

Curriculum Vitae

Name: Dr. AMRITA CHATTERJEE

Nationality : Indian

Gender : Female

Date of Birth: 18th September 1983

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Amrita is Ph.D. in Management with UGC/NET/JRF in NET 2012. She has vast and in-depth research experience in FMCG/CPG sector. Her field of study includes, but is not limited to Statistical Modeling, Market Research, and Branding. As a part of the thesis, she has developed a statistical model to measure Brand Equity through Statistical Analysis of Market Research Data. She has authored 12 research papers in various National and International journals.

Profile Summary:

- Presently working as an Assistant Professor and Head of the Department in Department of Commerce, Rabindra Shatabarsiki Mahavidyalaya, Ghatal.
- Worked as an Assistant Professor in the Department of Business Administration, Vidyasagar University.
- Ph.D. degree awarded in University of Kalyani under the supervision of Dr. Isita Lahiri on 29th August 2018.
- UGC NET qualified in Management with Junior Research Fellowship and Lecturership both in 2012.

Experience: Teaching experience: 11 years

Research experience: 5 years (full-time with UGC fellowship)

Present engagement: Assistant Professor at Ghatal Rabindra Satabarsiki Mahavidyalaya, Paschim Midnapore.

Post Graduate Degrees: B. Sc. (Hons), MBA in Human Resource Management, PGDM in Marketing (AICTE approved), MCOM, Ph.D.

Publications:

- Twelve research articles published in different journals for Management (UGC Care listed, Peer-reviewed)
- One book on Organizational Behaviour

Place: Kolkata

Date: 1/ 04/2026

DR. AMRITA CHATTERJEE