

# Kapil Bhatia

Assistant Professor – Area Chair (Marketing)

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A quick learner, valuable partner and an integral team player with two decades of work experience in Retail, Banking, IT and Education industries.

Passionate teaching professional who believes in educating the learners through the **Three Rs** – Relevance, Rigor and Relationships to instil among them the **Three Es** – Empowerment, Endeavor and Excellence.

## **Educational Qualifications:**

- Pursuing PhD, Area of Research: Consumer Behaviour and Behavioural Economics
- MBA (Marketing)
- M Com – 1<sup>st</sup> Rank
- NET (Management)
- SET (Management)
- B Com – Specialization in Business Management
- Diploma in Tax Management
- Certification in Behavioural Economics – University of Toronto
- Certification in Money, Markets and Morals – Harvard University
- Certification in Brand management – University of London
- Diploma in Event Management
- Certification in Universal Human Values (UHV) - Level I and II conducted by AICTE
- Certification in Study of Kautilya Political Science and Arthashastra

## **Industry Experience:**

Retail Sector – Shoppers Stop

Banking Sector – ICICI Bank, HDFC Bank and HSBC

IT Sector – Oracle Financial Services Software Ltd (Banking Domain)

### **Research Publications:**

- Co-author and content developer for the book on Global Retailing published by NGASCE, NMIMS University (ISBN – 978-93-5119-802-4)
- Research Work on ‘Banking Channels and their efficiency’ chosen for reading of Research Papers at IMT Ghaziabad during its annual International Conference.
- Article Repositioning the Resilient Language - Sanskrit published in Journal of Management Research at CIMR.
- Won the Best Paper Research award for the research titled ‘Examining the Professionals’ Experience: Back to Workplace Post Pandemic’ during 8th National Conference. Publishes in Journal of Research Administration ISSN:1539-1590 | E-ISSN:2573-7104, Vol. 5 No. 2, (2023)
- Paper titled Metonymic Branding: The Evolution for Genericization of Brands published in Journal of the Asiatic Society of Mumbai. ISSN: 0972-0766, Vol. XCVI, No.20, 2023

### **Training Sessions Conducted:**

- As a part of COE (Chetana’s Centre of Excellence) conducted MDPs for MSMEs on Marketing aspects like CRM, ERV, building Brand Communities and Conscious Consumerism
  - Conducted Trainings for Secondary and High School teachers on Project Based Learning as a Pedagogy
  - Conducted Training Sessions for Mutual Funds for corporate employees.
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