

Curriculum Vitae

Dr. Deepjyoti Choudhury

Assistant Professor

Department of Business Administration,

Assam University (A Central University),

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Educational Qualifications:

- PhD, (Title: Attitude of Salaried Employees Towards Selected E-Banking Delivery Channels in Barak Valley in Assam)
- MBA, (First Class) Assam University (Systems and Marketing)
- BSc, (First Class) Assam University (Statistics Honours)
- HS, (First Class), Assam HS Council
- HSLC, (First Class), Secondary Board Assam

Areas of Interest:

- Marketing Management
- Information Technology in Business
- E-Commerce & E-Business
- Social Issues

Work Experience:

Name of the Organization	Designation	Period		Nature of Post
		From	To	
Assam University	Assistant Professor	2010	Present	Permanent

Awards and Honours:

Award Details	Awarding Agency	Year	Title
Best Research Paper Award	National Conference on Contemporary Issues in Accounting and Finance. Shillong: Department of Commerce, North-Eastern Hill University.	2016	E-Banking Delivery Channel Services of Different Banks- A Qualitative Analysis

Publications:

Journals

Title of the Paper	Name of the authors	Name of Journal	Year of Publication	Name of Publisher	ISSN Number
Organising the Unorganised Sector: An ICT Enabled Logistics Model in Favour of Cottage and Small Scale Industries in Northeast India	Dr. Deepjyoti Choudhury	<i>Pacific Business Review International</i> , 5 (2), 23-34	2012	Pacific Institute of Management	0974-438X <i>(Indexed in Web of Science, Thomson Reuters, Emerging Source Citation Index)</i>
Online Shopping Attitude among the Youth: A study on University Students	Dr. Deepjyoti Choudhury, Mr. Abhijit Dey	<i>International Journal of Entrepreneurship and Development Studies(IJED S)</i> (Bangladesh) 2 (1), 23-32.	2014	World University of Bangladesh (WUB)	2079-2549
Binary Logistics Regression and its Application in Business	Dr. Deepjyoti Choudhury	<i>Statmag</i> (6th), 8-12.	2015	G.C College Silchar	2278-9774
Impact of Socio Economic Factors on Adoption of E-Banking amongst Salaried Employees	Dr. Deepjyoti Choudhury, Prof. Dibyojyoti Bhattacharjee	<i>International Journal of Research in Management Science and Technology</i> , 3 (3), 37-46	2015	Parnami Group of Colleges, Haryana	E-ISSN: 2321-3264
Salaried Employees and Adoption of e-Banking Delivery Channel: A Literature Review.	Dr. Deepjyoti Choudhury, Prof. Dibyojyoti Bhattacharjee	<i>International Journal of e-Education, e-Business, e-Management and e-Learning</i>	2015	International Academy Publishing (IAP)	2010-3654 (Online)

		<i>(California, USA), 5 (3), 153-164.</i>			
Role of E-Banking Delivery Channel in Developing Loyalty: A study on Salaried Employees	Dr. Deepjyoti Choudhury, Prof. Dibyojyoti Bhattacharjee	<i>Hind Business Review, 2 (1)</i>	2016	Department of Commerce, Assam University	2454-4256
Financial Inclusion in Northeast India: A SWOT analysis	Dr. Deepjyoti Choudhury	<i>Management Insight.12(1)</i>	2016	School of Management Studies, Varanasi	0973-936X
A Multiple Comparison of E-banking Quality Dimensions using Tukey's Post Hoc test: A Study on Selected Banks	Dr. Deepjyoti Choudhury, Prof. Dibyojyoti Bhattacharjee	<i>Pacific Business Review International ,10(7)</i>	2018	Pacific Institute of Management	0974-438X <i>(Indexed in Web of Science, Thomson Reuters, Emerging Source Citation Index)</i>
Satisfaction an antecedent of word-of-mouth among electronic banking users: a study on salaried employees	Dr. Deepjyoti Choudhury, Prof. Dibyojyoti Bhattacharjee	<i>Jindal Journal of Business Research, 7(2), 135-154</i>	2018	Sage Publication	2278-6821
Motivating factors in decision making process when choosing a conference destination-a study on tourism associated with conferences among academicians.	Dr. Deepjyoti Choudhury	<i>International Journal Of Business, Management and Allied Sciences (Ijbmas), 6(3), 61-70</i>	2019	KY Publications, Andhra Pradesh, India	2349-4638
Identifying the Difference in Agreement in Perception Towards	Dr. Deepjyoti Choudhury, Ms	<i>EPRA International Journal of Multidiscipli</i>	2019	EPRA JOURNALS	2455 - 3662

Online and Offline Travel Booking Amongst Post Graduate Students-A Kappa Test Analysis	Prognadipta Das, Ms Monika Singha	<i>nary Research (IJMR), 5(8), 61-65</i>			
Attributions, Antecedents and Consequences of Transaction Failures among Mobile Money Users: Establishment of a Conceptual Framework	Mr. Hamza Malombe, Dr. Deepjyoti Choudhury	<i>RESEARCH REVIEW International Journal of Multidisciplinary [RRIJM], 4(4), 468-474.</i>	2019	Research Review Journal	2455-3085 (Indexed in UGC list on publication date) UGC Listed Journals till 14th June-2019
Application of Sharpe Ratio to Rank the Performance of Wicketkeepers in Cricket: A Study Based on Last Five IPL Seasons.	Dr. Deepjyoti Choudhury, Prof. Dibyojyoti Bhattacharjee	<i>Management and Labour Studies, 45(2), 175–183</i>	2020	SAGE Publications	0258-042X Indexed in Scopus
Influence of Organisational Climate on Knowledge Management	Dr. Deepjyoti Choudhury, Ms Prognadipta Das	<i>Institutions and Economies</i>	2020	Faculty of Economics and Administration, University of Malaya.	2232 – 1640 Indexed in Scopus
The Link between Causal Attribution and Recovery Satisfaction in Mobile Money Transaction Failures: The Mediating Role of Negative Emotions	Mr. Hamza Malombe, Dr. Deepjyoti Choudhury	<i>MARKET-TRŽIŠTE.</i>	Issue 2, volume 32	Faculty of Economics & Business, University of Zagreb	0353-4790 Indexed in Scopus

Edited Book

Knowledge Management in Workplace Amidst Crowd Sourcing and Social Networking Environment-A Study	Dr. Deepjyoti Choudhury	<i>Excellence in HRD for Sustainable Growth (Vol. 1, pp. 257-272)</i>	2015	Excel Publishers	78-93-84869-18-2257
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Conference/Seminar

1. **Choudhury, D.** (2012). Green Computing: A new Concept of Computing. *International Conference on Biodiversity Conservation and Environment Health*. Department of Life Science and Bio Informatics, Assam University, Silchar.
2. **Choudhury, D.** (2014). Branchless Banking : A Roadway to Financial inclusion in Northeast India. *UGC Sponsored National Seminar on Inclusive Development Strategy and North East India*. Department of Commerce and Economics, Ramthakur College, Agartala.
3. **Choudhury, D.** (2014). Cloud Computing in Financial Services: A New Horizon for Banking. *National Seminar on Emerging Trends of Financial Services in India*. Department of Management, NEHU, Tura Campus.
4. **Choudhury, D.** (2015). Knowledge Management in Workplace Amidst Crowdsourcing and Social Networking Environment-A Study. *National Conference on Human Resource Development (NCHRD-2015)*. Faculty of Commerce, Banaras Hindu University, association with ICSSR, MHRD.
5. **Choudhury, D.** (2015). Business Learning Through Social Media-A Study. *National Seminar on Contemporary Issues in Business Education and Research*. Department of Commerce, Assam University
6. **Choudhury, D., & Bhattacharjee, D.** (2016). E-Banking Delivery Channel Services of Different Banks- A Qualitative Analysis. *National Conference on Contemporary Issues in Accounting and Finance*. Shillong: Department of Commerce, North-Eastern Hill University.

7. **Choudhury, D.,** & Bhattacharjee, D. (2016). Banking Sustainability through E-Banking: a Performance Analysis of Selected Banks in Barak Valley, Assam. *Innovative Management Practices For Sustainable Development*. Jorhat: School of Business, Kaziranga University.
8. **Choudhury, D.,** & Malombe, H. (2019). Transaction Failures among mobile money users in Tanzania factors and considerations- a review. *National Conference on Managing Sustainable Development-2019*. IIIT Allahabad
9. **Choudhury, D.,** & Das, S (2019). Tourism In North-eastern States and its Bottle necks in the light of Current scenario of Tourism Industry. *Two day National Seminar on Globalisation & Northeast India: Opportunities, Issues & Challenges*. Department of Economics Radhamadhav College Silchar & Abul Kalam Azad Institute of Asian Studies, Kolkata
10. **Choudhury, D.,** & Rongmei. L (2019). Socio Economic Status and Constraints Faced by Scheduled Tribes (ST)s Women in Cachar District of Assam-A Study. *One Day International Multi-Disciplinary Conference on Quality Enhancement of Higher Education in India, Trends and Challenges: Vision 2025*. Saket College of Arts , Science and Commerce, Thane
11. **Choudhury, D.,** & Rongmei. L (2019). Female Student's inclination towards Entrepreneurship among S.T. Population- An empirical Study of Select Colleges of Cachar, Assam. *National Conference on Innovation in Business Practices*. BHU, Varanasi.

Workshop/Training Program:

Participated in 4 day workshop on “Basic Statistics and Research Data Analysis”- organised by Department of Business Administration, Assam University 7th July to 10th July 2010

Participated in 5 days workshop on Intelligent Data Analysis: Theory and Application organised jointly by Indian statistical Institute and Department of Information Technology, Assam University 1st march to 5th march 2011.

Participated in 3 days workshop on Data Analysis for Business Research organised Indian Statistical Institute, Kolkata and Department of Business Administration, Assam University from 12th December to 14th December 2013.

Participated in 16 days workshop on Research Capacity Building Program for Faculties in Social Sciences organised by Department of Business Administration, Assam University from 25th November to 11th December 2013

Participated in 3 days workshop on Dimensions on Quality of Higher Education and Allied Quantitative Techniques Organised by Indian Statistical Institute, Kolkata and Department of Statistics, Assam University from 26th November to 28th November 2015

Participated in one day workshop on URKUND and MENDLEY, Jointly organised by Rabindra Library, Assam University and Infilbnet Centre, Gandhinagar on 7th November, 2016.

Participated in ICSSR sponsored 16 days Research Capacity Building Program for Faculty of Social Science organised by Department of Business Administration, Assam University from 3rd May, 2017 to 18th, May, 2017.

Participated in AICTE sponsored two weeks Faculty Development Program on Financial Econometrics-Theory and applications during 11th to 23rd December 2017 organised by Madanpalle Institute of technology and Science, Andhra Pradesh.

Participated in ICSSR Sponsored two weeks capacity building program for Young faculty in Social Sciences held from 8th to 21st, May 2018 organised by Department of Education and Department of Teacher Education, Nagaland University.

Participated in one day workshop on writing research article using latex organised by Department of computer science on 29th August, 2019.

Participated in two weeks faculty development Program on Managing Online classes and cocreating MOOCS from 20th April to 06th May, 2020 organised by Teaching Learning Centre, Ramanujan College, University of Delhi and sponsored by Ministry of Human resource Development, Government of India.

Participated in 1 week online course research methodology for social science held from 6th April to 12th April, 2020 organised by Indian Academic Researchers Association.

Workshop/Seminar Conducted:

Acted as an organiser and coordinator in a two day workshop on “Data Analysis Using SPSS” at Department of Business Administration on 10th and 11th December, 2010

Acted as a co-ordinator in University- Industry Linkage programme at Department of Business Administration

Acted as a coordinator in 1 week Microsoft Faculty Empowerment program at Department of Business Administration from 16th to 22nd January 2015.

Acted as a coordinator in One day training program in SPSS for students at Department of Business Administration (Jt. Coordinator) on 3rd September, 2016.

Acted as a coordinator in 1 week workshop for students at Department of Business Administration on Accounting Package tally GST from 1st October to 6th October 2018. (Jt. Coordinator)

Acted as Joint Coordinator in National Seminar on Transition to Cashless Economy Priorities, opportunities & the modes and options, 8th -10th September, 2017 at Department of Business Administration, Assam University.

Acted as a Cordinator and organised 3rd International Seminar on Global Business and Social Issues on 10th -11th January 2020 2017 at Department of Buiness Administration, Assam University.

Resource Person:

1. Acted as a resource person in 2 days Generic Skill/Competency Development program organised by Centre for Coaching and Training for Entry into Services at Department of Business Administration, Assam University on 27th and 28th July, 2016
2. Acted as a resource person in 15 days Research Capacity Building program for Faculties and Researchers in Social Sciences from 3rd May to 18th May, 2017 organized by Department of Business Administration, Assam University.
3. Acted as a resource person in 2 days Generic Skill/Competency Development program organised by Centre for Coaching and Training for Entry into Services at Department of Law, Assam University on 29th July, 2016
4. Acted as a resource person in Two weeks Faculty Development Program from 19th to 31st, Dec, 2016 Sponsored by Entrepreneurship Development Institute of India organized at J.N.School of Management Studies, Assam University.
5. Acted as a resource person in Entrepreneurship Awareness Camp for students of Earth Science Department, held at Department of Business Administration, Assam University on 6th March 2017.
6. Acted as a resource person in Entrepreneurship Awareness Camp for students of Physics Department, held at Department of Physics, Assam University on 7th March 2017.
7. Acted as a resource person in Entrepreneurship Awareness Camp for students of Computer Science Department, held at Department of Computer Sciences, Assam University on 7th March 2017.
8. Acted as a resource person in Two weeks Faculty Development Program from 19th to 31st, March, 2018 Sponsored by Entrepreneurship Development Institute of India organized at J.N.School of Management Studies, Assam University.
9. Acted as a resource person in 4 day training program in SPSS from 10th April to 13th April 2018 organised by Department of Statistics, Assam University, Silchar.
10. Acted as a resource person in 2 day workshop on Soft Skill Development for post graduate students from 13th to 14th, November, 2019 organized by Department of Statistics, Assam University, Silchar

Resource Persons in Webinar:

Acted as a resource person cum panellist in on one day webinar on Crushing Corona Virus to restore confidence and subside uncertainty organized by MBC Management Business Consultants SAgl Switzerland on 29th June, 2020.

Organised Webinar:

Coordinated and organised one day Webinar for departmental students on “How to design your Life and Career Post Covid 19” dated 27th May, 2020.

Coordinated and organised one day Webinar for departmental students on “Entrepreneurship Scenario Pre and Post Covid -19 dated June 1st, 2020.

Coordinated and organised one day National webinar on The New Education Policy and its Impact on Management Education “, on, 22nd August 2020, held at Department of Business Administration, Assam University.

Coordinated and organised one day Webinar for departmental students on “Pride Habitats in Rural Cachar: Journey of Social Startup and impact entrepreneurship” dated 27th Dec, 2020.