

Academic, Professional & Research Profile

Dr. Deepjyoti Choudhury is an Associate Professor in the Department of Business Administration, Assam University, with over 16 years of university teaching, research and academic experience. He joined Assam University as an Assistant Professor on 2010 currently is Associate Professor.



Academic Qualifications

He holds a Ph.D. in Business Administration from Assam University. His doctoral research focused on “*Attitude of Salaried Employees Towards Selected E-Banking Delivery Channels in Barak Valley in Assam.*” He also holds an MBA in Systems and Marketing and a B.Sc. in Statistics from Assam University. His MBA, B.Sc., HS and HSLC qualifications were recorded as First Class.

Research & Publications

Dr. Choudhury has an extensive publication record covering many journal publications, with research interests spanning e-banking, financial inclusion, consumer behaviour, online shopping, organizational learning, knowledge management, tourism, entrepreneurship, social media, metaverse-based marketing, financial literacy, sustainability and Industry 4.0.

His publications include papers in journals indexed in Scopus, Web of Science and UGC-CARE, including publications by SAGE, Springer Nature, IUP Publications and other academic publishers. Recent research includes studies on metaverse-based shopping, hybrid shopping behaviour and a Digital Twin and Blockchain-enabled Sustainable Industry 4.0 framework, published by Springer Nature in 2026 and indexed in Scopus.

Edited Books

He has been associated with 4 edited books, published in 2023 and 2026, covering corporate business practices, entrepreneurship, governance and sustainable development, and ecological/climate issues. Publishers include Mittal Publication, Bharti Publication and Nova Publishers.

Research Awards & Recognition

He has received/participated in 4 documented research recognitions/awards, including a Best Research Paper Award in 2016 for research on e-banking delivery channels. Other recognitions relate to research on online shopping behaviour, metaverse-based retail experience and bibliometric research on metaverse-based shopping.

Research Guidance

Dr. Choudhury has made significant contributions to research supervision and mentoring:

- 3 Ph.D. Scholars awarded
- 6 Ph.D. Scholars currently enrolled

- 60 Post-Graduate dissertations guided during 2010–2025
- Supervision involving international research, including an ICCR scholar from Tanzania
- Research areas covering mobile money, organizational learning, insurance, women's occupational health and related management/social science issues.

Research Funding & Consultancy

He has secured ₹36 lakh through two major externally sponsored research projects and other funded programs:

1. ICSSR – ₹14 lakh: Study on implementation of NEP 2020 among stakeholders of higher educational institutions in Eastern and North-Eastern India.
2. NABARD – ₹12 lakh: Study on SHG-led microfinance, poverty alleviation, social inclusion and women's autonomy in Bodoland Territorial Council, Assam.

In addition, he has secured:

- ₹96,000 – AICTE-ATAL FDP on SPSS-based Research Methodology, Elementary Level
- ₹96,000 – AICTE-ATAL FDP on SPSS-based Research Methodology, Advanced Level
- ₹8 lakh – ICSSR Capacity Building Programme
- ₹1,75,875 – PowerGrid-funded impact assessment consultancy.

Internationalisation, Academic Leadership & Institutional Contributions

A significant dimension of Dr. Choudhury's academic profile is his contribution to the internationalisation of Assam University. He is presently serving as the Coordinator, International Relations, Assam University, where he is involved in developing and strengthening international academic linkages.

He was involved as one of the signatory members in an International MoU between Assam University and Surindra Rajabhat University, Surin, Thailand, contributing to the establishment of formal institutional cooperation between the two universities.

He has also been involved in conducting/organising Assam University conferences in other countries, thereby extending the University's academic presence beyond India. His international engagement further includes connecting Assam University with several academic institutions in SAARC countries and South-East Asian countries, supporting international academic networking, collaboration and institutional partnerships.

His international academic activities include engagement with institutions and scholars from countries including Thailand, Bangladesh, Tanzania, Bhutan and the United States, strengthening the international dimension of his teaching, research and institutional responsibilities. The CV also records his participation as a resource person, moderator, chairperson and academic speaker in international programmes

Academic Leadership & Events

Dr. Choudhury has served as a resource person, speaker, moderator, chairperson and co-chairperson in more than two dozens of documented academic programmes, covering research methodology, SPSS, entrepreneurship, marketing, research ethics, NEP 2020, financial inclusion and management.

He has also organised/coordinated 14+ workshops, seminars and faculty development programmes, including:

- 2 AICTE-ATAL FDPs on SPSS-based research methodology
- 2-week FDP on Research Methodology and Applied Econometrics
- Workshop on Stock Markets and Market Capitalisation
- 1-week Tally ERP9 Workshop
- Workshop on Research Funding Opportunities
- 4-day Data Analytics Workshop for MBA students.

He has additionally coordinated 6 webinars on career development, entrepreneurship, work-life balance, NEP 2020, social entrepreneurship and stock markets.

Institutional & Administrative Responsibilities

His major institutional responsibilities include:

- Coordinator, International Relations, Assam University – Present
- Departmental IQAC Coordinator – 2016–2023
- Exam Portal Administrator – 2016–Present
- Admission Coordinator – for MBA, Integrated MBA (BBA) and Executive MBA
- Assistant Officer-in-Charge of Examination – 2016–2018
- Summer Placement In-charge – 2012–2014
- Administrative and Secretarial Assistance to HOD's Office – Since 2021
- Industrial Trip Coordinator – 2022 and 2023
- Working Chairman, Assam University Armed Forces Museum.