

Profile

Dr. Smritishikha Choudhury

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Educational Qualification:

- Post Graduate Diploma in Distance Education from IGNOU, 2019
- PhD from Gauhati University, 2013
- UGC NET qualified, 2009
- MBA from Bangalore University, 2002
- BSc. (Mathematics Major) from Cotton College, Gauhati University, 1999

Teaching Experience: 16 years (13 years in Krishna Kanta Handiqui State Open University)

2 Short Bio Note:

Smritishikha Choudhury is associated with Krishna Kanta Handiqui State Open University since 2007. She is Assistant Professor in Maniram Dewan School of Management at KKHSOU. She worked as guest faculty in Gauhati University for few months and earlier she was associated with Sikkim Manipal Study centre of Guwahati. She develops Self Learning Material for the University and also develops audio visual materials. She conducts counselling sessions for MBA learners. Her research interest is mainly on descriptive research in the field of Branding, advertising and issues related to distance education. She has four international publications in reputed journals.

Award/Accolades:

1. Received best paper award for “International Seminar on Accounting, Finance, Business, and Social Sciences in Collaboration with Alabama A&M University, USA Dates: September 14th, 15th, and 16th, 2023 (Hybrid Mode)” organised by Assam University, Silchar. Received Best Paper award for this paper with co-author Ms. Sikha Rani Baishya.
2. Received best paper award for “International e-conference on Surviving in Tough time: Strategies for success and sustainability”, titled “*e-learning initiatives in Assam, during and*

post pandemic Covid 19” organized by Prestige Institute of Management and Research (6.6.2020).

Field of Specialisation:

Marketing Management (Branding and Advertising) and H.R.

Language Proficiency: Assamese, English, Hindi

Doctoral Thesis Supervised:

1. Mathur Barman, *Learners’ cost effectiveness and Quality in Distance Education – A study on select undergraduate BBA, BCA and BCom course in Assam,2018 (Awarded)*
2. Sikha Rani Baishya, *Influence of emotions on consumer buying decision process and brand sustainability- A study on Automobile Sector in ASSAM ,2024(Awarded)*
3. Urmimala Mahanta, *The Management and Administration of the livelihood conditions of the sattras of Assam, (pursuing)*
4. Anup Karmakar *A comparative study between SHGS under NRLM and JLGS under select MFIs towards socio-economic development of their members in Barpeta district, Assam 2024(Awarded)*
5. Dipti Sitola

International exposure: Received AAOU – COL fellowship in 34th Annual Conference of Asian Association of Open Universities (AAOU2020) held from 1st -3rd June 2021 at Colombo, Sri Lanka.

Completed Research Projects/Consultancy:

- Role of Study centres in ODL System- A Case Study on KKHSOU (a minor research project completed under funding of KKHSOU in 2012-13).
- A study on the effectiveness of instructional practices adopted by different study centres of KKHSOU (a minor research project completed under funding of KKHSOU in 2014-22).

Research Publications:

1. Sitola Dipti and Choudhury S (2024) *Fostering Sustainable Practices: A Look at the CSR Efforts of Oil and Gas PSUS in Promoting Sustainability in North East India, Third Concept, January 2024, ISBN 09707247, Volume 37, No 443, pages 103-106 (UGC Care listed)*
2. Baishya, Sikha Rani; Choudhury, Smritishikha (2023) *Impact of Pre-Purchase Emotional State on Information Search and Evaluation: An Empirical Study on*

Automobile Consumers in India., *IUP Journal of Brand Management*. Sep2023, Vol. 20 Issue 3, p5-26. 22p.

3. Diwvasi Rastra swak Sitola Dipti and Choudhury S (July – August 2023) উত্তৰ পূব ভাৰতৰ লোক জীৱনৰ ওপৰত বিশ্বায়নৰ প্ৰভাৱ এক বিশ্লেষণাত্মক অধ্যয়ন Divashi Rastrasewak journal, ISSN 2321-4945, (**UGC Care listed**),pages 95-102
4. Karmakar A and Choudhury S.(2023) Challenges of SHGs: A study on SHGs members of Barpeta district of Assam, *The Clarion* Volume 12, Number 1, PP 25-30 ISSN : 2277-1697, DOI number: 10.5958/2277-937X.2023.00006.0 (date of published 02.02.2023)
5. Choudhury S, Senapati C and Sarma N.N (2023) Management education in technology-mediated ODL platform – implications for educators in context of shifting learning path and digital divide, *Asian Association of Open Universities Journal* Emerald Publishing Limited e-ISSN: 2414-6994 p-ISSN: 1858-3431 DOI 10.1108/AAOUJ-08-2022-011 (**SCOPUS indexed**) Volume 18 Issue 2,
Url:<https://www.emerald.com/insight/publication/issn/2414-6994/vol/18/iss/2>
6. Mahanta Urmimala; Choudhury, Smritishikha (2023), অসমৰ ঔদ্যোগীকৰণৰ বিকাশত সত্ৰৰ ভূমিকা , Divashi Rastrasewak journal, ISSN 2321-4945, (**UGC Care listed**).
7. Sitola Dipti and Choudhury S (2023) Exploring the Indian Perspective: Building Green Brand Equity through Corporate Social Responsibility, *Third Concept*, April 2023, ISBN 09707247, Volume 37, No 434, pages 122-126 (**UGC Care listed**)
8. Mahanta Urmimala; Choudhury, Smritishikha (2022) *Role of Sattras in developing entrepreneurship in Assam*, Prestige International Journal of Management and Research ISSN 0974-6080 ,2022, Vol. 15, Issue1- 2, p109-119p.
9. Baishya, Sikha Rani; Choudhury, Smritishikha (2022) *Impact of Consumption Emotions on Post-Purchase Satisfaction of Automotive Customers*, IUP Journal of Brand Management. ISBN 9788131427958 Jun2022, Vol. 19 Issue 2, p43-64. 22p.
10. Sitola Dipti and Choudhury S (2022) Exploring trends and opportunities in green marketing of FMCG sectors in India, *Business Practices in the age of innovation, disruption and sustainability*, ISBN 9788131427958 Volume 2, Gauhati University, pages 83-89
11. Karmakar A and Choudhury S.(2022) Role of microfinance in financial inclusion among the rural poor: A comparative study between members of SHGS and members of JLGS in Barpeta district of Assam *International Journal of Commerce and*

12. Sitola Dipti and Choudhury S (2021) Green Branding Initiatives of Patanjali Hair Care Products in the Guwahati Market: A Study, *The IUP Journal of Brand Management*, ISBN 9788131427958 Volume 18, issue 3, pages 29-44
13. Choudhury S and Senapati C (2021) Digital Education and Assam: A Case Study of KKHSOU *NSOU-OPEN JOURNAL* 4, No.1, pages 53-57, 2021, ISSN 2581-5415
14. "Value Chain Interventions – Imperatives for Livelihood Development" with co-author Prof. N.N.Sarma, is published in Volume 13 Issue 1, July, 2020 of *Pacific Business Review International* (ISSN 0974-438X). **(UGC Care listed)**
15. Analysing the relationship between Global Brand Preference with Purchase Preference and Actual Possession in Durable sector (working paper series 2017, KKHSOU)
16. Role of Study Centres in Open and Distance Learning System: A case study on KKHSOU (2016), *Journal of Open Learning and Research Communication* ISBN 2456-2742
17. Does Advertising influences on Enhancing Customer Based Brand Equity? (2014), *International Proceedings of Economics Development and Research*, (vol 79) ISSN 20104626
18. Measuring Customer Based Brand Equity for Premium Detergent Brands in the Indian Market (2014) with co-author Prof. Rinalini P. Kakati, *Pacific Business Review International* ISBN 0974-438X **(UGC Care listed)**
19. An Analytical Study of Spill-over Effect of Different Branding Elements on Customer-Based Brand (2014) co-author Prof. Rinalini P. Kakati, *The IUP Journal of Brand Management*, ISBN 9788131427958, (cited by 14)
20. Kakati, R. P., & Choudhury, S. (2013). Measuring customer-based brand equity through brand building blocks for durables. *IUP Journal of Brand Management*, 10(2), 24.

Chapters/Research Papers in Books:

Co-author/co-editor if any, title, place of publication, publisher, Year, page (no) s, ISBN No

SNo.	Name of Author1/ Editor 1, & Co- author (s) / Co-editor (s) (if any)	Title of chapter/book	Place of publication	Publisher	Year	Total Pages	ISBN No.
1	Smritishikha Choudhury, C.Senapati	Hundred years of Commerce education in North east India	New Delhi	Akansa Publishing house	2022	10	978-81-8370-616-2
2	Smritishikha Choudhury, Dipti Sitola	Business Practices in the Age of Innovation, Disruption and Sustainability	New Delhi	Excel India Publishers	2022	7	978-391-35556-2
3	Smritishikha Choudhury and Gobinda Deka	Microfinance “Management of Microfinance in India”	New Delhi	Kalyani Publisher	2021	31	578-8390522-85-5
4	Smritishikha Choudhury	Impact of COVID -19 on economy, business, education and social life, title of the chapter “e- learning	Pune	Kripa Dristi Publication	2021		978-81-948755-9-8

		initiatives of Assam, during and post pandemic Covid 19”					
	Smritishikha Choudhury, Co-author: C.Senapati	Best Practices in Open and Distance Education: Case Studies from Commonwealth Countries	New Delhi	Director, CEMCA	2021	2	978-81-88770-41-0
5	Co-author: Urmimala Mahanta	“Exploring Society life and Culture	Guwahati	SWAR NALUPI	2020	14	978-81-950083-1-5
6.	Smritishikha Choudhury	An Eclectic Study on Yoga, Physical Education and Developmental Skills” titled, Role of Educational Institutions in the Nation Building Process	Guwahati	HRDC-GU	2018	4	ISBN: 978-93-87263-39-0

7.	Smritishikha Choudhury	“Management: The Developmental Perspectives”, titled “Online Shopping in Guwahati: The Market Development Perspectives”	Guwahati	Registrar, KKHS OU	2019	7	ISBN 978-93-87940-44-4
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- Article published in *Competency building strategy in business and technology-Volume III*, 2014, titled, “Branding Strategy- Key to increase customer loyalty, a case study on Premium brand soap in Guwahati Market”, pg. no 226-231
- Article published in “*An Eclectic Study on Yoga, Physical Education and Developmental Skills*” in 2018, titled, *Role of Educational Institutions in the Nation Building Process* ISBN: 978-93-87263-39-0
- Article published in “*Management: The Developmental Perspectives*”, titled “*Online Shopping in Guwahati: The Market Development Perspectives*” 2019, ISBN 978-93-87940-44-4

Seminars/Conferences:

International:

1. Presented paper with co-author Chayanika Senapati in the "Indian Association of Social Science Institutions 22nd Annual Conference" in Hyderabad, India. Title of the paper : “Role of Business Correspondents (BCs) in Financial Inclusion for Sustainability” Dates: 2-4 November, 2023
2. Presented paper with co-author Sikha Rani Baishya in the "International Seminar on Accounting, Finance, Business, and Social Sciences in Collaboration with Alabama A&M University, USA Dates: September 14th, 15th, and 16th, 2023 (Hybrid Mode)" organised by Assam University, Silchar. **Received Best Paper**

award for this paper. The title of the paper is "The Influence of Anticipated Emotion in Purchase Intention of Automobile Buyers".

3. Presented a paper (online mode) titled “Technology in the time of disruption- A study on KKHSOU” at the 5th International Open & Distance Learning Conference - IODL 2022, organized by Anadolu University Open Education System, September 28-29-30, 2022, Eskişehir, Türkiye.
4. Presented paper (in absentia) with co- author C.Senapati, N.N Sarma “Is there Gender Divide in Online Learning? Interpretations from Under Graduate Level Management Education”, September 2022, DOI:10.56059/pcf10.3300, Conference: Tenth Pan-Commonwealth Forum on Open Learning.
5. Presented paper with co- author Sikha Rani Baishya in International Research Conference on Arts, Commerce, and Business Management (IRCACBM) titled, “The Impact of Consumption Emotion in Satisfaction Level and Post Purchase Action” held in Guwahati, India on 10th April, 2022.
6. Presented paper with co- author Ms. Urmimala Mahanta in International conference on “Assimilating the transformation in business entrepreneurial and Social practices for leaping into the future”, titled “Role of Satras in developing entrepreneurship in Assam” organized by Prestige Institute of Management and Research (19-20th February2022).
7. Participated and presented a research paper with co-author Mr. Anup Karmakar entitled, “Empowering Women through Self Help Groups: A Study on SHG Members of Barpeta District of Assam” at the International Conference (Virtual Mode) on Sustainable Development held on 7th August, 2021 at St. Kabir Institute of Professional Studies, Ahmedabad, Gujrat, India
8. Participated in the International Virtual HR Conclave organised by School of Management, JAIN (Deemed-to-be University), held on 29th May, 2021
9. Presented paper in 34th Annual Conference of Asian Association of Open Universities (AAOU2020) held from 1st -3rd June 2021 at Colombo, Sri Lanka (through virtual mode) (Received AAOU-COL fellowship for the same).
10. Presented paper in “International e-conference on Surviving in Tough time: Strategies for success and sustainability”, titled “e-learning initiatives in Assam, during and post pandemic Covid 19” organized by Prestige Institute of Management and Research (6.6.2020). **Received Best Paper award for this paper.** Url link:

<https://www.pimrindore.ac.in/pdf/Best%20Paper%20Award%20-%20Winner%20List.pdf>

11. Presented paper in International Online Conference on “Teaching learning in the time of Pandemic: Role of Online learning organized by KKHSOU”, titled “Learning rebooted in Assam: Using online and Mobile learning During and Post Covid 19 pandemic” in collaboration with CEMCA (21st -22nd April, 2020).
12. Presented paper in International Conference on Business Management (ICBM 2020) at Tripura University (27-29th Feb 2020), titled, “Agricultural Diversification: Issues, Challenges and Strategies”.
13. Presented paper in (in absentia) Pan –Commonwealth Forum, September 2019, Edinburgh Scotland titled “Education Beyond Barrier: A Case Study on the Aged Learners of KKHSOU, Assam” url link: <http://hdl.handle.net/11599/3290>
14. Presented paper in International Conference on Developmental Interventions and Open Learning for Empowering and Transforming Society in 2017, titled “Developmental Marketing in the definitional framework of rural marketing- inferences from case studies” ISBN: 978-81-934669-0-2.
15. Presented paper in (in absentia) International Seminar on Human Resource Management and Development in Digital Age organized by NEHU, 23-24th June, 2017, titled "Job Home Life Balance: A revisit into their Relationships together with gender effects”.
16. Paper presented in (in absentia) International Conference on Managing Change in Business and Economy, April 6 and 7, 2013, at Pacific Institute of Management, Udaipur, titled “Study on Customer Based Brand Equity for Selected Brands in The Indian Market (Detergent Sector)”.
17. Presented paper in International Conference on Business Management, Economics, Tourism and Technology Management (ICBMETTM 2014), May 7-8th, 2014 “Does Advertising influences on Enhancing Customer Based Brand Equity?” organised by NERIST, and South Asia Institute of Science and Technology.
18. Paper presented in Symbiosis International Conference on Open and Distance Learning (SIC- 2011), titled “Role of study centres in motivating students in ODL- A case study on Krishna Kanta Handiqui State Open University”.
19. Paper presented in “International Conference on Business Cases, 1.12.11-2.12.11” titled “Brand preference in Durable markets- with reference to traditional assamese jewellery” at Sahibabad Institute of Management Education (IME).

National:

1. Presented paper with co- author Sikha Rani Baishya in National Research Conference on Arts, Commerce, and Business Management (RCACBM) titled, “The Role of Emotions on the Need Recognition and Purchase Stage in the Automobile Sector” held in Guwahati, India on 3rd July, 2022.
2. Presented paper with co- author Ms. Urmimala Mahanta in 5th National Conference of NORTH EAST INDIA COMMERCE & MANAGEMENT ASSOCIATION (NEICMA) On Atmanirbhar Bharat the Reclamation, Reformation and Resilience, paper titled “Satradhikar as a leader for economic development of rural Assam” (23rd and 24th September, 2022).
3. Presented paper with co- author Sikha Rani Baishya in National E-Conference: Industry 4.0 and Society 5.0, 2022. The title of the paper is “The Antecedents of Consumption Emotions and their impact on post-purchase behavior in the Automobile Sector” organised by Mahatma Gandhi Central University(MGCU).
4. Presented paper with co-author Ms. Dipti Sitola entitled “Exploring trends and opportunities in green marketing and FMCG sector in India” in National seminar on “Business practices in the age of disruption, innovation and sustainability” organised by Dept. of Business Administration Gauhati University (3rd September 2021)
5. Presented paper with co-author Ms. Dipti Sitola entitled “An analytical study on green initiatives of patanjali hair care products in the guwahati market” in SAGE national conference held on 23-24th July 2021.
6. Presented paper titled “Role of Joint Liability Groups in Economic Development of its members: A study in Barpeta District of Assam” with Co- author Mr. Anup Karmakar, in the National E-conference on “Advances in Business, Management and Technology, (NCABMT 2021)” organised by Mahatma Gandhi Central University, 25th-26th June 2021.
7. Presented his/her paper titled “COVID-19 and Its Impact on Tourism” in the National Webinar on “COVID-19: Impact on Society, Education and Economy” Organized by School of Professional Studies (SPS) of Netaji Subhas Open University on 12/08/2020.

8. Presented paper in National Seminar on Gender Sensitisation in India's North East: Issues and Challenges, titled "Empowering Women through Open and Distance Education- A case Study of KKHSOU" (5th -6th March 2020).
9. Presented paper in National Seminar on Role of Skills and Talent Development in National Economy organised by ICFAI and ICSSR, titled, "Skill Development in Tourism and Hospitality Industry- Exploring options through ODL mode" (28th Feb and 1st March 2017).
10. Presented paper in UGC Sponsored National Seminar on Role of Distance Education in Socio-Economic Development of Assam, 20.1.12-21.1.12, titled "Role of ODL in Assam" at Darang College, Tezpur.

1. Webinar attended:

1. Attended Webinar on Ethical Issues and Use of Anti Plagiarism for Academic Integrity on dated 26.04.2020
2. A talk on "Work dynamics in the Digital Era" on dated 6th July, 2020.
3. Virtual talk on "Skill Development of the Youths and Employability: The possibilities of KHSOU" on dated 8th July, 2020.
4. Virtual talk on "Administration during Pandemic Situation" on dated 9th July, 2020.
5. COVID 19 & Mental Health organized by KKHSOU on dated 11th July, 2020
6. "Livelihood issues among India's Informal Workforce during the Pandemic" on dated 12th July, 2020.
7. "Gender in the Post COVID Era" on dated 16th July, 2020
8. International Webinar on "Prevention and Cure of Disease Through Ayurveda in the Time of Crisis" on 21st July 2020
9. "Distress of Migrant Workers due to Pandemic with reference to Assam" on 22nd July 2020.
10. Three days International Workshop on "Design, Develop And Implement Effective Online Teaching" dated 29th July, 30th July and 1st August 2020.
11. Webinar on "Revamping the Economy in the Post covid era", August 4, 2020.
- k. National webinar on "Has the agrarian question become redundant in Assam? Covid 19 and Assam's agriculture" on August 22, 2020.

12. participated in the Online International Conference “Issues and Challenges in Translation and Translation Studies in Russian and South Asian Languages” held on September 30, 2020.

13. Webinar attended on The Concept of ODL and Nation Building (Date: 27/10/2020)

14. Webinar attended on “Towards an Entrepreneurial Journey” organised by MDSOM KKHSOU on 27.04.24 on the occasion of celebration of Birth anniversary of Maniram Dewan.

Participations in Workshops/Training Programmes:

Seminar/Workshop/Conference/Symposium organized/participated/paper presented:

Sl. No.	Title of the Seminar/Workshop/Conference	Organizing Agency with date
1	Development of Self Learning Material	KKHSOU and DEC, 15 th -17 th December, 2007
2	Post Conference Workshop IDEA 2008	STRIDE, IGNOU, 17.11.08
3		
4	Research Methodology Course in Development Studies	OKD, 1 st Dec to-10.12.08
5	Development of Research proposal in Distance and Open learning	GU, IGNOU and KKHSOU, 9-10 th May, 2009
6	Workshop on Producing Open and Distance Learning courseware using metamorphosis	COL, UNESCO, KKHSOU, 29 th June-1 st July, 2009
7	Technology Enhanced Learning	Directorate of Distance Education, Jadavpur University 23.07.09
8	e- Content Design and Development	Directorate of Distance Education, Jadavpur University 24.07.09-25.07.09
9	International Conference on Business Cases	IME, 2-3 rd Dec 2010
10	National Conference on Economic Development of Assam (In the context of North-East Juxtaposition and Look East Policy)	KKHSOU, Dec. 13-15, 2010
11	Intellectual Property Rights Sentization Workshop	Tezpur University, Dec. 23, 2010

12	Attended F.D.P. on Entrepreneurship in I.I.E.	Indian Institute of Entrepreneurship, Guwahati, 15.2.10-26.2.10
13	SLM writing and Research Methodology	KKHSOU and DEC, 11 th – 14 th March, 2013
14	International Conference on Managing Change in Business and Economy	6-7 th April, 2013
15	Workshop on Development of SLM for Distance and Online learning	IGNOU, Delhi, 14-18 Feb, 2011
16	Workshop on SLM Writing and Research Methodology	KKHSOU in collaboration with DEC, March 11-14,2013
17	Workshop on Open Educational resources for Development	CEMCA and KKHSOU, 15-17 th October, 2014
18	National Conference on Social Sector Development and Governance Issues in the North East	KKHSOU, 28-29 th Nov, 2015
19	National Seminar on Role of Skills and Talent Development in National Economy	ICFAI and ICSSR, 28 th Feb to 1 st March 2017
20	Techniques and Skill Development on Question paper setting	KKHSOU, 21 st April, 2017
21	International Seminar on Human Resource Management and Development in Digital Age	NEHU, 23-24 th June, 2017
22	Case Based Methodology	IBS and ICFAI, 18 th July 2017
23	International Conference on Developmental Interventions and Open Learning for Empowering and Transforming Society	KKHSOU, 16-17 th Dec, 2017
24	Training of Trainers on Gender Equity	RGNIYD and KKHSOU, 7-9 th January, 2018
25	Adoption and Developments of MOOCs in KKHSOU	KKHSOU and IGNOU, 28 th - 29 th June, 2018
26	Two Days Faculty Development Workshop	CIQA, KKHSOU, 18 th – 19 th November, 2018
27	Two Days workshop on Choice Based Credit System	KKHSOU, 28.12.2018 and 29.12.2018

28	Training Programme on Organisation wide Quality Management	KKHSOU, 1.11.2019
29	participated in the three-day Online Workshop on “Capacity Building of Academic Counsellors of KKHSOU”, scheduled during 16,17 & 18 June, 2020, organized by Krishna Kanta Handiqui State Open University, Guwahati, Assam, in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi.	
30	participated in the four-day Online Capacity Building Workshop for Teaching and Academic Staff on Development of MOOCs for ODL Learners held on 22, 23, 24 & 25 June 2020	June, 2020, organised by Krishna Kanta Handiqui State Open University, Guwahati, Assam, in collaboration with Commonwealth Educational Media Centre for Asia (CEMCA), New Delhi.
31	Participated in the International Virtual HR Conclave organised by School of Management, JAIN (Deemed-to-be University), held on 29 th May, 2021	Jain School of Management, 29 th May, 2021
32	Participated in Online introductory workshop on Systematic review on 5.9.2020	Rehoboth Academic Services, Bengaluru
33	Participated in an Online Curriculum Workshop conducted in December'20 on BBA in Rural Management and MBA in Rural Management conducted by Mahatma Gandhi National Council of Rural Education, Hyderabad.	Mahatma Gandhi National Council of Rural Education, Hyderabad.
34	Participated in the Regional meet of Institution’s Innovation Council, MoE’s Innovation Cell	AICTE,IIC, MoE’s IC at Royal Global University , Guwahati, 04/08/22

35	Participated in Online faculty development Programme on “Data analysis using SPSS and AMOS”organized by St. Kabir Institute of Professional Studies	St. Kabir Institute of Professional Studies from July 1 to July 5, 2023
36	Participated in one day FDP on “Recent Trends in the Development of MOOCs & Online Programmes” organized by KKHSOU.	24 th April 2024
37	Participated in the One Week National level Online Faculty Development Program on Outcome Based Education and Application of Generative AI in Teaching and Research, organised by the Internal Quality Assurance Cell (IQAC) of Gauhati University, Assam in association with IPSR solutions limited from 17 April 2024 to 24 April 2024	17 April 2024 to 24 April 2024

Audio-Visual Programmes:

1. YouTube video programmes on:
 - Leadership (2019)
 - Introduction to MBA programme (2019)
 - Structure of the course and details of BBA programme (2019)
 - A discussion on Case Study (2019)
 - Principles of Management and Organisational Behaviour (2019)
2. Two video power points presented on Introduction to Marketing Management (2020)
3. Facebook live class on Project preparation (2020).
4. Two video power points presented on Consumer Buying Behaviour (2020)
5. Video lecture (in Assamese) on Introduction to Marketing management (2022)

Experience of Holding Conference:

- Joint Convenor of International Conference on “Livelihood issues in developing countries- Role of ODL, (Ref. No. KKHSOU/International Conference /04/2017/PT/40 issued on 16th May, 2019)

Resource person:

1. Invited to deliver talk on “Research Methodology” at Darwin School of Management, dated 15.3.14.
2. Invited to conduct a session in FDP on “Advertising and Integrated Communication” at Asian Institute of Management, dated 23.11.17.
3. Invited to deliver a talk on “Research Methodology” at Asian Institute of Management, dated 3.4.18
4. Delivered lecture on Resource management at NIPCCD on 30.10.18.
5. External Examiner for MBA 3rd Sem, dated 14.06.17 at Royal Global University
6. External Examiner for MBA 3rd Sem, dated 14.06.18 at Royal Global University
7. Invited as a resource person in Tepesia, to conduct “Workshop on Brand Building” 18.02.21.
8. External Examiner for BBA 5th Sem, dated 05.01.22 at Royal Global University
9. External Examiner for MBA 3rd Sem, dated 06.01.22 at Royal Global University
10. External Examiner for MBA 3rd Sem, dated 06.01.22 at Gauhati University
11. Resource person for “Capacity building and training programme of UG and PG female learners, KKHSOU dated 22.03.22)
12. External Examiner for BBA 3rd Sem, dated 06.01.23 at Royal Global University
13. External Examiner for MBA 3rd Sem, dated 21.12.23 at Royal Global University
14. External Examiner for MBA 3rd Sem, dated 22.01.23 at USTM
- 15.

Contribution to the Management of KKHSOU:

1. Member of Academic Council of KKHSOU till 2015.
2. Member of a committee to frame rules and regulations for provision of organizational loan to the employees (2010).
3. Member of Internal Complaint Committee (2010)
4. Convenor of “Invitation Committee” for first convocation of KKHSOU (2014)
5. Member of NAAC Assessment Report preparing Committee (2017)
6. Member of Internal Complaint Committee (2015)
7. Member of Examination Discipline Committee (2015)
8. Member of Unfair mean Committee (2015)
9. Member of framing policy for recruitment of Gr.II and Gr.III (2009)

10. Member of Vision Document preparation Committee (2011)
11. Member of Quality Assurance Toolkit Committee (2019)
12. Member of Issue Identification Committee (2019)
13. Member of NAAC assessment Committee as a Team Leader Criterion VII (2019)
14. Member of “Committee for Design and Execution of MRP on programme effectiveness Research (2019)
15. Member of “Action group for Puran Sukurberia Village”, (2019)
16. Member of “Screening Committee” for the National Seminar on “Gender Sensitization in India’s North East: Issues and Challenges” held on 5th -6th March, 2020 (2019)
17. Convenor of “Committee for implementation of guidelines for Gender Champions of the University” (Ref No. KHSOU/Internal Complaints Committee/53/2017/42 issued on 15.06.20)
18. Member of “Committee for Complaints handling mechanism” (Ref No. KHSOU/REG/GEN/11/2009/203 issued on 12.05.20)
19. Member of “Reviewing feedback mechanism for CIQA” (Ref No. KHSOU/CIQA/81/2009/217/221 issued on 31.10.20)
20. Convenor of Working Paper Committee (2019)
21. Member of “Action group for Puran Sukurberia Village”, (2019)
22. Reviewers for publication of proceedings “International Online Conference”, April 21
23. Members for submission of AQAR and other particulars to NAAC for Assessment & Accreditation related matters (Ref. No. KKHSOU/ Irl AAC Assessment/ 35/ 2017/ PART/ 12SS) dated 14.03.22
24. Members in the committee on “Quality Assurance Policy” (Ref: KKHSOU/Committee I 3 6 I 20 1 7 I 5 4// 1243), dated 07.03.22)
25. Appointed as Coordinator CIQA (Ref No. KHSOU/CIQA/81/2009/246/1511 issued on 30.06.22)
26. Member of Research Advisory Committee (RAC) under Research Programme and Policy Development Committee (Ref: KKHSOU/CIQA/81/2009/273/1828) issued on 22.11.23
27. Member of Tender Committee

Member of the Professional Societies/Scientific Bodies:

- (a) Life member of North East India Commerce and Management Association
- (b) Member of Bangalore Management Association (life time membership)
- (c) Member of All India Management Association
- (d) Member of MTC global
- (e) Editorial member of International Centre of Economics, Humanities and Management.

12. Professional Programmes Completed:

- I. Completed Online faculty development Programme on “Data analysis using SPSS and AMOS” organized by St. Kabir Institute of Professional Studies St. Kabir Institute of Professional Studies from July 1 to July 5, 2023 Completed NEP orientation and Sensitization programme organized by MMTP of UGC organized by North East Hill University, Shillong from 5.12.23 to 15.12.23
- II. Completed FDP from IIT Roorkee under NPTL-SWAYAM platform on “Marketing Research Methodology” (8 weeks, 2 credit course) August 2021 to October 2021.
- III. Completed FDP on Development of course for SWAYAM (MOOC) from NSOU, 19th May 2021 to 2nd June 2021.
- IV. Completed successfully AICTE Training and Learning (ATAL) Academy Online FDP on "Entrepreneurship and Start-up Opportunities through Tourism & Hospitality Business" from 2020-9-14 to 2020-9-18 at Mizoram University.
- V. Completed Online Refresher Course in Management in March 2020, AICTE approved, at SWAYAM platform organized by NPTL.
- VI. Refresher Course: Participated in HRDC GU from 7th March to 27th March, 2018
- VII. Orientation Programme: Participated in HRDC GU from 21st August to 17th September, 2017.
- VIII. Attended F.D.P. on Entrepreneurship in I.I.E. Indian Institute of Entrepreneurship, Guwahati, 15.2.10 to 26.2.10.
- IX. Completed course on Research Methodology in Development Studies in OKD, 1st Dec to-10.12.08

5. Participating in MOOCS:

- a. Completed online refresher course in Management, AICTE approved, at SWAYAM platform organized by NPTL (2020).

- b. Completed four weeks MOOC course on “Understanding Open Educational Resources using Technology enabled learning Lounge”, June, 2020.
- d. Completed four weeks MOOC course on “Using Open Educational Resources for Online Learning: an Introduction”, July 11, 2020.
- e. Completed four weeks MOOC on “The Blue Economy: Sustainability, Innovation and our Ocean” July 2020.
- f. Completed four weeks MOOC on “Introduction to Technology Enabled Learning”, July 2020
- g. Completed four weeks MOOC on “Digital literacy Lab for Educators”, October 2020.
- h. Completed four weeks MOOC on “Academic Counselling for ODL learners”, 02.11.2020 to 03.12.2020.
- i. Completed four weeks MOOC on “Academic Counselling for ODL learners II”, 19.04.2021 to 30.05.2021.
- j. Completed four weeks MOOC on “Introduction to statistical analysis”, 01.05.2021 to 10.06.2021.

a) Details of MooC course developed during the period ;

Name of the faculty	Title of the Course	Name of the Programme
Dr. Smritishikha Choudhury	MOOC on “Introduction to Functional English” approved by IGNOU, SWAYAM.	1.Module developed on “English for Marketing”
	MOOC on “Introduction to Distance and Digital Education”	1. Curriculum Evaluation in Distance Education 2. Evaluation Process in Distance Education

6. Any other academic activity

- a. Presented paper in “International conference on Surviving in Tough time: Strategies for success and sustainability” on 6.6.2020.
- b. Prepared LOCF for MBA programme.
- c. Provided suggestion under Guru Dakshta committee.

d. Syllabus prepared Rural Development course and participated in discussion meeting with NIRD.

e. Contributed in Swayamprbha
<https://www.swayamprabha.gov.in/index.php/program/current/20/34378>

f. Represented University at Institution's Innovation Council (IIC) regional meet at Royal Global University on 4th August, 2022