

**Course: International Business Relations (prof. Cristina MARINE,
Fullbright visiting professor)**
December 6, 2021 (starting at 19:30)

Guest speaker: Dr Sandeep PATNAIK

Topic: **Imagining Business and marketing in a post pandemic world**

Abstract: The talk will focus upon the impact of the pandemic on business and marketing. Some of the key areas that are likely to be impacted the most e.g., supply-chain, human resource, marketing strategies etc will be discussed in the context of the current and future scenarios. The growing importance of factors like sustainability, trust, ethical sourcing, social responsibilities etc. in a post-pandemic environment will also be touched upon.



BioData: Prof. Sandeep Patnaik PhD

Prof. Sandeep Patnaik is currently the Professor and Program Director of the Marketing program, Department of Business Management in the School of Business. Professor Patnaik has been with UMGC since 2008. He had worked as the Program Director in the MBA Marketing Program and then as Program Chair of Marketing Specialization in the Graduate School before his current assignment.

Dr. Patnaik is an active researcher in the area of marketing communications. He had led research on advertising strategy at the Wharton School of the University of Pennsylvania resulting in the publication of the handbook on advertising titled *Persuasive Advertising*.

Before his joining UMGC as a faculty, Dr. Patnaik was the Research Director at Gallup and Robinson, a leading market research firm affiliated with the Gallup organization. In that role, he was involved in promoting Facial Electromyography techniques (www.facialemg.com) to measure emotional reactions to TV advertisements. His recent research explores the synergistic relationship between traditional media (e.g., TV, Magazines, etc.) and new social media (e.g., Facebook, Twitter, etc.) and developing strategies as to how both could successfully be integrated into marketing campaigns.

He was awarded the highest Teaching Excellence awards at UMUC in 2012 based on student evaluation and peer recommendation.

Dr. Patnaik has traveled and lectured at multiple international locations including Eastern Europe, Russia, and multiple Southeast Asian countries.

Dr. Patnaik is certified in Digital Marketing from the American Marketing Science (AMS) as well as the American Marketing Association (AMA). His research articles focus on social media strategies used in the promotion of Super Bowl advertising have been published in top marketing journals including the Journal of Advertising Research.

Dr. Patnaik's current research focus has been on Sustainable Marketing and leveraging digital marketing strategies in the post-pandemic marketplace. He is also interested in integrating findings from Psychology and Behavioral Economics to understand consumer choice and decision making.