Bio-Data

Dr. Juthika Konwar

Assistant Professor
Department of Business Administration
J. N. School of Management Studies
Assam University (A Central University)
Silchar, 788011, Assam

E-mail: juthikakonwar@gmail.com

Mobile: +91 9435370827



Journal Publication Information

Title of the paper	Journal name	ISSN No	Co-Author	Year	pg	Publisher
Digitalisation of Training and Reskilling of Workforce in IT Organisations- A Theoretical Overview	Journal of the Social Sciences Vol 48, No 3	0975- 8935	Soma Chakrabort y	2020	3510- 3520	Academic Publication Council, Kuwait
HR Analytics: A way forward to foster Workplace Happiness Through Discretionary Effort	Mukt Shabd Journal Vol IX, Issue VII	2347- 3150	Rituparna Roy & Anirban Das	2020	1996- 2002	Shabdbooks
Workplace Happiness: A Conceptual Framework	International Journal of Scientific & Technology Research Vol 9, Issue 1	2277- 8616	Rituparna Roy	2020	4452- 4459	International Journal of Scientific & Technology Research
Integrated Marketing Communication as an Element of Visitors' Selection of Heritage Destination	International Journal for Research in Engineering Application & Management Vol 5, Issue 10	2454- 9150	Dr. Nilanjana Chakrabarty	2020	39-46	International Journal for Research in Engineering Application & Management
Study of Corporate Practices of Signatory Indian Oil & Gas Companies Adhering to UNGC Principles on Environment	International Journal of Management, IT & Engineering Vol 9 Issue 5(2)	2249- 0558	M. Upadhya, Dr. Bindu Agarwal, & Dr. P. C. Pandey	2019	312- 341	International Journal of Management, IT & Engineering
Can Psychological Contract create Workplace Happiness?	International Journal of Human Resource Management and Research Vol 9, Issue 4	2249- 6874	Rituparna Roy	2019	81-88	Trans Stellar
Heritage Tourism Destination: A Review of Select North eastern States of India	Journal of Commerce, Economics & Computer Science Vol 4 No 4	2395- 7069	Dr. Nilanjana Chakrabarty	2018	84-92	INSPIRA
Workplace Happiness: The Key	International Journal	2320-	Rituparna	2018	980-	International

to Employee Retention	of Creative research	2882	Roy		989	Journal of
	Thoughts					Creative
	Vol 6. Issue 2					research
						Thoughts
Validating Global Competency	Romanian Journal of	2066-	Dr. Arup	2013	199-	Lumen
Scale for Indian Business and	Multidimensional	7329	Barman		213	Publishing
Management Education	education					House
	Vol 5 Issue 1					

Book Publication Information

Title of the paper	Title of the Book or	ISBN	Co-Author	Year	Publisher
	Chapter	No			
Digitalisation and Re-skilling:	Business Management	978-	Soma	2020	Publisher-
The need of the hour	Practices- Emerging	93-	Chakraborty		Archers &
	Trends, Vol II	88805-			Elevators
		95-7			Publishing
					House,
Create Workplace Happiness by	Sustainable Human	978-	Rituparna Roy	2019	ICFAI Business
Elevating Psychological	Resources	93-			School,
Contract	Management-	5311-			Hyderabad
	Practices, Policies, &	922-5			
	Perspectives in South				
	Asia				
Reinforcing Workplace	Digital Impact on	81-	Rituparna Roy	2018	Mittal
Happiness through Reinvented	Human Resource	8324-			Publication,
Human Resource Management	Practices	894-2			New Delhi
Practices in Digital Age					
Competencies for Globalised	Managing Higher	978-	Dr. A. Barman	2012	CCLP
Management Era-Convergence	Education for	92376			Worldwide
and Divergence of Contents and	Sustainability and	9-0-5			
Constructs	Livelihood-				
	Multidimensional				
	Aspects				

Book Edited

1. "Cashless Economy: Issues and Perspectives" – Co editors: Dr. D. Ghosh, Dr. N. Chakrabarty, Publisher – Mittal Publication, New Delhi, ISBN NO. 81-8324-935-3, 2019.

List of Conference / Seminar Papers

1. "Work Life Balance of Business Process Outsourcing Employees", 3rd International Conference on Global Business & Social Issues 2020, Dept of Business Administration, Assam University in association with Youth Empowerment and Research Associate, Varanasi, 10th& 11th January, 2020.

- 2. "Organizational Participation and Decision Making: Developing a measure for Corporate Gender Empowerment.", 7th PAN IIM World Management Conference, IIM Rohtak, 12-14th December, 2019.
- 3. "Gamification: A smart rejoinder to workforce happiness through discretionary effort", International HR Conference on HR Trends 2030, IISWBM, Kolkata, 1st& 2nd March, 2019
- 4. "Create Workplace Happiness by Elevating Psychological Contract", International Conference on Sustainable Human Resources Management- Practices, Policies, & Perspectives in South Asia, University of Hyderabad, Hyderabad, 1st& 2nd November, 2018.
- "Reinforcing Workplace Happiness in the Digital Age via Reinvented HRM Practices", International Seminar on Human Resource Management & Development in Digital Age, Dept of Management, NEHU, Tura, Meghalaya, 23rd& 24th June, 2017.
- 6. "Importance of Discretionary Efforts in Technology Adaptation: A review based content analysis", International Seminar on Contemporary Issues and Challenges in Management, Law and Education, Aligarh Muslim University, Murshidabad, West Bengal, 26th February, 2017.
- 7. "Women in Professional Courses: A Comparative Study of Gender Barriers between Management and Engineering Students in Silchar, ICFAI University, Tripura, 9th& 10th February, 2017.
- 8. "Gender Barriers in Professional Courses: A Comparative Study of Management and Engineering Students in Silchar, Two Days National Seminar "Women in Contemporary Erawith special reference to North-East India, Dept of Commerce, Assam University, 27th& 28thMay, 2019.
- 9. "Workplace Happiness and Employees Retention are two sides of the same coin", National Seminar on Frontiers of Contemporary Business Research, Dept of Commerce, Assam University, 18th May, 2017.

Resource Person/Chair Person

- 1. Co-Chaired session at 3rd International Conference on Global Business & Social Issues 2020, Dept of Business Administration, Assam University in association with Youth Empowerment and Research Associate, Varanasi, 10th January, 2020.
- 2. Resource Person for two sessions, Faculty Development Programme, Department of Business Administration, Assam University, 30th& 31st March, 2018.
- 3. Resource Person for two sessions, Faculty Development Programme, Department of Business Administration, Assam University, 30th& 31st December, 2016.
- 4. Resource Person, Two Days Generic Skills/ Competency Development Program, Center for Coaching and Training for Entry into Services, Assam University, 26th & 27th July, 2016.
- Resource Person, ICSSR Sponsored 15-days Research Capacity Building Programme for Faculties and Researchers in Social Sciences, Department of Business Administration, Assam University, 3rd May to 18th May, 2017.
- 6. Resource Person, Colloquium on East and South-East Asian Research, Centre of East Asian Business Studies, Assam University, 3rd May, 2017.

Project work

1. Project Co-Director: ICSSR Major Research Project on "Role of Integrated Marketing Communication on Visitior's Selection of Heritage Destination: A Study on Select North Eastern States of India"- sanction vide 02/72/GEN/2017-18/RP/Major for Rs. 8 lakhs.

Seminar/Workshop Organized

- 1. Coordinator- "Workshop on Mastering the Techniques of Business Presentation, Personal Interview and Group Discussion", J. N. School of Management Studies, Assam University, 15th & 16th November. 2019.
- 2. Coordinator- "Workshop on Integrated Interview Grooming Program", J. N. School of Management Studies, Assam University. 30th September, 2019.
- 3. Coordinator- "Workshop on Mastering the Techniques of Business Presentation, Personal Interview and Group Discussion", J. N. School of Management Studies, Assam University, 20th to 22nd September, 2018.
- Coordinator- "Workshop on Mastering the Techniques of Business Presentation, Personal Interview and Group Discussion", J. N. School of Management Studies, Assam University, 30th& 31stOctober, 2017.
- Joint coordinator- ICSSR Sponsored National Seminar on "Transition to Cashless Economy: Priorities, Opportunities & the Modes and Options, J.N. School of Management Studies, Assam University, 8th-10th September, 2017.
- 6. Coordinator- "Workshop on Image Management & Personal Branding" J. N. School of Management Studies, Assam University. 2nd to 4th November, 2017.