj Verghese; Dr. J H Vyas (2023) Impact Of Talent Management And Motivation On Sales Force Performance: A Study On Indian Pharmaceutical Companies. *Humanities and Social Science Studies, Vol. 12, Issue 2, ISSN No-2319-829X, July – December : 2023 31-37.*
- **Ambarish Ghosh**, Dr. Manoj Verghese; Dr. J H Vyas (2023) Talent Management Strategies And Its Impact On Retaining The Talented Sales Force Of Indian Pharmaceutical Industry *ISSN:2336-2693 Central European Management Journal Vol. 31 Issn. 2 (2023) 807-819.*
- **Ambarish Ghosh**, Aparna Ghosh (2021) The Performance Analysis Of Talent Management And Employee Talent Retention Of Pharmaceutical Selling Professionals – A Study On Indian Pharmaceutical Industry, *Manager - The British Journal of Administrative Management ISSN - 1746 1278 Volume 57 Issue 145 December 2021 255-259*
- **Ambarish Ghosh**, Aparna Ghosh (2022) The Solution to Entrepreneurship Development in India through , *European Journal of Natural and Social Sciences-Novus, 01(01), 010004EJNSS e-ISSN (2785-5236)45-49.*
- **Ambarish Ghosh**, Aparna Ghosh (2022) Saving and investment behavior in working women's of Chhattisgarh, *Indian Economic Journal , Issn no 0019-4662 Published Dec 2022.*

