

Faculty Profile

Name: **Ayekpam Ibemcha Chanu**

Designation: Assistant Professor (Sr)

Department/Centre: Department of Commerce

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Educational Qualifications: M.Com, Manipur University (2001) PhD, Manipur University (2007), JRF, (2004) Omeo Kumar Das Institute of Social Change and Development.

Areas of Interest: Entrepreneurship, Finance, Marketing, Business Economics, International Business.

Work Experience:

Name of the Organization	Designation	Period		Nature of Post (permanent/temporary/Ad-hoc/ contractual etc.)
		From	To	
Assam University	Assistant Professor	05/08/2008	Till-date	Permanent
K.C. Das Commerce College, Guwahati	Lecturer	May 2007	July 2008	Temporary

Awards and Honours (if any):

1. **Best paper award** in the International conference organised by Faculties of Economics, University of Brawijwa, Malang, Indonesia, 24-25, November, 2011
2. **‘Outstanding Faculty’ Award** conferred by *Centre for Advanced Research and Design, Venus International Foundation, Chennai, India*, Dated 9 July 2016.

Publications in Peer Reviewed Journals/Book Chapters

1. Das, Manashree & Chanu, A. Ibemcha (April,,2016) 'Farmer's Share in Consumer's Price in Jute Marketing With Reference to Jute Farmers of Barpeta District of Assam', *Indian Journal of Applied Research (A peer Reviewed, Referred and Indexed International Journal)* Vol 6 Number 4, ISSN- 2249-555X, Impact Factor 3.9199 pp 13-17
2. Barman, Kaushik & Chanu, A. Ibemcha (Sept.,2016) 'Growth of Women Entrepreneurship in MSME Sector in Bodoland Territorial Area District Council (BTAD), Assam' *International Journal in Management and Social Science (A peer reviewed international journal)* Vol 4 No. 9, ISSN-2321-1784, Impact factor 5.276
3. Chanu, A. Ibemcha & Kemprai, Deepika (2016) 'Educational Marketing Practices of Private High Schools of Dima Hasao district of Assam With Regard to Promotion' *North Eastern Journal For commerce and Management(A peer Reviewed Half yearly research Journal)* Vol 2 No 2 , ISSN-2395-2199 Pp 53-57
4. Engti, Huna Sing & Chanu, A. Ibemcha (November 2016)'Working Capital Management of Micro Enterprises: A case study of Karbi Anglong District' *International Journal of Recent Advances in Multidisciplinary Research (A Peer Reviewed, Indexed International Journal)* Vol 3, No. 11, , ISSN- 2350-0743, Pp 2350-0743 , Impact factor 3.36.
5. Chanu, A. Ibemcha & Das Shibu (2016, Oct-Dec) 'A Study on Efficiency of Select Regional Rural Banks of India' *The Indian Journal of Commerce(a Quarterly Referred Journal published by the Indian Commerce Association)* Vol 69, No 4., ISSN-19512X, Pp 48-59

Books Authored/Edited Books

1. Chanu, A. Ibemcha (2016) *Entrepreneurship Development in Conflict Regions: Issues & Challenges* Visakhapatnam: Global Publishing House ISBN-978-93-81563-63-0 , (Edited)

2. Chanu, A. Ibemcha (2016), *Regional Conflict and Entrepreneurship Development* Visakhapatnam: Global Publishing House ISBN-978-93-81563-70-0 (Edited)

Peer Reviewed Publications in Proceedings of National/International Conference/Workshop/Symposium

1. Chanu, A Ibemcha & Terangpi Monalisha (2015) Women Empowerment through SHGs in Tribal Areas : a study in Karbi Anglong District of Assam, *Microfinance And Inclusive growth: Dynamics and Challenges*, Satya Ranjan Doley (ed) DHSK Commerce College, Assam, 2014, ISBN No. 978-93-82283-56-0.
2. Chanu, A Ibemcha & Chanu, Y. Linthoi (2015) Branding And Labelling Of The Products Of Women Entrepreneurs Of Manipur, Sashi Misra, Dinesh Awasthi, , B. Ganapati. (eds) *Proceeding of 11 Biennial Conf. on Entrepreneurship (EDI)*, New Delhi: Bookwell Publisher. Feb, 2015 ISBN No 976-93-80574-78-3
3. Chanu, Yumlembam Linthoi & Chanu, Ayekpam Ibemcha (2015) ‘ Pricing practices among Women Entrepreneurs: a case study of manufacturing sector in Imphal west district, Manipur in Seminar proceedings, National Seminar on Issues Challenges & Development of North East India (11-12 Sept 2015) organised by Research Scholars Forum & in Collaboration with Department of Political Science, Rajiv Gandhi University, Itanagar, New Delhi: Authors Press, ISBN-978-93-5207-161-6
4. Chanu, Ayekpam Ibemcha & Joyjit Sanyal(2015) ‘India’s Foreign Trade with Maynmar and its share of North-eastern India after Look East Policy: An Assessment’ in Dr. Abhigyan Bhattachrjee(Ed) *Look East Policy Perspectives from the South East Asian Architecture* New Delhi: Excel India Publisher ISBN-978-93-84869-86-1(Pp 134-141)
5. Chanu, Ayekpam Ibemcha & Hunasing Engti (2015) ‘Ecopreneurship Development through Ecotourism’ in JanalUddin Ahmed & Khundrakpam Devananda Singh(Eds)*Entrepreneurship Development: Issues & Perspectives* New Delhi: New Century Publication ISBN-976-81-7708-414-6 (Pp196-209)

Details of Ph.D degree awarded:

Name of the Scholar	Title of the Thesis	Year of award	Remark (if any)
Yumlembam Linthoi Chanu	Marketing Practices of Women Entrepreneurs of Manipur with reference to select marketing Mix	2017	Department of Commerce, Assam University Diphu Campus
Sanjoy Kanti Das	Quality Assessment of Some Selected Self-Help Groups (SHGs):an Empirical Study	2015	Department of Commerce, Assam University Diphu Campus (as Co-Supervisor)