



**AMAN ANURAG**

**Overview:**

Aman is an academic professional with a strong interest in marketing research. He also maintains a keen awareness of policy developments both domestically and on the global stage.

**Area of specialisation:** Marketing

**Year of joining the programme:** 2023

**Email:** fpm23.aman@spjimr.org

**Educational background:**

1. Master of Commerce (HRM), Department of Commerce and Business Management, Ranchi University, 2018-2020
2. NTA NET (Commerce), 2019
3. Bachelor of Commerce (Accountancy), St. Xavier's College, Ranchi, 2015-2018

**Research interest:** Marketing for Non-Profits, Social Marketing, Business Policy, Public Policy

**Professional appointments/ Work experience:**

1. Faculty - Department of Commerce and Management, St. Xavier's University, Kolkata, (July'22-July'23)
2. Assistant Professor - Indian Institute of Legal Studies, Siliguri, (Jan'21-June'22)
3. Consultant - OnionDev Technologies Private Limited (June'21-Aug'21)

**Publications and working papers:**

Anurag A, (2022), Rural Women Entrepreneurs - An often neglected conversation, International Journal for Social Science and Management Studies, ISSN: 2454-4655, Volume: 7, Number: 12

Anurag A. (2022), Impact of Online food delivery platforms on consumer behaviour and traditional restaurant business, Recent trends in management and social sciences (Volume-2), ISBN: 978-96492-351-6

**Conference presentations:**

Anurag A. (2023), Moonlighting: Tracing the Silver lining: Two Day National Seminar on Multidisciplinary Research by St Xavier's University, Kolkata

**Brown Bag/ Research Seminar presentations:**

Nil

**Achievements:**

Worked with Mr. V.Vijayasai Reddy (Member of Parliament, Rajya Sabha). for a policy research project.