



**Name:** Vishal Maheshwari

**Designation:** H.O.D. of Commerce & B.B.A

**Qualifications:** Pursuing PhD, MBA

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### ***Educational Qualification***

- Post Graduate (Masters)

### ***Professional Qualification***

- Pursuing PhD, MBA

### ***Areas of specialization and Research***

- Supply Chain Management, Entrepreneurship Development, Marketing, Strategic Management, Business Management.

### ***Teaching Experiences***

- Teaching Under graduate students of the Department of Commerce (B.COM) & B.B.A, St. Xavier's College, Burdwan, from 04.06.2017 (4 Years)

### ***Publications***

- Published an article titled "Corporate Response vis-à-vis COVID-19 Crisis" in collaboration with Prof. Dr. Abhik Mukherjee, Assistant Professor, The University of Burdwan.

### ***Scholastic Achievements***

- **E M Normandy, Caen, France, Europe:** Gained practical knowledge, visited chocolate and wine factories and Audi Car Manufacturing Plant in Brussels. Got special invitation from European Commission in Brussels. It was overall an awesome and lifetime experience. (12<sup>th</sup> June, 2016 to 16<sup>th</sup> July, 2016)
- **ESSCA Budapest, Hungary, Europe:** I had an official visit to the cafes, learned about their marketing strategies, visited logistics firm, warehouse where I got to know how actually everything works. It was also an awesome experience to be benefited for the life time. (9<sup>th</sup> May, 2016 to 11<sup>th</sup> June, 2016)
- **Reliance Telecommunication:** In marketing department, worked with distributors of Reliance India Mobile (Prepaid). I was in marketing department where I analyzed the sale of Reliance Prepaid connection and also the use of various network towers of Reliance. Also prepared and presented report on the same at St. Xavier's College, Kolkata under the guidance of Dr. Shivaji Banerjee (now HOD of Commerce). (2<sup>nd</sup> Feb, 2016 to 28<sup>st</sup> March, 2016)
- **Indian Oil Corporation Limited:** In marketing department, worked under Corporate Communication Officer. *Investigated and analyzed various news related to Oil Industries. Analyzed approval of sponsorship on the basis of mileage that the company will get.* And also participated and edited their annual journal.
- Overall development of children in urban poverty and empowering them to become a leader. Gained insight by conducting primary and secondary research and analyzed the findings leading to identification of short term problem by doing door to door survey on the basis of certain parameters which helped me in developing my inter personal skills and made me confident in approaching talking with strangers in association with national NGO Humara Bachpan.
- Conducted extensive study to come up with recommendations that would lead to long term sustainability to work for urban poverty children where I took the lead and got it done in a systematic way.
- Core Committee Member of Inertia'14- International Summit on the theme- Marketing of India Cinema and Student Mentor of Inertia'15- International Summit on the theme- Knowledge Marketing, Scientia est Potentia at St. Xavier's College, Kolkata.
- Took lead for arranging a session by Mr. Mukesh Bhatt, movie director and producer, for the students of St. Xavier's College, Kolkata in 2014.
- Held the post of Director (Professional Development Officer) of Rotaract Club of Bardhaman Amity (Reg. under Rotary International) in 2012-14.
- President of Rotaract Club of Bardhaman Amity in 2014-16.
- Member of Sanman Mahila Multipurpose and Rural Development Society (SMMARDS), a Government registered NGO.
- Director of COMM-FEST, a commerce fest at St. Xavier's School, Burdwan in 2010.
- Achieved 2<sup>nd</sup> position in Best Manager event of Inertia'14, International Summit on the theme- Marketing of India Cinema, certified by the Principal, Vice Principal, and HOD of Commerce of St. Xavier's College, Kolkata in 2014.