

Bio – Data



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- **Date of Birth:** 24.01.1984
- **Gender:** Female
- **Nationality:** Indian
- **Academic Qualifications :** MBA, Ph.D
- **Academic Position:** Assistant Professor (Stage II, Academic Level-11),
Dept. of Business Administration, Assam University, Silchar.
- **Area of Specialisation/Interest:** Sales & Marketing Management, Marketing
Communication, Advertising Management, Tourism Marketing.

Paper Presented in Seminar/Conference

1. “A study of the Marketing Innovation Practices in select Higher Education Institutions in Bangalore”, presented in 13th IBA International Conference on Marketing-MARKCON 2020, Indus Business Academy, Bangalore.
2. “Organisational Participation & Decision Making: Developing a measure for Corporate Gender Empowerment”, poster presentation in the 7th PAN IIM World Management Conference, IIM Rohtak.

3. Role of Integrated Marketing Communication in promotion of Heritage Destinations in Assam, NASMEI Summer Marketing Conference, IIM Indore, 26th -28th July,2019.

4. A study of Innovative Trends in Higher Education Marketing in India, ICBIT-2020, Conference on Marketing in Digital Era, MDI Murshidabad.

5. "Gender Barriers in Professional Courses: A Comparative Study of Management and Engineering Students in Silchar", National Seminar on "Women in Contemporary Era", Dept of Commerce, Assam university, Silchar.

Journal Publications:

Title of the Paper	Name of the authors	Name of Journal	Year of Publication	Name of Publisher	ISSN Number
A study of the Marketing Innovation Practices in select Higher Education Institutions in Bangalore	Dr. Nilanjana Chakrabarty, Sraboni Sarkar	3D- IBA Journal of Management & Leadership, Vol-12, Issue-1	2020	IBA Publication, Bangalore	2230-7524
Heritage Tourism Destination: A review of Select North Eastern States of India	Dr. Nilanjana Chakrabarty, Dr. Juthika Konwar	Inspira Journal of Commerce, Economics & Computer Science, Vol.4, No. 4	2018	-	2395-7069
Integrated Marketing Communication as an element of Visitors' Selection of Heritage Destination: A theoretical Framework	Dr. Nilanjana Chakrabarty, Dr. Juthika Konwar	International Journal for Research in Engineering Application & Management, Vol.5, Issue 10	2020	-	2454-9150

Conference Proceedings:

Title of the paper	Name of the Authors	Title of the conference Proceedings	Name of the conference	National /International	Year of publication	ISSN/ISBN	Name of Publisher
Role of Integrated Marketing Communication in Promotion of Heritage Tourist Destinations in Assam	Dr. Nilanjana Chakrabarty	Smart Marketing in Digital Age	Summer Marketing Information System Conference	International	2019	978,1786 35-428-0	Emerald Publishing
A Study on Problems & Prospects of Higher Education Marketing in India		Proceedings of Advanced Research Society for Science and Sociology	International Conference on Business Management and Social Innovation	International	2019	2341-9500	IEEE Forum/ Digital Xplore

Book Edited:

Ghosh D, Konwar. J, Chakrabarty N (2019). *Cashless Economy: Issues & Perspectives*, Mittal Publications.

Details of the Research Projects: Completed Research Project under Indian Council of Social Science Research, New Delhi on the topic: Role of Integrated Marketing Communication on Visitors' Selection of Heritage Destination: A Study on Select North Eastern States of India.