



Charul Agrawal

Qualifications :

PhD (Pursuing) : Amity University

M.B.A (Gold Medalist)

M.A (Economics)

UGC-NET (Qualified twice in Management)

Experience :

Corporate : 3years

Academic : 6 years

Areas of Interest :

Consumer Behaviour , Retail Management and Marketing Management

Workshop / FDP

- Attended FDP Programs on “Contemporary Research Practices in Social Sciences organized By Amity Institute of Travel and Tourism(30th May to 7th June)
- Attended FDP Program on “How to Publish Research Papers in top tier International Journals organized by Institute of Management and Science Ghaziabad 26th May-30th May 2020.
- Attended a workshop on “ NLP- For teaching and Learning” Aug 2013 organised by Cambridge Institute Bangalore.
- Attended a workshop on “ Moving Beyond CRM_ Manage all your business relationships”organized by FICCI Ladies Organisation in 2010
- Attended a workshop on “ When your Brand is your business-B2B Branding” organized by FICCI Ladies Organisation in 2009.

Paper presentations/ publications

- ❑ Presented a paper “VAS- A key to CRM in the 61st All India Commerce Conference organized by Dhanwate National college Nagpur in December 2008.
- ❑ Presented a paper “ Inclusive Growth- Dimensions and strategies” in the National Conference organized by SJB Institute Bangalore 2010
- ❑ Published a paper titled “Ambush Marketing : Concept and Strategic Implications in the National Conference on Re-engineering of Indian Economy-Opportunities and Challenges 2013 (ISSN- 2320-5504).
- ❑ Published a chapter in Book titled “**Women Empowerment – Awakening of a New Era**” Bearing ISBN number 978-81-944813-5-5 as a second author in 2020
- ❑ Published a paper on digital training methods in “Prabandh Anvesh” Journal of IMS Ghaziabad in 2020
- ❑ Submitted a chapter titled “A study of consumer switching behavior in Indian context with respect to recycled products” for book titled **Examining the Intersection of Circular Economy, Forestry, and International Trade** in May 2020

OTHERS

- Have been a regular content /blog writer for some websites since 2012.