

## Dr. Anjan Chakravarty

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### Synopsis of Skills and Experience

**Dr. Anjan Chakravarty** was born on September 24, 1961, in Kolkata. He obtained his MA in Economics degree from Jadavpur University and his MBA and Ph.D degrees in Marketing from Calcutta University.

He has over 25 years of experience in Management Consultancy and has undertaken Marketing Research for organizations like Reserve Bank of India, Hindustan Petroleum, Philips, Shaw Wallace, Balsara Hygiene Products, Marico Industries, Lafarge, Star Cement, Wimco, Exide to name a few. Presently, he is the Project Director of All Wave Consultancy, a Management Consultancy organization.

He has lectured in **corporate training programmes** for VSNL, Indian Herbs, BOC, Esab Limited, National Insurance Limited , Andrew Yule, EEPC & CAPEXIL

Dr. Chakravarty is presently Assistant Professor of Management under Department of Commerce & Business Administration at St. Xavier's College, Kolkata , Guest Lecturer in the area of Marketing at Department of Business Management of Calcutta University, VGSOM (IIT, Kharagpur), Burdwan University, Annamalai University, Bharatiya Vidya Bhavan, . He is also an examiner in the area of Marketing at Calcutta University, Jadavpur University and West Bengal University of Technology.

He is an out and out socialite and is a member of Bengal Chamber of Commerce & Industry, Calcutta Club, Freemasonry, Calcutta Historical Society and an Executive Committee member of Bodhona ( a home for the mentally and physically challenged boys )

He participated in inter school debate and elocution contests and regularly performs on stage

in English and Bengali dramas.

## Academic & Professional Experience

### Academic Appointments

1. Assistant Professor of Management under Department of Commerce & Business Administration at St. Xavier's College, Kolkata, from 2010
2. Visiting Faculty in Marketing at Department of Business Management, Calcutta University teaching MBA students from 2001
2. Visiting Faculty in Marketing at Vinod Gupta School of Management, Indian Institute of Technology, Kharagpur, teaching MBA students in 2006
3. Visiting Faculty in Marketing at Bharatiya Vidya Bhavan (ACCM) teaching PGDM students from 1993 till 2012
4. Visiting Faculty in Marketing at Netaji Subhas Open University teaching MBA students from 2003
5. Visiting Professor at Calcutta Business School teaching PGDM students in 2009
6. Visiting Professor at International School of Business Management, Bhubaneswar, teaching PGDM students in 2009
7. Guest Faculty at S.P Jain Center of Management, Singapore, teaching GMBA students in 2010
8. Visiting Faculty in Marketing at Annamalai University teaching MBA students
9. M.Phil (Marketing) guide at Annamalai University
10. Examiner of MBA at Calcutta University, Jadavpur University & Vidyasagar University

### Subjects Taught

- Sales & Distribution Management,
- Principles & Practices of Management
- Principles of Marketing
- Entrepreneurship
- Consumer Behaviour
- Rural Marketing

## Professional / Corporate Appointments

1. Worked with M/s. Core Consultancy Group, in the Marketing Research wing. as Senior Research Executive May, 1988 to July, 1993

### A brief job description:

- Receiving briefing from clients
  - Preparation of questionnaires
  - Preparation of Marketing Research report
2. Presently a Management Consultant and Project Director of M/s. All Wave Consultancy, an organization which was founded by Dr. Anjan Chakravarty in December 1993

### Brief job description:

- Presentation of the organization to prospective clients and close orders
- Preparation of Research Instruments
- Formatting, analysis of field data collected
- Overseeing Marketing Research reports prepared
- Presentation of Marketing Research reports to clients

## Educational Qualification:

<b>Examination</b>	<b>Institute, Board/University</b>	<b>Year of Passing</b>
Ph.D (in the area of Marketing)	University of Calcutta	2002 (conferred)
Master of Business Administration (Specialization in Marketing)	Indian Institute of Social Welfare and Business Management, University of Calcutta	1993
Master of Arts in Economics	Jadavpur University	1985
Bachelor of Arts (Honours) in Economics	Jadavpur University	1983
Indian School Certificate Examination (12)	Don Bosco School, Calcutta	1980
Indian Council For Secondary Examination (10)	Don Bosco School, Calcutta	1977

## **Title of Ph.D Thesis :**

**“A study of Rural Marketing in West Bengal : Some Selected Items”**

## **Papers / Articles Published :**

“Change In Rural Markets In India And Need For Appropriate Strategy”, Managing Economic Liberalization in South Asia, Directions For 21<sup>st</sup> Century, Edited By C. Jayachandran, N. Balasubramanian and S.M Dastidar, Published by Macmillan India Limited in 1998

“Small Scale Sector and Rural Marketing: Problems and Treatment”, Alpha Journal, Year: 2001, Published by Asutosh College of Communications & Management, Bharatiya Vidya Bhavan, Calcutta

“Organized Retail Sector in Kolkata : Growth and Challenges “, International Journal of Leadership and Management, Vol 1, Issue : 1, January to April, 2009, Published by Eastern Institute For Integrated Learning In Management, Kolkata

“Change in Consumption Pattern in Rural Markets – An Empirical Study in West Bengal”, Marketing Mastermind, IUP, Bangalore, May 2011, issue, ISSN 0972-5156

“An Evolved Concept of Marketing”, Youthink, St. Xavier’s College, Kolkata, Department of Commerce, Vol.6, 2011 issue

“Instances of Gambling in Indian Politics”, Youthink, St. Xavier’s College, Kolkata, Department of Commerce, Vol.7, 2012 issue

“The Evolving Scope of Rural India”, Proceedings of 26th International Business Research Conference , April 2014, Imperial College, London, UK, ISBN: 978-1-922069-46-7

“The Progression of Rural Marketing”, Youthink, St. Xavier’s College, Kolkata, Department of Commerce, Vol.9, 2014 issue

“Understanding the Correlation Between Poverty and GSDP”, PRISM, Institute of Engineering & Management Review, Volume 2 No.1, March 2018

“A Study On Migratory Population In India : Some Selected States”, DOI: <https://doi.org/10.29121/granthaalayah.v8.i6.2020.444>, International Journal of Research – GRANTHAALAYAH, June 2020 Vol 8 (06), 163-168, ISSN (online) : 2350-0350, ISSN (Print) : 2394-3629

Contributed a Chapter titled “Branding In Indian Rural Market : An Overview” in the book : “Strategic Brand Management in a VUCA World” – Editors : Dr. Shivaji Banerjee and Shaunak Roy, published by Black Aviat Publishers in June 2021; ISBN 978-81-951250-3-6

## **Papers Presented :**

1. "Change In Rural Markets In India And Need For Appropriate Strategy", Paper presented at the Conference on Managing Economic Liberalization in South Asia, Directions For 21<sup>st</sup> Century, Chennai
2. "An Overview of Rural Marketing Mix" : paper presented at the Two Day International Summit organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, in 2013
3. "Transition from Conventional to Renewable Energy Utilization : A Study in West Bengal". Paper presented at the UGC sponsored National Conference on "Inclusive Growth, Business and Environment in India's Emerging Economy at St. Xavier's College , Kolkata
4. "The Evolving Scope of Rural India", Proceedings of 26th International Business Research Conference , April 2014, Imperial College, London, UK, ISBN: 978-1-922069-46-7

## **Conferences Attended**

1. "Managing Economic Liberalization in South Asia, Directions For 21<sup>st</sup> Century", A two day International Conference at Chennai, 1998, organized by Montclair State University
2. "Driving Momentum in Marketing Paradigm, A Two day International Summit", A Two Day International Summit organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, in 2011
3. "Global Consumerism - Mapping trajectories of Business Remodeling", A Two Day International Summit organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, in 2012
4. "Financial Reporting : Changing Paradigm", A University Grants Commission sponsored National Seminar organized by the Department of Commerce & Business Administration, St. Xavier's College, Kolkata in collaboration with The Institute of Chartered Accountants of India in 2012
5. "The Global Entrepreneur", A Two Day International Summit organized by the Department of Management (Commerce), St. Xavier's College, Kolkata, in 2013
6. "Inclusive Growth, Business and Environment in India's Emerging Economy", A University Grants Commission sponsored National Seminar organized by the Department of Commerce & Business Administration, St. Xavier's College, Kolkata in collaboration with Shri Shikshayatan College , Kolkata, in 2013

## **Selected Consulting**

- Exide Industries limited
- J Walter Thompson
- Birla Corporation

- Allahabad Bank
- Asea Brown Boveri
- Philips
- Lafarge

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## Professional Membership

Member of Bengal Chamber of Commerce & Industry

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