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 <https://orcid.org/my-orcid?orcid=0000-0002-8174-9798>

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 8638346453

**Career Objective:**

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.

**Areas of Interest in Research and Academics**

Marketing Management, Advertising, Consumer Behaviour & Attitude, Dark Tourism and Corporate Sustainability.

* **Books - 2**

1. Title: Buyer Attitude and Advertising Media

Publisher: Elivia Press SRL, Republic of Moldova (Europe)

ISBN: 978-999-49-8-681-1

Publication**:** 02/03/2023

Amazon USA-  <https://www.amazon.com/dp/9994986813>  
Amazon Germany- <https://www.amazon.de/dp/9994986813>  
Amazon France - <https://www.amazon.fr/dp/9994986813>

1. Title: Multidimensional Research in Commerce and Management, Vol. 1

Publisher: RedShine Publication, Lunawada (India)

ISBN: 978-93-95456-55-5

Publication**:** November, 2022

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **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 |

* **Patents – 2**
* **Research Publications – 09 (published); 1 (accepted)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Year** | **Title of the Paper** | **Name of Journal / Book Chapter** | **Vol. / Issue / page No.** |
| 1 |  | Do common advertising variables predict the attitude of buyers towards the advertisement of durable products? A study on their individual contribution. | AIMS Journal of Management  (UGC Care I) | Accepted for Publication |
| 2 | 2021 | Empirical evidence on 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> |
| 3 | 2021 | Evolutionary framework of 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](https://doi.org/10.1108/XJM-09-2020-0151) |
| 4 | 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 |
| 5 | 2021 | Influence of S-Commerce on Consumer Buying Behaviour-Findings from Literature Review | International Journal of Global Exclusive Research | Vol. 6, Issue 2, pp.1-6 |
| 6 | 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 |
| 7 | 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 |
| 8 | 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 |
| 9 | 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 |
| 10 | 2017 | ODL in North East India: a developmental perspective | Journal of Open learning and Research Communication (Peer Reviewed) | Vol. 3, pp.101-113 |

* **Chapters in Books**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Year** | **Title of the Chapter** | **Book Details** | **Page No.** |
| 1 | 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 | 26-34 |
| 2 | 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 | 44-51 |
| 3 | 2019 | Tourism development interface: Inferences from case studies | In N.N. Sarma (Ed.), Management-The developmental perspectives  ISBN:978-93-87940-44-4 | 157-178 |

* **Paper presentation in Seminars / Conferences – 13**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Sl. No.** | **Author list (as published)** | **Title of the paper** | **Details of the conference (Name, Date, Year & Place of the conference)** | **Details of the organizer** |
| 1 | **Rishi Chakravarty** | 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 | **Rishi Chakravarty** | 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 | ICSSR sponsored and organized by IQAC, Mariani College, Jorhat |
| 3 | **Rishi Chakravarty** | 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 | **Rishi Chakravarty** | 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  **Place:** Online | Krishna Kanta Handiqui State Open University in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA) |
| 5 | **Rishi Chakravarty** | Atma-Nirbhar Bharat and Economic empowerment of rural women-a literature review approach | **Name:**  Current issues of women in light of Covid-19 pandemic  **Date:** 10-11 August 2020  **Place:** Online | Department of Commerce, Assam University |
| 6 | **Rishi Chakravarty** | Emerging trends of tourism in Assam-a study with reference to Dark Tourism | **Name:**  Recent Trends & Practices in Science, Technology, Management and Humanities for Sustainable Rural Development  **Date:** 06-07 September 2019  **Place:** USTM | Department of Rural Development, USTM in association with SIRD, Assam, NIRD & Panchayati Raj-NE Region & IIE Guwahati and supported by Krishi Sanskriti, New Delhi |
| 7 | **Rishi Chakravarty** | 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 |
| 8 | **Rishi Chakravarty** | Redressing socio-economic inequalities through open learning and developmental interventions | **Name:**  Developmental interventions and Open Learning for Empowering and Transforming society  **Date:** 16-17 December 2017  **Place:** NEDFi Convention Centre, Guwahati | Krishna Kanta Handiqui State Open University, Guwahati |
| 9 | **Rishi Chakravarty** | 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 |
| 10 | **Rishi Chakravarty** | 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 |
| 11 | **Rishi Chakravarty** | 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 |
| 12 | **Rishi Chakravarty** | 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 |
| 13 | **Rishi Chakravarty** | 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 attended - 12**

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| --- | --- | --- | --- | --- |
| 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 |

* **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 | Editor | Academic Social Research (ASR) Journal: (P), (E) ISSN: 2456-2645, Impact Factor: 5.128 |
| 4 | Member | * Guwahati Management Association * North East India Commerce and Management Association |
| 5 | Resource Person | Webinar at C-Edge College (affiliated to Nagaland Central University) |
| 6 | Completed 6 Massive Open Online Courses (MOOCs) of Coursera | 1. University of Illinois  2. University of Virginia (two numbers)  3. University of California  4. Bocconi University, Milan, Italy  5. University of Colorado |
| 7 | Empanelled Resource Person & Content writer for MBA & BBA syllabus | KKHSOU |
| 8 | Empanelled resource Person of Center for Open and Distance Learning (CODL) | Tezpur University |
| 9 | Question Paper Setter and Answer scripts Evaluator of MBA Semester Examination | Dibrugarh University, Gauhati University |
| 10 | 6 months Course in Diploma Computer Application (DCA) |  |
| 11 | Certificate: Retail Management | IIE, Guwahati |
| 12 | Certificate: Entrepreneurship Awareness Programme | Cotton College |
| 13 | Certificate | Business Head, HDFC Life |
| 14 | Certificate | Cotton College Centenary Science Celebration |
| 15 | Certificate | Microsoft Certified System Engineer (MCSE) |

* **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 – 12 Years**

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| --- | --- | --- | --- | --- | --- |
| **Sl. No.** | **Organization** | **Designation** | **Duration (from)** | **Duration (to)** | **Job Role** |
| **1** | Krishna Kanta Handiqui State Open University | Assistant Professor | 06/05/2023 | till date | Online video lectures, evaluating of learners assignment, examination related works like checking the answer scripts, tabulation, preparing self-learning materials (SLMs), |
| 1 | Assam down town University | Assistant Professor | 23/07/2018 | 13/05/2023 | **Academic Role**: Teaching, Evaluating and preparing course content and Supervising students’ projects. Courses taught in PG & UG programs are:  **P.G. level (3)**  MBA-104 Marketing Management, MBA-402 Entrepreneurship and New Venture Creations, MBA 201- Economic Environment of Business  **U.G. level (4)**  BBA-102 Principles of Management, BBA-402 Research Methodology in Marketing, BBA-505 Entrepreneurship Management, BBA-603 Consumer Behaviour  **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, Swaachta Abhiyan Committee of the University. |
| 2 | Asian Institute of Management and Technology | Assistant Professor | 01/09/2017 | 30/06/2018 | Courses Taught:  **U.G. Level:** Marketing Management, Principles of Management, Organizational Behaviour  Class Lectures, assisting students in project work, accompanying students to industrial visits, Invigilator in University semester exam, evaluating semester exam answer sheets. |
| 3 | GEA National College | Lecturer | 01/06/2013 | 14/06/2017 | Courses Taught:  **P.G. Level:** Marketing Management (Specialization), Principles of Management, Entrepreneurship Management, Production and Operations Management  Class Lectures, assisting students in project work, accompanying students to industrial visits, Invigilator in University semester exam, Placement Coordinator |
| 4 | Institute of Strategic Business Management | Lecturer | 01/07/2010 | 30/06/2012 | Courses Taught:  **P.G. Level:** Marketing Management (Specialization), Organizational Behaviour  Class Lectures, assisting students in project work, accompanying students to industrial visits, Invigilator in University semester exam, evaluating semester exam answer sheets. |

* **Work Experience – Non-Academic**

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| **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 |

* **Webinars attended - 29**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Sl. No. | Year | Topic | Organizer | |
| 1 | 2020 | Manifestation of Confinement in Literature: A Deliberation | Guwahati College | |
| 2 | 2020 | E-Commerce | Guru nanak Khalsa College, Amritsar | |
| 3 | 2020 | Use of Technology in Imparting Lessons, Designing Curriculum & Assessment | Gauhati Commerce College | |
| 4 | 2020 | Entrepreneurship as a tool for sustainable employment | Institute of Co-operartive Management | |
| 5 | 2020 | Motivating and keeping students engaged during Online training | K.R.B. College | |
| 6 | 2020 | Strategies for searching IEEE Xplore | Tezpur University | |
| 7 | 2020 | Bartender | Bartending Academy | |
| 8 | 2020 | India-Latin America Partnership: A paradigm for the 21st century | S.B. Deorah College | |
| 9 | 2020 | A Humanitarian perspective of the Pandemic | Department of Humanities and Social Sciences, Assam down town University | |
| 10 | 2020 | Challenges in Higher Education due to Covid-19 | Late DKB Science College | |
| 11 | 2020 | Challenges and Opportunities for Educator & Online Teaching World Wide, Post Covid 19 | | Rungta College of Science and Technology |
| 12 | 2020 | Online Teaching-Learnig Tools | | Assam College Librarian's Association |
| 13 | 2020 | Impact of Oral Health Education and Training | | Harvard Medical School |
| 14 | 2020 | Circular economy and the economic dimension of sustainability in the Covid era | | S.B. Deorah College |
| 15 | 2020 | The Covid-19 crisis and Business resilience | | Gauhati Commerce College |
| 16 | 2020 | Applications of Artificial Intelligence in Business | | Royal Global University |
| 17 | 2020 | Rebuilding Management education post Covid Pandemic | | Royal Global University |
| 18 | 2020 | Hospitality Industry: Post Covid-19 & Job opportunities | | Department of Hospitality and Tourism management, Assam down town University |
| 19 | 2020 | Guideline for Research Grant & research proposal writing | | Faculty of Pharmaceutical Sciences Assam down town University |
| 20 | 2020 | Science Communication” and “Analysis of Scientific Publication” | | Mizoram University under UGC STRIDE |
| 21 | 2020 | Cyber security in Online education | | Department of Computer Science & Engineering” Swami Vivekanand Subharti University |
| 22 | 2020 | Principles of Cell Signalling | | Mizoram University under UGC STRIDE |
| 23 | 2020 | How shall the Pandemic end? | | S.B. Deorah College |
| 24 | 2020 | Emotional regulation during Covid-19 | | S.B. Deorah College |
| 25 | 2020 | Research Methodology | | Loyola College (Autonomous) Chennai |
| 26 | 2020 | State of Education during Covid-19 Pandemic in Morocco | | Karmashree Hiteswar Saikia College |
| 27 | 2020 | Guidelines for Research grant and research proposal writing | | Faculty of Pharmaceutical Sciences of Assam down town University |
| 28 | 2020 | Preparation of E-resources by addressing Local requirements: A paradigm shift | | Department of Commerce, Gargaon College, Simaluguri |
| 29 | 2020 | Positive life orientation and language of happiness | | Royal Global University |

* **National Workshops**

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| --- | --- | --- | --- | --- |
| **Sl. No.** | **Year** | **Theme** | **Organized by** | **Duration** |
| 1 | 2020 | Online Basic Training On use of ICT in Teaching | Teaching Learning Centre, Tezpur University under PMMMNMTT | 2 days |
| 2 | 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 |
| 3 | 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 |
| 4 | 2018 | Training of Trainers on Retail | Retailers Association and Skill Council of India (RASCI) under National Skill Development Corporation (NSDC), Govt. of India. | 1. Days |

* **Coordinator**

|  |  |  |
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| Sl. No. | Year | Coordinator |
| 1 | 2018 | Regional Seminar |
| 2 | 2018 | Regional Workshop |

* **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** | **Contact number** | **Designation** |
| 1 | Prof. Nripendra Narayan Sarma | 9435119897 | Professor, Maniram Dewan School of Management, Krishna Kanta Handiqui State Open University, Guwahati. |
| 2 | Prof. Mukulesh Barua | 98640 65967 | Member Secretary, SLET Commission Assam (NE Region), Govt. of Assam |
| 3 | Dr. Samir Baruah | 88110 98465 | Former Corporate General Manager Indian Overseas Bank Chennai; Former Director Assam Power Generation Corporation Ltd |

**Declaration**

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

Address: H.C. Road, Bldg. No. 2, 1st Floor

Behind Ugratara Temple, Jorpukhuri par

P.O. Uzan Bazar, P.S. Latasil

Guwahati-781001 Dr. Rishi Chakravarty