

## FACULTY PROFILE



1. Name of the Faculty Member: **Aditi Chatterjee**
2. Designation with Category (Substantive/SACT): **SACT II**
3. Department: **Advertising, Sales Promotion & Sales Management (ASPV)**
4. Educational and Professional Qualifications:

Name of the Institution	Name of the Affiliating Body	Degree/Diploma/Certificate Obtained	Specialization (if any)
1. <b>Indian Institute of Engineering Science and Technology, Shibpur (IESTS)</b>	Indian Institute of Engineering Science and Technology, Shibpur (IESTS)	Masters of Business Administration	Human Resource & Marketing
2. <b>Bharatiya Vidya Bhavans (Kolkata)</b>	Vidyasagar University	Post Graduation Diploma	Marketing Management
3. <b>Symbiosis Centre for Distance Learning</b>	Symbiosis Centre for Distance Learning	Post Graduation Diploma	Human Resource Management
4. <b>Gokhale Memorial Girls' College</b>	Calcutta University	Graduation (B.A.)	Advertising, Sales Promotion & Sales Management
5. <b>St. Paul's Boarding &amp; Day School (Kolkata)</b>	Council for the Indian School Certificate Examinations	ISC	Humanities
6. <b>St. Agnes' Convent School (Howrah)</b>	Council for the Indian School Certificate Examinations	ICSE	-

5. Teaching Experience (If applicable):

Name of the Institution	Position Held	From	To
1. Gokhale Memorial Girls' College	Guest Lecturer/ SACT	2016	Present
2. Techno India University	Assistant Professor (Visiting)	2018	2021
3. PIMT (Pranavananda Institute of Management Training, Bharat Sevashram Sangha)	Visiting Faculty	2016	2020

6. Research Experience (If applicable):

Name of the Institution	Nature of Work	Designation	From	To
Symbiosis Centre for Distance Learning (SCDL)	Comparative study between Tata Tea and HUL brands of tea	Student (Research)	2013	2013
Gokhale Memorial Girls' College, Kolkata	Finding the effect & Impact of Celebrities as Brand Endorsers	Student (Research)	2011	2012
Indian Institute of Engineering Science & Technology	Comparative study between Tata Tea and HUL brands of tea in the tea sector in India	Student (Research)	2015	2016
Tata Steel Limited	Finding Employee Engagement Activities that can be used at Tata Steel Limited	Intern (Research)	2015	2016

7. Areas of Interest (Intra-disciplinary and/or Inter-disciplinary): Marketing, Sales, Sales Promotion, Public Relations & Publicity, Entrepreneurship Development, Integrated Marketing Communications, Service Marketing, Advertising, Consumer Behaviour, Sales force Management, Human Resource Management, Personal Selling, Computer Applications (Basic & Graphics Designing)

8. Research Projects (if any):

- Comparative study between Tata Tea and HUL brands of tea (self)
- Impact of Celebrities as Brand Endorsers (self)
- Employee Engagement Activities that can be used at Tata Steel Limited (self)
- Comparative study between Tata Tea and HUL brands of tea in the tea sector in India (self)

9. Research Publications (if any): NO

a) Books/Book Chapters:

b) Journal Articles:

c) Course Materials:

d) Seminar/Conference Proceedings:

10. Invited Talk/Special Lecture/Seminar/Conference Presentation: Seminars for the department of Advertising, Sales Promotion & Sales Management of Gokhale Memorial Girls' College on:

- Creating Data sheet & Questionnaire in Google Forms
- Pricing Methods & Strategies
- Publicity & Celebrities
- BCG Matrix &/or Johari Window
- Digital Survey makes it Easy (Use of Google Forms)

11. Other Academic/Official Responsibilities (At College/University Level or for Any Other Body of Higher Education):

- Examiner for Papers of Advertising, Sales Promotion & Sales Management for Calcutta University
- Member of the Placement Committee
- Assistance in SSR work for GMGC under criterion 6.
- Paper setter of Principles & Practices of Management for Netaji Subhas Open University, Kolkata
- Resource Person for Kiron Project organised by Kolkata Police (Bhowanipore Police Station) conducted by Pranavananda Institute of Management & Technology (Bharat Sevashram Sangha) under Netaji Subhas Open University sponsored by West Bengal Swarojgar Corporation Limited

12. Awards/Recognitions/Fellowships/Memberships (if any):

- **Calcutta University topper** in 2012 in the subject Advertising, Sales Promotion and Sales Management.
- **Achieved recognition and certificate from Jawaharlal Nehru Memorial Fund** for 1<sup>st</sup> rank holding in Advertising, Sales Promotion & Sales Management from Calcutta University in 2012.
- **Gold Medalist and topper** in 2013 in the subject Marketing Management at Bharatiya Vidya Bhavans, Kolkata.
- Participated in the States Level Badminton Competition (West Bengal School Championship).
- Participated and won consecutively 2 years the Intra-College Badminton Competition.

- Won 1<sup>st</sup> prize in debate and participated in the essay competition conducted by the Bharat Sevashram Ashram under the Government of India.
- Won the Best Department award (all-rounder in all fields) in College.
- Participated in the essay competition and came in the first eight finalists representing SOMS, IEST, Shibpur conducted by CMA (Calcutta Management Association)
- Certificate for SPSS course completion at IESTS
- 3-day workshop in e-content development conducted jointly by **NSOU and COL-CEMCA**
- Summer Internship at **Tata Steel Limited** in the department of Human Resource on the topic Employee Engagement Activities.
- Worked as an interne for a month in ECW Private Limited.
- Received training from TATA CONSULTANCY SERVICES (TCS) for a week. Pursued a course from Bharat Sevashram Ashram under the Govt. of India on **Basics** in computer. (PowerPoint, Excel, Word etc.).
- Pursued a course from Youth Computer (Govt. of W.B) on **Graphics Designing**.
- Pursued a course on **Tally** from ICA, Kolkata.
- Pursued a 1yr. course on **Graphics Designing** from Arena Animation
- Attended and received certificate in Business Analytics at a two day workshop by IEST and Data Brio Academy.

12. Social Responsibility Initiatives: NO