

**Dr. Anurodh Banode**Mobile – +91 9977988122, 7049028122 ~ E Mail – [anubanode@yahoo.com](mailto:anubanode@yahoo.com)*Aspiring for Academic assignment for enriching the skills of Sales / Marketing/ Retailing/ Business Development & Distribution in a reputed organisation.***Academic Qualification**

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|--|---|
| ⇒ <b>PhD. (Management)</b>                               | <b>From Pt.RSU Raipur)</b>  |
| ⇒ <b>NET (Management)</b>                                | Conducted by UGC.   |
| ⇒ <b>MBA (Marketing &amp; Human Resource Management)</b> | Panjab Rao Deshmukh Institute of Research and Technology,<br>From Rastrasant TukdeJi Maharaj University, Nagpur |
| ⇒ <b>MA (English)</b>                                    | Pt. Ravishankar Shukla University Raipur.   |
| ⇒ <b>B.Sc. (Computer Science)</b>                        | Pt. Ravishankar Shukla University Raipur.   |

**Area of Specialisation as Academician**

- ⇒ **Retail Management**
- ⇒ **Industrial Marketing**
- ⇒ **Consumer Behaviour**
- ⇒ **Management Information System**
- ⇒ **International Marketing**

**Overall Work Experience**

- ⇒ Total work experience is of **11 years**, 5.5 years as Academician, 3 years in Core Industrial Sector , 2.5 years in Retail Sector

**Current Experience Academician****Duration August 2019 to till date**

- ⇒ Assistant Professor (Contract) at School of Management Studies, SOS of Bastar Vishwavihyalaya, Jagdapur, Dist- Bastar (C.G).
- ⇒ Bastar vishwavidyalaya was established in year 2008 with a pleasant vision of spreading knowledge and skill in Bastar Division. School of Management Studies is one of the innovatory examples of it. In Chhattisgarh, among 5 state universities only two of them is having Management Department one is in Pt. Ravishankar Shukla, Raipur and another is Bastar Vishwavidyalaya, Jagdalpur.

**Research Work (For Fulfilment of Doctorate of Philosophy)**

**Title** : Consumers' Susceptibility to Reference Group Influence on Selected Products – A Study in Chhattisgarh

**Scope of Research**

This study will provide new dimensions to the Marketers, Academicians and Researchers in the field of consumer behaviour. It will help in understanding consumers' influencing factor. One can target to their influencing factor to promote or attract them. This study will introduce new revaluation in marketing strategy.

**Research Work (For Fulfilment of MBA Degree)**

**Title** : A Project Report on Analysis of Small Segment Car and its market trend in Raipur city with Reference to 'Santro'. (MBA Project)

**Scope of Project**

This project aims at the analysing the customer's views. It focuses on the company's brand availability in the market affected due its trend. It also helps in deriving the result that the company should consider in the aggressive marketing strategy to be in the competition.

**A Number of Publication done in well-known National & International Journals****Participation in various Seminar/Work Shop/Symposium/Conference****Extra-Curricular Activity**

⇒ Black Belt In Karate

**Personal Details**

**Father's name** : Late Rameshwar Banode  
**Date of Birth** : 20 October 1982.  
**Marital status** : Married  
**Address** : 'Saoji Niwas' P. P Baxi Marg Choubey Colony Raipur (C.G) Pin 492001.  
**Contact Number** : 9977988122