



***Dr. Joyjit Sanyal***  
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Dr. Joyjit Sanyal completed his M. Com (HR & Marketing) from Department of Commerce, Gauhati University in 2013 with 1<sup>st</sup> Class 10<sup>th</sup> Position. Thereafter he did his Ph.D under the guidance of Prof. Sujit Sikidar from the same University. His thesis is titled ‘ Labour Welfare and Social Security Measures- A study over select Central Public Sector Enterprises in Assam’ (Award Year- 2019).

Dr. Joyjit Sanyal started his teaching career as a Guest Lecturer (September, 2013- July, 2014) in Lalit Chandra Bharali College, Maligaon, Guwahati. Thereafter also joining the Department of Commerce, Gauhati University as a Guest Lecturer (October, 2013- May, 2014).

He joined the Department of Commerce, Assam University as an Assistant Professor on 31<sup>st</sup> July, 2014 and has been on the roll since then. He is a Life member of Indian Commerce Association and North-East India Commerce and Management Association.

Dr. Joyjit Sanyal has presented more than 26 papers in various conferences and seminars across the country. He is also delivered invited lectures at various platforms. Dr. Joyjit Sanyal has several publications to his credit which includes published papers in peer reviewed, UGC-CARE list, Scopus and Web of Science indexed journals.

**Research Experience**

	Number	Title
Ph.D. Guidance	<b>Awarded: 6</b> <b>Ongoing: 4</b>	<ol style="list-style-type: none"><li>1. A study on the Efficacy of Strategic Management Practices of Private Junior Colleges in Assam with reference to its Competitive Advantages</li><li>2. A study on Organic Products Marketing in select districts of Arunachal Pradesh- A Producer and Consumer level Outlook</li><li>3. Marketing Practices of Private schools in Hills districts of Assam: A study with reference to select marketing mix</li><li>4. A Study on Stress and Stress Management Strategies among the Employees of Oil Refineries in Assam</li><li>5. Perception and Emotional Intelligence (EI) - A study on employees of select private sector banks of Assam</li><li>6. A Study on Tourist Accommodation Units in Select Tourist Destinations of Assam</li></ol>
M.Phil. Guidance	<b>Awarded: 1</b>	A study on 'Competitive Analysis' of Private Hospital in Guwahati City
Seminars Conferences presentations	<b>26</b>	<ol style="list-style-type: none"><li>1. A study on the Socio-Economic condition of the plantation workers of Cinnamora tea estate, Jorhat, Assam</li><li>2. India's Foreign Trade with Myanmar and its share of NE India after Look East Policy: An Assessment</li></ol>

		<p>3. Analysis of CSR in Banks and its general awareness among public- special reference to Assam</p> <p>4. Bamboo plantation activity as a panacea for entrepreneurial development, employment generation and skill formation</p> <p>5. Occupational Stress- Boon or Bane? A study over Oil Refinery Employees in Assam</p>
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**Invited Lecture/Papers presented in Conferences/ Seminars/ Refresher/ Orientation/ FDP**

Title of the Invited Lecture/Paper presented	Name of the Program	Name of the Organizing Agency	Date of Presentation	Level: International-Abroad/ International-within India/ National/ State/ University
Retirement Planning, Pensions and Investment Strategies	Empowering the Nation: Enhancing Financial Literacy for a Prosperous Future	Invited Lecture organised by Don Bosco College, Golaghat	2/2/2024	National
Management Lessons from Bhagavad Gita & Law of Karma	Invited lecture organised by Department of Commerce, Arya Vidyapeeth College	Invited lecture organised by Department of Commerce, Arya Vidyapeeth College	8/28/2023	State
Data Collection Tools and Methods	Week Long Programme on Research Methodology	Invited Lecture organised by Lunding College	4/20/2023	State
Panel Discussion on India's G20	Panel Discussion on India's G20	Acted as event organised by Gauhati	3/15/2023	State

Presidency: Challenges Ahead	Presidency: Challenges Ahead	Commerce College panelist in the Panel Discussion		
Emerging issues in Human Resources	Emerging issues in Human Resources	Invited lecture organised by Assam University Silchar, Department of Commerce	3/13/2023	State
Research Ethics and Plagiarism	Week Long Programme on Research Methodology	Invited lecture organised by Lunding College	5/20/2022	State
Impact of COVID-19 on Economy and Education of Assam	Impact of COVID- 19 on Economy and Education of Assam	INVITED LECTURE organized by Mariani College Teacher's Unit, Mariani College	7/20/2020	State
Work from Home Culture in India: A Bird's Eye View	Work from Home Culture in India: A Bird's Eye View	Invited Talk organised by DOT Talks, Tetso College, Nagaland	6/3/2020	National
HRM in Entrepreneurial Management	Management Development Programme organised by Govt. of India, MSME	Management Development Programme organised by Govt. of India, MSME	11/9/2019	National

### Research Papers in Peer-Reviewed/UGC Listed Journals

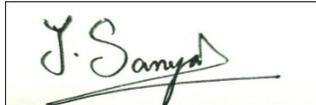
Title of the Paper/ Article	Name of Journal	Vol. No., Issue No. & Page No.	Month & Year of Publicat ion	ISSN
Tourism as a Growth Engine for	International	Volume 8,	March, 2024	1551-6849

<b>Title of the Paper/ Article</b>	<b>Name of Journal</b>	<b>Vol. No., Issue No. &amp; Page No.</b>	<b>Month &amp; Year of Publication</b>	<b>ISSN</b>
Indian Economy	Management Review	Page no.59		
Exploring the problems and prospects of Organic Kiwi Production and Marketing in Arunachal Pradesh with special reference to Lower Subansiri district	Shodak: A Journal of Historical Research	Volume 53 and page no. 11	April, 2023	0302-9832
An analysis of Farmers' challenges in production and marketing mix with special reference to the Longding district of Arunachal Pradesh	Madhya Bharati- Humanities and Social Science	Volume 83 and page no.118	July, 2023	0974-0066
A study on the importance of External Structure to achieve competitive advantage by the Private Junior Colleges in Assam	INSIGHT: An Institutional Multilingual Journal for Arts and Humanities	Volume 2 and page no.88		2582-8002
Employees' Job Satisfaction and its impact on perceived performance in Private Banks	Specialusis Ugdymas/Special Education	Volume 1 and Page no. 6088	June, 2023	1392-5369
Farmer's Plight and Government's role to aid the plight- A study in Longding District of Arunachal Pradesh	YMER	Volume 21 and page no.540	Dec, 2022	0040-0477
A study on ~Does Edupreneurs rely on the kind of strategy to outperform in their performance in Assam?	Specialusis Ugdymas/Special Education	Vol. No.1 and Page no.6761	June, 2022	1392-5369

Title of the Paper/ Article	Name of Journal	Vol. No., Issue No. & Page No.	Month & Year of Publication	ISSN
A study on the importance of External Structure to achieve competitive advantage by the Private Junior Colleges in Assam	INSIGHT: An Institutional Multilingual Journal for Arts and Humanities	Volume: 2, Issue: 5	July, 2022	2582-8002
A Study on Efficacy of Private Junior College in Golaghat District with Special Reference to Its Effective Use of Internal Resources in Competitive Advantage	Design Engineering	Vol. No. 9 and Page no.3449	Sep, 2021	0011- 9342
Labour Welfare Measures of selected Central Public sector enterprises	The Indian Journal of Commerce	Vol. No. 72 and Pg. No. 113	Jan, 2020	2454- 6801

***Books Authored/Edited***

*Type of the Publication	Title of the Book	Name of Publisher	Month & Year of Publication	ISBN	National/ International Publication
Edited Book	Human Resources at Workplace in the 21 <sup>st</sup> Century	Global Publishing House	January, 2023	978-93-95606-11-0	NATIONAL
Edited Book	Managing Human Resources in the 21 <sup>st</sup> Century	Global Publishing House	January, 2018	978-93-95606-11-0	NATIONAL



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