

**A**bhijit **C**handratreya, Ph.D.

Assistant Director (Research, Training and Development), Executive Editor (ANVESHAK)

**Education** : B.E. (Production), Masters Diploma in Business Administration,

Ph.D. ,

**Certifications** : CSCP, CLDM, MTF, CPTP

**Work Experience** : 17 years in B2B Sales and 14 years in Academic Institute

**Industries worked in** :

1. Electrical Equipments – Transformers and Switchgears (handled business of 2 crores per year)
2. Mechanical Equipment – Balance of Plant (Fabrication, Installation and Commissioning) , Electrical Heat Tracing, Turnkey Projects, Instrumentation Cables. (handled business of 5 crores per year)
3. Mechanical Equipment – Pharmaceutical machinery like Tablet Compression Machines, R & D machines. (handled business of 3 crores per year)
4. Mechanical Design Software
5. Education

**Fields / Functions** :

1. Marketing and Sales
2. Project Execution
3. Strategic Planning in the role of a Branch Manager
4. New Product Promotion
5. Training and Research

**Profile of Customers** :

1. OEMs
2. Navratnas like : IOCL, GSFC, ONGC, IPCL, BPCL
3. Consultants : EIL, UDHE etc.
4. Government : GEB, SSNNL, SECO, IDMC etc.
5. Private Industies : Reliance, Birla Copper, Garden, Essar, L&T, Indian Rayon, Pipavav Port etc.
6. Ph.D. aspirants

**Current Work Profile** :

1. To plan and carry out training programs and workshops for faculty members and PhD students.
2. To plan and carry out research related seminars, panel discussions and lecture series for the benefit of the faculty members and Ph.D. students.
3. To handle the day to day activities of the Ph.D. centre recognized by SPPU. At present, we have 9 guides and 35 students registered.   
     
   I am the executive editor for our International Journal of Management, ANVESHAK (ISSN 2278-8913) a biannual peer reviewed Journal

**Publications**  : 10 articles in referreed Journals, One in SCOPUS, 3 patents published.

**Contact Details** :

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**Research Papers**

1. Co-authored and presented a research paper on ‘**Issues and Challenges in the Cashless Billing Insurance Policy’** for a National Seminar on ‘**Services Management – Prospects and Retrospect**’ organized by **School of Management Studies, University of Hyderabad**.
2. Abstract on ‘**Coping with Marketplace Discrimination: A Case Study of experiences of Women Entrepreneurs in India’** been accepted for presentation at **10th International Business Research Conference** organized by **World Business Institute**, Dubai in April 2009.
3. Research Paper published by Galgotia Business School in their Journal
4. **Co-authored and presented a paper at International Conference on Brand Management, organized by IMT, Ghaziabad. This paper was again presented at Center for Indian Business, University of Greenwich, UK during their conference ‘Doing Business with India’ on 27-28th May 2010 in UK.**
5. **Single author research paper submitted to conference** on “Managing in an Uncertain Era” organized by School of Management Studies, Hyderabad. Awaiting the conference proceedings.
6. **Research Paper published in Comos Journal of Abeda Inamdar College of Commerce, Pune**
7. **Abstract accepted by Xavier Institute of Management, Bhubaneswar (XIMB), India for their conference in December 2010 International Conference on Demography, Culture, and Marketing (2010).**
8. Paper titled **‘Career Development Programs: Creating tomorrow’s leaders”** presented at National Conference organized by Department of Management Studies, IIT Delhi, “**Excellence in Higher Education” 1-3, April 2011**
9. Paper titled “**Virtual Marketing – Reality for the Next Gen Marketers**” presented at National Seminar on “**Emerging Challenges & Opportunities before Management in India” at Dr. D.Y.Patil Institute of Management & Research, Pimpri, Pune-18, Feb 2011.**
10. Paper titled “**Training and Development of Sales Force working in ITeS Sector with specific reference to Pune**” published in conference proceedings of National Conference “**HR Policies and Market Driven” Feb 2011 organized by Guru Nanak Institute of Management Studies, Mumbai ISBN 978-81-910922-2-6**