

JITENDRA CHARAN



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Get myself expert in managerial functions and take organization on top of the Industry.

PROFESSIONAL EXPERIENCE

Dec. 2021- till date Medi-Caps University Indore

Assistant Professor

Delivering lectures in management and commerce department for Digital Marketing, Social Media Marketing, Customer Behaviour, Sales and Channel Management, and Integrated Marketing Communication.

Training and Development Cell

Vertical Head T & P (Management Department)

Motivating, preparing and organizing placement drives of management department.

Looking after soft-skill training of management and commerce department. Conducting campus to corporate program, faculty development programs, value added training to prepare students for corporate, and organizing events where students can participate and exhibit their acquired skills.

Sub -Editor

Medi-Caps Journal of Management Studies, An Indexed Peer Reviewed And Refereed Biannual Journal.

Reviewer

- *Environment and Social Psychology*
- *Edwin Group of Journals*

Oct. 2009- Dec. 2009 **Future Genrali Life Insurance Co. Ltd.** **Jodhpur**

Sales Manager

Driving life insurance sales for company.

Jan. 2008- Oct. 2009 **Bajaj Allianz GIC Ltd.**
Bhiwadi

Office Incharge

Heading Bajaj Allianz General Insurance Co. Ltd.'s branch. Heading the Agency, Bancassurance, Brokers, Motor Dealers and Direct Marketing Verticals. Responsible for business volume generation, feasibility of channel, development of channel and generating business volume and profits budgeted.

Jan 2007- Jan 2008 **ICICI Lombard GIC Ltd.** **Udaipur**

Channel Manager

Managed corporate accounts of ICICI Lombard GIC Ltd. for SME business. Responsible for appointing channel partners as Contractors, Financing DSA's, Automobile dealers and generating revenues. On daily basis interacting and developing relations to en-cash same and insure new projects in constructions.

Feb 2005- Jan 2007 **DuPont (I) Pvt. Ltd** **Punjab**

Executive Sales

Handling dealer network of DuPont Refinish paint of entire Punjab, Himachal Pradesh and J&K state. Responsible for body shop development, training of body shops, automobile dealers tie-ups and promoting brand through various channel partners.

Aug 2004 - Nov. 2004 **Standard Chartered Financial Ltd.** **Jaipur**
Junior Officer

Worked in Standard Chartered Bank in Credit card division as junior officer.

EDUCATION QUALIFICATION

2023- till date Indian Institute of Management (IIM-V) Vishakhapatnam

Pursuing Executive Program in Business Analytics & Data Driven Decision Making

2023 Government Engineering College Ajmer Ajmer

PhD in Management, GEC Ajmer affiliated to RTU, Kota.

2012 UGC NET- June 2012

2002 – 2004 Modi Institute of Management & Technology Kota

(Affiliated to: Kota University, Kota)

MBA

Major: Marketing Minor: Finance

2001-2002 Aravali Institute Of Management Jodhpur

Post Graduate Program in Management (RGP 6.8/10).

1998-2001 Jai Narayan Vyas University

Jodhpur

B.Com

TRAINING SKILLS

- Conducting soft-skill training session from last 2 years.
- Conducting Behavioral Trainings from last 4 years.
- Providing Campus to Corporate Training since 2016.

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PATENTS PUBLISHED

“Analysis and optimization of supply chain finance management based on Big Data of E-commerce”- Oct. 2022

“Artificial Intelligence and Machine Learning based approach to predict the preferences of target customers for various marketing strategies”- Aug 2022.

PUBLISHED BOOKS

Business Organization & Entrepreneurship- 2022

RESEARCH PUBLICATIONS

“Global Culture of Eco-Friendly Products and Preference of Consumer in Digital Economy for Sustainable Development of G-20 Countries” communicated in International Conference On Diversity, Equity And Inclusion: Creating Value-Based Sustainable Organizations to be held in February 2024.

“Antecedents of adapting Digital Wallets by Indian Consumer” communicated for publication in International Journal of Services & Standards December 2023.

“A review of FDI on Indian insurance sector post digitalization ERA” published in Professional Journal of Library and Information Technology- volume 12 (1), June 2023.

“Critical study of awareness level of Digital Wellbeing among student in the Era of Technology Driven Society” presented in The 2 BRICS Research Conference 2023, 13 -15 February communicated for publication February 2023.

“Review Article on Success of OTT Platform Among Generation Z In India” presented in Digitalization, Innovation Transformation and Sustainability in Business Management and Social Sciences, November 2022.

“Preference of Generation Z to Adopt Online Education For Attaining SDG Goal-4 of India” published in Annamalai International Journal of Business Studies and Research, volume 14, issue 1, November 2022.

“Review of Personalization Techniques Used by Artificial Intelligence in Automation of Marketing Activities” published in Professional Journal of Library and Information Technology- June 2022.

“Exploring the Influence of Gender on Personality Traits and Motives for Adapting Online Education in India” published in Professional Journal of Library and Information Technology- June 2022.

“Exploring the Impact of Income on Motives of Adapting Online Education during COVID19 with special reference to the students of Medi-Caps University, Indore” published in Professional Journal of Library and Information Technology- June 2022.

“Exploring the Impact of Personality Traits on Adapting Online Music in India” published in Academy of Strategic Management Journal, Volume 20, Issue 1, 2021.

“Exploring the Impact of Personality Traits underlying Motives of Online Buying Behavior” published in International Journal of Management (IJM), Volume 11, Issue 7, (July 2020).

“A study to analyze the influence of Personality Traits on buying motives of electronic goods through online shopping channels in Udaipur City”, published in International Journal of Research and Analytical Reviews (IJRAR), Volume 6, Issue 22019.

“Analyzing the Impact of Personality Traits on motives of tourist adopting Online Channel in Travel Industry of Udaipur”, published in Research Review International Journal of Multidisciplinary, Volume-03-Issue-10-October-2018 ISSN: 2455-3085 (Online).

“A Comparative Study On Motives Of Online And Offline Banking Consumers: A Case Study Of Udaipur City” published in Journal of Emerging Technologies and Innovative Research (JETIR), August 2017, Volume 4, Issue 08 (ISSN-2349-5162).

“Analyzing the Impact of Personality Trait (Openness to Experience) on motives of adopting Online Banking in Udaipur”, published in Uttranchal Business Review, Vol-6 Issue -I June 2016 (ISSN- 2277 – 1816).

“Privatization of Govt. Undertakings & Their Impact on Performance of Companies” in UGC sponsored National Seminar on Emerging Trends in Economic Environment organized by Department of Banking & Business Economics, Mohanlal Sukhadia University, Udaipur (Raj).-Feb. 2011

“Academic Stress Management” in National Seminar organized by Department of Psychology, Government Meera Girls College Udaipur (Raj.)-Dec. 2010.
