



**ARVIND GANDHI**  
**Asst- Professor - MARKETING**

EDUCATION/ TECHNICAL QUALIFICATION: B.TECH FROM MUMBAI UNIVERSITY

PGDM (MKTG, HR) FROM VIGNANA JYOTHI INSTITUTE OF  
MANAGEMENT

MEMBERSHIP IN PROFESSIONAL SOCIETIES: NIL

**Teaching, Research, and Consultancy Profile**

Teaching Interests: Marketing Management, Advertising and Promotion Management, Corporate Identity and Brand Management, International Marketing, Rural Marketing.

Phd works guided- Nil

MBA Projects Guided: NIL

Research Interests: SALES, BRAND MANAGEMENT

Sponsored Research Projects Carried Out- Nil

Consultancy Projects being Carried Out- Nil

- Outcome of Research –Nil
- Papers Published in Reviewed Journals- Nil

Term papers- Nil

- Summary of Technical Contribution – Nil

Professional Experience:

Worked as Sales Manager- GE SBI CARDS

Worked as UNIT MANAGER in ICICI PRUDENTIAL LIFE INSURANCE

Worked as Team Leader in ABN AMRO BANK.

Short Term Training Programs Attended

Management Development Programme conducted by VJIM in March 2010

Short Term Training Programs Conducted: Conducted seminar on CRM, at BHEL

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