



EDUCATION	PhD in Management (<i>Pursuing</i>) <i>Indian Institute of Management Shillong</i> 2021 - present
	<ul style="list-style-type: none">• Area: Marketing• Thesis Topic: Shelf-Based Scarcity in Marketing: Analyzing the Impact of Perishability and Discounts on Consumer Perceptions and Buying Intentions
	Master of Business Administration (MBA) <i>University of Kerala</i> 2011 - 2013
	<ul style="list-style-type: none">• Specialization: Marketing Management and Human resources Management
	Master of Arts (MA) <i>Indira Gandhi National Open University (IGNOU)</i> 2020 - 2022
	<ul style="list-style-type: none">• Specialization: Political Science
	Bachelor of Business Management (BBM) <i>Bangalore University</i> 2007 - 2010
	<ul style="list-style-type: none">• Specialization: Marketing Management
EMPLOYMENT	Inszpira Manufacturing Solutions Pvt. Ltd. <i>Director</i> 2018 - 2021
	Syndicate Bank <i>Assistant Manager (Marketing)</i> 2016 - 2020
	Syndicate Bank <i>Clerk</i> 2015 - 2016
	Impact Technologies (Polestarre) <i>Web Content Developer</i> 2008 - 2011
QUALIFICATION/ CERTIFICATES	UGC-NET and JRF <i>Management</i> 2020
	Certified Bank Trainer <i>Indian Institute of Banking and Finance & National Institute of Bank Management</i> 2020
	Junior Associate of Banking and Finance (JAIIB) <i>Indian Institute of Banking and Finance</i> 2017
CONFERENCE PROCEEDINGS	<ol style="list-style-type: none">1. Aditya, T., & Raj, V. D. (2023). The Future of Green Building Research–A Cascade Approach of Bibliometric Analysis and Topic Modelling. In E3S Web of Conferences (Vol. 453, p. 01010). EDP Sciences. https://doi.org/10.1051/e3sconf/2023453010102. Bomzon, S. D., Aditya, T., & Raj, V. D. (2023). Examining Disruptions of Social Systems due to Large Dam Projects in the North East. In E3S Web of Conferences (Vol. 453, p. 01011). EDP Sciences. https://doi.org/10.1051/e3sconf/2023453010113. Aditya, T., Jaipuria, S., Dadabada, P. K., & Raj, V. D. (2023). Reforming Electricity Access and End-Use Efficiency Policies in India–A Social Welfare Perspective. In E3S Web of Conferences (Vol. 455, p. 02013). EDP Sciences. https://doi.org/10.1051/e3sconf/202345502013

CONFERENCES	<p>2nd International Marketing Conference (iMarC-II IIM Shillong 2022</p> <ul style="list-style-type: none"> • Paper Title: Revisiting Employer Branding: A Bibliometric Approach <p>International Conference on Sustainable Goals (ICSG 2022) IIT Bodh Gaya 2022</p> <ul style="list-style-type: none"> • Paper Title: Political Marketing and Sustainable Development Goals: A Qualitative Analysis of Election Manifestos of National Parties in India <p>International Conference on Sustainable Development Goals (ICSDG 2023 Lovely Professional University 2023</p> <ul style="list-style-type: none"> • Paper Title: Examining Disruptions of Social Systems due to Large Dam Projects in the Northeast • Paper Title: The Future of Green Building Research – A Cascade Approach of Bibliometric Analysis and Topic Modelling <p>International Conference on Green Energy, Environmental Engineering and Sustainable Technologies (ICGEST 2023 Visvesvaraya Technological University 2023</p> <ul style="list-style-type: none"> • Paper Title: Reforming Electricity Access and End-Use Efficiency Policies in India – A Social Welfare Perspective <p>10th International Conference on Sustainability (SUSCON X IIM Shillong 2023</p> <ul style="list-style-type: none"> • Paper Title: Behavior Modification Enhancing Sustainability: A Reverse Causation Approach
SKILLS	<p>Subject Proficiency: Marketing Management, Marketing Strategy, Brand Management, Retail Management, Sales and Distribution Management</p> <p>Research Skills: Thematic Analysis, Case Studies, Systematic Literature Review</p> <p>Software: PNVivo, MAXQDA, SPSS, Tableau, VOSViewer, Canva</p>
ACADEMIC SERVICES	<p>Teaching Assistance: <i>Brand Management</i> <i>Music, Aesthetics, and Communication for Excellence</i></p> <p>Teaching Assistance and Facilitator: <i>Marketing Strategy</i> <i>(Attendees: PGP-1 Participants : 60 Sessions: 3)</i></p>