

RISHI CHAKRAVARTY, MBA, Ph.D.

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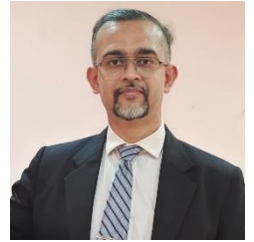
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Teacher, Mentor, Administrator, Researcher, Supervisor

To work in the field of academics and research thereby contributing effectively to building a better society and creating successful managers through utilizing my well-rounded knowledge and experience in management and honed talents in communication and collaboration.

Profile Summary:

- 13 Years of academic (UG & PG) and 3 years of non-academic experiences
- Publication as papers in academic journals: 08 published and 04 under review
- Publication as a chapter in edited books: 23
- Books (with ISBN): 03
- Patents published: 02
- Reviewer in journal: 02
- Paper presented in conferences: 12
- Faculty Development Programmes (FDPs) attended: 13
- Workshops attended: 09
- Coordinator of events: 04
- Resource Person in webinar
- Education awards: 02
- Member: Guwahati Management Association and North Eastern Commerce and Management Association
- Diploma in Computer Application
- Former Assistant Dean (Academic)
- Former Joint member secretary (institutional) NAAC
- Former Coordinator (institutional) NBA
- **Areas of Interest in Research:** Advertising, Open and Distance Learning, Dark Tourism, Tea industry, Servant Leadership and Corporate Sustainability.
- **Areas of Interest in Academics:** Marketing Management, Supply Chain Management, Retail Management, Entrepreneurship, Digital Marketing, Research Methodology, Services Marketing, Consumer Behaviour, Managerial Economics.



Details:

➤ Research Publications (as Papers in Journals): 08 published; 04 under review

Year	Title of the Paper	Name of Journal / Book Chapter	Remarks
--	Breaking the isolation- How influential is the co-creation in Open and Distance Learning on the use of new media?	Asian Association of Open Universities Journal – Scopus Indexed	Submitted (Revised)
--	Value Chain and Value Delivery Network -A Conceptual Framework for ODL	Journal of Open Learning and Research Communication (A peer-reviewed International Interdisciplinary Annual Journal)	Under review
--	Guwahati Tea Auction Centre- A Management Dilemma	Journal of Contemporary Business Studies (IIM Indore)	Submitted (Revised)
--	Do Common Advertising Variables Predict the Attitude of Buyers Towards the Advertisement of Durable Products? A Study of Their Contributions	MANTHAN: Journal of Commerce and Management (UGC Care I)	Under review
2022	Evolutionary framework of the hierarchy of effects models- exploring relevance in the shifting of customer path	Vilakshan-XIMB Journal of Management (UGC Care)	Vol.19, No.1, pp. 59-68 doi.org/10.1108/XJM-09-2020-0151
2021	Empirical evidence on the extent of influence of non-advertising sources on the purchase of durable goods	IIMS Journal of Management Science (IIM Shillong)	Vol.12, No.2, pp. 75-87 https://doi.org/10.5958/0976-173X.2021.00005.1
2021	Does Affective Appeal in Television advertisements of durable goods influence millennials?	IUP Journal of Marketing Management (UGC Care)	Vol.20, Issue 1, pp. 59-73
2019	Emerging trends of tourism in Assam: A study with reference to Dark Tourism	Advances in Economics and Business Management (Peer Reviewed)	Vol.6, Issue 5, pp. 364-366
2018	Hierarchy of effects and Consumer buying: findings from literature review	Journal of Open learning and research communication (Peer Reviewed)	Vol. 4, pp.36-56
2017	FDI reforms and its impact on the Indian economy	International Journal of Research in Commerce, Economics and Management (Peer Reviewed)	7(4), pp.70-77
2017	Role of Trade in promoting Entrepreneurship development between North-East India and South-East Asia	International Journal of Scientific and Research Management (Peer Reviewed)	5(8), pp.76-85
2017	ODL in North East India: a developmental perspective	Journal of Open Learning and Research Communication (Peer Reviewed)	Vol. 3, pp.101-113

➤ Research Publications (as Chapter in Books): 23

Sl. No.	Year	Title of the Chapter	Book Details
1	2024	Learning in a Technology-enabled Platform: Perception of the Educators of Assam on the Relevance of Open and Distance Learning in the Era of Connectivity	In Fujail, Das & Seal (Eds.) Technology and Society in India: A 21 st Century perspective, ISBN: 978-93-90870-96-7

2	2022	Corporate Social Responsibility as a measure of Sustainability: A Literature Review Approach	In Kanujiya, P.K. & Sahni, H. (Eds.) Emerging trends and practices in the sphere of Commerce and Management, Vol I, ISBN: 978-93-91267-15-5
3	2022	Does Cognitive Appeal In Print Advertisements Of Durable Products Influence Buyers In Assam, India? An Exploratory Study	In Chakravarty, R. & Bhakuni, S. (Eds.) Multidimensional Research in Commerce and Management, Vol I, ISBN: 978-93-95456-55-5
4	2021	Influence of S-Commerce on Consumer Buying Behaviour-Findings from Literature Review	In Shruti S. (Ed.), Perspectives on Business Management, Vol. 1. ISBN: 978-81-950384-8-0
5	2019	Tourism development interface: Inferences from case studies	In N.N. Sarma (Ed.), Management-The developmental perspectives ISBN:978-93-87940-44-4
6	2019/2020	Contributed altogether 18 Chapters	Post Graduate Self Study Materials (SLM) on Service and Retail Marketing of Krishna Kanta Handiqui State Open University ISBN:978-93-87940-88-8 Graduate Self Study Materials (SLM) on Advertising and Promotion Strategy and Rural Development and Rural Finance in India of Krishna Kanta Handiqui State Open University ISBN:978-93-89559-95-8

➤ **Books - 03**

Sl. No.	Title	Publisher	ISBN	Date of Publication
1	Multidimensional Research in Commerce and Management, Vol. 1 (Co-edited)	RedShine Publication, Lunawada (India)	978-93-95456-55-5	November 2022
2	Buyer Attitude and Advertising Media	Elivia Press SRL, Republic of Moldova (Europe)	978-999-49-8-681-1	March 2023 Amazon USA https://www.amazon.com/dp/9994986813 Amazon Germany https://www.amazon.de/dp/9994986813 Amazon France - https://www.amazon.fr/dp/9994986813
3	Futuristic Trends in Management (Co-Edited)	Selfypage Developers Pvt. Ltd., Pushpagiri Complex, Beside SBI Housing Board, K.M. Road Chikkamagaluru, Karnataka. Tel.: +91-8861518868 E-mail: info@iipseries.org	E-ISBN: 978-93-5747-817-5	May 2024

➤ **Reviewer:**

1. Journal of Open Learning and Research Communication: A peer-reviewed International Interdisciplinary Annual Journal of Krishna Kanta Handiqui State Open University (KKHSOU)
2. "Monthon" – An Annual peer-reviewed Journal of Assam College Teachers' Association-Tinsukia Zone

➤ **Patents: 02**

Sl. No.	Title of Invention	Journal	Application Number	Date of Publication	Page No.
1	A new management approach to Knowledge creating Strategic Decision Making in Organizations	Official Journal of the Patent Office (Journal No. 33/2022)	202241044181 A	19/08/2022	51966
2	A system for evaluating the role of HR practices in employee engagement and retention	Official Journal of the Patent Office (Journal No. 40/2022)	202221054875 A	07/10/2022	63790

➤ **Paper presented in Seminars / Conferences: 12**

Sl. No.	Year	Title of the paper	Details of the conference (Name, Date, Year & Place of the conference)	Details of the organizer
1	2022	Rural Entrepreneurship as a Catalyst to Inclusive Growth for the North Eastern Region	Name: Prospects & Challenges of Inclusive growth in the North East region with a special focus on Agripreneurship Date: 21/10/2022 Place: C-Edge College Nagaland	NABARD sponsored and organized by the Dept. of Economics & Management studies, C-Edge College in collaboration with Dept. of Economics, Unity College
2	2022	The Emergence of the Start-up Ecosystem in Assam: A Step towards being self-sufficient	Name: Atmanirbhar Bharat: The Reclamation, Reformation and Resilience Date: 23-24 September 2022 Place: Mariani College, Mariani, Assam	ICSSR sponsored and organized by IQAC, Mariani College, Jorhat
3	2020	Covid-19: Impact on Health, Education, Economy and Society	Name: Covid-19: Emergence and Resurgence of Communicable Diseases from Social Science Perspectives Date: 21-22 July 2020 Place: University of Science and Technology, Meghalaya	School of Social Science and Humanities, USTM in collaboration with RC-12 of Indian Sociological Society; Dept. of Humanities & Social Sciences, IIT-Guwahati
4	2020	Online Learning in the time of a Pandemic	Name: Teaching-Learning in the time of Pandemic-Role of Online Learning Date: 21-22 April 2020	Krishna Kanta Handiqui State Open University in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA)
5	2020	Atma-Nirbhar Bharat and Economic empowerment of rural women-a literature review approach	Name: Current Issues of Women in the light of Covid-19 Pandemic Date: 10 th & 11 th August 2020 Place: Silchar, Assam	Department of Commerce, Assam University
6	2017	The changing role of people management in the Digital age	Name: Human Resource Management and Development in the Digital Age Date: 23-24 June 2017 Place: NEHU, Meghalaya	Department of Management, North Eastern Hill University, Tura campus, Meghalaya
7	2017	Redressing socio-economic inequalities through open learning and	Name: Developmental interventions and Open Learning for Empowering and Transforming society Date: 16-17 December 2017	Krishna Kanta Handiqui State Open University, Guwahati

		developmental interventions	Place: NEDFi Convention Centre, Guwahati	
8	2017	Impact of demonetization on the Indian economy	Name: Demonetisation and Indian Economy Date: 27-28 February 2017 Place: Centre for Management Studies, Dibrugarh University	Centre for Management Studies, Dibrugarh University
9	2017	Positive contributions of technology towards development of a knowledgeable society	Name: Technology, Youth and Career: A paradigm shift Date: 24-25 March 2017 Place: Assam down town University, Panikhaiti, Guwahati	Assam down town University, Panikhaiti, Guwahati
10	2017	ODL in North East India-a catalyst for development	Name: Vision 2025: Connecting North East through Open and Distance Learning Date: 08-09 July 2017 Place: CSIR-NEIST, Jorhat	Indira Gandhi National Open University, Regional Centre in collaboration with CSIR-NEIST & KKHSOU
11	2017	Role of advertising minds in running election campaigns	Name: Management strategies in New India with special reference to North East India Date: 17 November 2017 Place: Gauhati Commerce College	Centre for Management studies, Gauhati Commerce College
12	2016	Role of institutional credit in the development of North East India	Name: Economic Development for North East India-Challenges and Opportunities Date: 27-28 October 2016 Place: Paschim Guwahati Mahavidyalaya, Guwahati	Department of Economics, Paschim Guwahati Mahavidyalaya in collaboration with NIRD & Panchayati Raj, (NE Region)

➤ **Faculty Development Programmes: 13**

Sl. No.	Year	Topic	Organizer	Duration
1	2022	NAAC Accreditation Process of Health Science and General Universities	IQAC Cell of Geetanjali University in association with CliMed Research Solutions, India	5 Days
2	2022	Sustainability Strategies-Perspectives from India	Ramanujan College, University of Delhi	2 Weeks
3	2021	Academic Administration	Ramanujan College, University of Delhi	1 Week
4	2020	Advanced concepts for developing MOOCs (under PMMMNMTT, MHRD)	Ramanujan College, University of Delhi	2 Weeks
5	2020	Research Methodology	Assam University, Silchar	1 Week
6	2020	How to switch from regular classroom teaching to online teaching more effectively	FCMHSS, Assam down town University	1 Week
7	2020	Contemporary Issues in Business	Department of Commerce, Dibrugarh University	1 Week
8	2020	Essentials of Good Research	Faculty of Engineering, Assam down town University	1 Week
9	2020	Open source tools for research (under PMMMNMTT, MHRD)	Ramanujan College, Delhi University	1 Week
10	2020	Challenges and Opportunities in post Covid-19 Pandemic focusing teaching, research and innovation	Faculty of Pharmaceutical Sciences, Assam down town University	1 Week
11	2020	Entrepreneurship, Innovation and Incubation (under PMMMNMTT, MHRD)	Ramanujan College, Delhi University	1 Week
12	2020	Drupal (under MHRD)	Manipur University	1 Week

13	2020	Role of Teacher in Nation Building	Keshav Memorial institute of Commerce and Sciences (Affiliated to Osmania University)	1 week
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➤ **Workshops: 09**

Sl. No.	Year	Theme	Organized by	Duration
1	2023	Development and Delivery of e-Content through LMS (Phase I)	Centre for Online Education and Centre of Internal Quality Assurance, KKHSOU	1 day
2	2023	Aarohan 2023-Sustainable Ideas for Business in the New Normal	Student Research and Development Cell-Atlas Skill Tech University	7 days
3	2022	Training Programme on Business Plan Preparation for Promotion of Farm and Non-Farm Sector Enterprises	National Institute of Rural Development and Panchayati Raj, Govt. of India	5 days
4	2022	Development of MOOCs/Online Courses	Centre of Internal Quality Assurance, KKHSOU	1 Day
5	2020	Online Basic Training On the use of ICT in Teaching	Teaching Learning Centre, Tezpur University under PMMMMNMTT	2 days
6	2019	Importance of Accreditation in Technical education and preparation of SAR	Assam Science and Technology University (ASTU) in collaboration with Jawaharlal Nehru Technological University Hyderabad (JNTUH)	2 Days
7	2018	Training of Trainers on Gender Equity	Rajiv Gandhi Institute of Youth Development, Tamil Nadu, an institute of National importance of the Govt. of India in collaboration with KKHSOU	3 Days
8	2018	Training of Trainers on Retail	Retailers Association and Skill Council of India (RASCI) under National Skill Development Corporation (NSDC), Govt. of India.	5 Days
9	2012-2013	ESDP on Retail Management	Indian Institute of Entrepreneurship, Guwahati	87 Days (2 Months and 27 Days)

➤ **Education**

Sl. No.	Qualification	Year (From)	Year (To)	Institution/ Department	University/Board	Ph.D topic
1	Ph.D.	2017	2022	Maniram Dewan School of Management	Krishna Kanta Handiqui State Open University (KKHSOU), Guwahati.	Advertising influence on Buyer attitude formation-A study with reference to select consumer durable products
2	MA (Economics)	2015	2017	IDOL	Gauhati University	
3	MBA	2004	2006	Department of Business Administration	Gauhati University	
4	B.Sc.	1999	2002	Cotton College	Gauhati University	
5	H.S. (10+2)	1997	1999	Cotton College	Assam Higher Secondary Education Council	
6	H.S.L.C.	1984	1997	Don Bosco School Guwahati	Secondary Education Board of Assam	

➤ **Work Experience – Academic (13 years and 5 months)**

Sl. No.	Organization	Designation	Duration (from)	Duration (to)	Job Role
1	The Assam Royal Global University	Associate Professor	2 nd May 2024		Academic and Research
2	MIT University, Shillong	Visiting Faculty	1 st August 2023	Till date	Online classes for the Executive MBA program
3	Krishna Kanta Handiqui State Open University	Assistant Professor (Contractual)	06/05/2023	15/02/2024	Online video lectures, counseling sessions, preparing self-learning materials (SLMs), evaluating learners' assignments, examination-related works like checking the answer scripts, and tabulation.
4	Assam down town University	Assistant Professor	23/07/2018	13/05/2023	<p>Academic Role: Teaching, Evaluating, and preparing course content and Supervising students' projects. Courses taught in PG & UG programs are:</p> <p>P.G. level (3) MBA-104 Marketing Management, MBA-402 Entrepreneurship and New Venture Creations, MBA 201-Economic Environment of Business</p> <p>U.G. level (4) BBA-102 Principles of Management, BBA-402 Research Methodology in Marketing, BBA-505 Entrepreneurship Management, BBA-603 Consumer Behaviour</p> <p>Academic Administrative Roles: Joint Member Secretary, Committee on Curriculum aspects of NAAC (Criteria 1); Faculty Coordinator, NBA Committee; Officer-in-Charge Even Semester Exam; Observer for Practical Even Semester Exam, Member, Academic & Administration Audit Core Committee; Member, Routine Committee; Member, Library Re-constitution Committee; Member, Swachta Abhiyan Committee of the University.</p>
5	Asian Institute of Management and Technology	Assistant Professor	01/09/2017	30/06/2018	<p>Courses Taught:</p> <p>U.G. Level: Marketing Management, Principles of Management, Organizational Behaviour</p> <p>Class Lectures, assisting students in project work, accompanying students to industrial visits, Invigilator in University semester exam, evaluating semester exam answer sheets.</p>
6	GEA National College	Lecturer	01/06/2013	14/06/2017	<p>Courses Taught:</p> <p>P.G. Level: Marketing Management (Specialization), Principles of Management, Entrepreneurship Management, Production and Operations Management</p> <p>Class Lectures, assisting students in project work, accompanying students to industrial visits, Invigilator in University semester exam, Placement Coordinator</p>
7	Institute of Strategic Business Management	Lecturer	01/07/2010	30/06/2012	<p>Courses Taught:</p> <p>P.G. Level: Marketing Management (Specialization), Organizational Behaviour</p> <p>Class Lectures, assisting students in project work, accompanying students to industrial visits, Invigilator in</p>

					University semester exam, evaluating semester exam answer sheets.
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➤ **Work Experience – Non-Academic**

Sl. No.	Organization	Designation	Year (from)	Year (to)	Job Role
1	Alphia Institute of Business Management	Executive-Administration	03/02/2009	25/03/2010	Overall general administration, maintaining official files and employee leave records, Facilities Management and Maintaining Accounts
2	HDFC Life Insurance	Sales Development Manager	03/03/2008	03/02/2009	Recruiting financial advisors, motivating them and generating business, field visits and meeting monthly targets.
3	ICFAI National College	Business Development Manager	2007	2008	Generating business

➤ **Personal Achievement**

Sl. No.	Theme	From
1	Siksha Ratna Samman Award 2022	UIJIR Research Foundation
2	Global Educator Excellence Award 2022	UIJIR Academic Research Foundation
3	Member	Guwahati Management Association and North East India Commerce and Management Association
4	Resource Person	Webinar at C-Edge College (affiliated to Nagaland Central University)
5	Completed 6 Massive Open Online Courses (MOOCs) of Coursera	University of Illinois; University of Virginia (two numbers); University of California; Bocconi University, Milan, Italy; University of Colorado
6	Diploma in Computer Application (DCA)	Institute of Computer Education and Research, Regd.No.RS/KAM/A-8/465 of Y2k7, under Govt. of Assam.
7	Certified Trainer	NSMART-NSE Academy Simulated Market Trading Platform and AIMA BizLab

➤ **Coordinator**

Sl. No.	Year	Event
1	2021	Induction program/Refresher Program under AICTE-ISTE MoU on Research Skill Development for Management Faculty
2	2018	National workshop on Entrepreneurship Development organized by Asian Institute of Management and Technology, AIMT
3	2018	Regional Seminar on Empowering Entrepreneurship for Economic Development of NE Region-Challenges and Opportunities organized by the Department of Management, Asian Institute of Management and Technology, AIMT
4	2017	Workshop on Innovative Approaches in Management Teaching organized by the Department of Management, Asian Institute of Management and Technology, AIMT

➤ **General Articles**

Sl. No.	Year	Topic	Published
1	2015	Commercial banks and rural uplift	The Assam tribune
2	2014	The habit of reading	The Assam Tribune
3	2014	Look fair to be dark	The Assam Tribune
4	2014	Advertising...creativity and beyond	The Assam Tribune
5	2014	Entrepreneurship prospects in N-E India	The Assam Tribune
6	2014	The Growing services sector	The Assam Tribune
7	2013	Economics of Consumer Behaviour	The Assam Tribune
8	2013	Services and its growing importance	The Assam Tribune
9	2013	Affluent consumer and buying behaviour	The Assam Tribune

➤ **Languages known**

Sl. No.	Language	Level of Proficiency
1	Assamese	Read, Write and Speak
2	English	Read, Write and Speak
3	Hindi	Read and Speak
4	Bengali	Read and Write

➤ **References**

Sl. No.	Name	Designation	Phone
1	Prof. Arup Jyoti Choudhury	Hon'ble Vice Chancellor, Madhabdev University, Govt. of Assam	9864038946
2	Prof. Nripendra Narayan Sarma	Director, Maniram Dewan School of Management, KKHSOU, Govt. of Assam	9435119897
3	Prof. Mukulesh Barua	Member Secretary, SLET Commission, Govt. of Assam	7002612127
4	Dr. Debojyoti Goswami	Finance and Accounts Officer (FAO), Assam Science and Technology University, Govt. of Assam	8135847030
5	Dr. Samir Baruah	General Manager (Retd.) Corporate Affairs, Indian Overseas Bank	8811098465

Declaration

I do hereby declare that all the particulars mentioned above are true to the best of my knowledge and belief.

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