

## *Curriculum Vitae*

### **Dr Rahul Argha Sen (PhD, FHEA)**

Lecturer in Marketing

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### **Professional Profile**

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A committed and knowledgeable Lecturer in Marketing, holding a PhD in Marketing Management and an FHEA status from AdvanceHE, with over 8 years of experience teaching students from various social and cultural backgrounds at leading universities in the UK and New Zealand. Skilled at engaging students in the development of their knowledge and delivering effective teaching methods that facilitate a stimulating learning environment. Interested in researching on topics surrounding global social issues, including sustainability, wellbeing, and the use of social marketing to promote socially beneficial behaviour change.

### **Educational qualification**

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| 2020-2021 | Completed the <b>Postgraduate Certificate in Academic Practice in HE (PgCAPHE)</b> programme at Coventry University<br>Achieved the status of <b>Fellow (FHEA)</b> from AdvanceHE on 01/11/2021  |
| 2015-2019 | Completed a <b>Ph.D. in Marketing Management at the University of Otago</b> , Dunedin, New Zealand (ranked 214th in the 2025 QS World University Rankings)<br><br>I was awarded the University of Otago Doctoral Scholarship – NZ\$75,000 plus tuition fee waiver for 3 years – to support my doctoral studies.<br><br><b>Ph.D. topic:</b> Informing the development of evidence-based and theory-driven alcohol counter-marketing campaigns |
| 2012-2014 | Completed a <b>Master of Commerce (Specialisation in Marketing Management)</b> , from St. Xavier's College Kolkata (autonomous under the University of Calcutta), India<br><br>Awarded a CGPA of 8.76 and grade A+   |

2009-2012      Completed a **Bachelor of Commerce with Honours** (Specialisation in **Marketing Management**), from St. Xavier's College Kolkata (autonomous under the University of Calcutta), India

Awarded a CGPA of 7.27 and grade B+

## Academic work experience

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### (1) Lecturer in Marketing at Coventry University, School of Management, College of Business and Law (Full-time; Dec 2019 – present)

- Successfully completed the **role of module leader** for undergraduate and postgraduate modules (class size ranging from 25 to 395 students), including but not limited to the following:
  - Year 1: Marketing research and data analysis (4006MKT), marketing principles and practice (4002MKT), marketing for international business (4001SMM)
  - Year 2: Buyer behaviour (5000MKT), marketing essentials (5007SMM)
  - Year 3: Strategic marketing planning (6023MKT)
  - PG (MSc): International dimensions of marketing (7052SMM; as part of the International Business Management MSc course)
- The average overall student satisfaction rate for the modules I have led is 95.43% as per the published Module Evaluation Questionnaire (MEQ) reports for these modules.
- Provided teaching support covering seminars and workshops on other modules, such as Marketing, digital and social media (4007MKT; UG year 1), and consumer behaviour (2006MKT; UG year 2)
- Supervised 82 postgraduate and 35 undergraduate dissertations in various areas of marketing with a 100% pass rate
- Implemented research-inspired teaching and innovating teaching practices in various modules, including the use of CESIM Marketing Management business simulation, flipped learning method, and PADLET quizzes in class to improve student engagement and discussion.
- Secured an ASPIRE Research Fellowship in the Centre for Business in Society (CBiS) under the ASPIRE programme (Academic Support Programme in Research Excellence).
- Currently leading two research projects and collaborating with an international team of researchers as part of the ASPIRE Research Fellowship program exploring topics pertaining to social marketing and sustainability. Manuscripts from this project will be submitted to 3\* peer-reviewed journals such as the Journal of Public Policy and Marketing, and Psychology and Marketing at the end of 2025, and early 2026.
- Presented research papers at international academic marketing/management conferences, including the British Academy of Management (BAM) and the Australian and New Zealand Marketing Academy (ANZMAC) conferences.
- Played the role of external moderator for the moderation of course works under the Transnational Education (TNE) partnerships since 2021 to assist the Associate Head of School (Global Engagement).
- Currently fulfilling the role of Student Progress Coach to provide personal and academic support to students to help enhance their overall academic performance and wellbeing.

- Contributed to Open Days and other ongoing recruitment and outreach activities, and facilitated networking opportunities at the annual practitioners conferences by inviting guest speakers and chairing marketing sessions.
- Attended various Academic Development Workshops (CPD events) to enhance current and future teaching and learning practices, and several research seminars and workshops under the ASPIRE program to improve research skills.
- Completed all marking and feedback responsibilities in each teaching semester, including standardisation, moderation and grade release in time for the Marks Approval Process (MAP) meetings in line with Coventry University policies.

**(2) Lecturer in Marketing, University of Otago, Department of Marketing (Part-time; Jan to Dec 2018)**

- The role involved in working closely with other academics at the department, contributing to the redesigning of course content and delivery of an undergraduate module, MART112 Marketing Management (year 1 module), and a postgraduate module, MART464 Consumer Behaviour.
- The role also involved in preparing course materials, giving lectures, running student seminar sessions, facilitating student led presentations and group discussions, marking assignments and exam scripts, providing support and feedback to students, and managing related administrative work.

**(3) Research Assistant at the Department of Marketing, University of Otago (June – November, 2019)**

- The role involved in working closely with other academics on the project titled “A social marketing approach to sustainability”, conceptualising the research project, conducting a thorough literature search, and collecting research publications.

**(4) Guest lecturer, University of Otago, Department of Marketing**

I was invited to give guest lectures for the following year 2 and 3 undergraduate program modules:

- MART305 Societal Issues in Marketing (year 3 module):
  - A two hour lecture on “Alcohol, drinking guidelines, and warning labels” (15/03/2017)
  - A two hour lecture on “Communication and fear appeals” (24/05/2017)
- MART201 Integrated Marketing Communications (year 2 module):
  - A one hour lecture on “IMC in Action: Alcohol marketing communications vs anti-alcohol campaigns” (04/09/2017)

**(5) Tutor, University of Otago, Department of Marketing (March 2017 – November 2019)**

- The role involved in teaching on two year 2 undergraduate program modules, MART210 Consumer Behaviour, and MART201 Integrated Marketing Communications, with the responsibilities being collaborating with the teaching team, and the course leader to improve the course design and content; designing and preparing material for tutorials and workshops; tutoring; managing administrative work; and marking assignments and exam scripts.

- The role also involved in assignment and final exam script marking responsibilities for MART305 Societal Issues in Marketing (year 3 UG module), and MART 212 Understanding Markets (year 2 UG module).

#### (6) Part-time private tutor (January - November 2019)

- **AceTutor:** I was a part-time private tutor at AceTutor, a student-run tutoring company in Dunedin, New Zealand. The year 1 and 2 undergraduate marketing modules that I provided tutoring services for were MART112 Marketing Management, MART201 Integrated Marketing Communications, MART210 Consumer Behaviour, and MART212 Understanding Markets.
- **Freelance private tutor:** I have also provided part-time freelance tutoring sessions for MART212 Understanding Markets.

### Research interests and publications

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- **Areas of research interest:**
  - The role of social marketing in promoting sustainability-oriented behaviours
  - Inner dimensions and transformations surrounding sustainability
  - The role of mindfulness and meditation in increasing happiness, well-being, and overall social good
  - Food waste, local food consumption, and sustainability-oriented behaviour changes
  - Sustainable fashion consumption, clothing repair and life extension practices
  - Alcohol/tobacco consumption behaviours, and informing counter-marketing campaigns
- **Research publications:**
  - Potdar, B., Makhal, A., & **Sen, R. A.** (2024). A Bibliometric Review of the Influencers of Clothing Life Extension Practices. *British Academy of Management (BAM) Conference*. <https://www.bam.ac.uk/conference-proceedings.html>
  - **Sen, R. A.**, Potdar, B., & Makhal, A. (2023). Social Marketing and Sustainability: A bibliometric analysis. In M. Thyne, & S. Biggemann (Eds.), *ANZMAC 2023 Conference Proceedings: Marketing for Good* (pp. 600-602). <https://www.anzmac2023.com/conference-proceedings>
  - Makhal, A., Potdar, B., & **Sen, R. A.** (2023). Place Attachment and Local Food Consumption. In M. Thyne, & S. Biggemann (Eds.), *ANZMAC 2023 Conference proceedings: Marketing for Good* (pp. 149-151). <https://www.anzmac2023.com/conference-proceedings>
  - **Sen, R. A.**, Robertson, K., & Watkins, L. (2017, 5-6 August). Towards More Effective Alcohol Warning Labels: Applying Lessons from the Tobacco Evidence. *Proceedings of the University of Otago Student Research Symposium 2017*. Dunedin, New Zealand: University of Otago. Retrieved from: <http://www.otago.ac.nz/graduate-research/otago656461.pdf>
  - **Sen, R. A.**, Robertson, K., & Watkins, L. (2017, 4-6 July). Towards more effective alcohol warning labels: Identifying specific warnings for each beverage type. *Proceedings of the Academy of Marketing Conference 2017*. Hull, UK: University of Hull.

- **Sen, R. A.**, Robertson, K., & Watkins, L. (2017, 3 July). Encouraging the consumption of lower alcohol beverages as an alternative to excessive alcohol consumption. *Proceedings of the Academy of Marketing Doctoral Colloquium 2017*. Hull, UK: University of Hull.
- **Sen, R. A.**, Robertson, K., & Watkins, L. (2016). Examining gender-specific differences in demographic characteristics, psychographic characteristics, and drinking behaviours between drinker subgroups. In D. Fortin & L. K. Ozanne (Eds.), *Proceedings of the Australian & New Zealand Marketing Academy (ANZMAC) Conference* (pp. 182). Christchurch, New Zealand: University of Canterbury. Retrieved from: <http://www.mang.canterbury.ac.nz/ANZMAC/ANZMAC%20proceedings%202016.pdf>
- **Sen, R. A.**, Robertson, K., & Watkins, L. (2016, 3-4 December). Encouraging the consumption of lower alcohol beverages as an alternative to excessive alcohol consumption. *Proceedings of the Australian & New Zealand Marketing Academy (ANZMAC) Doctoral Colloquium 2016*. Christchurch, New Zealand: University of Canterbury.
- **Sen, R. A.**, Robertson, K., & Watkins, L. (2015). Social norms and alcohol consumption: Communicating an alternative to excessive consumption. In A. Ganglmair-Wooliscroft, J. Williams, & B. Wooliscroft (Eds.), *Proceedings of the Australian & New Zealand Marketing Academy (ANZMAC) Midyear Doctoral Colloquium* (pp. 32-39). Dunedin, New Zealand: Marketing Department, University of Otago. Retrieved from: <http://www.otago.ac.nz/marketing/otago118015.pdf#page=38>
- **Working papers and research pipeline:**
  - The link between social marketing and sustainability: a systematic review (In progress, undergoing data analysis with other academic colleagues) – to be submitted to *the Journal of Public Policy and Marketing* (ABS 3\*) in 2025
  - Examining the sustainability policies of English Premier League football teams and their alignment with the Sustainable Development Goals of the United Nations (In progress, data collected and undergoing the write-up with other academic colleagues) – to be submitted to *Business Strategy and the Environment* (ABS 3\*) in 2025
  - Exploring consumers perceptions about the integration of Technology and Culture in promoting cultural understanding, SDG fulfilment, and enhancement of heritage preservation perspectives and behaviours (In Progress, interview data collected, undergoing data analysis with other academic colleagues) – to be submitted to *European Journal of Marketing* (ABS 3\*) in 2025
  - Are inner dimensions and transformations surrounding sustainability the key to addressing the SDGs?: A review and research agenda (In progress) – to be submitted to *Psychology and Marketing* (ABS 3\*) in 2026
  - Exploring the potential of social marketing campaigns in managing resilient food supply chains through positive behaviour change. Target journal is the *Journal of Public Policy and Marketing* (ABS 3\*) in 2026

- **Thesis/Dissertation submitted:**

- **Sen, R. A.** (2019). Informing the development of evidence-based and theory-driven alcohol counter-marketing campaigns [Submitted for the fulfilment of the degree of Doctor of Philosophy in Marketing Management at the University of Otago, Dunedin, New Zealand (thesis successfully defended on 12th July 2019, with minor amendments needed; degree awarded on 14<sup>th</sup> December 2019)].
- **Sen, R. A.** (2014). A survey of the factors affecting men to purchase male cosmetics in central Kolkata. [Submitted for the partial fulfilment of the Master of Commerce degree, specialisation in Marketing Management, at St. Xavier's College, Kolkata (autonomous under the University of Calcutta)].
- **Sen, R. A.** (2012). An assessment of the retailers' satisfaction level with Chandras' Chemical Enterprises Pvt. Ltd.: A case study. [Submitted for the partial fulfilment of the degree of Bachelor of Commerce with Honours, specialisation in Marketing Management, at St. Xavier's College, Kolkata (autonomous under the University of Calcutta)].

## **Honours, awards, and scholastic achievements**

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- The University of Otago Doctoral Scholarship – NZ\$75,000 plus tuition fee waiver for 3 years (March 2015-February 2018).
- Doctoral bursary for attending the Academy of Marketing 2017 doctoral colloquium and conference (bursaries were awarded on the merit of the submitted papers) – registration fee-waiver bursary.
- The University of Otago doctoral publishing bursary – NZ\$6,750 (April 2019).
- Ranked **first** out of 14 students who appeared for the M.Com (specialization in marketing management) examination from St. Xavier's College Kolkata, and achieved a CGPA of 8.76 and grade A+.
- Ranked **13<sup>th</sup>** out of 196 students who appeared for the B.Com honours (specialization in marketing management) examination from St. Xavier's College Kolkata, and achieved a CGPA of 7.27 and grade B+.
- Secured a high score of **595/700** in the ISC 12th standard board examination in 2009.

## **Professional memberships**

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### **Current memberships**

- Globalization and Localization Association (GALA)
- Customer marketing alliance (CMA)
- Digital Marketing Institute (DMI)
- Marketing Association, New Zealand (member since 2019)
- Science and Non-duality (SAND; member since 2018)

### **Previous memberships**

- Australia & New Zealand Marketing Academy (ANZMAC)
- Academy of Marketing, UK
- Public Health Association of New Zealand

## Other academic activities

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- Invited as a guest reviewer for reviewing submissions at the Australian and New Zealand Marketing Academy Conference (ANZMAC) and the Academy of Marketing Conference.
- Selected as a judge for the Otago Business School: Business Case Competition (28 April, 2018).
- Was a member of the Collaborative On-Demand Learning (CODEL) advisory board, University of Otago, responsible for offering workshops that support the positive development of Otago Business School postgraduates across a range of areas.

## Internship experience

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- An intensive one month internship was completed at Chandras' Chemical Enterprises Pvt. Ltd., Kolkata (15/09/2011 to 15/10/2011), as a part of completing the degree of Bachelor of Commerce with Honours, at St. Xavier's College, Kolkata (autonomous under the University of Calcutta).

## Skill sets

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- **Technical skills**
  - Microsoft Office suite – Outlook, Word, Excel, PowerPoint, and OneNote
  - SPSS software (for data analysis)
  - Qualtrics (for survey research)
  - EndNote (reference management software)
- **Communication skills**
  - Proficient in giving lectures or presentations to small and large groups
  - Linguistic ability: English (read/write/speak), Bengali (read/write/speak), Hindi (speak).

## Interests and hobbies

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- **Volunteering:**
  - Volunteer representative of the Department of Marketing at the Tertiary Open Day event, University of Otago, 06/05/2019.
  - Voluntarily taught street children at Bowbazar Amra Sabai Sevalal- Street Kid Day School, Kolkata, for about 100 days from 01/06/2011. The nature of work included survey and motivation as a part of teaching as a volunteer.
- Currently writing a non-fiction book on self-discovery and personal growth
- Photography