

Joyeeta Chatterjee



Delhi Address : 12/13 Ground Floor, Street # 14, Sarojini Park , Near Manchanda School. P.O: Shastri Nagar, Delhi 110031

Mobile: +91-9891688482; Email: chatterjee.joyeeta@gmail.com;

LinkedIn Profile: <http://in.linkedin.com/in/joyeetachatterjee>

Job objective: A self-driven professional seeking a rewarding assignment to utilize my skills with interdisciplinary experience and to pursue my career in a competitive environment where the best of research, technology, innovative practices and enriched talents are united to answer the needs of the future.

Professional Skills

Current Assignment w.ef. from August 2008 till date

**ASSOCIATE PROFESSOR MARKETING, & PROGRAM CHAIR /
COORDINATOR - PGDM GENERAL at LAL BAHADUR SHASTRI
INSTITUTE OF MANAGEMENT (LBSIM), DELHI. (www.lbsim.ac.in)**

Dynamic teacher and thought leader focused on providing rigorous and challenging education along with confidence and excellent presentation skills to build and advance towards a framework of success through innovative course work and stimulating projects formulated on current market trends, best business practices, personal decisiveness and use of technology.

Actively involved in development of future curriculum in the area of marketing, well regarded by faculty colleagues, senior management and students.

Teach subjects like Marketing Management, Services Marketing, Retail Management, Brand Management, Sales Management and Social Marketing.

Conduct MDPs / Corporate Training for executives from BHEL, NTPC, EIL in the areas of "Effective Team Building and Service Excellence," "Drive for Results," "Motivational Strategies," and "Excellence Through Effective Communication."

Additional assignments apart from teaching

- Handled the responsibility of Advisor, Management Grid, which is student welfare body at Lal Bahadur Shastri Institute of Management for a period of one year- 2014-15, handled independently the financial transactions.
- Coordinated Corporate Interface at LBSIM for three years – (2010 – 2013); liaise with the industry professionals, organized guest lecture session, workshops and also led a Rural Project, called "Knowing the Real Bharat" which looked after the social and health related issues of the rural population in few villages of the NCR region in collaboration with Canara Bank, Sulabh Sauchalaya and couple of NGOs.
- Instrumental in leading a highly motivated team of students to organize workshops / training programmes for the economically weaker sections of the society at Lal Bahadur Shastri Institute of Management. (2010-2013)

Previous Assignments

- Rukmini Devi Institute of Advanced Studies, (Affiliated to GGS IP University New Delhi - Asst. Professor, Marketing & Coordinator MBA Programme from August 2006 – July 2008
- Tecnia Institute of Advanced Studies (Affiliated to GGS. IP University New Delhi) Sr. Lecturer, Marketing, later promoted to Asst. Professor from November 2003 – July 2006
- North Eastern Regional Institute of Management, (NERIM) Guwahati (Affiliated to Dibrugarh University, Assam) Lecturer in the area of Marketing from Feb 1996 – Oct 2003
- Aptech Computers Ltd, Guwahati- Management Trainee- Marketing & Operations from March 1995 – February 1996

Strengths

- Possess 20 years of teaching in the marketing area
- Ability to generate innovative ideas
- Possess good teaching and time management skills
- Goal oriented, dedicated, cheerful, self-motivated and ability to use different teaching methods and techniques
- Ability to multi-task

PAPER PRESENTATION / PUBLICATION

- Chatterjee, J and Baruah, B (2016) Paper presented in International Conference SUSCON –V on “Role of Social Media in Connecting Brands With Sustainability Projects,” organized by IIM Shillong, in March 17-19, 2016.
- Chatterjee, J and Joshi, A. (2014) Paper presented and published in International Conference of Social Media Marketing on “Influence of Social Media Marketing on Healthcare and Automobile Sectors in India,” organized by Welingkar School of Management & Research, Bengaluru, July25-27, 2014
- Chatterjee, J (2012) Paper presented on “Consumer Behaviour in Air Travel Industry: A Case Study” in International Aviation Economics Conference organized by GMR Group (Delhi International Airport) held in Delhi, April 2012 in Delhi
- Chatterjee, J and Baruah, B (2012) Paper presented and published in Asia Marketing Conference on “Effectiveness of Brand Advertising as Influencers of Socio Cultural Trends in India,” held in Mumbai, January 2012.
- Arya, P and Chatterjee, J (2011) Paper presented and published on “Sustained Competitiveness Through Value Chain Optimization,” in International Conference “FOBE 2011” at IMT Ghaziabad, November 2011.
- Chatterjee, J and Ratnani, V (2008) Presented and published a paper on “Rethinking Green Marketing: Shift to a New Paradigm,” in an International Conference on Green Marketing organized by IMT, Ghaziabad, September, 2008.
- Chatterjee, J and Raheja, S (2008) Presented and published a paper on “Advertising, Media Planning & Celebrity Endorsement,” in an International

Conference on Global Competition & Brand Management organized by IPE, Osmania University Hyderabad, September, 2008.

- Chatterjee, J (2007) Paper presented and published on "Cross Cultural Issues in Merger & Acquisition," in an International Conference on M & A: The Global Dimensions of Cross Cultural Relations organized by Bharati Vidyapeeth University Institute of Management & Research, New Delhi, March 2007.
- Chatterjee, J (2003) Presented a paper on "Environment for Women Entrepreneurship: A Case Study," in a workshop organized by Indian Institute of Entrepreneurship, Guwahati, in 2003.

WORKING PAPERS

- Chatterjee, Joyeeta & Dubey, Jayashree, "An analysis of consumers' perception towards Rebranding: A study in the Indian Context with reference to Airtel" **(to be presented at IIT Delhi on April 16, 2016)**
- Chatterjee, Joyeeta and Dubey, Jayashree, "Customer Assessment of Rebranding Strategy of Hero MotoCorp: Impact of Perceived Brand Image & Loyalty Prior to Rebranding."

TRAINING / WORKSHOP ATTENDED

☐ Teachers' Induction Training Program at the Indian Institute of Social Welfare and Business Management (IISWBM) Kolkata, sponsored by AICTE, September 1997

☐ Training program on Project Management sponsored by ISTE at the University Business School, Guwahati University, October 1999

☐ Total Quality Management at Indian Statistical Institute, Bangalore, March 2000.

☐ Attended a workshop on Women Entrepreneurship at IIE, Guwahati, April 2002.

OTHER ACTIVITIES

☐ MBA Term End Paper setter of GGS IP University Delhi, University of Jaipur, Rajasthan & Dibrugarh University, Assam .

☐ External Examiner of MBA Programme of GGS IP University, Delhi

EDUCATION

Ph.D Thesis Submitted. (March 2016) BANASTHALI UNIVERSITY, RAJASTHAN.
TOPIC: "CONSUMER PERCEPTION OF REBRANDING WITH SPECIFIC
REFERENCE TO INDIAN MARKETS."

MBA (MARKETING & HRM) DEPT. OF BUSINESS ADMINISTRATION, GUWAHATI
UNIVERSITY, 1993-95

BA (ECON) COTTON COLLEGE, GUWAHATI UNIVERSITY, 1992

HS (Arts): HANDIQUE GIRLS' COLLEGE, GUWAHATI, 1989

H.S.L.C: ST. MARY'S CONVENT, GUWAHATI, 1987

EXTRA CURRICULAR ACTIVITIES

B.MUSIC FROM BANGIYA SANGEET PARISHAD, KOLKATA, 1987

Presently also the Faculty Coordinator of Cultural Club at LBSIM, Delhi

ACHIEVEMENTS / DISTINCTION

Awarded as the Best Teacher for the year 2004-05 by the Tecnia Group of
Institutions, Delhi.

PERSONAL DETAILS

☐ Date of Birth : 05/09/71

Married to Ujjal Chatterjee, have a 17 year old son, Anurag Chatterjee

☐ Father's Name: Shri Satyajit Das; Retd Joint Secy- Govt of Assam

☐ Fond of singing, reading and writing blogs and travelling.

References:

(i) Dr R K Mitra, Joint Secretary to Government of India, Ministry of Home Affairs, NDCC 2 Building Jai Singh Road, New Delhi. Email:

rajatkmitra@rediffmail.com;

Mobile: +91-9717847958 / +91-9818243417; Phone +911- 23438111

(ii) Dr. Gautam Sinha, Director, IIM Kashipur, Bazpur Road, Udham Singh Nagar, Uttarakhand-244713. Email: gautam.sinha@iimkashipur.ac.in. Phone:

+91-5947-211920; Mobile: +91-97177-31922; +91-94120-91922.

(iii) Wing Commander (Veteran) Rajiv Mohla, Air Force & Naval Officers Enclave, Flat No 522, Plot 11, Sector 7, Dwarka, Delhi 110075. Email:

rajivmohla2511@gmail.com. Mobile: +91-9873058151.

(iv) Ms. Babita Baruah, Executive Business Director, JWT, Enkay Centre, Block A, Vanijya Nikunj, Commercial Complex, Udyog Vihar, Phase V, Gurgaon, Haryana, India. Email: babita.baruah@jwt.com. Phone: +91-124-4198200;

Mobile: +91-99580-08130
