



Name: AMARNATH MUKHOPADHYAY

Designation: Assistant Professor

Qualifications: B.B.A., M.B.A (Marketing)

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Biographical Sketch

- B.B.A(HONS)
- M.B.A(Marketing)

Areas of specialization

- Branding
- Consumer Behavior
- Marketing of Services
- Retail Marketing
- Rural marketing
- Advertising
- Promotion

Teaching Experiences

- CURRENT ENAGAGED AS AN ASSISTANT PROFESSOR AT ST. XAVIER'S COLLEGE, BURDWAN (AFFILIATED TO THE UNIVERSITY OF BURDWAN) SINCE NOVEMBER, 2023.

Workshop Participation

- Won the 3rd position in Business Hackathon Pogramme held at The University of Burdwan,28th April,2023.
- Participated in "International Seminar on Recent Trends in Management " held at The University of Burdwan" 16th December,2022.

Faculty Development Programme

- Completed the NEP 2020 Orientation & Sensitization Programme-13 under Malaviya Mission Teacher Training Programme (MM-TTP) of University Grants Commission (UGC) organized by The University of Burdwan from 12th September 2024 to 24th September 2024 and obtained Grade A.

<i>Publications</i>	
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- Not Applicable.

<i>Paper Presentation/Seminar Participation</i>	
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- Not Applicable.