

RESUME

ARUNA DEV RROY, PhD

Personal Details

Date of Birth: February 09th, 1987

Gender : Female



Permanent Residence:

H/No.-59, Ananda Nager

Pandu Port Road, Bye lane no- 4

Guwahati, Assam

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Work Experience:

- Presently working in Royal School of Commerce, Royal Global University as Associate Professor from November 1st, 2022. Also guiding 6 PhD Scholars under Royal Global University. And also entrusted with additional responsibility of Associate Dean (Admissions), Royal School of Commerce since January, 2024.
- Worked in Royal School of Commerce, Royal Global University as Assistant Professor from 15th July, 2013.
- Worked in Assam Down Town University as Assistant Professor from 1st Aug, 2012-30th June, 2013.
- Worked in Epitome College under Punjab Technical University from 1st June 2010 -20th July, 2012 as a faculty.

Academic Qualification

Degree/Diploma	Institute	Board/University	Year	%/CGPA
Class 10	Nichols High School	SEBA	2003	65%
Class12	Hindustani Kendriya Vidyalaya	CBSE	2005	82%
B.Com(Mgt)	Gauhati Commerce College	Gauhati University	2008	62% (15th Position)
PGDBM (Fin& Mrkt.)	Assam Institute of Management	AICTE approved	2010	73%
M.Com(Mgt)	Gauhati Commerce College	Gauhati University	2012	8.27 cgpa

Ph.D (Mgt)	Assam Science and Technology University	Assam Science and Technology University	2021	7.75 cgpa
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Extra Qualification:

- Pursued 3 months Diploma in Financial Management from Indian Institute of Export Management, Bangalore in 2007.
- Pursued 1 year Post Graduate Diploma in Human Resource Management from IDOL (GU) in 2011.
- Undertook Innovation Ambassador Training organized by Govt of India, Institution Innovation Cell, Both Basic and Advanced Level in the year 2020 and 2021.
- Mentor of change, Niti Aayog, Govt of India under Atal Innovation Mission in the year 2022

Projects

- Had conducted a Base line Survey for IOCL in 2012 on Tinsukia road project and Shishu Sarathi, Guwahati.

Computer Skills

- MS Office & SPSS, Tally (6 month diploma certificate holder)

Paper presentations, Publications, Workshops and Surveys

1. Presented a paper on “Enrolment of girl child in commerce education”, in Premo Prajna Memorial paper presentation competition at Gauhati Commerce College, won 2nd prize, 5th Nov, 2011.
2. Presented a paper on “Behavioural changes of students in the higher educational institutions-Issues and Trends” in Gauhati Commerce College, UGC sponsored National Seminar held on 28th-29th June, 2012
3. Presented a paper on “Issues and challenges of CSR in oil sector public enterprises”, presented in 8th SIMSR Global Marketing Conference organised by K J Somaiya Institute of Management Studies & Research, Mumbai held on 4th -5th Jan, 2013
4. Presented a paper on “Ideology of Gitiswami Gokulananda and its Impact on Bishnupuria Manipuri society” in Shilpagram, UGC sponsored National Seminar held on 2nd Feb, 2013.
5. Presented a paper on “Ethnic violence and its impact on demographics in North Eastern region” in Statistics Department, Gauhati University, ICCSR sponsored National Seminar on 16th -18th February, 2013
6. Presented a paper on “Recent trends in management practices” in Rajah Serfoji Government College, Thanjavaur, UGC sponsored National Seminar held on 25th-26th Feb, 2013
7. Presented a paper on “SHG s- A study on the extended and perceived financial benefits” at Research Paper Writing and Presentation Workshop in K.C.Das Commerce college. ICCSR sponsored held on 22nd and 23rd March 2013.
8. Presented a paper on “Foreign Direct Investment in Retail Sector and its Impact on Employment and Investment with Special Reference to North East Region” in Commerce Department, Gauhati University, ICCSR sponsored held on 30th -31st march,2013
9. Presented a paper on “Role of Self Help Groups in women empowerment in rural India” in Goreswar College, Baksa, UGC sponsored National Seminar held on 24th-25th April, 2013.
10. Presented a paper on “A study on creating awareness on environmental issues with special reference to tourism sector of Assam” in Kamakhya Ram Barooah Girl’s College, Fatasil, Guwahati, UGC sponsored National Seminar held on 23rd-24th May, 2013.
11. Presented a paper on “Role of teachers in behavioural changes of students in the higher educational institutions” in RSB. Royal Group of Institutions on 21st Feb, 2014.
12. Presented a paper on “CSR a tool of promotion” in absentia at the 2nd National Conference on Value based management: Business for value or values in business” held at MET’s Institute of Management, Bhujbal Knowledge city, Nashik on 21st- 22nd ,Feb 2014.

13. Presented a paper on “Challenges in banking financial accessibility in growth and development of MSMEs in Assam” at the ICCSR sponsored national seminar on performance , challenges and prospects of MSMEs in India organised by Central University of Karnataka, Gulbarga School of Business Studies on 21st -22nd Feb, 2014.
14. Presented a research paper entitled”A paradigm shift: entrepreneurial initiative in Guwahati” in National conference on challenges of Globalization and strategies for competitiveness organised by Sri Vaishnav Institute of Management , Indore on 17 th Jan 2015 .
15. Presented a paper entitled , “ Higher Education : A key towards empowering women in the fringe areas of greater Guwahati “ , in international seminar on women empowerment , issues and challenges organized the department of economics , Gossaigaon College , Assam, 4 - 6 Feb2015 .
16. Presented a research paper entitled “Innovative methods for increasing effectiveness among teachers in commerce education , in International Conference on competency building strategies in Business and Technology for Sustainable development, organized by Sri Ganesh School of Business Management , Tamil Nadu , 20 February 2015
17. Presented a paper on “*Role of SBI in agriculture industry with special reference to Kamrup District*” (in absentia) at the International Conference on Latest Trends and Practices in Management, Technology & Social Sciences, organised by Indian Academicians & Researchers Association held at Manali on 28 April 2015. The paper was also published in International Journal of Research and Management and Social Science Volume 3, Issue 2 (III): April-June, 2015.
18. Presented a paper entitled “Make in India-Inception of a brand” in a two- day UGC sponsored National Conference on “Role of MNREGA for empowering rural India” organised by the Department of Commerce, Mahatma Basweshwar College, Latur, Maharashtra, dated 19th -20th November, 2015
19. Presented a paper titled “HR outsourcing and its impact on business houses” in a two- day UGC sponsored National Seminar on “ Indian IT-BPO industry- prospects and challenges” organised by the Department of Commerce, Government degree and P.G. College Peddapalli, dated 5th -6th February, 2016
20. Presented a paper titled “Green Marketing: An emerging dimension with special reference to Assam ” in a ICCSR sponsored seminar organized by Department of Commerce, PSC&KVSC Government College, Nandyal, dated 28th & 29th Sep, 2016.
21. Presented a paper titled”A study to measure the impact of demonetization on tourism industry on NER” in a ICSSR sponsored seminar organized by Dakshin Kamrup College, Mirza, dated 20th and 21st April, 2018
22. Presented a paper titled “A study on measuring awareness about green marketing amongst the varied users of select areas of Guwahati city” in Department of Mcom, Gauhati Commerce College organized on the occasion of silver jubilee celebration dated 30th January, 2018
23. Presented a paper titled”A study on the role of word of mouth in promoting green FMCG products” in a NEC sponsored seminar organized by Gauhati Commerce College, Guwahati, dated 28th and 29th September, 2018
24. Dev Roy Aruna (2016) “Green Marketing: Opportunities and Challenges” in the Second National Conference under the aegis of ONGC Chair organised by Assam Institute of Management, Guwahati, dated 16th & 17th March, 2018.
25. Presented a paper titled “A study on the green marketing initiatives, strategies, practices adopted by different industries originating from Guwahati” in a NEC sponsored seminar organized by Gauhati Commerce College, Guwahati, dated 23rd & 24th October, 2019
26. Presented a paper titled “Green Certification for food items- A theoretical perspective” in the Third National Conference under the aegis of ONGC Chair organised by Assam Institute of Management, Guwahati, dated 29th & 30th November, 2019.
27. Presented a paper titled “A study on the green marketing initiatives, strategies, practices adopted by different firms” in the Third National Conference under the aegis of ONGC Chair organised by Assam Institute of Management, Guwahati, dated 29th & 30th November, 2019.

28. Presented a paper titled “A study on the role of self help groups in Women empowerment in Kamrup District” in National conference on women empowerment through entrepreneurship and skill development (NCWEES-2020) sponsored seminar organised by Assam Agricultural University, dated 7th March, 2020.
29. Presented a paper titled “A study on measuring the level of awareness of organic certification amongst traders of Kamrup District in Assam” in a NEC sponsored seminar organised by KC Das Commerce College, Guwahati, dated 18th & 19th March, 2020.
30. Presented a paper titled, “An analytical study on Quality of Work Life Balance in work from home scenario among teachers in colleges, in 4th Finance seminar on Unlocking Financial growth after lockdown: Issues challenges Post Covid 19 scenario, 22 May 2021, Organised by Prestige Institute of Management, Gwalior.
31. Presented a paper titled, “A study on consumers perception towards green product perception in post pandemic scenario in Kamrup district of Assam” , in International conference , 21 and 22 Oct 2021, Organised by Bharathi Vidyapeeth’s Institute of Management Studies and research, Navi Mumbai in collaboration with Apeejay School of Management, New Delhi.
32. Presented a paper titled, “Sustainable Marketing Practices of Firms: A Global Trend ” , in National conference , 17 and 18 Feb 2022, Organised by Golaghat Commerce College Department of Management, Assam in association with ICCSR, New Delhi
33. Presented a paper titled, “Recognition of unpaid care work” , in International conference , 26-28 May 2022, Organised by Kodolanyi Janos University, Hungary Tradepreneur Global academic platform, UK
34. Presented a paper titled, “Ethical issues in healthcare sector: Myth or reality?” , in International conference , 26-28 May 2022, Organised by Kodolanyi Janos University, Hungary Tradepreneur Global academic platform, UK
35. Presented a paper titled, “Role of Teachers and students: A participative Model for Commerce and Management Education”, at Two Day national Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, The Assam Royal Global University on 2nd and 3rd June, 2023.
36. Presented a paper titled, “Upskilling of students in Guwahati City: A pragmatic Approach in Commerce and Management Education”, at Two Day national Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, The Assam Royal Global University on 2nd and 3rd June, 2023.
37. Presented a paper titled, “ A systematic literature review on Artificial Intelligence and Sustainable Innovation”, at Two Day national Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, The Assam Royal Global University on 2nd and 3rd June, 2023.
38. Presented a paper titled, “Gender Equality and its challenges in MSME: Study of tailoring services in Lunlei, Mizoram”, at Two Day national Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, The Assam Royal Global University on 2nd and 3rd June, 2023.
39. Presented a paper titled, “ Various approaches of skill development in India”, at Two Day national Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, The Assam Royal Global University on 2nd and 3rd June, 2023.
40. Presented a paper titled, “Consumer’s Perception towards Swadeshi Products: A conceptual Framework in the context of Atmanirbhar Bharat” sponsored by ICCSR organized by Department of Accountancy, Nalbari Commerce College, Nalbari in collaboration with Indian institute of Entrepreneurship, Guwahati, Assam on 10th-11th August, 2023.
41. Presented a paper titled, “ Leveraging Chat GPT for empowering MSMEs: A paradigm Shift in problem solving” at Two Day International Conference on Recent Advances in Science and Engineering RAISE-2023 held on Oct 4th & 5th, 2023 at MAHE, Dubai.
42. Presented a paper titled, “ Metaverse unleashed: Augmenting creativity and innovation in Business education” at Two Day International Conference on Recent Advances in Science and Engineering RAISE-2023 held on Oct 4th & 5th, 2023 at MAHE, Dubai.

43. Presented a paper titled, “ A study on consumption behaviour of organic turmeric amongst the students of Baihata Chariali, Assam”, at ICCSR sponsored Two Day National Conference on India 2.0: Ideas of self reliant Bharat & actions@75 organized by Department of Commerce, Assam Don Bosco University on 13th and 14th October, 2023.
44. Presented a paper titled, “Role of Government in the growth of Start-Ups”, at Global Conference on Emerging Technologies Leading Towards Sustainable Entrepreneurship, Economics, Tourism, Healthcare, Media, Education Supporting Green Environmental Practices and Business Growth" held on 8th and 9th December 2023. Won **Best Paper** for it.
45. Presented a paper titled, “ Green marketing and consumer behaviour- A theoretical Intent” at School of Commerce and Management, Dr Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh on 15th-16th March, 2024, ICCSR sponsored national Seminar on Building a sustainable future strategies for progress and prosperity.
46. Presented a paper titled, “Literature review on select green products” at School of Commerce and Management, Dr Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh on 15th-16th March, 2024, ICCSR sponsored national Seminar on Building a sustainable future strategies for progress and prosperity.
47. Presented a paper titled, “Green marketing: Strategies for sustainable consumer engagement with special reference to SDG-12: Responsible consumption and production” at Gopal Narayan Singh University, Jamuhar, India on 10th -12th March, 2024 in International Conference on Women in Multifaceted Research (ICWMR-2024).

Workshop:

1. “Training Programme on Research methodology in Social Science”, ICCSR sponsored, in Economics Department, Gauhati University, 4th-9th March ,2013
2. “Revised schedule vi of Companies Act, 1956”, organised by RSC, Royal Group of Institutions, 17th August, 2013.
3. “Research Paper Writing and Presentation” in K.C.Das Commerce College, ICCSR sponsored held on 22nd & 23rd March 2013.
4. National workshop on “Research Project Writing” UGC sponsored, in SB Deorah college, Guwahati, 9th and 10th May, 2014.
5. “GST Prospects and challenges”, workshop organised by RSC, Royal Global University in association with EICASA, Guwahati on 24th September, 2016.
6. “GST mechanism and challenges ahead”, workshop organised by RSC, Royal Global University in association with EICASA, Guwahati on 27th April, 2018.
7. Completed a training programme on Microsoft Azure Fundamentals, implemented by Association of Indian Universities, delivered by Koenig and Microsoft on February 19, 2022
8. “GST Return and Compliance”, workshop organised by RSC, Royal Global University in association with ICSI, 18th -19th October, 2021.
9. 15 days National Workshop on Website Designing and Digital Marketing held on 1 July-15 July, 2023, organised by EssGee Digiskills.
10. 10 days National Level Workshop on AMOS-SEM organised by EssGee Digiskills, held on 1 July-10 July, 2023.

Publication:

1. "Issues and challenges of CSR in oil sector public enterprises in Assam", Research Explorer, Biannual International journal, ISSN: 2250:1940, Volume 2, February 2013, Issue 3.
2. "Key drivers involved in the globalisation process and its implications in international business", Cyber Times International Journal of Technology & Management, Biannual International journal, ISSN.: 2278-7518, Volume 6, February 2013, Issue 1.
3. "Role of Self help group in women empowerment in rural India", Research Revolution, ISSN:2319-300x, vol I, issue 8, May 2013
4. "Role of Banks in Growth of small retail traders in Assam" Abhinav International monthly referred journal of research in management & technology, ISSN 2320-0073, impact factor 0.0182 (2012), vol 2,issue 11, November 2013
5. "A study on the changing manpower selection process in hotel industry with special reference to Guwahati city" Cyber Times International Journal of Technology & Management, ISSN 2278-7518,Volume 6, Part II Management, September 2013.
6. "Entrepreneurship Development in North Eastern Region with special reference to IIE, Guwahati" International Journal of Scientific Research, ISSN-2277-8179, Impact factor: 0.3371, Volume 3, Issue 1, January, 2014 (UGC Approved Journal No-49217).
7. "A study on creating awareness on environmental issues with special reference to tourism sector of Assam" Paripex –Indian Journal of Research, ISSN-2250-1991, Impact factor: 0.3208, Volume 03, Issue 03, February, 2014.
8. "CSR as a tool of sales promotion" IOSR Journals at the 2nd National Conference on Value based management: Business for value or values in business" held at MET's Institute of Management, Bhujbal Knowledge city, Nashik on 21st- 22nd ,Feb 2014.
9. "Eco-tourism and its socio economic effects- A study on Jeypore rain forest " IJSRP Volume 4, Issue 2, February 2014.
10. "Role of teachers in shaping behaviour of management students in the educational institutions",Paripex Indian journal of research, ISSN2250-1991, Impact factor 1.6714, vol3 issue 4, April 2014 (UGC Approved journal no- 47432)
11. "A study on measuring the level of terrorism insurance in Guwahati city", Global Journal for Research Analysis, Volume 03, Issue 07, Impact factor 1.5408, ISSN No 2277-8160, July 2014.(UGC Approved no 49177)
12. "Challenges in banking financial accessibility in growth and development of MSMEs in Assam", Intercontinental Journal of Banking, Insurance and Finance, Volume 1,Issue 4, November 2014.
13. "Enrolment of girl students in Commerce: Increasing trend in Assam reflecting social and professional needs", International Journal of marketing financial services and management research, ISSN: 2277-3622, Dec 2014, Impact factor: 3.454.
14. "Woman Empowerment: A study on the implementation of Higher Education in the Rural Areas of Assam",ISSN 2320-6942 in Human Rights International Research Journal,Vol. No. 3, Issue No: 2 in August 2015, pp.43-46.
15. "Role of SBI in agriculture industry with special reference to Kamrup District" published in International Journal of Research and Management and Social Science Volume 3, Issue 2 (III): April-June, 2015,pp.36-42, ISSN-2320-0073
16. "Make in India-Inception of a brand" Divya Publisher, Kanpur published on November, 2015, ISBN 978-93-80913-26-1

17. "Green marketing: Literature Review of a few select sectors", published in the International Journal of Business Management. ISSN 2321-8916, Vol 4 Issue 4, April 2016, Impact Factor 1.223, pp.175-183
18. Dev Roy Aruna (2016) "Green Marketing: An emerging dimension with special reference to Assam" in Global Journal for Research Analysis Volume 5 Issue 12, ISSN 2277-8160, Impact Factor: 3.62 Gujrat in the month of Dec, 2016, Pg38
19. Dev Roy Aruna (2016) "Green Marketing: A Study on Manufacturer's Perspective with Special Reference to Guwahati City" in IOSR Journal of Business Management Volume 20 Issue 4, Ver. II (April. 2018), , e-ISSN: 2278-487X, p-ISSN: 2319-7668, UGC approved Journal with Sl. No. 4481, Journal no. 46879., in the month of April, 2018, PP 40-47.
20. Jointly Published a research paper titled, "Green Marketing: A study on Industrialist's viewpoint with reference to Kamrup (Metro) District of Guwahati city in Academic Social Research Vol 4, No 1 (2018): January to March 2018, ISSN no 2456-2645, Impact Factor 3.213, Pg 32-40
21. Bhattacharjee Rajat & Dev Roy Aruna (2018) "Demonetization and E-Wallet: Impact Study in Guwahati City" in International Journal of Enhanced Research in Management & Computer Applications ISSN: 2319-7471, Volume 7 Issue 4, April-2018, Impact Factor: 3.578, Pg 62-67.
22. Dev Roy Aruna (2019) "A study on QWL of employees with reference to North East Coal Fields Ltd. of Ledo, Assam" in the HR conference on :The next Wave of Business Excellence & Role of HR" organised by ICFAI pune, ISBN 978-81-928887-2-9, Pg28-31, May 2019.
23. Published a research paper titled, "A Study on the Green Marketing Initiatives, Strategies, Practices Adopted by Select Firms Operating Pan India "in International Journal of Multidisciplinary Educational Research, Volume 9, Issue 2(2), February 2020, ISSN no 2277 – 7881, Impact Factor 6.514 (2020), Index Copernicus Value: 5.16, Pg 137-146
24. Published a research paper titled, "Managing and enhancing employee performance through motivation and satisfaction of their needs", IJRAR International Journal of Research and Analytical review, E-ISSN- 2348-1269, P-ISSN 2349-5138, Vol 7, Issue 3, pp. 738-744, August 2020.
25. Published a research paper titled, "A study on employees Work Life Cycle in an organisation", International Journal of Advances in Engineering and Management, Vol2, Issue 5, PP.252-256, ISSN 2395-5252, Aug 2020
26. Published a research paper titled, "Adaptability to virtual learning environment in higher educational institutes, International Journal of creative research thoughts, ISSN2320-2882, July 2020, Vol 1, Issue 7, pp.3636-3642. (UGC no 49023(18))
27. Published a research paper titled, "Employee engagement: The key to organisational success, Journal of Shanghai Jiatong University, ISSN: 1007:1172, Vol 17, /issue 1, Pg9-17. Jan 2021.
28. Jointly Published a research paper titled, "A study on consumer behaviour on select footwear brands with reference to Guwahati city, International Journal of Advances in engineering and management, ISSN 2395-5252, March 2021, Vol 3, Issue 3, impact factor 7.429, Pg 484-488
29. Jointly Published a research paper titled, "Sustainability for businesses: Marketing and finance perspective", Academy of marketing studies journal, Print ISSN 1095-6298, Online ISSN 1528-26778, Vol 26, Special Issue 1, 2022, Pg 1-7, published on November 2021. **(ABDC-B category)**
30. Jointly published a research paper titled, "A study on water hyacinth handicraft products in Assam: Producers perspective", International Journal of Research and analytical Reviews, Print ISSN 2349-5138, e ISSN 2348-1269, Vol 8, Issue 4, Pg 166-184, published on December 2021.
31. Jointly published a research paper titled, "A study on consumers perception towards green products consumption in the post pandemic scenario in Kamrup district of assam", Academy of Marketing Studies Journal, Print ISSN 1095-6298, Online ISSN 1528-26778, Vol 26, Issue 1, 2022, Pg 1-8, published on Jan 2022. **(ABDC-B category)**

32. Jointly published a research paper titled, “Perception of customers towards ethical issues in online shopping”, International Management Review, ISSN 1551-6849 , Spring 2022 issue. (**UGC Care List I journal**) published on March 2022, pp41-46, vol 18
33. Jointly published a research paper titled, “The Impact of vocational guidance on Career choice”, International Management Review, ISSN 1551-6849 , Spring 2022 issue (**UGC Care List I journal**) published on March 2022, pp11-19, vol 18
34. A study on the growth and prospects of private Label brands with special reference to Mangaldai and Guwahati, pp. 978-988, International Journal of current science, ISSN- 2250-1770, Peer reviewed, **2022**
35. Jointly published a paper on “Artificial intelligence based technique in data management for smart manufacturing using internet of things” in the journal Business, Management and Economics Engineering, Vol 20 Issue 2, 2022 **Scopus Indexed Journal**.
36. Stress: A study on students of HEI’s of Guwahati city, Journal of Information and Optimization Sciences, 43:7, 1849-1857, DOI: 10.1080/02522667.2022.2128536 (**Web of Science**), Dec, 2022
37. Ethical issues in health care sector: Myth or Reality?, Journal of Information and Optimization Sciences, 43:7, 1517-1527, DOI: 10.1080/02522667.2022.2128536 (**Web of Science**), Dec, 2022
38. A study on the performance of e-banking and its customer perception, IJFANS International Journal of Food and Nutritional Sciences, ISSN PRINT 2319 1775 Online 2320 7876, Volume 11,Special Issue 3, Dec 2022, (**UGC Care List I journal**), 3213-3226
39. Recognition of Unpaid Care Work in the context of Urbanised Women, Third Concept, ISSN-0970-7247, Vol 36, No-431, Jan 2023, pp.83-85(**UGC Care List I journal**)
40. Jointly published a research paper titled, “Social Sustainability of Tea Industries: Measuring Through Subjective Happiness of Tea Garden Workers of Dibrugarh District, Assam”, International Management Review, ISSN 1551-6849, ISSN-E: 2834-5487, Spring 2023 Special Issue (**UGC Care List I journal**) published on March 2023, pp.117-132, vol 19, Special Issue 2023
41. Jointly published a research paper titled, “Role of Artificial Intelligence (AI) in Sustainable Education of Higher Education Institutions in Guwahati City: Teacher’s Perception”, International Management Review, ISSN 1551-6849, ISSN-E: 2834-5487, Spring 2023 Special Issue (**UGC Care List I journal**) published on March 2023, pp. 111-116, vol 19, Special Issue 2023
42. Jointly published a research paper titled, “A study on Affiliate marketing in Guwahati city amongst the millenials”, International Journal of Science and Research, ISSN 2319-7064, published on Aug 2023, pp. 1400-1403, vol 12, Issue 8, DOI: 10.21275/SR23807223015
43. Jointly published a book chapter titled,” The power of Artificial intelligence for sustainable development: Challenges and Opportunities” in the book Good Governance and Sustainable development, ISBN 978-81-965414-1-5, published by Research and Development Cell, Nalbari Commerce College, Nalbari, Sep 2023
44. Jointly published a research paper titled, “Integrating Bharatiya Knowledge System in the Teaching Learning Framework for holistic Development in Higher Education Institutions”, in Weekly Journal of Higher Education, University News 61 (47), November 20-26, 2023, published by AIU.
45. Jointly published a research paper titled, “Predicting bank performance using machine learning: a case of troubled banks in India”, in Int. J. Pluralism and Economics Education, Vol. 14, No. 1, 2023, published by Inderscience Publication. (Tuteja, S., Bhoyar, P., Singh, K.K. and Rroy, A.D. (2023) “Predicting bank performance using machine learning: a case of troubled banks in India”, Int. J. Pluralism and Economics Education, Vol. 14, No. 1, pp.55-72.) **Scopus Indexed Journal**.

46. Published a book chapter titled, "Role of Teachers and Students: A participative model for Commerce and Management Education" in the book Harmonizing Progress- Navigating Sustainable Development through Education, Innovation, Industry and Consumption, ISBN 978-81-19757-33-6, published by Bharati Publications, New Delhi, 2023, pp.49-60.
47. Jointly published a book chapter titled, "Upskilling of students in Guwahati city: A pragmatic approach in commerce and management education" in the book Harmonizing Progress- Navigating Sustainable Development through Education, Innovation, Industry and Consumption, ISBN 978-81-19757-33-6, published by Bharati Publications, New Delhi, 2023, pp.163-177.
48. Jointly published a book chapter titled, "Gender equality and its challenges in MSME: Study of tailoring services in Lunglei, Mizoram" in the book Harmonizing Progress- Navigating Sustainable Development through Education, Innovation, Industry and Consumption, ISBN 978-81-19757-33-6, published by Bharati Publications, New Delhi, 2023, pp.237-248.
49. Jointly published a book chapter titled, "A systematic literature review on Artificial Intelligence and sustainable innovation" in the book Harmonizing Progress- Navigating Sustainable Development through Education, Innovation, Industry and Consumption, ISBN 978-81-19757-33-6, published by Bharati Publications, New Delhi, 2023, pp.249-257.
50. Jointly published a book chapter titled, "Various approaches of skill in India" in the book Harmonizing Progress- Navigating Sustainable Development through Education, Innovation, Industry and Consumption, ISBN 978-81-19757-33-6, published by Bharati Publications, New Delhi, 2023, pp.304-309.
51. Jointly published a research paper titled, "Predicting bank performance using machine learning: a case of troubled banks in India" in International Journal Pluralism and Economics education, Vol 14, No 1, pp.55-72. (**Scopus Indexed Journal.**)
52. Jointly published a research paper titled, "Leveraging Chat GPT for empowering MSMEs: A paradigm Shift in problem solving" in Engineering Proceedings 2023, volume 59, Issue 1, 197.(**Scopus Indexed Journal.**) published in Jan 2024.
53. Jointly published a research paper titled, "Metaverse unleashed: Augmenting creativity and innovation in Business education" in Engineering Proceedings 2023, volume 59, Issue 1, 197.(**Scopus Indexed Journal.**) published in Jan 2024.

Book Publication:

1. Guide Books under Gauhati University for B.Com.Semester 1st,2nd,5th,6th on Human Resource Management, Principles of Management, Marketing Management, Marketing of Services under the brand name BBD.
2. Published a chapter called, "HR outsourcing and its impact on business houses" in the book called, "Indian IT-BPO industry- Challenges and prospects", GRS Publications, publisher-GLOBAL Research Society, Hyderabad, ISBN 978-93-85817-06-5,2014
3. Published a chapter called, "Make in India-Inception of a brand", " Role of MNREGA for empowering rural India", Divya Distributors,Kanpur,pp.459-464, ISBN 978-93-80913-26-1, 2015
4. A paradigm shift : Entrepreneurial s Initiative in Guwahati, "Challenges of Globalization and strategies for competitiveness", Excellent Publishing House , New Delhi, ISBN 978-93-84935-08-5, 2015
5. Published a book titled, "Marketing Management: A Prologue "Publisher, Gurucool Publisher, Hydrebad, ISBN 978-93-88435-98-7, June 24, 2020

6. Published a book titled, “Changing paradigms of research-I” Publisher, Gurucool Publisher, Hydrebad, ISBN 978-93-93582-19-5, July , 2022.

7. Published a book titled, “Navigating the Future- Innovative approaches in commerce, management and economics, Vol 1, ISBN:978- 93-89476-27-9, DOI: 10.25215/9389476275, May 2023,Infinity Publication,Maharashtra

8. Published a book titled, “ Harmonising Progress- Navigating Sustainable development through Education, Innovation, Industry and Consumption” , Vol 1, ISBN:978-81-19757-33-6 2023,Bharti Publications,New Delhi.

Newspaper Article:

1. Published an article named “Let’s go green” in the newspaper The Assam Jyoti on 24th September 2021.
2. Published an article named “ Need of Green marketing” in the newspaper The Assam Jyoti on 27 Jan, 2023.

Patent Publication:

1. Joint Patent published on 18 March, 2022 in the Patent Journal bearing no. 11/2022 on “A method for business growth through innovative product designs and technology solutions”
2. Joint Patent published on 3 June, 2022 in the Patent Journal bearing no. 22/2022 on “A system for evaluating the mediating effect of consumer awareness on green marketing mix and purchase intention and method thereof”
3. A thermally comforted energy saving cooking device” Date of publication: 21 June, 2022 bearing Document reference no. 2022051814001200DE
4. Joint Indian patent published on 17th Feb 2023 on “System for assessing consumer perception towards private label brand, and method therefor” (RGU name included), Application No. 202331007386 A.

Patent/ Copyright Granted:

1. Joint German Patent granted on 21 June, 2022 bearing no. 20 2022 102 736 on “A Thermally Comforted Energy Saving Cooking Device”, IPC A47J 36/34. (RGU name not included)
2. Joint Indian Patent granted on 26 September,2021 bearing no Patent Application No. 202131043596, Patent Number: 398777 on “A germicidal Machine to wash and dry fruits/vegetables and sanitize miscellaneous small items” (RGU name not included)
3. Joint copyright granted on Clinical management high secure protocol for covid 19 bearing registration number L-131903/2023 granted on August 2023.

Webinars

1. Participated in seven day webinar series on “PHD End to End Assistance and Guidance” organized by IFERP from 14th -20th August, 2020.

Participation in Conference/Seminar:

1. “Frontiers in Nanotechnology”, organised by Department of Basic Sciences and Humanities, Royal school of Engineering & Technology on 16th November, 2013 at Royal Group of Institutions, Guwahati

2. “Youth Leaders Connect III”, organised by Youth net and Eclectic at GMCH Auditorium on 22nd November, 2013, Guwahati.
3. Seminar on “Bottleneck Analysis for sustainability and Market Linkages of Sericulture and Silk Weaving in Assam” organised by Mithila Sewa Samiti in collaboration with Development Commissioner (Handicraft) Ministry of Textile, Govt. of India on 2-3 May, 2014.
4. Participated in a International conference on, “Potential of Service sector-catering to domestic and international demands” held on 25th & 26th Feb, 2016 at Hotel Radisson Blu, Guwahati.
5. Participated in a International conference on “Raise with East: Vistas of Indian Cooperation with South East Asian Commerce, culture and Connectivity”, held on 26th & 27th Feb, 2016 at USTM, Meghalaya.
6. Participated in ICSI Teacher’s conference Empowering educators held on 11th September, 2019 organised by ICSI, Guwahati Chapter.

Faculty Development Programme

1. Participated in EDI sponsored in Faculty Development Programme, “ Entrepreneurship : A Journey to the concept “ organized by Royal Group of Institutions during 16 – 27 Feb 2015 ‘.
2. Attended one day FDP on Emerging dimensions of management education organized by Assam Institute of Management on 2nd February, 2019.
3. Attended one week FDP on Statistical Analysis, Pedagogy and Stress management organized by E&ICT Academy, IIT Guwahati from 3rd-8th June, 2019.
4. Attended one week FDP on Research Methodology organized by Padm. Dr. V.B.Kolte College of Engineering, Malkapur from 26th-30th May, 2020.
5. Attended 3 day FDP on Protecting you in cyberspace organized by Pillai College of Engineering from 1st- 3rd June, 2020.
6. Attended FDP on Faculty awareness programme on Research Methodology organized by Public College of Commerce on 7th July, 2020.
7. Attended FDP one week online on Research Methodology organized by Department of Commerce, Assam University from 13th -18th July, 2020.
8. Attended FDP on Application of software tools in research methodology organized by Amity University, Kolkata from 27th June-1st July, 2020.
9. Attended FDP on “Writing and Publishing Research Paper” organized by GHS-IMR, 28 June-14 July, 2021.
10. ATAL sponsored FDP organized by IILM, Noida on Learning Pedagogy, 5th-9th July, 2021.
11. ATAL sponsored FDP organized by IIIT Allahabad on Innovation Management from 12-16 July, 2021.
12. ATAL sponsored FDP organized by, Prestige Institute of Management, Gwalior on Organisational Behaviour, from Aug 17-21, 2021.
13. UGC Approved Short term PDP on “Professional Development Programme on implementation of NEP-2020 for University and College Teachers” held from 23rd February- 03rd March, 2023. Obtained grade A (70-84%).
14. 7 days FDP on ICT-TLC, organized by Tezpur University from 22nd-28th June, 2023, in Online Mode.
15. 7 days FDP organized by Confab on SLM from 26 June-2 July 2023.
16. 7 Days FDP organized by Economics Dept, RSHSS, The Assam Royal Global University, from 3rd - 7th July, 2023 on Emerging approaches and tools in economics.
17. Teacher Training Programme on NEP 2020 Orientation and Sensitisation program organized by Malaviya Mission Teacher Training in association with Sri Guru Tegh Bhadur Khalsa College, University of Delhi, Jan 9th -18th 2024.

Judge and Panelist

1. Invited to judge the paper presentation contest from ICAI and EICASA, Guwahati chapter on 24th October, 2021 in online mode.
2. I have been selected in the reviewer panel of Academy of Marketing Studies Journal and Business Studies Journal both under the aegis of Allied Business Academies, ABDC listed journal and have reviewed 40 papers till date.
3. Completed both Basic and advanced level Innovation Ambassador course floated by MOE, Govt of India.
4. Was the guest writer for Golaghat Commerce College's Department of Management Quarterly Journal named, Di Mercetus, theme of edition was Green Marketing, Article was "Green Marketing: Way to Human Sustenance", Volume II, Jan 2022.
5. Panelist in North East Knowledge Exchange Panel Discussion organized by Council for Social and Digital Development (CSDD) on "CSR", feb 11, 2022
6. Conducted half day workshop on "Entrepreneurship skill, Attitude, and Behavior development" virtual mode in RPS Group of Institutions, feb 10, 2022
7. Judge at Jaipuria Institute of Management, Gurgaon, Shark tank CEI competition, feb 19, 2022
8. Keynote Speaker in Patent Conclave 2022 at Apeejay School of Management, New Delhi, held on 26-27 Sep, 2022
9. Invited as Jury Panelist at NECSRF 2022 organised by CSDD in association with TISS held on 29th Oct, 2022 at TISS campus Guwahati.
10. Invited as Panelist at NECSRF 2022 on the topic Crisis management, Risk Management in reference to CSR initiatives organised by CSDD in association with TISS held on 29th Oct, 2022 at TISS campus Guwahati.
11. Invited as Speaker on the topic Future of Women Entrepreneurship in India, focusing in the art and craft sector. To be held on 26th Nov 2022, Organised WICCI.
12. Empaneled as a mentor for WICCI, NE chapter.
13. Empanelled as Council Member of WICCI NE chapter.
14. Editorial Board Member of Special Issue Journal of Acta Universitatis Bohemiae Meridionalis: Acta Universitatis Journal (ABDC- C Category Journal)
15. Was the Co-convenor of Confab Intenational Conference organized by Confab 360 Degree held on December, 2022 in hybrid mode.
16. Panelist in CSDD and RGU collaborated event held on 29th April, 2023, online Mode.
17. Was the convenor of Two Day national Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, The Assam Royal Global University on 2nd and 3rd June, 2023.
18. Was the Session Chair of Two-Day National Conference on Sustainable Development Goals: Agra Marg organized by Royal School of Commerce, The Assam Royal Global University on 2nd and 3rd June, 2023. The session was on SDG9.
19. Was the Session Chair of Two-Day International Conference on Sustainable Development Goals, General Management session organized by Royal School of Business, The Assam Royal Global University on 23rd and 24th June, 2023.
20. Reviewer of Acta Universitatis Bohemiae Meridionalis: Acta Universitatis Journal (ABDC- C Category Journal).
21. Was the organizing member of Global Conference on Computer Science Applications, Sustainable engineering, manufacturing practices, mathematical science and environment held on 15th and 16th July, 2023, organized by Confab 360 in association with RKGIT, Rushford Business School, European school of data science and technology and LTJSS.
22. Was invited to be the judge at Branch Level Debate competition of ICAI students at ICAI Bhawan, Zoo Road , Guwahati on 6th August, 2023.
23. Was invited by CSDD as a penalist to judge CSR Projects of corporates and NGOs on 24th November, 2023 organised the event in association with RGU.
24. Was invited as Session Chair in the 2nd Global Conference on Emerging Technologies Leading Towards Sustainable Entrepreneurship, Economics, Tourism, Healthcare, Media, Education

Supporting Green Environmental Practices and Business Growth" held on 8th and 9th December 2023.

25. Was invited for Guest Lecture on the topic "Development Management", & "Project Development" on 13th & 14th Dec, 2023 for the students of Certificate programme in Project Management at IIE, Guwahati.

Role in Royal Global University

1. Member of Royal Centre for research, Publications, Projects and Patents.
2. Member of Medals, Venue management and certificate distribution committee for 1st convocation of Royal Global University.
3. Member of National Innovation and Start up Policy (NISP) under the aegis of Institutions' Innovation Council, RGU (IIC-RGU)
4. Member of Proctorial board/Discipline committee, RGU
5. Member of exam committee (Assistant Exam Superintendent), RGU
6. Member of RGU Karmotsav 2019-20, registration committee
7. Member of PG Orientation Programme 2019.
8. Member of committee formed for taking state/central government policy related decisions in finance, business, economy, education, IT .
9. Member of Screening Committee of IIC-RGU.
10. Member of Royal Synergy magazine editorial board.
11. Member of DRC, Royal School of Commerce, Royal Global University.

Members of outside committees:

1. Members of Editorial board (Review committee) of Academy of Marketing Studies Journal- ADBC Journal. (From 2021)
2. Selected as Innovation Ambassador under GOI, MOE Innovation Cell.
3. Selected as ATL Mentor of Change under Niti Aayog , GOI.
4. Life Member of Indian Commerce Association (Registration number A139)
5. Life Member of NEICMA. (From 2019)
6. Mentor of WICCI (From 2022)
7. Life Member of Commerce & Management Association (from 2023 June 22nd bearing no-CMA/AS/002)

Awards & Recognition

1. Adjudged as one of the 50 Top performing and most popular mentors for students in ATL Tinkerpreneurs 2022 under Atal innovation Mission and Niti Aayog, GOI.

2. Adjudged as one of the 50 Top performing and most popular mentors for students in ATL Tinkerpreneurs 2023 under Atal innovation Mission and Niti Aayog, GOI.
3. Won best paper award in “Role of Government in the growth of Start-Ups”, at Global Conference on Emerging Technologies Leading Towards Sustainable Entrepreneurship, Economics, Tourism, Healthcare, Media, Education Supporting Green Environmental Practices and Business Growth" held on 8th and 9th December 2023.

Online course

1. Completed Digital Leadership Course organised by Qaspir from April 15-17, 2020.
2. Completed Assessment and Evaluation for online learning course organised by Qaspir on May 8, 2020.
3. Completed Global Marketing Management Course organised by NPTEL under Ministry of HRD, Government of India.
4. Completed financial markets and investments course organised by Globsyn Business School Online on 29th June, 2020.
5. Completed Performance management and competency mapping course organised by Globsyn Business School Online on 23rd June, 2020.
6. Completed product and brand management course organised by Globsyn Business School Online on 30th June, 2020.
7. Completed digital marketing course organised by Globsyn Business School Online on 15th June, 2020.

Language Known

- Assamese, English, Hindi, Bengali, and Punjabi

Extra Curricular Activities

- Won prizes in Paper Presentation competition
- Interested in Sports, Arts and Crafts
- Completed 3rd year of Rabindra Sangit under Prayagraj University, Allahabad
- Completed 1st year of Classical Sangit under Prayagraj University, Allahabad

Reference

Name : Dr.

Address :

DECLARATION

I do here by declare that the above statement is true to the best of my knowledge and belief.

Place: GUWAHATI

Date:

(Dr Aruna Dev Rroy)