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Qualification: B.Sc. (Hons.), PGDBM

Full Profile:

Prof. Rishen Kumar Mukherjee teaches 'Consumer Behaviour' and 'Social & Service Marketing' to the Marketing Management specialisation students of the department.

He is a B.Sc. (Hons.) in Physics from St. Xavier's College, Kolkata and a postgraduate in Business Management (PGDBM) from XLRI (Xavier Labour Relations Institute), Jamshedpur.

He is presently Business Head - CESC Media and Marketing; DGM. Corporate Development - Strategic corporate planning & business development and Commercial Superintendent - Management of Commercial functions.

He is also a visiting faculty at IIM, Bangalore and XLRI, Jamshedpur.

Equally at home, in academic and corporate circles, he has presented lectures and papers at various management institutes and professional and trade associations, such as at IIM, Bangalore, CII and the British Council, to name a few.

He is affiliated to several professional bodies and technical associations such as the All India Management Association & Calcutta Management Association, Computer Society of India and Advertising Club of India & Advertising Standards Council of India.