

COVER LETTER

Dr. Brajendra Kumar Gupta
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Subject: For the Assistant Professor (Marketing Management) position

Dear Sir/Mam,

I wish to associate as an Assistant Professor in this prestigious University. I have the necessary skills, qualifications, and experience for this post. I believe that what I have to offer to this prestigious institute will be of great benefit to me as well as the Institute. I completed my PhD on "Impact of IMC on recent marketing trends" from Dr Shakuntala Mishra Rehabilitation University, Lucknow in 2021. Currently working as a Asst. Professor (Visiting Faculty) in various institute.

I have rich experience of 11 years in teaching and tutoring students in various institute from 2013 till today. I take a friendly approach to teaching, believing that my students are simply equals who have yet to gain the knowledge I can impart to them. I find this approach helps to break traditional "them" and "us" type barriers between students and their tutors.

I have taking care of more than 15 brands as an Marketing Expert freelancer.

Adding to the value of my teaching career, I have 4 books published under my bag along with several articles and research papers published in international journals. Also, I have presented papers at various national and international seminars and conferences. I am presently associated with various colleges as a Guest/Visiting faculty in India and Nepal.

I have industrial experience of 5 years in the Sales and Marketing department that have given me a unique ability to apply theories into practice and enhance the understanding of concepts in better way. Presently, I am associated with various companies as a Sales and Marketing expert.

While teaching, I try to fully utilize my industrial experience as well as teaching experience to help students gain better knowledge of the subject. I was highly thought of in my previous post, and I know I can repeat my standard of professionalism at this prestigious institute as well. I am sure that my proven ability to manage and maintain the highest standards as an Assistant Professor (Visiting Faculty) will be of the greatest benefit to the Institute, and I have confidence that I can make a significant contribution to the Institute.

I may be contacted at (+91) 6306634799/ 7379994699, or by email at guptabrajendra@yahoo.com. I look forward to the opportunity of meeting you at the interview level, and I thank you for the opportunity to be considered for the post of Visiting Faculty (Marketing Management).

Yours Sincerely,

Dr. Brajendra Kumar Gupta

Dr. Brajendra Gupta

Academician / Visiting Professor (Marketing)

Seeking a Visiting faculty position in an institution, that allows me to put together my industry experiences with theory knowledge so that I can deliver



guptabrajendra@yahoo.com



UP, India



+91 6306634799

EDUCATION

2021 Lucknow, India	Doctor of Business Management (Ph.D) Dr. Shakuntala Mishra Rehabilitation University, Lucknow
2008-2010 Bangalore, India	Master of Business Administration in Marketing & HR Brindavan College, Bangalore
2005-2008 Gorakhpur, India	Bachelor of Commerce in Marketing & Banking D.D.U. Gorakhpur University

PROFESSIONAL EXPERIENCE

Currently	CRIMSON COLLEGE OF TECHNOLOGY, NEPAL Visiting Faculty
Currently	KSHITIZ INTERNATIONAL COLLEGE, NEPAL Visiting Faculty
Nov. 2017	MOTILAL RASTOGI SCHOOL OF MANAGEMENT, LUCKNOW Guest Faculty (Subject Contract) <ul style="list-style-type: none">• Area of Specialization: Marketing/Consumer Behavior/Services Marketing/Branding
Nov. 2015 – Jun. 2016	BABA SAHEB BHEEM RAO AMBEDKAR UNIVERSITY, LUCKNOW Contractual <ul style="list-style-type: none">• Area of Specialization: Marketing/Consumer Behavior/Services Marketing/Branding
Sep. 2014 – Oct. 2015	BABA SAHEB BHEEM RAO AMBEDKAR UNIVERSITY, LUCKNOW Guest Faculty <ul style="list-style-type: none">• Area of Specialization: Marketing/Consumer Behavior/Services Marketing/Branding
Jan. 2013 – Sep. 2014	INDIRA GANDHI INSTITUTE OF COOPERATIVE MANAGEMENT, LUCKNOW Contractual <ul style="list-style-type: none">• Area of Specialization: Marketing/Consumer Behavior/Services Marketing/Branding
Dec. 2013 – Mar. 2014	INSTITUTE OF PROFESSIONAL STUDIES & RESEARCH, UNNAO Lecturer-cum-Academic Coordinator <ul style="list-style-type: none">• Area of Specialization: Marketing/Consumer Behavior/Services Marketing/Branding
Jul. 2012 – Dec. 2013	SDS DEVELOPERS Business Manager <ul style="list-style-type: none">• Handled a team of 8 persons and motivated them to achieve the target• Preparing and presenting presentations to business partners

Oct. 2011 – Jul. 2012

MAHLE ORIGINAL, LUCKNOW

Sales Officer

- Worked with existing channel partners and built new partners

Jul. 2006 – Jul. 2008

HERO HONDA, GORAKHPUR

Sales Executive

- Visited dealers, and other channel partners to promote brand.
- The big challenge I faced was unethical practices adopted by rival firms.

BOOK PUBLICATIONS

- Services Marketing (ISBN 978-93-83138-00-00)
- Principles of Marketing (ISBN 978-93-7473-628-9)
- Business Environment (ISBN 978-1-387-39068-7)
- Consumer Behavior (ISBN 978-1-329-12262-8)

RESEARCH PAPERS PUBLISHED

- An Empirical Study on Student’s Perspective Towards Online Shopping and Its Future in India (ISSN: 2456-6683)
- Goods & Services Tax: Biggest Economy Reforms in India (ISSN: 2456-6683)
- An Empirical Study Based on the Consumer Perception of Buying Mobile Phone (60+ age group) (ISSN: 2249-894X)
- Customer Satisfaction to Customer Delight (ISSN: 2230-7850)
- Retailers You Must Act Now (ISSN: 2250-0758)
- Go-Green: Spreading Happiness (ISSN: 2250-0758)
- Marketing Through Mobile Devices: Growth and Future Aspects (ISBN: 9788192744148)
- Indian Start-Up System: Giving Wings To Dream (ISSN: 2229-4872)
- Evaluation of Pradhan Mantri Kaushal Vikas Yojna (ISSN: 2249-2054)
- Globalization – Competing With Everyone, From Everywhere, For Everything (ISSN: 0974-1879)
- Supply Chain Pipeline (ISSN: 2394-5689)
- Disaster Preparedness and Role of Students (ISSN: 0976-5085)

PAPERS PRESENTED

- “National Seminar on Leading Organizations to Sustainable Growth” at School of Management Sciences, Lucknow
- Conference on “Challenges and Opportunities for Technological Innovation in India” at Ambalika Institute of Management and Technology, Lucknow
- “National Seminar on Green Communication and Sustainable Development: Prospects and Challenges” at Dr Baba Saheb Bheem Rao Ambedkar University, Lucknow
- “Globalization, Environment, and Social Justice” at Dr Baba Saheb Bheem Rao Ambedkar University, Lucknow
- “Status of Higher Education in India with Special Reference to Uttar Pradesh” at Govt. Raza PG College, Rampurr
- “Marketing Through Mobile Devices: Growth and Future Aspects” at Amity University, Lucknow

WORKSHOPS/SEMINARS ATTENDED

- ICSSR sponsored a two-week “Capacity Building Programme for Faculty in Social Sciences” at Dr Shakuntala Mishra Rehabilitation University, Lucknow between October 4, 2017, and October 17, 2017
- International Workshop cum Seminar on Data Analytics Using R between 23 June 2017 and 29 June 2017
- Faculty Development Programme on “Perceptive of Modern Teaching and Techniques & Use of Case Studies Through Experiential Learning” at Shri Jai Narayan Mishra PG College, Lucknow in 2015

SKILLS

Hard: Word, PowerPoint, Outlook, Tally, Canva, Digital Marketing Platforms, Meta Programs

Soft: Analytical thinking Problem Solving, Communication, Time Management.