**Neeraj Kumar Phookan**

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DOB: *23/07/1989*



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| **OBJECTIVE** |

Obtaining a challenging position where I can apply myeducation and skills to contribute towards fulfilling the academic and organizational goals of the institution.

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| **EDUCATION** |

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| **Course** | **Institution** | **Board/University** | **Year of Completion** | **Percentage/CGPA** |
| Ph. D. (Management Studies) | Centre for Management Studies | Dibrugarh University, Assam | Pursuing | - |
| MBA (Operations and Marketing) | Indian Institute of Information Technology and Management, Gwalior, Madhya Pradesh | Autonomous Institute under MOE, GOI | 2017 | 7.66 |
| B.Tech (Electronics and Communication) | Don Bosco College of Engineering & Technology, Guwahati | Assam Don Bosco University | 2012 | 6.81 |
| Class XII | Gurukul Grammar Senior Secondary School | CBSE | 2007 | 66.20% |
| Class X | Don Bosco School, Guwahati | SEBA (Assam) | 2005 | 74.00% |

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| **PROFESSIONAL QUALIFICATION** |

* Qualified UGC- NET examination, Dec 2020 and June 2021 cycle with a Score of 164.

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| **EXPERIENCE** |

**Assistant Professor, Business Administration, ASSAM ROYAL GLOBAL UNIVERSITY (***19/09/2022 to present).*

* Working as an Assistant Professor in Royal School of Business. Courses handled include Marketing Management, Consumer Behaviour, Services Marketing and Skill Enhancement Course (SEC).
* Additionally, performing administrative functions such as Department Examination Coordinator and Assistant Superintendent of Examinations of the University.

**State Project Coordinator; OLIVE HERITAGE EDUCATION AND WELFARE SOCIETY (***20/03/2021 to 20/07/2022).*

* The designation is defined under Samagra Shiksha Abhiyan (SSA) for Vocational Education (Subject- Private Security) in schools.
* The work includes: ensuring timely delivery of curriculum to students; ensuring that Vocational Trainer are in place and classes are held as per time table and milestones; overseeing laboratories are equipped and functional in coordination with School Management and Development Committee; assess quality assurance of National Skills Qualification Framework project.

**Faculty (Mgt. Studies); PRAGATI SCHOOL OF MANAGEMENT** *(1/ 08/ 2018 to 6/ 08/ 2020).*

* Delivered scheduled lectures to students from BBA stream under Gauhati University Course modules. Implemented application-based analysis of the subject along with industry-based examples and case studies. Tested students individually based on the identification of areas of difficulties faced by students.
* Additional administrative responsibilities such as maintain student summer internship programme record, coordinating with industry experts for guest lectures, internship activities etc.

**Marketing and Operations Executive; PRO6 ASSOCIATES (***12/ 08/ 2017 to 1/ 08/ 2018)*

* The work includes carrying marketing and promotional strategies and backend operations which is a travel and photographic services startup.
* Handling and coordinating with social media marketing team develop advertising strategies.
* Analyse current social media marketing initiatives to measure the effectiveness and potential for improvement.
* Maintain relations with logistic service providers, vendors and event sponsors.

**Co-Ordinator: Field and Online activities; PHOTOGRAPHY CLUB OF ASSAM (***12/ 08/ 2013 to 19/ 07/ 2015).*

* Supervise back-end operations of capacity building training and workshops.
* Produce social media marketing campaigns for club activities.
* Negotiate contracts with sponsors.
* Create and maintain database of all existing and new members enrolled. Track member contacts and provide monthly reports on client projects and correspondence.
* Execution of new strategies for the smooth functioning of the organization.

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| **RESEARCH PUBLICATIONS/ CONFERENCE PRESENTATIONS:** |

* Published a book chapter- *“Determinants of RFID Adoption Intention in the Healthcare Industry for Patient Monitoring: A Special Reference to COVID-19”* in Handbook of Research on Emerging Business Models and the New World Economic Order (2022) published by IGI- Global. DOI: 10.4018/978-1-7998-7689-2.ch010
* Published a case study - *“In Search of Blue Ocean in Indian Wine Industry”,* in South Asian Journal of Business & Management Cases in Aug, 2021. DOI: 10.1177/22779779211028550
* Presented a research paper on *“Exploring Determinants of Green Marketing Practices in Food Service Industry to Attain Environmental Sustainability: A Conceptual Analysis”* in the 5th International Conference on Computers and Management Skills (ICCM) organized by NERIST, Arunachal Pradesh in December 2019.
* Presented a research paper on *Mobile Vaani Media: A Case of Community Engagement through Mobile in India”* in the 5th International Conference on Computers and Management Skills (ICCM) organized by NERIST, Arunachal Pradesh in December 2019.
* Presented a research paper on *“Tezpur Litchi with Geographical Indication-A study on Awareness of Consumers”* in the 4th National Conference on Contemporary Issues in Commerce and Management organized by North East India Commerce and Management Association (NEICMA) in September 2019.
* Presented a research paper on *“Environmental Sustainability in food service supply chains”* in the XX Annual International Conference of the Society of Operations Management, 2016.

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| **FACULTY DEVELOPMENT PROGRAM/ TRAINING PROGRAM** |

* Participated in a Faculty Development Programme on New Age Management Teachers organized by Assam Institute of Management in association with Association of Indian Management Schools (AIMS) on 27th May 2023 at Guwahati, Assam, India.
* Participated in One-week Virtual International Workshop on “Research Writing and Publication” organized by School of Business and Management Studies, Central University of Haryana, Mahendergarh, India from 14th to 18th November 2022.
* Attended “How to write and impactful Case Study” (Online Mode) organized by FORE School of Management, New Delhi in association with Emerald Emerging Markets Case Studies and Emerald Publishing on August 16, 2022
* Successfully complete One-Week Online Faculty Development Program on Research Methodology organized by E&ICT Academy IIT Guwahati from 25 to 30 April 2022 in association with Department of Computer Science and Electronics, University of Science and Technology, Meghalaya and support from Mantra Associates.

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| **APPRECIATIONS:** |

* Received a Certificate of Appreciation for being the Resource person in a one-week long Faculty Development Programme on “Research Methodology & Preparing a High Impact Research Paper” organized by Swahid Smriti Mahavidyalaya, Belsor, Assam in association with ICT Academy from 1 Nov 2022 to 6 Nov 2022.
* Received a Certificate of Appreciation for being the Resource person for the workshop on “Basic Technicalities of Photography” organized by Centre for Media Studies in association with IQAC, Dakshin Kamrup College, Mirza on the eve of World Photography Day on 18/08/2021.

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| **PROJECTS AND PRESENTATIONS:** |

* MBA Dissertation: *“Identifying factors of environmental sustainability of food service supply chain.”*

This research analyses the factors that affect restaurant owners and suppliers towards the desirability to adopt environmentally sustainable practices into their operational processes and also assess if there are differences in their perceptions while doing so.

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| **POSITIONS OF RESPONSIBILITY:** |

* Core team member of 8th National HR Summit 2016 at ABV-IIITM.
  + - * Successfully organized 7th National HR Summit 2015 at ABV-IIITM.
      * Team Coordinator in the Twentieth Annual International Conference of the Society Operations Management, 2016.

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| **COMPUTER SKILLS** |

* MS-Office; SPSS, Smart-PLS; Adobe Photoshop; Adobe Lightroom; Adobe Premiere Pro.

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|  | (NEERAJ KUMAR PHOOKAN) |