



**Name: AMARNATH MUKHOPADHYAY**

**Designation: Assistant Professor**

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

**Email ID: amarnathsxcbba@gmail.com**

### ***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.

***Publications***

- Not Applicable.

***Paper Presentation/Seminar Participation***

- Not Applicable.