

Amitabh Gautam

Industry: Education, Automobile, FMCG, Retail

Streams: Marketing, Sales

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Introduction-cum-Objective

- I am from Delhi-Ghaziabad., I had teaching experience in various institutes in the management area, and currently settled here in Jhansi, as I am working here in the premier management institute. However, my interest lies within Business operations-Marketing, Sales, Retailing, Research and IT (ERP & BI).
- I would like to utilize my free hours working on Education, Research, Business consulting and Training & Development related projects.
- Looking for Data-driven research projects to keep abreast with latest developments in business world to sharpen my analytical skills.

Experience

- Teaching since 2009 in the field of management and
- Industry experience in Automobiles Ancillary – Electronic Products segment. Key responsibilities handled Client servicing, New Product development, launch and Sales (O.E.M.).

Current Assignment

- Faculty at Bundelkhand University

Area of Specialization

- Marketing, Sales, Retailing, Banking, Research and IT (ERP).

Subjects of interest

- Marketing, Sales, Retailing, Research, Statistics, Operations Research, Business Intelligence, Knowledge Management, Banking & Operations, Advertising, Managerial Economics, TQM, MIS and Statistical Software

Education

- Ph.D (Marketing Management) (2020)
- UGC NET (Economics) Qualified (Dec 2018)
- M.A. Economics (Spl. in Econometrics & Actuarial Science) (2016)
- Enrolled in PhD (Sep 2014) (Thesis submitted Dec 2019)
- UGC NET (Management) Qualified. (June 2012)
- Common Eligibility Test (CET) for PhD Cleared, (2012)
- Master of Business Administration (MBA) -Sales & Marketing, ICFAI University, Dehradun.(2009)
- Bachelor of Engineering (BE) – Mechanical, Delhi College of Engineering (2001)

Publications

- Research Papers
 - National Level: 5
 - International Level: 4
- Case Study: 1
- Magazine Article: 1

Computer Skills

- MS Office, MS Project, SPSS, R Programming(conjoint package) & Python(learning)

Current Employer

- Asst. Professor, Bundelkhand University, Jhansi, (2013-till date)

Trainings / Workshops Conducted

- Research Methodology to Middle Management staff members of India Today at Sikkim Manipal Study Center, Dishad Garden, New Delhi.
- Business Communication Skills to heterogeneous executive members from NDPL, Cadilla and Tech Mahindra at Sikkim Manipal Study Center, Dishad Garden, New Delhi.

Papers Taught

<p>Post Graduate Level</p> <ul style="list-style-type: none"> • Retail Management • Entrepreneurship • Strategic Management • Brand Management • Customer Relationship Management • Consumer Behavior • Total Quality Management • Production & Operations Management • Project Management • Marketing Management • Marketing Research • Rural Marketing 	<p>Under Graduate Level</p> <ul style="list-style-type: none"> • Mathematics • Statistics • Optimization Technique, • Research Methodology • Production & Operations Management • Sales And Distribution Management <hr/> <p>B.Tech</p> <ul style="list-style-type: none"> • Engineering Mathematics • Manufacturing Science • Industrial Engineering • Operation Research • Product Development & Design
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Recent Publications

International

- *“A review of conjoint studies and its application in the two diversified product markets: Canned Coffee and HIV Vaccine”, published in Journal International Journal Of Research Culture Society, ISSN: 2456-6683 Volume - 1, Issue - 09, Nov – 2017*
- *Application of Conjoint Analysis in Agriculture Products Pricing and Marketing, Paper presented in National Seminar on “Agricultural Growth in India: Opportunities and Challenges” organized by Madhya Pradesh Economic Association, 24th-25th February 2018.*
- *“International Social Media Marketing – An Integrated Approach to Comparative Study”, Conference Organized by, Kushagra Institute of Information & Management Science (KIIMS) – Orissa, 2011*
- *“Sustainable Development of Green Construction Management for Countering Environmental Crisis”, Conference Organized by, Kushagra Institute of Information & Management Science (KIIMS) – Orissa, 2010*

National

- *"Opportunities and Challenges for Green Marketing", Seminar Organized by ITS – Ghaziabad, 2010*
- *“Management Horizon in developing, maintaining and sustaining innovations for Green Marketing in the midst of changing environment”, Shri Vaishnav Institute of Management – Indore, 2010*
- *“Supply Chain Management And Its Integration With Green Initiatives in Creating Customer Value ”, Seminar Organized by Shri Vaishnav Institute of Management, Indore, April, 2010*

- ***“Role of Information Technology in Sustaining And Managing Issues And Innovative Trend Emerging Out of The Global Challenges in Our Environment”***, Shri Vaishnav Institute of Management – Indore,
- ***“Mitigation Measures for countering Environmental Crisis”***, Xavier Institute (XIDAS) – Jabalpur **2010**

Case Study

- ***“Talent Management in Confusion Management Inc.”***, published in the book ***“Case Studies In Management”*** by Fortune Panipat Institute of Engineering & Technology, Samalkha **2011**

Key Accomplishments

- Member Internal Auditor NAAC
- Wrote Self Learning Material for MPBOU on “Marketing Research” for BBA Curriculum.
- Co-representative of Bundelkhand University for Rashtra Uchcha Shiksha Abhiyan (RUSA) and enabled the university to get the state level grants.
- Integrated more than 12 schedules, academic calendars, and event calendars in one mega calendar, using MS Project and smoothens the coordination among the various departments.
- Successful implementation of ERP module in the Institute, and trained the employees.
- Trained 28 students of Retail and achieved 100 % placement in various retail organization.
- Developed the curriculum for “Retail Management” for PGDM (Retail).
- Introduced the subject on “Retail Entrepreneurship Management”.
- O.E.M Sales of Automobile components (Car Security Systems, Audio Systems, Navigation Devices), responsible for Product Development (Technical), Promotion & Client Servicing.

Date:

(Amitabh Gautam)