

MBA - Faculty Profile



Jitendranath Patri

Adjunct Faculty
SCMS-PG DSU

Brief Profile

Prof. Jitendranath Patri is a seasoned business leader and educator with nearly three decades of experience across retail management, marketing, startups, and academia. At Future Group (Future Lifestyle Fashions), he headed marketing and customer loyalty for Central and Brand Factory, spearheading innovative CRM strategies, omni-channel campaigns, and customer engagement initiatives that drove significant business growth. Recognised among the Top 50 Marketers in India (2016) and Top 50 Customer Experience Professionals (2019), he brings deep expertise in retail marketing, customer experience, and retail-tech innovation.

His entrepreneurial journey includes advising tech startups in retail and consumer domains, where he helps founders scale through brand positioning, customer acquisition, and sustainable growth strategies. This hands-on industry involvement allows him to bring a practitioner's lens into the classroom.

Currently serving as an Adjunct Faculty at the School of Commerce and Management Studies, DSU, Prof. Patri teaches Entrepreneurship and Marketing in the MBA and Executive MBA programs. He also leads COPE (Centre of Professional Excellence in Entrepreneurship), where he mentors students, curates startup immersion programs, and fosters entrepreneurial thinking through initiatives like the Lecture Series and the Thursday Club.

A certified entrepreneurship educator from the Wadhvani Foundation, he is passionate about shaping the next generation of innovators and changemakers. His academic contributions include research papers, book chapters on retail analytics, and case writing — notably the case “Swirl’s Conversion Conundrum”, accepted by The Case Centre, which also awarded him the Case Writing Scholarship (2024).

Whether mentoring students, guiding startups, or shaping academic content, Prof. Patri’s focus remains on unlocking purposeful growth at the intersection of business, technology, and entrepreneurship.

Teaching & Non-Academic Activity

- Teaching:
 - MBA: Entrepreneurship (Ideation, Business Models, Business Plan Development)
 - MBA: Marketing Management
 - Executive MBA: Corporate Entrepreneurship & Innovation

Non-Academic Activity:

- Head of COPE (Centre of Professional Excellence in Entrepreneurship) & Thursday Club student mentoring, startup showcases, industry interactions
- Case writing and publications (Case Centre, book chapters, research contributions)
- Consultancy & Advisory: Advises retail and consumer-tech startups on growth, customer experience, and digital innovation strategies, bringing contemporary industry insights into academia
- Programs: Conducts management development programs in entrepreneurship, marketing, and OKRs

Publications

- **Research Papers**
- **Book Chapters**
 - Contributed two chapters on Retail Analytics as a part of the book on Dealer Analytics
- **Case Centre**
 - Case Study of Swirl submitted to CASE CENTRE: Swirl's Conversion Conundrum: Exploring Paths to Long-Term Customer Engagement

Awards & Achievements

- Case Centre: Case Centre's Case Writing Scholarship Award (2024).
- Wadhvani Certified Entrepreneurship Educator (July 2025).
- Top 50 Marketer in India – 2016.
- Top 50 Customer Experience Professionals – 2019.

Contact Details

Email- jitendranath.patri@dsu.edu.in

LinkedIn Profile - [linkedin.com/in/jitendranath-patri-b08b763](https://www.linkedin.com/in/jitendranath-patri-b08b763)