



**Prof (Dr) Anand Kumar Choudhary**

**Ph.D. in management, MBA, MSc**

**Experience: 13.3years**

**Specialty: Marketing & Human resource management**

**Assistant Professor of Marketing at ISM, Patna**

**Head of Department (Marketing) at ISM, Patna**

**Former Head of the School of Commerce and Management**

**Sandip University, Sijoul, Madhubani, Bihar**

**Mobile / Whatapps No.-07762086010**

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**Post applied for: Assistant Professor**

**PROFESSIONAL PROFILE:-**

Dr. Anand Kumar Choudhary has a doctorate in his own credit including altogether 13 years of experience in teaching and industry. In which 9.5 years is of industry 3.5 years is in Teaching ,mentoring, leading the management department. And in 3.5 years of Academic ,I lead 1.5 years of School of management and 1.5 years of Assistant Professor of management stream and I realized four years back and transformed my performance into a passion. I have firmly believed that if you want performance must find out passionate people. Now, starting with Asst. professor, management has relies on me and awarded me one prestigious responsibility of the head of the dept. I' m having a combination of managing resources academically and administratively and playing a part in making strategic planning for developing a holistic approach to stand out for excellence in the education of students and drive correct forces for the department.

Finally, I conclude a character of mine that has no reason but students in touch get motivated once I deliver the values of the subject. My area of interest is of course core management subject but being in the master of life science and having good years of experience in pharmaceutical marketing altogether. I' m having the ultra view of my learning of the subject surely help me to deliver the best out of the box in pharmaceuticals management as well. I' m also competent in blending mode teaching and training.

## **ACADEMIC PROFILE-**

- **Doctor of Philosophy (Ph.D.) -Awarded year-July 2019**  
Department of Commerce and business administration, L.N.M.U, Darbhanga  
Thesis title: Rural Tourism of Bihar: Problems and Prospects
- **Master of business administration ( MBA ): Degree Done in Year -2009**  
Institutes of business management, Darbhanga  
Major- Marketing, Minor – Human resource management
- **Master of Science (M.sc): Degree Awarded in year-2007**  
Department of life sciences, Darbhanga
- **Diploma in computer application (DCA)-year-2000**

## **EXPERIENCE PROFILE**

- **Presently or last six months (November' 2022) Working as an Assistant Professor and Domain Leader of the marketing department at ISM, Patna, Patna, Bihar.**
- **Former HOD of School of management ,Sandip University,Bihar from 2019-2022**
- **Former Marketing manager of Zuventus Health care pvt ltd from march 2010 to feb 20211**
- **Worked as Medical business Associate with Gsk from 2011 to 2012**
- **Worked as Marketing manager in Association with BSV from 2012 to 2019**

Previous work experience in the industry at different positions and playing the role as follows... ..

- conduct market research & intelligence to inform marketing tactics.
- plan, develop & implement strategic marketing plans that result in consistent annual sales revenue.
- coordinate marketing activities with PR.
- Initiate, scheduled, organized, and managed sales projects and team effective and profitable relations viz. . sales meetings,, goal analysis, database management,

and consistent communication with subordinates.

- Managed all corporate marketing functions including..
- Brand management
- product launch
- Advertising
- Successful event planning and execution.

#### **GUEST ASSIGNMENT:-**

- Members of different committees in Sandip University, Seoul Madhubani.
- Member of constitutions of the Re-Verification committee.
- Appointed as an Internal Examiner to examine thesis report ( course code PMA 415 TR) and conduct project viva (course code PMA 415 PV) of MBA final semester (session-2018-20) of sandip university, Sijoul. Madhubani.
- Nomination as an Internal member of the Board of Studies for MBA/ BBA( 2020-21) of sandip university, Madhubani (Bihar) for assisting in the preparation of the syllabus and course structure.
- First farewell organized in my reason for the year 2019-21.
- I also work on our student' s internship and their placement.
- I have organized lots of events, and academic activities, for the excellence of management students.
- Perform other activities of university academic and non-academic e.g examinations, Invigilation, squad, evaluation, tabulation,re- totaling, and many more..

#### **PROFESSIONAL INDIVIDUAL MEMBERSHIP :-**

- Member of commerce and management association ( CMA )
- Member of All India management association (AIMA)

#### **PAPERS PRESENTED:-**

- NAIRJC, IBI, Impact factor-2.20 ISSN 2454-2326 Vol.1, Issue 7, publication date 7th Dec2015 title “ Marketing of Rural tourism: opportunity and challenges.
- IJAEM, pp:833-836, Issue 9, peer-reviewed ISSN:2395-5252, journal, vol.2 publication date 15th Nov 2020 title “ Marketing strategies for developing rural tourism in Bihar”
- NAIRJC, IRJF -Impact Factor-3.015, ISSN 2454-9827 Vol.4, Issue 1

publication date Jan 2018, title Problems and prospects of rural tourism in Bihar: A case study

## **CONFERENCES/ WORKSHOPS/SEMINARS:-**

### **Attend:**

- Paper presented and got Best paper presenter certificate in the domain of marketing ,title ‘ Socio economic development of rural tourism in Bihar’ held at ISM ,Patna in Dec’ 22.
- Participate and got certificates from U.G.C sponsor seminar on “ change management in higher education” organized by dept of Commerce and business administration, Darbhanga in 2012.
- Participate and got certificates from the international conference on “ Emerging Entrepreneurial Scenario in India” organized by the University,dept. of Commerce and business administration, I.n.m.u, Darbhanga in 2018.
- Done summer internship in “ cartridge world ” Kolkata for the duration of 20th May to 15th July 2007 on customers satisfaction and market opportunities under the guidance of Anirban choudhary and awarded as the best intern in vth sem of MBA in the Academic year 2007-09.
- Participate and got certificates from the U.G.C sponsoring an international conference on “ Changing Scenario of Tourism in Era of Globalisation: Issues and Concern organized by the dept of Commerce and business administration in 2018.
- Participate in the national conference on “ Rural development India: present scenario and future challenges” organized by Degree College Nala Jamtara dated on 17th and 18th of 2019 got a certificate and publish my Abstract titled “ Rural tourism: A possible way of rural development of Bihar Registration no. SKMU-DCN/CONF2019:040
- Got certificates of participation from Juventus Learning and Academy conduct at Khandala from 12th March 2010 to 19th March 2010.
- Attend 30 days training program in retail marketing in Gsk in Mumbai.

## **RESEARCH INTEREST -**

- \*Core marketing
- \*marketing theory
- \*marketing & lifestyle
- \* Marketing and living of standards
- \* core human resource management
- \* Demand theory of market

**TEACHING INTEREST-**

- \*Market, marketing management, theory of marketing
- \*Demand theory of market                      \*service marketing
- \*customer relationship management   \* Product marketing and brand mgmt
- \*consumer behavior                              \*core human resource management.

**TEACHING AND TRAINING ASSIGNMENT-**

**Teaching** : core & elective marketing courses in the long term educational programmes viz..MBA and BBA till date.

**Taught:** core & elective marketing courses , services marketing, consumer behavior general subject of MBA & BBA viz... B.O, M.E,O.B, HRM till 2019-21 .

**HOBBIES / INTEREST-**

- Doing research work, publishing paper , social service ,reading books, mentoring students.

**LANGUAGE KNOWS : -**

English , Hindi, Maithili ( Local language )

**PERSONAL PROFILE :-**

Father' s Name - Late Shailendra Narayan Choudhary

Marital status- Married

Gender- Male

DOB- 24-12-1981

Passport number : -V9584657

**Declaration:-**

I declare that all statement made & particulars given above are true , complete , and correct to the best of my knowledge and belief.

Date :-

Place :-

Signature

**Dr Anand kumar choudhary**