

PRADEEP AGRAWAL



Date of Birth September 16, 1984
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EDUCATION

- Presently Doing Research on the topic - "Impact of Celebrity Advertising on Consumers' Perception - A Case Study" from Faculty of Management Studies, BHU under the supervision of Prof.. Sujit Kumar Dubey
- Completed 2 year full-time (2006-08) MIBA programme with 73.96 % (Topper) from Faculty of Management Studies, Banaras Hindu University, Varanasi.
- Completed Bachelor of Commerce (Hons.) with 67.58%, from Faculty of Commerce, B.H.U, Varanasi in 2006
- Completed 10+2 with 76% from Sunbeam English School, Varanasi in 2002.
- Completed 10th. with 78.6% from Sunbeam English School, Varanasi in 2000.

WORK EXPERIENCE

- Auditor in Indian Audit and Accounts Department, Comptroller & Auditor General of India
Duration- From Dec. 2013 to present
Job Profile- Audit of various departments of North Central Railway

SUMMER INTERNSHIP & DISSERTATION

SUMMER INTERNSHIP-

- Company - Li & Fung India Pvt. Ltd. , New Delhi
Project Title - Study of Order Processing System.

DISSERTATION:-

- Company - Hindustan Unilever Ltd.
Project Title - Analysis of Distribution Network of HUL's Personal Care Range

RESEARCH PAPERS & PUBLICATIONS

- A paper titled "In-Film Advertising: The Soft Link Between The Products And The Customers" published in Indian Journal of Applied Research, Volume 3, Issue 6, June 2013, ISSN: 2249-555X.
- A paper titled "Ambush marketing : A Parasital Marketing Strategy" published in edited book of national Conference on Marketing : Innovations and Challenges in turbulent times, 2-3 November, 2012, ISBN: 978-93-81505-44-1.
- A paper titled "Power and Influence of Social Media- Shifting Consumer behaviours" published in Anukriti, An International Multidisciplinary Research Journal| Volume 7, Issue 2, October- December 2012, ISSN : 2250-1193.
- A paper titled "Impact of celebrity Advertising on Consumers' Buying Behaviour" published in Global Research Analysis | A Peer Reviewed International Journal, Volume 1, Issue 7, December 2012, ISSN: 2277-8160.

- A paper titled "Effectiveness of Celebrity Endorsement on Brand Recall" published in International Journal of Retailing and Marketing, Vol.4, No.2, July 2012, ISSN: 0976-318X.
- A paper titled "Impact of Celebrity Endorsement on Consumers' Purchase Decisions" published in Business Management Review, Faculty of Management Studies, BHU, Volume 3, Issue 1, Jan-June 2012, ISSN : 2231-0142
- A paper titled "Celebrity - The Linking Pin Between the brands and their customers" published in International Journal of Management and Business Studies, Volume 2 , Issue 1, Jan- March 2012, ISSN: 2231-2463.
- A paper titled "Impact of Celebrity Advertisements : Bollywood Vs. Cricket Stars" published in Journal of Marketing & Communication, Sep.-Dec. 2011, Volume 7, Issue 2, ISSN : 0973-2330.
- A paper titled "Celebrity Endorsement for Reality Shows in India" published in Journal of Marketing Vistas, July.-Dec. 2011, Volume 1, Issue 1, ISSN : 2249-9067.
- A paper titled "The Never Ending Pepsi Vs. Coke War" published in Advertising Express, April 2011, ISSN: 0972-5326.
- A paper titled "Effect of Celebrity Advertising on Buying decisions of consumers towards durable products- A case study of Varanasi District" presented and published in the National Conference on innovations and Strategies for Managing India, 15 December 2012.
- A paper titled "Celebrity Based Television Advertising - Understanding Indian Consumer Attitudes" presented and published in international National Conference on Marketing paradigms in Emerging Economies, 4-5 December, 2012..
- A paper titled "Impact of Advertising on Pester Power and their Role" presented and published in the International Conference on Leadership in Business and Management for sustainable global economy, 03-04 November 2012, ISSN 0975-6477.
- A paper titled "Celebrity Advertising in Indian Rural Market" presented and published in National Conference on Marketing in Emerging Markets: Challenges & Opportunities, 2-3 March, 2012, ISBN: 978-93-81505-29-8.
- A paper titled "Analysis of Rural Consumers' Preferences for Mobile Service Providers in Western U.P" presented and published in Rural Marketing Summit on Rural India in the New Millennium, 23- 24 February, 2012, ISBN: 978-81-921579-1-7.
- A paper titled "Models of Creative Process" presented and published in the International Conference on Creativity and Innovation : Breaking barriers to Reach the Bottom of the Pyramid, 17-18 February 2012, ISBN : 978-93-81771-07-5
- A paper titled "Effect of Advertising on Children and their role" presented in 3rd PIMG International Conference on Transformation & Survival of Business Organizations : Challenges and Opportunities, 28-30 December 2011.

WORKSHOP, SEMINAR, SYMPOSIA ATTENDED

- National Workshop on Research Methodology & Statistical Analysis in association with SPSS South Asia Pvt. Ltd. – 19- 24 March, 2012, Faculty of Management Studies, BHU.
- National Workshop on Social Business Lab @ B- Schools – 6- 7 January 2012, Faculty of Management Studies, BHU.
- Two Week evening workshop on “Values for Integrated Human Development”, 10-22 Oct. 2012, Malaviya centre for Ethics & Human Values, BHU.
- National Workshop Model Curriculum Development for Management Studies, June 25,2011, Faculty of Management Studies, BHU.
- Executive Development Programme on Customer Relationship management in Financial Sector, February 02, 2008, Faculty of Management Studies, BHU.
- Management Development Programme on Export marketing Procedures & Documentations, 21-24 January, 2008, Faculty of Management Studies, BHU.
- National Seminar on Strategies for Entrepreneurship Development in India, January 11, 2008, Faculty of Management Studies, BHU.
- National Conference on Mergers & Acquisitions in India, March17, 2007, Faculty of Management Studies, BHU.
- Executive Development Programme on Supply Chain Management For Competitive Edge, March 10,2007, Faculty of Management Studies, BHU.

ACTIVITIES & AWARDS

- **Gold Medalist- MIBA (2006-08 Batch)**
- Chief Coordinator of Knowledge Forum, Faculty of Management Studies, BHU.
- BHUMAA Merit Scholarship for BEST MIBA STUDENT (2006-08 Batch).
- Coordinator - Business Plan Competition 2007 {FMS, BHU}
- Organizer and Convener- Faculty Annual Day {FMS, BHU – 2007 & 2008}
- Second Prize winner in Rangoli Competition- Faculty Annual Day -2008
- Elected as Class Representative for Event management of FMS-BHU (batch 2006-08).
- Best Anchor award – Commerce Fest, B.H.U. – 2005 & 2006
- 3rd Prize in Poetry recitation – Commerce Fest, B.H.U - 2006
- Member of organizing committee of UDAAN – 2005 & 2006 (College fest).
- 3rd Prize in Interschool Fast Food Making Competition.
- Represented school for Antakshari Competition (Zee. TV)

COMPUTER PROFICIENCY

- Fundamentals of Computer & Internet
- Fundamentals of SPSS

MANTRA FOR LIFE

“The only thing you should ever surrender to is the power of your own enthusiasm”