



Name: Gautam Dutta

Designation: Mother Teresa Chair Professor for Peace

Qualifications: BE (Mechanical), MBA, PhD

Email ID: gautamiift@gmail.com; gautam.dutta@sxuk.edu.in

Biographical Sketch

Professor Gautam Dutta holds the prestigious Mother Teresa Chair for Peace at St. Xavier's University, Kolkata, where he actively advances peace education, sustainable development, and inclusive economic growth. With over 35 years of distinguished experience across academia, industry, executive training, and policy advisory, he brings deep expertise in business internationalization, international marketing, SME development, and trade promotion.

He previously served as Professor and Head of the Marketing Area at the Indian Institute of Foreign Trade (IIFT), where he also led the Centre for Northeast Studies, playing a pivotal role in strengthening trade facilitation and regional development across India's northeastern states. He continues to be invited as a visiting professor at IIFT and several Indian Institutes of Management (IIMs), where he teaches International Marketing, Marketing Analytics, Export Management, and Strategic Marketing Simulation (Markstrat).

Professor Dutta holds a Ph.D. from IIT Guwahati, an MBA from Guwahati University, a Bachelor's degree in Mechanical Engineering, and has completed the prestigious GCPCL program at Harvard Business School. He has authored two widely used textbooks published by Pearson and has numerous peer-reviewed journal publications in Scopus and ABDC-listed journals. His research interests include sustainability, trade competitiveness, and cross-border business development, supported by projects with government ministries, state agencies, and international organizations such as the Mekong Institute and IFAD.

A passionate educator and thought leader, Professor Dutta has led extensive capacity-building programs for industry professionals and policymakers. He continues to inspire the next generation of changemakers in peacebuilding, entrepreneurship, and global cooperation for sustainable business development.

Areas of Specialisation and Research

Professor Gautam Dutta's areas of specialisation span a multidisciplinary spectrum, with a strong foundation in international marketing, trade promotion, and sustainable development. His academic and applied research reflects deep engagement with the internationalization of businesses, export-import management, and strategic marketing in cross-border contexts.

In the domain of SME development, Professor Dutta has led several pioneering projects focusing on entrepreneurship ecosystems, cluster-based growth models, and policy interventions aimed at enhancing the global competitiveness of small and medium enterprises. His associations with institutions such as the Indian Institute of Entrepreneurship **and the** Mekong Institute have enabled impactful contributions to trade capacity-building and MSME policy advisory.

Professor Dutta also has a longstanding interest in sustainability and inclusive growth. His research explores the intersection of business strategy with environmental responsibility and the United Nations Sustainable Development Goals (SDGs), particularly within developing country contexts. He has contributed to empirical studies on air pollution, PM2.5-related health risks, **and** urban sustainability indicators, employing modeling approaches that integrate environmental science with public policy. In recent years, he has also expanded his research into peacebuilding through economic cooperation, highlighting the role of sustainable business practices and regional integration in fostering inclusive and resilient societies.

Teaching Experience

Professor Gautam Dutta has over 35 years of teaching experience in postgraduate management education, specializing in International Marketing, Export-Import Management, Strategic Marketing Simulation (Markstrat), and Marketing Analytics. He has taught at premier institutions including IIFT, several IIMs, and the Asian Institute of Technology, Bangkok. Known for his experiential and data-driven approach, he has also mentored numerous students and contributed to academic curriculum development.

Administrative Responsibility

Professor Gautam Dutta has held several key administrative positions throughout his academic career. At the Indian Institute of Foreign Trade (IIFT), he served as Head of the Marketing Area for both the Delhi and Kolkata campuses and led the Centre for Northeast Studies, contributing significantly to regional trade and development initiatives. He also served as Director of the Indian Institute of Entrepreneurship **and as** Head of Management Development Programmes at IIFT's Kolkata campus. Through these leadership roles, he played an instrumental role in advancing academic governance, quality assurance, industry engagement, and institutional capacity building.

Publications

Book(s) Authored/Edited

1. Dutta G. (2017) **Global Marketing**, New Delhi: Pearson, India. ISBN-13: 9789332530355.
2. Keegan, W.J. and Dutta G. (2017) **Global Marketing Management**, New Delhi: Pearson, India. ISBN: 9789332584327.
3. **Promoting New Entrepreneurs:** Gautam Dutta and DD Mali. Indian Institute of Entrepreneurship. ISBN 81-87660-01-5
4. **Export Marketing Management:** Gautam Dutta for North Eastern Hill University. India
5. **Export and Sourcing:** Gautam Dutta for Netaji Subhas Bose Open University. West Bengal. India.

Article published in Peer-reviewed journals

1. Das, M., Dutta, A., and Dutta, G. (2025). An Assessment of Collaborative Research on Corporate Sustainability. *Social Sciences & Humanities Open* Volume 11, 2025, 101288 (Q1 Scopus). Impact Factor: 3.79. .

2. Chatterjee, J., Dutta, G. (2024) A systematic literature review on the influence of social media in political communication, *Educational Administration: Theory and Practice*, Vol.30. No .6. DOI: <https://doi.org/10.53555/kuey.v30i6.5966> (**Scopus**)
3. Chatterjee, J., Dutta, G. (2024) A systematic literature review to understand the difference between critical factors affecting the national election and state elections in India, *Frontiers in Political Science*, Vol 6, ISSN=2673-3145, DOI=10.3389/fpos.2024.1323186 (**Scopus Q-1**)
4. Chatterjee, J., Dutta, G. (2024) Power of Social Media in Political Marketing – An India Based Empirical Study, *Studies in Media and Communication*, Vol 12, No 1, ISSN 2325-8071, <https://doi.org/10.11114/smc.v12i1.6633> (**Scopus Q3**)
5. Dutta, A., Das, U.C., Chavalparit, O., Dutta, G., Limphitakphong, N., Gupta, M. (2024) Optimizing prevention strategies for PM2.5-related health risks in Nakhon Ratchasima, *Environmental and Sustainability Indicators*, 100328. <https://doi.org/10.1016/j.indic.2023.100328>. (**Scopus Q1, Tier 1**), Impact Factor 4.3
6. Dutta, A., Jinsart, W., Das, U.C., Dutta, G., (2023). An empirical analysis of Delhi's air quality during successive waves of the COVID-19 pandemic. *Journal of Applied and Natural Sciences*. 15(1): 325-339. <https://doi.org/10.31018/jans.v15i1.4271>. (**Scopus**)
7. Yadav, D., Dutta, G. and Saha, K. (2022), "Assessing and ranking international markets based on stringency of food safety measures: application of fuzzy AHP-TOPSIS method", *British Food Journal*, Vol. 124 (4) . <https://doi.org/10.1108/BFJ-09-2021-1054>(**ABDC- B**)
8. Dipali Yadav, Gautam Dutta, Shubham Kumar. 2021. Food safety standards adoption and its impact on firms' export performance: A systematic literature review, *Journal of Cleaner Production*, Volume 329,129708,ISSN 0959-6526, <https://doi.org/10.1016/j.jclepro.2021.129708>. (**ABDC, A**), h5-index of 81
9. Sharma, S.S and Dutta, G. (2021) 'SentiDraw: Using star ratings of reviews to develop domain specific sentiment lexicon for polarity determination', *Information Processing and Management*. Volume 58, Issue 1, January 2021. (**ABDC- B**)
10. Abhishek Dutta, Gautam Dutta. 2021. Association of air pollution and meteorological variables with the two waves of COVID-19 pandemic in Delhi: A critical analysis, *Heliyon*, Volume 7, Issue 11, e08468, ISSN 2405-8440, <https://doi.org/10.1016/j.heliyon.2021.e08468>. **Scopus, Q1** and Web of Science
11. Das, M., Rangarajan, K. Dutta, G. (2020) 'Network and Government Intervention influencing Sustainability and Business Growth of SMEs: A Study with Indian MSMEs', *International Journal of Enterprise Network Management (IJENM)*, Vol. (**ABDC, B**)
12. Das, M., Rangarajan, K. and Dutta, G. (2020), "Corporate sustainability in SMEs: an Asian perspective", *Journal of Asia Business Studies*, Vol. 14 No. 1, pp. 109-138. <https://doi.org/10.1108/JABS-10-2017-0176>. (**ABDC-C**)
13. Sharma, S.S and Dutta, G. (2020, Accepted)" *Indian Journal of Marketing*. Prediction Of Box Office For Bollywood Movies Using State-Of-The-Art Sentidraw Lexicon For Twitter Analysis " Category **ABDC (C)** /Scopus
14. Sharma, S.S and Dutta, G. (2020) 'A Novel Approach for Creating Sentiment Lexicon for Movie Reviews using Star Ratings', *International Journal on Emerging Technologies*, 11(1): (**SCOPUS**).
15. Sharma, S.S. and Dutta, G. (2019) 'Critical Factors that Impact Performance of Machine Learning Algorithms for Polarity Determination of Movie Reviews', *International Journal of Applied Engineering Research*, 14(11): 2689-2697. Available at: https://www.ripublication.com/ijaer19/ijaerv14n11_22.pdf.

16. Roy, A., Dutta, G. and Das, P.K. (2019) 'Exploring the Determinants of Mobile-based Services Diffusion: Past Determinants, Emergent Pattern and a Proposed Framework', *International Journal of Business Innovation and Research*, 18(4): 429-452. DOI: 10.1504/IJBIR.2019.098759. **(SCOPUS)**
17. Dutta, G. and Dutta A. (2019) 'The Effects of Brand Cognition Process in Automobile Marketing in the Developed Countries', *International Journal of Asian Business and Information Management*, 10(1): 65-77. DOI: 10.4018/IJABIM.2019010105. **(SCOPUS)**
18. Das, M., Rangarajan, K. and Dutta, G. (2019) 'Corporate Sustainability in Small and Medium Sized Enterprises: A Literature Analysis and Road Ahead', *Journal of Indian Business Research*, 12(2): 271-300. DOI: <https://doi.org/10.1108/JIBR-09-2017-0166>. **(ABDC,C)**
19. Banerjee. M and Dutta. G (2019) 'Factors Influencing Grid Interactive Wind Power Industry in India', *International Journal of Energy Technology and Policy*, 15(4): 351-372. DOI: 10.1504/IJETP.2019.102656.**(SCOPUS)**
20. Sharma, S.S. and Dutta, G. (2018) 'Polarity Determination of Movie Reviews: A Systematic Literature Review', *International Journal of Innovative Knowledge Concepts*, 6(12): 43-55. Available at: <http://www.ijikc.co.in/sites/ijikc20/index.php/ijikc/article/view/1542>. **(UGC)**
21. Roy, A., Dutta, G. and Das, P.K. (2018) Identifying the Most Effective Model for Understanding the Growth Rate of Government e-Transactions: Brown's Model of Exponential Smoothing', *Asian Journal of Computer Science and Technology*, 7(2): 81-86. **(UGC)**
22. Das, M. , Rangarajan, K. and Dutta, G. (2018) 'Sustainability Status of Indian MSME', *Small Enterprises Development, Management & Extension (Sedme) Journal*, 45(2).(E) **(UGC)**
23. Dutta, G. and Dutta, A. (2018) 'Indian Growth Story of Automobile Sector and Atmospheric Emission Projection', *Pollution Research*, 37(1): 131-143. **(Scopus)**
24. Dutta, A. and Dutta, G. (2016) 'Comparing Optimum Barrier Variables of Aluminum and MPET Foil Based Laminates for Coffee Packaging', *Journal of Applied Packaging Research*, 8(3): 52-60. DOI: 10.14448/japr.08.0019.
25. Banerjee, M. and Dutta, G. (2016) 'Grid Interactive Renewable Power in India: A Review', *Current Sustainable/Renewable Energy Reports*, 3(3-4): 43-52. DOI: <https://doi.org/10.1007/s40518-016-0050-4>. **(SCOPUS)**
26. Dutta, G. (2015) 'Northeast India-Bangladesh Border Trade Practices: Characterization of Trade and Effectiveness of Border Trade Points', *Foreign Trade Review*, 50 (1): 53-68. DOI: <https://doi.org/10.1177/0015732514558152>.**SCOPUS**
27. Dutta, A. and Dutta, G. (2018) 'Understanding the Waste Generation Status of Populous Cities of India', *Waste Management*, 79: I-VIII. **SCOPUS, Q1**