



Name: Goutam Dutta

Designation: Assistant Professor

Qualification: MBA, B.TECH

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Biographical Sketch

- M.B.A in MARKETING(Major) & SYSTEMS(Minor)
- B.TECH in IT

Areas of Specialization

- Branding
- Consumer Behavior
- Marketing
- Retail Marketing
- Rural Marketing
- Advertising
- Promotion
- C Programming Language
- ASP.NET
- JAVA
- PHP
- SQL
- Web Design

Teaching Experiences

- Currently engaged as an ASSISTANT PROFESSOR at ST. XAVIER'S COLLEGE, BURDWAN(Affiliated to THE UNIVERSITY OF BURDWAN) since November,2023.
- Engaged as an Part Time Lecturer at MODERN INSTITUTE OF ENGINEERING & TECHNOLOGY, Bandel(Affiliated to MAKAUT) from Feb. 2017 to April 2018.
- Engaged as an Lecturer at AFFLATUS INSTITUTE OF ENGINEERING & TECHNOLOGY, Kalyani(Affiliated to Council of Engineering & Technology) from July 2014 to Jan 2017.