

## RESUME

### Arpita Bhattacharya

**Post Applied For:** Assistant Professor (Specialized in Marketing & Quantitative subjects.)

**Total experience till date:** 14 years in UG and PG Teaching

#### **1.General Information**

<b>Name</b>	Arpita Bhattacharya
<b>Parents</b>	Dipak Majumdar (Father), Manjulika Majumdar (Mother)
<b>Husband</b>	Soumesh Bhattacharya
<b>Mobile</b>	6296648448
<b>Email</b>	<a href="mailto:amajumdar12@gmail.com">amajumdar12@gmail.com</a>
<b>Address for Communication</b>	Flat B-394 Phase 3, HMEL Township Talwandi Sabo ,Bhatinda, Pin- 151301.
<b>Date of Birth</b>	31 <sup>st</sup> October, 1980.
<b>Marital Status</b>	Married
<b>Nationality</b>	Indian
<b>Caste</b>	Hindu
<b>Adhaar Card Number</b>	350828126287

#### **2.Teaching Experience**

September 2021-December 2023	In Maharaja Ranjit Singh Punjab Technical University, Bhatinda, Lecture Basis Faculty Member in the School of Management and Social Sciences
June 2019 – March 2021	In Haldia Institute of Technology (NAAC) Faculty Member at School of Social Sciences ( <u>NAAC A GRADE</u> ), Haldia, Purva Medinipur, West Bengal
December 2015- May 2019	In Narmada College of Management Faculty of Marketing as an Assistant Professor, Bharuch, Gujarat.

April 2015 – October 2015	In Haldia Institute of Technology as Training and placement Officer, Haldia, Purba Medinipur, West Bengal
February 2009 – March 2015	In Global Institute of Technology (Department of BBA) as lecturer in BBA, Haldia, Purba Medinipur, West Bengal

### 3. Publication

Title of the Book/Journal	Year of Publication	Chapter/Vol/Issue	Title	ISBN/ISSN
European Economic Letters	2025	Vol-15 / Iss-2	The New Age of Advertising: Evaluating Social Media's Effectiveness in Engaging Young Female Consumers DOI- <a href="https://doi.org/10.52783/eel.v15i2.3096">https://doi.org/10.52783/eel.v15i2.3096</a>	2323-5233.
Asia Pacific journal of Research and Business Management	2025	Vol-16 Iss-4	Analyzing the influence of social media endorsements on adolescent purchase intentions DOI:18.A003.skirec.J25I01.20250514.12273	2229-4104
Vandana Publications International Journal of Engineering and Management Research (IJEMR)	December 2020	Volume-10, Issue-6	Aspects and influence of social media marketing in today's world: A review of scholarly articles	ISSN: 2394-6962
Contemporary Technological, Social and Management Issues – Theoretical and Conceptual Perspectives	January 2012	Sec - I, Chap- 4	Exploration of the context of ethical and unethical standards of advertising and the remedial measures in the context of globalization	ISBN: 978-81-925299-2-9

#### **4. Conference participation**

- 1.** Participated and presented a paper titled The New Age of advertising: Evaluating social media ‘s Effectiveness in Engaging Young Female Consumers, in an International Conference on Exploring the Intersections of Technology, Humanities and Social Sciences in the New Era of Digital and Artificial Intelligence, held from 7-9 March 2025 organized by School of Liberal Arts and management Studies, PP Savani University Gujarat.
- 2.** Participated and presented a paper titled Student’s Perception Towards Online Learning Applications and its Future Implications in an International Multidisciplinary Conference on Innovative Solutions for Future, held on October 2022, organized by G.H.G Khalsa College Ludhiana, Punjab.
- 3.** Participated and presented a case paper titled Redefining Sustainable business Models: Learning from Microsign Products Ltd, Bhavnagar in an International Multidisciplinary Case Writing Event 2022 on Organization’s Contributions for Sustainable Development held on April 2022 organized by Gujarat Technological University, Ahmedabad, Gujarat.
- 4.** Attended and presented a paper on National Seminar on “Service Sector in India – Its Dimensions and Emerging Issues” held on December 26 - 27, 2012 the Haldia Institute of Technology, Haldia, West Bengal.
- 5.** Participated\_and presented a paper titled Green Marketing in India in the context of Global Scenario 2012 in the National Seminar Programme on Green Development in India held in the School of Business Management, University of Calcutta.

#### **5. Qualification**

Degree	Year of Passing	University	Subjects/Topic	%
Phd in Management Studies	2018(registration year)	Gujrat Technological University, Ahmedabad	Influence of Internet Advertising on the Buying Behavior of Adolescents	Pursuing
MBA Marketing	2005	West Bengal University of Technology	Marketing (major) Finance (minor)	68%
BSc(H)Economics	2002	University of Calcutta	Economics (Honors), Mathematics, Statistics (General)	47%
Higher Secondary Examination	1999	WBHSC	Economics, Mathematics, Geography and Statistics	70.4%
Madhyamik Examination	1997	WBBSE	English, Bengali, Math, Science, History, Geography.	73.25%

#### **6. Teaching and research interests**

Business Statistics, Managerial Communication, Integrated Marketing Communication, Consumer Behavior , Service and Relationship Marketing Fundamentals of Marketing and Operations Research Consumer Behavior ,Digital Marketing.

## 7. Workshops/FDP

Attended and successfully completed 10 days FDP on Research Design, methods and analysis conducted by Indian Institute of Management Bodhgaya in June 2022.

Attended and successfully completed Orientation Programme June 2018 from Sardar Ballabh bhai Patel University, Gujarat.

Attended a workshop on Business Statistics, September 2018 conducted by Gujarat Technological University, Ahmedabad.

Attended a week FDP on Transcending Newer Horizons in Management Education August 2017 organized by Narmada College of Management, Bharuch.

Attended a workshop on Business Statistics, September 2018 conducted by Gujarat Technological University, Ahmedabad.

## 8. Additional Assignments

- Coordinator for English Language Lab in Narmada College of Management
- Participated in Toilet projects undertaken by GNFC.
- Participated and conducted the survey along with UNDP For the women empowerment project (Neem Project) undertaken by GNFC.
- Course counsellor of IGNOU MBA course for several papers.
- Coordinated several campus interviews.
- Undertaken personality development classes.

## 9. Interests

Reading Indian Mythology, Gardening

## Declaration

The above declaration made is true to the best of my knowledge.

Date-15/07/2025

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Arpita Bhattacharya

