

## Curriculum Vitae

1. **Name:** Prof. NRIPENDRA NARAYAN SARMA



2. **Address:**

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### **3. Telephone and email Contact Details**

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4. **Date of Birth:** 01.01.1964.

### **5. Educational Qualifications:**

- i) Ph.D. (Awarded by Gauhati University in 2000 for the thesis entitled “Role of Consumer Cooperatives of Assam in Rural Marketing – An Analytical Study”
- ii) MBA with specialization in Marketing Management and Personnel Management from Gauhati University, 1987.
- iii) Master of Arts (Distance Education) Programme of IGNOU in 2022 with ‘A’ Grade (Gold Medal in PGDDE, 2019)
- iv) Diploma in Training and Development awarded by Indian Society for Training and Development in 2001.
- v) BA with Honours in English from Cotton College, Gauhati University, 1983.

### **6. Professional Experience**

- i) Joined as Professor in Management in KKHSOU in 2016. Also serving as Director, Centre for Online Learning and Director, Maniram Dewan School of Management in KKHSOU. Served as Vice Chancellor i/c for about 15 months.

- ii) Prior to joining KKHSOU, worked in Assam Institute of Management, promoted by Government of Assam from 4th October 1990 to 18<sup>th</sup> April.2016. The last designation was Director and ONGC Chair Professor.
- iii) Worked in National Institute of Rural Development, North Eastern Regional Centre as Research Supervisor from 12.10.1989 to 31.08.1990 and supervised an evaluation study of family welfare programmes in 11 districts of Assam.
- iv) Worked in Elan Laboratories (P) Ltd., a pharmaceutical company, as Area Manager from 07.04.1988 to 11.10.1989 and looked after marketing and distribution of company products in the North Eastern Region.

## **7. Association with other Institutions/Organisations**

- i) Served as a Key Expert in a World Bank funded project for development of a Procurement Observatory in Assam (2013-15) and also served as a member of the Charter of Procurement Studies, a World Bank sponsored project for procurement education in India.
- ii) Guest faculty services have been provided to several Institutions, indicative among them are:
  - National Institute of Public Cooperation and Child Development, Guwahati
  - National Institute of Panchayati Raj and Rural Development
  - HRDC, Gauhati University
- iii) Associated with Post Graduate Correspondence School and Department of Commerce, Gauhati University; Tezpur University and Centre for Distance Education, North Eastern Hill University, Shillong and NERIST in design of programmes/courses and preparation of study materials.
- iv) Member, MTC Global, Guwahati Management Association, North East India Council for Social Science Research and NEICMA (North East Commerce and Management Association). Served Guwahati Management Association as Hony. Joint Secretary for three consecutive years 1993-1996.
- v) External Expert, CIQA Committee, Dibrugarh University
- vi) Member, Doctoral Committee in Assam Institute of management for the PhD programme of Assam Science and Technology University, Guwahati

## **8. Indicative list of Publicatiions**

### **A. Books**

- i. A book entitled “Consumer Cooperatives and Rural Marketing” published by Mittal Publications, New Delhi, 2003
- ii. A book entitled ‘Management in Social Sector’, published by Lakshi Publishers and Distributors, New Delhi, 2017
- iii. Coedited and published the Conference Volume of Selected Papers of the International Conference on Developmental Interventions and Open Learning for Empowering and Transforming Society, KKHSOU, held on December 16-17, 2017.
- iv. Edited a Volume of Articles in a book titled ‘Management-The Developmental Perspectives’ published by KKHSOU, 2019

### **B. Other Publications**

- i) A Paper titled '*xikon byawasthapana pranalir jaryate kora karmarata xikshakxokolor vikash prashikshan karyasuchi – eyar phalaprasutar oparat xahitya paryalochnar pora powa phalaphal*' (coauthored with Jul dutta)in Dwibhasi Rastrasevak, February 2023
- ii) A paper titled 'Professional Development Programmes for in-service Teachers through Online Media - Findings from Literature Review on its Effectiveness';(coauthored with Jul Dutta) published in a volume (2023) of a National Seminar on 'Role of mass Media in Education' organized by Bajali Teachers' Training College on 16-17 December, 2022. (ISBN 978-81-927429-8-4,)
- iii) A Paper titled 'Management education in technology mediated ODL platform – implications for educators in context of shifting learning path and digital divide' published in Asian Association of Open Universities Journal, Emerald Publishing Limited, April 2023
- iv) An article titled 'A Summary of Theories Concerning Capital Structure' (co authored with Dhruva jyoti Sharma) in an edited volume on 'Emerging Issues in Business, Economics and Accounting' ed. by HR Laskar et al; published by Bloomsbury India 2023 ISBN 978-93-56403-04-8
- v) Empirical Evidence on Extent of Influence of Non-advertising Sources on Purchase of Durable Goods (coauthored with Rishi Chakravarty) in IIMS Journal of Management Science, IIM Shillong, Vol 12, No.2, May-August 2021
- vi) Does Affective Appeal in Television Advertisement of Durable Goods Influence Millennials? ((coauthored with Rishi Chakravarty) in IUP Journal of marketing Management, Vol. XX, No.1. pp 59-732021
- vii) Evolutionary framework of hierarchy of effects models: exploring relevance in the shifting of customer path ((coauthored with Rishi Chakravarty) in XIMB Journal of Management, Emerald Insight, February 2021
- viii) Auto LPG as an alternative fuel and its prospects to combat air pollution in Guwahati City, Assam, India (coauthored with Manisha Sarmah) in International Journal of Research Science & Management, September 2020
- ix) Value Chain Interventions- Imperatives for Livelihood Development. (coauthored with Smritishikha Choudhury) in Pacific Business Review International, Vol. 13, Issue 1, July 2020
- x) Management and Entrepreneurship Education in Eastern India-ODL Issues , published in a collaborative edited volume of KKHSOU and NSOU, 2019
- xi) An article "Developing CSR through management education' has been published in an edited volume "Revitalization of Management Education' by Vision Book House in association with Himalaya Publishing House, New Delhi, 2014.
- xii) Published an article "Rickshaw Bank" in Vikalpa, the Journal of IIM Ahmedabad in December 2011 issue with analysis of the case by three leading authors of management from the IIMs.
- xiii) Published an article "Entrepreneurship and management education in North East India' in the edited volume 'Recent Trends in Technical Education" published by ISTE in cooperation with Macmillan Publishers. The book was released at the 38<sup>th</sup> ISTE Annual Convention held at Bhubaneswar during 19-21 December 2008.
- xiv) Presented and published a paper entitled "NGO functioning and leadership development – insights from the facilitation cum evaluation of developmental projects" in the AIMS Convention in 2008 held at Welinger Institute of Management and Research, Mumbai.

- xv) Presented and published a paper “Ethics in retailing- perceptions of management and sales personnel” in the International Conference on Marketing and Society, organized by IIM Kozhikode on April 8-10, 2007.
- xvi) Published a paper entitled “Urbanisation and Service Led Growth “in an edited volume “Informality and Poverty; Urban Landscape of India’s North-East” edited by B Datta Ray and Gurudas Das, Akansha Publishing, New Delhi,2005.
- xvii) Published an article “Targeting the PDS and other developmental issues ‘in an edited volume “Food Security and PDS Today; Failures and Successes “edited by Amalesh Banerjee, Kanishka Publishing, New Delhi,2004.
- xviii) An article entitled “Consumer Cooperatives in the Context of Changing Consumption Patterns” was published in a volume “Re-inventing Cooperatives – a 21<sup>st</sup> Century Vision” edited by Prof. B.B. Goel, published by Deep & Deep Publications, New Delhi 2001.
- xix) An article entitled “Rural Consumer Cooperatives – A New Dimension of Rural Marketing in the Changing Scenario” was published in a cooperative volume edited by Dr. KK Sen and Dr. T.R. Dash in 2001.
- xx) Information Technology and the Changing Role of the Marketing Professional” (Paper 1) and “Interpreting the Market of Global Village Through Information Technology (Paper 2) co-authored with Dr. MK Awasthi. Both the papers were presented in the 2<sup>nd</sup> International Conference on Business and Management organised by Nirma Institute of Management, Ahmedabad. The papers were published in a volume of conference proceedings edited by Prof. OK Gupta and published by Tata McGraw Hill, 2000.
- xxi) A paper entitled “Eco-Tourism in North East India – A Marketing Alternative in the Next Millennium” was presented in the AIMS (Association of Indian Management Schools) convention on Managing in the New Millennium, XLRI, Jamshedpur. The paper was published as a lead article in the Journal “Management and Labour Studies” Volume 25, July, 2000, XLRI, Jamshedpur.

## **9. Indicative list of Presentations**

- i. Conducted a session on ‘Online pedagogy and Four Quadrants Approach in a short Term Course on Online Courses, E Content Development, OER etc. organized by HRDC, GU on February 6, 2023
- ii. Chaired a session in a two day National Conference on Sustainable Development Goals; Agra Marg on 3<sup>rd</sup> June, 2023 organized by The Assam Royal Global University, Guwahati
- iii. Served as a Panelist in the National Seminar on ‘Women in Decision Making Roles in Corporates’ organized by KKHSOU on 30 November 2023
- iv. ‘Process Mapping for Quality Improvement in Higher Education – Insights from Literature Review’ a paper coauthored with Geetam Misra, was presented in SOM 23 (26<sup>th</sup> Annual International Conference of the Society of Operations Management, 14-16 December, 2023 at IIM Shillong
- v. Conducted a number of sessions in the MOOCs offered by the University in SWAYAM Platform
- vi. Presented the perspectives of the University in Raj Bhavan on 25-05-23 and also in the ODL conclave organized by Government of Assam
- vii. Contributed two modules on Business Correspondence and English for 21<sup>st</sup> century Business World in a MOOC on Functional English offered in SWAYAM

- viii. Served as Resource Person in the One Day National Seminar on Mediating Role of Quality management in Business Sustainability, organized by University of Science and Technology, Meghalaya on May 19, 2022
- ix. Presented paper titled Customer engagement and new age communication tools- insights from hierarchy of effect models in International Conference on Sociology of Social Media held on April 3, 2021 in USTM, Meghalaya
- x. 'Challenges for women leaders in the context of work life balance' - a paper (coauthored with Dr. Chayanika Senapati) was presented in the Two-Day National Seminar on Gender Sensitization in India's North East, organized by BKRI, KKHSOU, sponsored by National Commission for Women on 5-6 march, 2020
- xi. A paper "Sectoral Perspectives of Dynamic pricing' was presented in the International Seminar on E Commerce and SMEs in Developing Economies: Growth and Strategies on June 29-30, 2016, organized by Department of Management, NEHU, Tura
- xii. Participated in the 2<sup>nd</sup> International Conference on Corporate Social Responsibilities and Sustainable Development held in Jakarta, Indonesia on 02-05 June, 2014. A paper entitled "CSR Impact and Managerial Issues- Findings from Case Studies in Oil Sector Enterprises in North East India" was presented. The paper, co-authored with Dr. Mreeshi Agarwala, received the 3<sup>rd</sup> Best Paper Award (research track) in the Conference.
- xiii. Participated in the "eRNAC 1<sup>st</sup> International Ph.D. workshop on "Perspectives on Performance of Rural and Agricultural Cooperatives in Changing Environment" on September 7-9, 2009 in Giessen University, Germany.
- xiv. Presented a paper entitled' "Lifelong Entrepreneurship Education Model and its imperatives in the context of an entrepreneurially backward region" in the National Workshop on Wealth Creation through Entrepreneurship, organized by MDI, Gurgaon on 7-8 October, 2006.
- xv. "A Case Study of Assam Tourism Development Corporation" – presented in The South Asian Management Forum, 2000, published by Association of Management Development Institutions, South Asia, 2000.
- xvi. Role of Benchmarking and Quality Assurance in Management Education in the Current Context of Development of India's North East – paper presented in the AIMS, Pune Convention in 1997.
- xvii. In addition to the above, presented several papers in the seminars organised by Assam Institute of Management, Indian Institute of Entrepreneurship, North East India Council for Social Research, etc. etc.

#### **10. Indicative list of training programmes and consultancy projects handled -**

- i) Conducted a market research study and prepared the market entry strategy for an upcoming multi-specialty hospital in Guwahati. (2005)
- ii) A year-long modular programme on "Customer Relations Skills' for the Frontline Staff of Indian Airlines (1999-2000)
- iii) A series of lectures and workshops on customer orientation for the executives and staff of Guwahati Refinery, Indian Oil Corporation, a Fortune 500 Company. (2000)
- iv) Executives and Workmen Development Programmes (mainly in the areas of customer orientation and services management) for the executives and staff of Geo-Enpro Petroleum Ltd., International Hospital, Vinay Cements Ltd., Central Warehousing Corporation, National Savings Organisation, Peerless General

Finance and Investment Company, International Development Enterprise, Vaidyanath Ayurvedic Products, etc. etc.

## 11. ONGC Chair

Successfully held the ONGC Chair in Management Studies installed by ONGC at Assam Institute of Management (AIM) from September 2010 to January,2016. In addition to the training programmes and delivery of ONGC Chair lectures, following research projects were conducted under the aegis of ONGC Chair of Management Studies

- a. ONGC and CSR- Insights from Case Studies in Operational Areas of Assam (2011)
- b. Positive Psychology at Work Place- Findings from a Curiosity and Exploration Inventory (CEI) Survey at ONGC Assam Asset (2012)
- c. Energy security concerns in India- A study on the policy imperatives and the way forward (2013)

## 12. Research

- i. Six Research Scholars of KKHSOU successfully completed their PhD Programme under my supervision. Currently 8 Research Scholars are carrying out their PhD works under my supervision.
- ii. Served the University (KKHSOU) in the Academic Council, Research Council and Research Advisory Committees.
- iii. Involved in administering the admission process, conducting sessions in coursework of M Phil/PhD programme.
- iv. Served as a Member of the Committee on Minor Research project and supervised the MRP work of two scholars
- v. Served as external expert for research work evaluation of different universities .
- vi. Also serving as external expert in the Committees of Assam Science & technology University and Assam Institute of Management.

**13. Major areas of interest:** Barrier free education, cooperatives and non-corporate management, rural marketing

Place: Guwahati

Date: 07-02-2024



Nripendra Narayan Sarma

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## **A brief Introduction of Prof. Nripendra Narayan Sarma**

Prof(Dr.) NRIPENDRA NARAYAN SARMA (b1964) is currently serving as Vice Chancellor i/c in KKHSOU. He joined Krishna Kanta Handiqui State Open University, Guwahati, Assam as Professor in Management on April 19, 2016. Prior to joining KKHSOU, Prof Sarma served as Director and ONGC Chair Professor of Assam Institute of Management. He was awarded the Ph.D. degree by Gauhati University in 2000 for the thesis entitled “Role of Consumer Cooperatives of Assam in Rural Marketing – An Analytical Study”. He is an MBA with specialization in Marketing Management and Personnel Management from Gauhati University, 1987. Prior to joining the Assam Institute of Management in 1990, he worked in National Institute of Rural Development, North Eastern Regional Centre as Research Supervisor and supervised an evaluation study of family welfare programmes in 11 districts of Assam.

Prof. Sarma participated in the “eRNAC 1<sup>st</sup> International Ph.D. workshop on “Perspectives on Performance of Rural and Agricultural Cooperatives in Changing Environment” on September 7-9, 2009 in Giessen University, Germany. He was also associated with The World Bank for development of a Procurement Observatory in Assam and served as a member of the Charter of the World Bank sponsored project for procurement education in India.

Prof Sarma has been rendering Guest faculty services to several Institutions. He is also associated with the Department of Commerce, Gauhati University; Tezpur University and Centre for Distance Education, North Eastern Hill University, Shillong, in design of courses and preparation of study materials. He is an author of two books. He has two edited books to his credit. He published an article “Rickshaw Bank” in Vikalpa, the Journal of IIMA in December 2011 issue with analysis of the case by three leading authors of management from the IIMs. In addition to these he has published a number of articles in journals, edited volumes etc.

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