

Curriculum Vitae

Personal information:

Name: Dr. Ananya Sarmah

Designation: Assistant Professor, CKB Commerce College, Jorhat

Area of specialization: Accounting and Finance

Academic qualification:

1. PhD, Department of Commerce, Dibrugarh University, 2022
2. M.Com, Department of Commerce, Dibrugarh University, 2014
3. B.Com, Darrang College, Tezpur, 2012
4. Higher Secondary, Darrang College, Tezpur, 2009
5. HSLC, St. Joseph's Convent School, Tezpur, 2007

Professional experience:

1. Assistant Professor, CKB Commerce College, Jorhat, 2023 onwards.
2. Guest Faculty, Department of Commerce, Tezpur University, 2021-2023
3. Assistant Professor, Shreebharati College, Dibrugarh, 2016-2020
4. Assistant Professor (Contractual), Gauhati Commerce College, 2014-2015

Awards and achievements:

1. Cleared SLET, NE Region, 2016
2. Won the 6th position in the all-Assam Matheletics Competition held by Assam Academy of Mathematics, 2006

Research activities:

Seminars and Conferences:

1. UGC sponsored National Seminar on the topic "Setting up of Multinational Corporations in North-East India: A Feasibility Study" at Paschim Guwahati Mahavidyalaya, Guwahati.
2. UGC sponsored National Seminar on the topic "Business Ethics and post-1991 Business Scenario of India" at Tinsukia College, Tinsukia.
3. UGC sponsored National Seminar on the topic "Rural Marketing in Assam: Role of the Unorganised Markets (Haat)" at DKD College, Dergaon.
4. UGC & ICSSR sponsored National Seminar on the topic, "Saving Habits of Students: A Comparative Analysis Between Students Staying at Home and Students Staying at Hostels" at Margherita College, Margherita.
5. ICSSR & NERC sponsored International Conference on the topic, "Chief Minister's Start-up Fund- SAROTHI: A Study with Special Reference to Dibrugarh District" at Assam University, Diphu Campus, Diphu.

6. International Conference on Changing Business Paradigm, (ICCBP) (Theme- Contemporary Issues and Challenges in Business Management: Post-Covid 19) on the topic, “Non-Performing Assets in Priority Sector Lendings by Banks: A Study with reference to Agriculture, Micro Enterprises and Advances to Weaker Sections” organized by Management Development Institute, Murshidabad.

Publications:

1. “Employees’ Perspective on Internet Banking Regulations and Their Impact on Banks” in the July-September, 2015 issue of Advances in Economics and Business Management.
2. “Online Advertising and its Impact on Consumer Buying Behaviour” in the proceedings volume of Information Technology and its Impact in Business.
3. “Role of Regional Rural Banks in Rural Financing in Assam” in the proceedings volume of Rural Financing in North Eastern Region of India: Issues and Challenges.
4. “Basel III in Indian Banks: A Review of Literature” in the May-June, 2017 issue of IRACST-International Journal of Commerce, Business and Management.
5. “A Study on the Ethical Aspects of the Public Distribution System: With Reference to Jamirah Gaon Panchayat Samabay Samiti of Dibrugarh District” in the October, 2017 issue of International Journal of Research- Granthaalayah.
6. “Deposit Mobilisation and Credit Creation by Indian Banks: A Study of State Bank of India (SBI) and ICICI Bank” in September, 2021 issue of International Journal of Advances in Engineering and Management.
7. “Covid19 Outbreak and its Effect on the Stock Market” in the proceedings volume of Business Practices in the age of Innovation, Disruption and Sustainability.

Workshops/FDPs

1. Seven Day Faculty Development Programme (FDP) in Online Mode for University and College Teachers on Preparation of Self-Learning Materials for University and College Learners organized by Dibrugarh University, Assam, India, 12th May 2020 to 18th May, 2020
2. One Week Online National Level Faculty Development Programme (FDP) organized by Department of Commerce, Dibrugarh University, Assam, from June 1, 2020.
3. One Week Online Faculty Development Program (FDP) on “Moodle Learning Management System” organized by IQAC, Jagannath Barooah College (Autonomous), Jorhat, Assam in association with Spoken Tutorial, IIT Bombay, 25 June - 1 July, 2020.
4. National Webinar on “National Education Policy 2020-Impact & Implications” organized by the Department of Commerce, University College of Commerce and Business Management, Osmania University, Hyderabad, T.S. In collaboration with Indian Council of Social Science Research- Southern Regional Centre, Hyderabad, Telangana State, August 2020.

Courses completed:

1. Self learning online course on “Understanding Open Educational Resources” offered by the Commonwealth of Learning, Canada, 2020.



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