

## Faculty Profile Format

### **Personal Information:**

**Name:** Barsha Borah

**Designation:** Assistant Professor

**Department:** Business Management

**Contact No:** 9401630073

**Email:** barshaborah511@gmail.com

### **Academic Qualification:**

**M.Phil.,** Dibrugarh University, 2017

**M.Com.,** Gauhati Commerce College, 2013

**B.Com.,** Gauhati Commerce College, 2011

**Class XII(Commerce),** K.V.No.1, Tezpur, 2008

**Class X,** K.V.No.1, Tezpur, 2006

**Area of Specialisation:** Management and Marketing

**Professional Experience:** 6 years of Teaching Experience

**Courses Taught:** Business Studies (HS), B.Com General and Marketing Speciality

**Papers**

### **Awards/Fellowship/Achievements:**

- Prof. Manubhai M.Shah Memorial Research **Award** and The Gold Medal for the paper entitled “*An Empirical Study on Consumer Perception towards Online Shopping over Traditional Mode of Shopping: A Study in Guwahati city*”-66<sup>th</sup> All India Commerce Conference (ICA, Bangalore).

## **Research, Scholarly, Professional Activity:**

### **Research Publication in Journals:**

- Quarterly publication of the Indian Commerce Association vol-67 no. 4 Oct-Dec2014 article entitled “*An Empirical Study on Consumer Perception towards Online Shopping over Traditional Mode of Shopping: A Study in Guwahati city*” with ISSN 0019-512X.
- An article entitled “**Role of Sensory Marketing in Building Customer Patronage-A Case Study of Domino’s Pizza Outlets**” published in Journal of Emerging Technologies and Innovative Research with ISSN: 2349-5162. An article entitled “**Green Entrepreneurial Practices Among Small and Medium Enterprises in Assam with Special Reference to Jorhat District** ” published in Adalya Journal with ISSN: 1301-2746.

### **Books Published:**

- **Consumer Behaviour**( Post Graduate Self Learning Material), published by KKHSOU, ISBN: 978-93-89955-66-8.
- **New Venture Planning**(B.Com.Hons. Third Semester, Gauhati University) published by **Kalyani Publishers**.

### **Chapters in Books Published:**

- A book on Trade, Commerce and Industry of Assam(BANIZ) published by Sibsagar Commerce College with ISBN 81-202-8773-8/978-81-202-8773-0 article entitled “*A Study on the Problems and Prospects of Heritage Tourism in Tezpur City under Sonitpur District*”
- An article entitled “**Corporate Responsibility of Topcem Cement in Assam**” published in Divergence, ISBN-978-93-83230-40-2 published by IQAC, CKB Commerce College, Jorhat.
- An article entitled “**Corporate Social Responsibility and Cause Related : An overview to customer Perspective**” published in Corporate Social Responsibility-a book of selected research papers published by CKB Commerce College, ISBN-978-93-5311-254-7.

### **Papers Presented in conference:**

#### *National Seminar*

- Paper entitled “ **Pros and Cons of FDI in the Retail Trade Structure in Northeastern States especially in the Organized Retailing.**” presented in ICSSR sponsored national seminar organized by Department of Commerce , Gauhati University held on 30-31 March, 2013.
- Paper entitled “ **Financial Inclusion, Essence for Empowering Rural Women : A Study with special reference to Assam.**” presented in ICSSR sponsored national seminar in Department of Business Administration , Tezpur University held on 25-26 October, 2013.

- Paper entitled “ **Emergence of MSME : A Study with special reference to Assam.**” presented in AICTE sponsored national seminar organized by Department of Management, Assam Downtown University held on 8-9 November,2013.
- Paper entitled “**An Empirical Study on Consumer Perception Towards Online Shopping Over Traditional Mode of Shopping : A Case Study in Guwahati City.**” presented in 66<sup>th</sup> All India Commerce Conference of The Indian Commerce Association held at Department of Commerce, Bangalore University, Bangalore from 5-7 December, 2013.
- Paper entitled “**An Empirical Study on Consumer Perception towards International Fast food Restaurants in Guwahati City.**” presented in 67<sup>th</sup> All India Commerce Conference of The Indian Commerce Association organized by KIIT University, Bhubaneswar from 27-29 December, 2014.
- Paper entitled “ **Challenges and Opportunities of Vegetable Street Vendors with special reference to Jorhat town**” presented in first Conference of NEICMA organized by Gauhati Commerce College on 23<sup>rd</sup> and 24<sup>th</sup> September, 2016
- Paper entitled “**Corporate Social Responsibility and Cause Related : An overview to customer Perspective**” presented in National seminar organized by CKB Commerce College.

#### *International Seminar*

- Research article entitled “**Corporate Social Responsibility of Topcem Cement in Assam.**” presented in 67<sup>th</sup> All India Commerce Conference of The Indian Commerce Association organized by KIIT University, Bhubaneswar from 27-29 December, 2014.
- Research paper entitled “**Green Entrepreneurial Practices Among Small and Medium Enterprises IN Assam with Special Reference to Jorhat District.**” presented in International Conference organized by Department of Commerce, Assam University Diphu Campus held on 27-28 November, 2015.

#### **Workshop/STC:**

- **Neo Hindi Writer Expert in Non Hindi Writer’s Workshop organized by Central Hindi Directorate, New Delhi in CKB Commerce College from 05-10-2015 to 12-10-2015**
- **Women’s Right and Gender Relation workshop organized by DCB Girls’ College, Jorhat**
- **Faculty Dvelopment Programme on Application of Statistics in Social Sciences organized by Department of Commerce, Gauhati University from 02-01-2019 to 08-01-2019**

#### **Other Social Activities:**

#### **Membership in Different Institutions:**

Life Member of Indian Commerce Association  
 Life Member of NEICMA  
 Member of All Assam College Teachers Association



