



HARSHIT CHAUDHARY

EDUCATION

- **Masters of Business Administration (Finance & Marketing)**
- **Bachelor of Business Administration (Finance & Marketing)**

WORK EXPERIENCE

- **Private Tutor**
UrbanPro.com Nov 2018 - Dec 2022
- **Plant Manager**
Anil Contractor (Modi Distillery) Apr 2018 - Aug 2018

INTERNSHIPS

- **Research Intern**
Indian Institute of Technology, Roorkee Sep 2022- Mar 2023
- **Customer Support Intern**
Ferns N Petals, Gurugram Jul 2022- Aug 2022
- **Executive Committee Member**
CIIC, Roorkee Nov 2021- Jul 2022
- **Human Resource Intern**
Country Holidays Inn & Suites Pvt. Ltd., Remote Feb 2022- Feb 2022
- **Campus Ambassador**
Mzaalo, Remote Jun 2021- Jun 2021
- **Online Event Management Intern**
Aashman Foundation, Remote Mar 2021- May 2021
- **Campus Ambassador**
E-Cell Shastra, Remote Nov 2019- Jan 2020

PUBLICATIONS

- **MSMEs sector during COVID 19 pandemic - Impact of Atam Nirbhar Bharat Package on Indian MSMEs Sector.** - (New Dimensions of Entrepreneurship in India, Publication: Navyug, ISBN: 978-93- 88873-09-3)
- **A Startup Ecosystem in India- A Study of Angel investment in Indian Early Stage Startups.** - (New Dimensions of Entrepreneurship in India, Publication: Navyug, ISBN: 978-93-88873-09-3)
- **The role of SEBI in Regulating Indian Capital Market.** - (Changing Role of Financial Markets in Indian Economy, Publication: Research Culture Society and Publication)
- **Multi-Cap/ Flexi-Cap Mutual Funds in India- Collective Wisdom for Optimal Investing.** - (Changing Role of Financial Markets in Indian Economy, Publication: Research Culture Society and Publication)
- **Impact of COVID-19 on Indian Consumer Behavior.** - (How COVID-19 Changed Consumer Buying Behavior in India)
- **Uses of Techniques in Managing Challenges while providing services during COVID-19 Pandemic.** - (ANWESH: International Journal of Management and Information Technology, ISSN: 2455-9245)

PROJECTS

- **How Differently Consumer Behavior Works for Goods and Service.**
- **A Comparative Study on E-Commerce: MYNTRA V/S AJIO.**
- **The Shopper's Switch: Unveiling the Forces Shaping Consumer Behavior in the Omnichannel Grocery Market.**

ACHIEVEMENTS

- Participated and presented a poster on **IRD (Institute Research day)** celebrated IIT Roorkee on 13-14 March, 2023 at IIT Roorkee.
- Participated and presented a poster presentation on **“Competitive Webrooming through the lens of PPM Framework”** in an international conference **“Shaping the future of Management Education for Sustainable Emerging Economies (SFME-2022)”** jointly organized by Department of Management Studies, IIT Roorkee and Arizona State University, USA from 20-22 November, 2022.
- Volunteered and attended a **“One Day Seminar on Startup & Entrepreneurship”** organized by **College of Engineering Roorkee** under the aegis of **Uttarakhand Science Education & Research Centre (U-SERC).**
- Attended **“Postgraduate Research Colloquium (PGRC)”** organized by Faculty of Social Sciences and Leisure Management, Taylor’s University, Malaysia-2021.

I hereby declared that all the set information is correct to the best of my knowledge and belief.

Date:

Place:

(Harshit Chaudhary)

✉ harshit.thepenman@gmail.com

☎ +91-9084887528

🌐 Harshit Chaudhary

📍 Haridwar, Uttarakhand

📅 27-07-2001

CERTIFICATIONS

Sales Management
(Gurukula Kangri DU)

Social footprint
(Facebook)

Marketing Analytics: Pricing
Strategies and Price Analytics
(Start-Tech Academy)

Nonprofit Essentials
(Nonprofit Ready)

LinkedIn Marketing Fundamentals
(LinkedIn Marketing Lab)

LinkedIn Marketing Strategy
(LinkedIn Marketing Lab)

The Fundamentals of Digital Marketing
(Google Digital Unlocked)

WORKSHOPS

Stock market by BSE & CDSL
(IIT ROORKEE)

Digital Marketing by Digital Moguls
(IIT ROORKEE)

Academic Writing & Research Ethics
(Gurukula Kangri DU)

Publishing Quality Research Papers
and Books
(Gurukula kangri DU)

INTERESTED AREA

- Finance
- Marketing

PERSONAL INFORMATION

Father's Name- Jaspal Singh

Mother's Name- Savita Devi

Gender- Male

Marital Status- Single

Religion- Hindu

Blood Group- A+

Nationality- Indian