



EDUCATION	<p>PhD in Management (<i>Pursuing</i>) <i>Indian Institute of Management Shillong</i> 2023 - present</p> <ul style="list-style-type: none"> • Area: Marketing • Thesis Topic: Enhancing Customer Engagement in the Digital Age: The Impact of AI, AR, VR, and MR on Consumer Behavior <p>Master of Commerce (<i>MCom</i>) <i>Gauhati Commerce College</i> 2020 - 2022</p> <ul style="list-style-type: none"> • Specialization: Management and Marketing <p>Bachelor of Commerce (<i>BCom</i>) <i>Gauhati Commerce College</i> 2017 - 2020</p> <ul style="list-style-type: none"> • Specialization: Management and Marketing
EMPLOYMENT	<p>Gauhati Commerce College <i>Assistant Professor (On contract)</i> Sept. 2022 - May 2023</p>
QUALIFICATION	<p>UGC-NET and JRF <i>Commerce</i> 2022</p> <p>SLET <i>Commerce</i> 2022</p>
PUBLICATIONS	<p>1. Jain, N., Sharma, S., & Deb Barman, R. (2023). Northeast India: the convergence point of India’s Act East Policy and Japan’s vision for free and open Indo-Pacific. <i>Res Militaris</i> (Vol. 13, Issue 2, pp. 6726–6727). [SCOPUS IF: 0.46]</p>
BOOK CHAPTERS	<p>1. Jain, N., & Sarma, S. (2022). NEP 2020 and achievements of SDG 4 - A myth or reality. In <i>National education policy and its implementation strategy</i> (ISBN 978-9395606-00-4), Chapter in Edited Book.</p>
CONFERENCES	<p>International Marketing Conference - 3 (iMarC-III) IIM Shillong 2024</p> <ul style="list-style-type: none"> • Paper Title: IPL: Revolutionizing Domestic and international cricket through strategic marketing and growth <p>6th Annual Conference of NEICMA and International Seminar on Sustainable Development: Business Policy Management Practices Shillong College 2023</p> <ul style="list-style-type: none"> • Paper Title: Promoting Carbon Financing Through Corporate Social Responsibility in Assam- A Step Closer To Sustainable Development <p>BIZ-2025 International Conference Loyola College, Chennai 2022</p> <ul style="list-style-type: none"> • Paper Title: Work life and health balance of faculty of higher educational institutions – a comparison of public and private sector higher educational institutions of Guwahati city <p>International Conference on “Act East Policy and Indo-Pacific Developments: Problems and Prospects for the Northeast Region of India <i>The Assam Royal Global University</i> 2022</p> <ul style="list-style-type: none"> • Northeast India: The Convergence Point of India’s Act East Policy and Japan’s Vision for Free and Open Indo-Pacific
SKILLS	<p>Subject Proficiency: Marketing Management, Marketing Strategy, Retail Management</p> <p>Research Skills: Regression Analysis, PLS SEM, Case Studies</p> <p>Software: R, VOSViewer</p>