

Kapil Bhatia

Assistant Professor – Area Chair (Marketing), PGDM Programme

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Profile:

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 – 1st Rank
 - UGC NET (Management)
 - UGC 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
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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
 - Gurukul System of Learning - Past and Future of Education System, Red Unicorn Publishing LLC, Stockholm, Sweden, ISBN: 978-91-410-0142-8, ISBN-10: 91-410-0142-7, DOI:10.25215/9141001427, DIP: 18.10.9141001427
 - Management for Prosperity and Happiness - The Indian Way! Management for Prosperity and Happiness - The Indian Way!, ASCI (Administrative Staff College of India)
 - The Evolved Marketing Mix - How Innovation is Transforming the 7 Ps, Cengage India Publication
 - Innovative Practices in Operations Management, Cengage India Publication
 - Book Chapter - Fostering Entrepreneurship: Men Supporting Women in Business Book Name: Women entrepreneurship through policies and partnership : Building a sustainable future, ISBN 978-93-93789-83-9
 - Book Chapter - Financial Inclusion as an Enabler of Women Entrepreneurship: An Evidence Based Approach, Book - Women entrepreneurship through policies and partnership : Building a sustainable future, ISBN 978-93-93789-83-9
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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.
 - FDP (Faculty Development Programme) Conducted on Indian Knowledge System (IKS) as resource person with Nucleus for Learning and Development and GNVS Institute of Management, Mumbai – Management Lessons from Bharatiya Itihasa as a part of IKS : Navigating the Extent and Scope
 - FDP conducted on Management and Leadership Skills in IKS during one week online National Faculty Development Programme on IKS and its relevance in Higher Education with Nucleus for Learning and Development and SBRR Mahajana First Grade College, Jayalakshmipuram, Mysuru, Karnataka.
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