

DR. PAYEL CHAUDHURI



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Seeking academic assignments with reputed educational institutes as Assistant Professor in the domain of Business Administration, particularly Marketing Management, that will help me develop as a researcher and teacher.

CAREER ABSTRACT

- ∞ Completed **Ph.D** from KIIT University, Bhubaneswar in Marketing (Consumer behavior, Digital Marketing)
- ∞ **Qualified UGC National Eligibility Test (NET)** in June 2013 for **Management**
- ∞ **Coordinator of Royal School of Business, Guwahati** from October 2020 – July 2023.
- ∞ **10 publications** in reputed journals (some in ABDC, Scopus & UGC Care listed)
- ∞ ∞ Around **6.5 years** of academic teaching experience in different subjects of Management discipline (post Ph.D).
- ∞ Around **3 years** of industry experience in the areas of Sales & Marketing, Business Development and Customer Relationship Management with well reputed organization.
- ∞ Experience and exposure to different academic and non-academic activities.
- ∞ Well acquainted with administrative responsibilities of department, Ph.D related matters at department levels, students admission, faculty recruitment, etc.
- ∞ Possess excellent interpersonal, communication and organizational skills with proven abilities in team management, customer relationship management and planning.
- ∞ Awarded **Best Paper Award** in 1st International Conference on Business Management (ICBM 2020) organised by Department of Business Management, Tripura University, on 27-29 February 2020

Snapshot of Ph. D. Thesis

I have completed my Ph.D from KIIT School of Management, KIIT University, Bhubaneswar in 2016. My topic for the Ph. D thesis is “*Influence of Consumer Acculturation on the Internet Usage of the Consumers of Eastern India*”. The study has explored the internet usage behavior of the three states of Eastern India i.e., Assam, West Bengal and Odisha. It has investigated if there is a difference in the internet usage behavior among the three ethnic groups of Assamese, Bengali and Odia. The study explored how ethnic identity and consumer acculturation influence attitude towards internet use and intention to use internet.

I completed my Ph.D under the supervision of Prof. (Dr.) Abhishek Kumar, Associate Professor, KIIT School of Management, Bhubneswar. I had the opportunity to present my final defense before Prof. (Dr.) Pulin Nayak, Former Director Delhi School of Economics, who was my external examiner for the Final Defense Viva Voce. He provided positive remarks towards the research work as well as the presentation.

UGC National Eligibility Test

Status : Qualified
Subject : Management
Roll Number 20170257
Date of examination : 30-06-2013
Date of qualification : 21-10-2013
UGC Ref. No. : 15521/(NET-JUNE 2013)

ACADEMIC INSTITUTION ENGAGEMENT

Royal Global University: Since August'19
Assistant Professor & Coordinator, Royal School of Business

Academic and Teaching Learning Responsibilities

- ∞ Engaged in teaching subjects like Marketing Management, Consumer Behaviour, Brand Management and Advertising, Digital Marketing
- ∞ Engaged with Ph.D coursework classes – Discipline centric paper
- ∞ Pedagogy style- lecture method, case study analysis and discussion & debate. Online classes during COVID pandemic.
- ∞ Supervising 4 Ph. D scholars and guiding PG & UG students in Internship and dissertation
- ∞ Publishing in journals of repute and participating in conferences (enclosed)

Administrative Responsibilities

- ∞ Took the responsibility of Coordinator of School of Business for the period October' 2020 – July' 2023.
- ∞ Co-ordinated all matters relating to the students, faculty members and staff of the Department, with the Dean/Head of the School, Dean(Students' Welfare), Controller of Examination, Accounts, Offices of the Chairperson (Academic), Registrar, Vice-Chancellor, etc.
- ∞ Maintained all official documents, notifications, correspondences relating to the department.
- ∞ Communicating with the students, parents and guardians on any matter relating to the students of the department.
- ∞ Keeping regular updates on class scheduling, classes conducted, attendance of students, student development programs, student grievances, etc.
- ∞ Monitor the students research project (Dissertation) and all necessary liaising with the concerned supervisors, the Dean, R& D and the Chairperson (Academic).
- ∞ Inviting experts for Guest Lectures and External Examiner for Internship & Dissertation
- ∞ Other secondary responsibilities: Students Orientation program, Industry Visits, MoUs, NET Coaching, Placements, Guest Lectures, etc.

University of Science & Technology, Meghalaya: February'17 – July' 19
Assistant Professor, Department of Business Administration

- ∅ Teaching marketing subjects to the post-graduate and undergraduate students of Department of Business Administration.
- ∅ Taking course work classes for the Ph.D scholars
- ∅ Teaching subjects like- Marketing Management, Advertising & Sales Promotion, Brand Management, Business Environment, International Marketing, Basics of Management, Entrepreneurship and Small Business Management
- ∅ Pedagogy style- lecture method, case study analysis and discussion & debate.
- ∅ Mentoring post-graduate and undergraduate students in their summer internship
- ∅ Closely associated with students in departmental representation at university level programs – academic & non-academic.
- ∅ Actively involved in the departmental promotion both inside and outside the university.
- ∅ Member Secretary of Department Research Committee
- ∅ Guiding one Ph.D Scholar
- ∅ Working as the NAAC Coordinator of the department

INDUSTRY EMPLOYMENT RECITAL

ABP Pvt. Ltd., Kolkata: March'11 – June' 12
Executive – Ad Sales

Connectpro Management Consultants, Bangalore: October'09 – February'11
Business Development Executive

Brainvisa Technologies Pvt. Ltd., Bangalore: May'09- September'09
Senior Executive - Business Development

SUMMER INTERNSHIP

Organization: **SAB Miller India Ltd., Kolkata** (During MBA)

Organization: **Tanishq, Titan Industries Ltd., Kolkata** (During BBA)

SCHOLASTICS

- ∅ Completed Ph.D from KIIT School of Management, KIIT University in 2013
- ∅ MBA (Marketing) from KIIT School of Management, KIIT University in 2009. Secured 79.5%.
- ∅ BBA (H), Specialisation - Marketing from Asutosh College, Calcutta University in 2006. Secured 59%.
- ∅ CBSE XII from Hariyana Vidya Mandir, Kolkata in 2003. Secured 64%.
- ∅ CBSE X from Hariyana Vidya Mandir, Kolkata in 2001. Secured 73%.

PERSONAL DOSSIER

Date of Birth : September 04, 1984

Marital status: Married

Permanent Address : H-29, Tarun Nagar Main Lane, ABC, Guwahati – 781005

Journal Publication

1. **Chaudhuri, P.** & Kumar, A. (2015), Role of Digitization and E-commerce in Indian Economic Growth: An Employment Generation Perspective, Indian Economic Journal, Special Edition, ISSN 0019-4662-9770019466005 (ABDC indexed)
2. **Chaudhuri, P.** & Devdutta, K. (2016), The Significance of Financial Resources for Educational Effectiveness - Comparative Study of Assam, Odisha & West Bengal, Indian Economic Journal, Special Edition, ISSN 0019-4662-9770019466005 (ABDC indexed)
3. Kumar, A.; Debnath, N., **Chaudhuri, P.** & Devdutta, K. (2017), Dynamics of Mobile Banking Behavior Service Usage Behavior: A North East India Perspective, Special Edition, ISSN 0019-4662-9770019466005 (ABDC indexed)
4. Kumar, A.; Singh, G., **Chaudhuri, P.** & Devdutta, K. (2018), The Issue of Sanitary & Phyto Sanitary Measures & Agri Exports from India, Special Edition, ISSN 0019-4662-9770019466005 (ABDC indexed)
5. Kumar, A.; Satpathy, I., Debnath, N., **Chaudhuri, P.** & Devdutta, K. (2018), Factors that Influence Mobile Banking Behaviour of the Customers: A North East India Perspective, Special Edition, ISSN 0019-4662-9770019466005 (ABDC indexed)
6. **Chaudhuri, P.** (2020), Influence of Digital Marketing Channels on the Consumer Buying Process, Journal of Emerging Technologies and Innovative Research, Volume 7, Issue 8, pp- 96-105.
7. Saikia, A. & **Chaudhuri, P.** (2021) Use of Internet by Indians during Extraordinary Times: A Study through Gendered Lens in the Covid-19 Lockdown Scenario, Global Media Journal-Indian Edition; Volume 13 Issue1 (UGC Care listed)
8. Sharma, A. & **Chaudhuri, P.** (2021), New Role of Human Resource Development in COVID 19 Crisis, Parikalpana, Vol 17, issue 1, pp-283-291
9. **Chaudhuri, P.** & Das, K. (2021) Role of Digital Platform in Healthcare Service Business to Meet The Challenges Posed By Covid 19 Towards Possibility and Feasibility Of Low Cost Medicine, Kala Sarovar, Volume 24, No. 3-2021,ISSN-0975-4520 (UGC Care listed)
10. **Chaudhuri, P.** & Das, K. (2022), Scope of Customer Value Creation in Healthcare Service Business through Digitalized Eco-System in the Post Covid Scenario, Asian Journal of Organic & Medicinal Chemistry (Special Issue) (UGC Care listed), Vol. 7 No. 2 (April - June, Special Issue - IV 2022), ISSN Online: 2456-8937

Book Chapters

1. Chaudhuri, S., Kumar, A. & **Chaudhuri, P.** (2018), Retail Sector of North East India: Opportunities and Challenges. In Barua, P. Thappa, S. & Baruah, R. R. (Ed.). Emerging Trends in Business & Economic Development in India with reference to North Eastern Region, Vol II. Guwahati, Department of Business Administration, University of Science & Technology, Meghalaya & Department of Business Administration, Tezpur University. ISBN: 978-93-87263-69-7
2. Kumar, A.; Debnath, N. & **Chaudhuri, P.** (2018), A Study on Mobile Banking Adoption Behavior in Tripura. In Barua, P. Thappa, S. & Baruah, R. R. (Ed.). Emerging Trends in Business & Economic Development in India with reference to North Eastern Region, Vol II. Guwahati, Department of Business Administration, University of Science & Technology, Meghalaya & Department of Business Administration, Tezpur University. ISBN: 978-93-87263-68-0

3. **Chaudhuri, P.** (2018), Study of the Factors Affecting the Online Purchase Behavior of the Students in Bhubaneswar. In Issues and Challenges in Management. ISBN: 978-93-81563-96
4. **Chaudhuri, P.** (2020). Impact of Ethnic Identity on the Internet Usage Behaviour- Special Reference to the Different Ethnic Groups of India. In D. Mukherjee & M. Saha (Ed.). Purvottaran The Rise of North East: Paradigms of Development in VUCA World. New Delhi. Bloomsbury India. ISBN 978-93-90513-01-7

Conferences (As Presentor)

1. Presented with Dr. Abhishek Kumar titled paper “Role of Digitization and E-commerce in Indian Economic Growth: An Employment Generation Perspective” at 98th Annual Conference of Indian Economic Association Organised by Centre for Economic and Social Studies, Begumpet, Hyderabad on 27-29 Dec, 2015. Venue: Prof. Jayashankar Telangana State Agricultural University Campus, Telangana.
2. Presented with Dr. Abhishek Kumar paper titled “The Significance of Financial Resources for Educational Effectiveness - Comparative Study of Assam, Odisha & West Bengal” at 99th Annual Conference of Indian Economic Association organised by SV University, Tirupati on 27-29 Dec, 2016.
3. Presented with Dr. Abhishek Kumar paper titled “ICT Initiatives In Agricultural Marketing And Challenges Among Rural People Of India” at 2nd National Management Convention on “Sustainable Agribusiness in India” organised by KIIT School of Management, KIIT University, in Feb, 2016.
4. Presented with Dr. Abhishek Kumar & Dr. Nirmalya Debnath paper titled "Dynamics of Mobile Banking Behavior Service Usage Behavior: A North East India Perspective" at 100th Annual Conference of Indian Economic Association Acharya Nagarjuna University, Guntur, Andhra Pradesh, on 27-29 Dec, 2017
5. Presented with Dr. Abhishek Kumar & Dr. Nirmalya Debnath paper titled " Study on Mobile Banking Adoption Behavior in Tripura” at National Seminar on Management, Commerce & Economics” organised by University of Science & Technology, Meghalaya in association with Tezpur University in Nov, 2017
6. Presented with Dr. Abhishek Kumar & Sumana Chaudhuri paper titled " A study on the retail sector of the North East India: Opportunities & Challenges” at National Seminar on Management, Commerce & Economics” organised by University of Science & Technology, Meghalaya in association with Tezpur University in Nov, 2017
7. Presented paper titled “Study of the Factors affecting the online purchase behavior of the students of Bhubaneswar” at Second National Conference organised by Assam Institute of Management, Guwahati in Feb, 2018
8. Presented paper titled “Impact of Ethnic Identity on the Internet Usage Behaviour- Special Reference to the Different Ethnic Groups of India” at 1st International Conference on Business Management (ICBM 2020): Industrial Development in the North Eastern Region- challenges and Opportunities” , sponsored by the North Eastern Council (NEC), Shillong Under Ministry of DoNER, Govt. of India. Organised by Department of Business Management, Tripura University, on 27-29 February 2020
9. Presented paper titled “Influence of Digital Marketing Channels on the Consumer Buying Process” at International Interdisciplinary E-Conference on Computer, Technology, Commerce and Management Studies-2020 organised by P G Department of Computer Science SNDT Women’s University, Mumbai in association with Aakar Bahuudeshiya GraminVikas Sanstha’s Aakar College of Management for Women, Nagpur and Aakar Institute of Management and Research Studies, Nagpur on 10-11 Jul, 2020.
10. Presented with Ms. Arpee Saikia paper titled Use of Internet by Indians during Extraordinary Times: A study through gendered lens in the COVID 19 Lockdown Scenario at International

Virtual Conference on Identity: Myths, Memories, Communication and Cultural Narratives organised by Department of Journalism and Mass Communication, Central University of Karnataka, Kalaburagi, Karnataka; Department of Mass Media, SVKM Usha Pravin Gandhi College of Arts, Science & Commerce, Mumbai, Maharashtra; and Department of Mass Media, St. Anthony's College, Shillong, Meghalaya on 28th and 29th of November, 2020.

11. Presented with Ms. Kirtika Das paper titled "Education and Sustainable Development: Issues and Challenges in context to North East India" at National Seminar on 'Education and Sustainable Development: Issues and Challenges in Context to North East India' organised by K.C. Das Commerce College with Support from North Eastern Council, Government of India on 8-9 January, 2021.
12. Presented with Mr. Ashim Sharma paper titled "The technological transition of HR due to the Covid-19 pandemic" at National Seminar on Business Practices in The Age Of Disruption, Innovation And Sustainability" organized by Gauhati University, on 3-4 sept. 2021.
13. Presented with Mr. Ashim Sharma paper titled "New role of Human Resource Development in COVID 19 Crisis" at International Management Conference on "Re-inventing the future of work and business: Challenges, Opportunities and the Path ahead organised by KIIT School of Management, KIIT University, on 27-28 Feb, 2021.
14. Presented paper titled "A study on the influence of augmented reality technology in enhancing customer experience and customer loyalty of sunglasses buyers" at International Management Conference on "Re-inventing the future of work and business: Challenges, Opportunities and the Path ahead organised by KIIT School of Management, KIIT University, on 27-28 Feb, 2022.
15. Presented with Ms. Kirtika Das paper titled "Role of Digital Platform in Healthcare Service Business to meet the challenges posed by COVID 19 towards possibility and Feasibility of low cost medicine" at International Conference on Covid 19 post Corona Virus Recent Trends, Research Technologies & Global Future opportunities at Mangalmay Group of Institutions, Greater Noida, UP on 22-23rd May, 2021.
16. Presented with Mr. Ashim Sarma paper titled "COVID-19 and Use of HR Technology" at 7th International Youth Symposium (iNYS) 2022 organised by B. K. School of Professional and Management Studies, Gujarat University on 28th January, 2022.
17. Presented paper titles " Journey from Look East Policy to Act East Policy: A throwback on the development of the international trade relations of India" in the International Conference on "India's Act East Policy and Indo Pacific Developments: Problems & Prospects for North East India" organized by The Royal Center for Act East Policy Studies on 2nd & 3rd June, 2022.
18. Presented with Kritika Das paper titled "Scope of Customer Value Creation in Healthcare Service business through Digitalized Ecosystem in the post Covid Scenario" in the 4th International Conference on Business Sustainability- Revisiting strategies in Post COVID scenario held on 18th June 2022 at GNVS Institute of Management, Mumbai.
19. Presented paper titled "Factors triggering impulse purchase decision and customer satisfaction in online shopping- A study from University students' perspective" in Two-day National Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, Assam Royal Global University on 2nd & 3rd June, 2023.
20. Presented paper with Sarmistha Mahanta paper titled "A study on the influence of consumer personality on green purchase intention with special reference to Guwahati city" in International Conference on Emerging Trends in Business and Management- A Lookout for Multi- Disciplinary Approaches for Sustainable Growth organised by Royal School of Business, Assam Royal Global University on 16th & 17th June, 2023.

FDP/Workshops attended

1. One week Faculty Development Program on "Writing & Publishing Research Papers" organised by GHS-IMR and Sangam University from 28th June to 4th July, 2021.
2. One week Online National Level Workshop on "Use of SPSS and R-Statistics in Research" organised by Department of Commerce, Dibrugarh University from 6th July to 11th July, 2020.

3. Two-day Faculty Development Program on “Research Methodology in Social Sciences – A Multi-Disciplinary approach” organised by Amity Institute of Social Sciences in association with Amity Academic Staff College on 9-10, June, 2020.
4. One week Faculty Development Program organised by Royal Global University on 16th -23rd June, 2020
5. 2 day workshop on Data analysis using Statistical Package of Social Sciences (SPSS) organized by Royal School of Business under Royal Global University on 17th & 18th February, 2022
6. 5 Day Online FDP on “ Inculcating Universal Human Value in Technical Education” organised by AICTE from 14th March, 2022 to 18th March, 2022
7. 5 day FDP on Emerging Approaches and Tools in Economics organized by Department of Economics, Royal School of Humanities and Social Sciences, Assam Royal Global University from 3rd to 7th July, 2023.

Place:

Date:

Signature: