

Kaushik Handique
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Specialization: Marketing & Human Resource

Areas of Interest: Consumer Behaviour, Green Marketing, CSR, Entrepreneurship, Performance management.

OTHER QUALIFICATIONS:

- Cleared UGC-NET(Management) held on **JUNE 2014** and **DECEMBER 2012**
- Certificate in basic French from Tezpur University

JOB INFORMATION/EXPERIENCE

Previous Academic experience:

Assistant Professor (Management)

University of Science and Technology, Meghalaya
(USTM)

Role and responsibilities:

- Academic Coordination among the different subjects offered as part of the MBA and BBA Curriculum.
- Taking classes in Marketing and General Management for MBA, M Com, BBA and B Com students at the School of Business Sciences, USTM.
- Preparation, revision and up-gradation of the study material and comprehensive courseware for MBA (Marketing) and BBA.
- Paper setting in Marketing and General Management, for BBA Exams and MBA programs run by the University.
- Supervising Guide for M.B.A and B.B.A related Project works.

Industry experience:

Relationship Manager

imiAID

Role and responsibilities:

- Develop new customer relationships.
- Direct strategically customer supporting campaign management and marketing operations.
- Report existing and future brands leveraging centralized relationship database.
- Head responsibility to exceed business objectives, customer service satisfaction and account profitability.
- Support team staff adequately to accomplish service needs of client.
- Negotiate contracts with customers working professionally with sales management, company finance along with contract organization.
- Study and learn marketing strategies and execute streamlined marketing operations solutions throughout agencies along with operational vendors.

Wood finishes Sales Officer (WSO)

Asian Paints India Ltd

Role and responsibilities:

- Driving initiatives in sales, and marketing,
- Developing dealer - distributorships & operations for products of Decorative Business unit (DBU).
- Conducting retail audit to assess market potential,
- Estimation of sale of competitors' products with a view to adopt suitable strategies for sale;
- Collecting information regarding opportunities for sale such as construction activity and driving company agenda or focus like schemes, training, workshop, etc.. in market.
- Recommending opening of new dealers in the territory after assessing his standing.
- Assisting Area Manager/Executive in launch of new products.
- Completing Demand Generation Planner regularly.

Executive Sales

HDFC Bank

Role and responsibilities:

- Sale of financial products and services.
- Sales promotion work.
- Assessment of market potential.

Published Work

- *Analysis of Performance Management System Using Key Result Areas: A Comparative Study of New and Traditional Performance Management of a Power Sector Organisation*, December 2014; The International Journal Of Business & Management, Vol 2 Issue 12, ISSN 2321 – 8916, pp 1-5
- *Power and North East: The Hydro Power Scenario of North East*, December, 2014; International Journal of Science and Research (IJSR), Vol 3 Issue 12, ISSN (Online): 2319-7064, pp 602-609
- *Role of Collectivism, Environmental Concern, Scepticism and Perceived Consumer Effectiveness on Green Purchasing Behaviour of Consumers of Guwahati, India*, October, 2014; The International Journal Of Business & Management, Vol 2 Issue 10, ISSN 2321 – 8916, pp 58-66

Conferences and seminars

- Presented a paper titled “*An investigation of green product purchase behavior among the people of Northeast India*” at ICSSR- NER sponsored national seminar on “emerging issues in business, management and economics” held on July 24 & 25, 2015 organised by Department Of Business Administration, University Of Science And Technology Meghalaya In Association with Department Of Business Administration, Tezpur University.
- Presented a paper titled “*Power scenario in Northeast with special reference to hydro power projects*” at the national seminar on “power sector- its impact on economic growth & industrial development” held in October 2014 organised by Shillong Commerce College sponsored by Planning Department, Govt. of Meghalaya & NEEPCO.
- Participated in the National Seminar on “Changing scenerio in academic performance & Audit” organized by University of Science & technology, Meghalaya in association with CSIR-NEIST, Jorhat & RIST on January 4, 2015.

Workshop/Seminar/Conferences organised

- Organized a Two Day National Seminar on “ Emerging Issues of Business, Management and Economics” by Department of Business Administration, USTM in association Tezpur University on 24th and 25th July, 2015 sponsored by ICSSR- NER .
- Organized a workshop on “CSR, Industrial Dispute Act 1947, Contract Labour Regulation and Abolition Act 1970” on 30TH May, 2015
- Organized a workshop on “intellectual property awareness” in association with Tezpur University IPR cell on 4th April, 2015.

ACADEMIC QUALIFICATIONS	NAME OF INSTITUTE	UNIVERSITY / BOARD
MBA	School Of Management Sciences, Department Of Business Administration	Tezpur University
BCA	North East Regional Institute of Management (NERIM)	Dibrugarh University(DU)
12th Board	B. Barooah College, Ghy.	Assam Higher Secondary Education Council (AHSEC)
10th Board	Disney Land High School, Khanapara, Ghy.	State Board Of Assam (SEBA)

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