

Participant Details

Name: Aditya Billore

Area: Marketing

Contact Number: 09826075211

Email Id: f09adityab@iimidr.ac.in, adityabillore@gmail.com



Participant Profile:

Experience: Worked as lecturer for about 4 years at Shri G.S. Institute of Technology & Science, Indore (under Special Manpower Development Project in VLSI funded by Ministry of Information Communication Technology, Government of India). During this period he taught post graduate and under graduate engineering courses. He also attended training programs at IIT Delhi and IISC Bangalore.

Academic and Professional Qualification

- B.E. (Electronics Engg.), JIT Borawan (RGPV Bhopal).
- M.Tech (Microelectronics & VLSI Design), SGSITS, Indore (RGPV Bhopal).

Area of Interest: Brand management, Integrated Marketing Communication, Corporate Branding, and Marketing Accountability.

Publications, Projects and Conferences Attended:

- 1) Billore A., Rajput C.S. & Mishra D. K. (2007) Low power design of variable centre frequency CMOS VCO. *International Journal of Electronics*, Vol. 94, No. 12, pp 1109–1120.
- 2) Billore A. (2011, May).[Review of the book Profitable Marketing Communications: A Guide to Marketing Return on Investment by A. Young & and L. Aitken]. *Indore Management Journal*, Issue 1, Vol. 2, pp 87-88.