

**CHARUL CHATURVEDI**

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**Key competencies:** Presentation Skills, Strategic Planning, Research, Content Development, Event Management, Corporate Communication, Developing and Managing Business Relationships.

**Experience:** Presently working as Head of Department, BBA in School of Management, SAGE University, Bhopal and pursuing PhD from Barkatullah University, Bhopal.

Past experience with Deutsche Bank AG Pune and also worked as a full time Faculty in Laxmipati Group of Institutions, Bhopal, Sharda University, Greater Noida and Guest Lectures in Management Institutes.

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**PROFESSIONAL QUALIFICATION:**

**MBA in Business Analytics (BA)** from IMED, BHARATI VIDYAPEETH UNIVERSITY, PUNE (64.8%)

**COMPUTER PROFICIENCY:** Certificate in Information Technology from NIIT

**EDUCATIONAL QUALIFICATION:**

**GRADUATION:** B.Com, St. Johns Degree College, Agra, 2007 (69.44%)

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**WORK EXPERIENCE**

**Organisation:** Sage University, Bhopal

**Designation:** Asst. Professor

**Tenure:** 1 December 2021 - present

**Job Profile:**

- Faculty, Department of Management
- Teaching subjects like Principles & Practices of Management, Leadership & Team Building, Business Ethics & Corporate Governance, Human Resource Management
- Guiding MBA and BBA students for their Project Based Learning (PBL) projects
- Overall Course Coordinator and Mentor of BBA sem V students
- Departmental newsletter Coordinator under Printing and Publicity Task group

**EVENTS ORGANISED:**

- National Workshop on “Yoga and Life Sciences” on 28<sup>th</sup> February, 2024 at SAGE University Bhopal
- National Seminar on “Industry 5.0 – An Overview” on 3<sup>rd</sup> November, 2023 at SAGE University Bhopal
- SAGE talk on topics like Emotional Intelligence: The Science of Emotions, Values & Ethics: The Bhagwat Gita Way, StudentPreneur – The Job Creators by inviting distinguished speakers
- MoU Signing ceremony between ISTD, Bhopal Chapter on May 2, 2022, MPSSIO on March 15, 2022 and IAB on June 18, 2022
- Workshop on Business Correspondence, Creative Thinking for BBA and MBA students
- Coordinated 2 day workshop on “Case Writing” on 24<sup>th</sup> & 25<sup>th</sup> June, 2022
- Organised National Seminar on Industry 5.0 – An Overview on 3<sup>rd</sup> November, 2023 at Royal SAGE Hall, SAGE University, Bhopal

- Coordinated and hosted several other Departmental Events

#### **WEBINARS ATTENDED:**

- One-Day National Webinar “Post COVID 19 Scenario: Opportunities and Challenges” at Sage University, Bhopal on December 18, 2021
- One day Webinar on “Investor Awareness on Investment and Depository Services” organized by SAGE University, Bhopal in association with CDSL on March 24, 2022
- One day National Webinar “Strategy for Managing Personal Finance” organized by Department of Management studies, Puducherry (UT) in collaboration with Association of Mutual Funds in India on March 25, 2022
- One day National Webinar “Emerging Trends on Business Environment” organised by Lingaya’s Lalita Devi Institute of Management Science, sponsored by Indian Council of Social Science Research (ICSSR), GOI on April 23, 2022

#### **CONFERENCE ATTENDED:**

- One day International E-Conference on “Recent Innovations in Industry 4.0 for Sustainable Developments in the Global Business, Management and Education” at SAGE University, Bhopal on 22 January, 2022
- Two day International Conference on “3<sup>rd</sup> Innovative Product Design and Intelligent Manufacturing Systems” jointly organised by Department of Industrial Design and Department of Mechanical Engineering, NIT Rourkela on 30<sup>th</sup> & 31<sup>st</sup> December, 2021

#### **WORKSHOP/ FACULTY DEVELOPMENT PROGRAMME ATTENDED:**

- Three Days workshop organised by SAGE School of Management on “Research Paper Writing” from 19-21 January, 2024
- Five days online FDP organised by ATAL Academy, AICTE on “Innovation Management” from 21-01-2022 to 25-01-2022
- Six days Workshop on “Use of Correlation and Regression in Academic Research” organized by Indian Accounting Association, Udaipur branch and Pacific Academy of Higher Education and Research University, Udaipur from 19 July 22 to 24 July 22

#### **PUBLICATIONS:**

- Co-authored a book “**Un-Boxing Entrepreneurship**”, ISBN 978-93-93577-70-2 available at Amazon.
- Published a Patent on the title “**Analysis of Growth and Development of Make in India towards Energy Sector**”, Application no - 202321024432
- Chapter Published in Edited Book – Chaturvedi, C., & Mishra, D. (2022). **Competitive Edge Building in Business: An approach through Ethical Marketing Practices** in S. Bansal, V. Ahuja, V. Chaturvedi, & V. Jain (Ed.), Multidisciplinary Perspectives Towards Building a Digitally Competent Society (pp. 248-261). IGI Global. <https://doi.org/10.4018/978-1-6684-5274-5.ch014>
- Article published in “Vinay Ujala” newspaper “**सेलेब्रिटी इंडोर्समेंट: आवश्यकता या अनायास महंगा प्रयास**” in editorial section on 17-02-2022, pg 4
- Blog published on “**Well Informed Workforce – Need of Hour**” available on link <https://bestuniversityinbhopaluniversityinbhopal.quora.com/Well-Informed-Workforce-Need-of-Hour>

**Organisation: Laxmipati Group of Institutions, Bhopal**

**Designation: Asst. Professor**

**Tenure: 16 December 2020 – 30 November 2021**

#### **Job Profile:**

- Faculty, Department of Commerce & MBA, Laxmipati College

- Teaching subjects like Communication skills, Marketing Management, Marketing Research
- Course Coordinator for B.Com I year
- Successfully conducting online classes and online assessments for various courses
- Taking specially designed Personality Development sessions for B.Tech students
- Organised several events and competitions for students at College level
- Hosted several events like Republic Day, College Foundation Day etc.
- As Organising Secretary for Webinars and Workshops held, using online mode for registration of candidates, feedback form link and generation of E-certificates

**WEBINARS ORGANISED:**

- One-Day National Webinar “GST: Implementation and Challenges” at Laxmipati group of Institutions on 02 January 2021
- One-Day Online Workshop on “Determining Appropriate Sample Size and Structural Equation Modelling using Smart PLS” at Laxmipati Group of Institutions, Bhopal on 16 January 2021

**Organisation: SHARDA UNIVERSITY, Greater Noida**

**Designation: Lecturer**

**Tenure: 31 March 2012 - 30 October 2015**

**Job Profile:**

- Faculty, Department of Marketing, School of Business Studies
- Taught various subjects like Marketing Management, Brand Management, Sales and Distribution Management, Rural Marketing
- Mentor, BBA and MBA students for their Dissertation\Internship project reports
- Responding to all classroom queries in a spontaneous manner and accountable for fostering a healthy learning atmosphere in class.
- Preparing exercises, questionnaires, and assignments for students at various levels
- Aligning student’s interests with potential opportunity careers to guide students in effective decision-making regarding their career direction and future fields of study
- Played an active role in conducting and organising various seminars, conferences and workshops.

**PUBLICATIONS:**

- “Social Media Marketing : An Approach To Brand Recall and Reinforcement” International Journal of Management Issues and Research, Sharda University, vol-1, 2012,
- “An analysis of Celebrity endorsement in India: Regional VS National Celebrities”, International Journal of Research in Computer Application and Management, Vol. 3(2013) issue – 11 November, ISSN 2231-1009
- “Personal Branding – How to Develop yourself as a Brand”, Cyber Times International Journal of Technology and Management, Vol. 6 (1), ISSN – 2278-7518

**PAPERS PRESENTED:**

- “Contemporary Issue in Marketing in Globalisation” in VII AIB Conference with UNCTAD, on Global Economic Crisis: Opportunities and Challenges ,17-19 December 2009
- “Retailing in India: Challenges and Opportunities” in International Conference on International Business Socio-economic, Ecological, Political and Technological Trends & Dimensions 27th and 28th January 2010 organised by Albertian Institute of Management, Cochin

- “Need for ethical marketing practices to gain competitive edge in business” at Contemporary issues in Business Management at IIMT, Greater Noida, on 13-02-2013.
- “Focusing Local Business: A solution to Intercity competition” in National Conference “Global to Local: Issues, Challenges and Opportunities in Business” on 14 March, 2014 at Sharda University, Greater Noida

**CONFERENCE ATTENDED:**

- Aspen Institute India and Confederation of Indian Industry (CII)’s session on “US & India: Tackling the Climate Change Together” on October 1, 2010 at the WWF Auditorium, Lodi Estate, New Delhi.
- Confederation of Indian Industry (CII) ‘s "Export Summit" on 24 August 2010 at Hotel Lalit, New Delhi.
- Panel discussion on the 9th of June hosted by Fleximoms on “The Flexibility Curve – How women affect business bottom lines”(a discussion to explore trends in diversity and flexibility in organizations) on 9th June 2009 at India Habitat Centre, Lodhi Road

**FACULTY DEVELOPMENT PROGRAMMES ATTENDED:**

- “Advance Multivariate Analysis for Management Research” organised by Center for Research Studies and Education Promotion Society of India at Birla Institute of Management Technology, Greater Noida from 18-20 April, 2013

**Events Organised:**

- Launch Event for Executive MBA program at Sharda University by Industry Experts and other dignitaries
  - Also arranged a press meet and wrote press release for the same
  - One-Day National Conference “Global to Local: Issues, Challenges and Opportunities in Business” at Sharda University on 14 March 2014
  - Arranged Sponsorship and Invited SGM (Mtce) BSNL, New Delhi and other industry experts too for the same.
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**Organisation: Deutsche Bank AG, Pune**

**Designation: Acquisition Manager**

**Tenure: 30 September 2008 - 30 May 2010**

**Job Profile:**

- To acquire business from the niche market either individual or corporate
- Supervised and trained a sales team of 7 individuals

**Achievements:**

- Highest approval rate across INDIA for consecutive 4 months
  - Awarded and acknowledged for highest number of applications during an inhouse activity with a cash prize
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