

Profile

1. Personal Details:

Smritishikha Choudhury (Ph.D)

Assistant Professor in Management
Maniram Dewan School of Management
Krishna Kanta Handiqui State Open University
Khanapara, NH 37, Guwahati, Assam, India
Email: smritichoudhury@kkhsou.in
Mobile No: (+91)9864069833

Profile Summary: Dr. Smritishikha Choudhury is associated with Krishna Kanta Handiqui State Open University since 2007. She is Assistant Professor in Maniram Dewan School of Management at KKHSOU. She worked as guest faculty in Gauhati University for few months and earlier she was associated with Sikkim Manipal Study centre of Guwahati. She develops Self Learning Material for the University and also develops audio visual materials. She conducts counselling sessions for MBA learners. Her research interest is mainly on descriptive research in the field of Branding, advertising and issues related to distance education. She has four international publications in reputed journals.

Field of Specialisation: Marketing and HR

Scholarly Interest: Branding, Advertising, Promotion

Language Proficiency: English, Hindi, Assamese and Bengali

2. Educational Qualifications:

- Post Graduate Diploma in Distance Education from IGNOU, 2019
- PhD from Gauhati University, 2013
- UGC NET qualified, 2009
- MBA from Intech Institute of Business Management (Bangalore University) 2002
- BSc. (Mathematics Major) from Cotton College, Gauhati University, 1999

3. Teaching Experience: 16 years (13 years in Krishna Kanta Handiqui State Open University)

4. Experience in Supervising Dissertation/Thesis:

- MBA project supervised since 2014
- PhD thesis supervised since 2017

5. Journal Publications:

National:

1. Role of Study Centres in Open and Distance Learning System: A case study on KKHSOU (2016), Journal of Open Learning and Research Communication, ISBN 2456-2742
2. Analysing the relationship between Global Brand Preference with Purchase Preference and Actual Possession in Durable sector (working paper series 2017, KKHSOU)

International:

1. Measuring Customer-Based Brand Equity Through Brand Building Blocks for Durables (2013), *The IUP Journal of Brand Management*, ISBN 9788131427958 (cited by 28)
2. An Analytical Study of Spill-over Effect of Different Branding Elements on Customer-Based Brand (2014), *The IUP Journal of Brand Management*, ISBN 9788131427958, (cited by 13)
3. Measuring Customer Based Brand Equity for Premium Detergent Brands in the Indian Market (2014), *Pacific Business Review International* ISBN 0974-438X (**UGC Care**)
4. Does Advertising influences on Enhancing Customer Based Brand Equity? (2014), *International Proceedings of Economics Development and Research*, (vol 79) ISSN 20104626

6. Chapters/Research Papers in Books:

Regional:

1. Article published in Competency building strategy in business and technology-Volume III”, titled,” Branding Strategy- Key to increase customer loyalty, a case study on Premium brand soap in Guwahati Market”, pg. no 226-231
2. Article published in “An Eclectic Study on Yoga, Physical Education and Developmental Skills” in 2018, titled, Role of Educational Institutions in the Nation Building Process ISBN: 978-93-87263-39-0
3. Article published in “Management: The Developmental Perspectives”, titled “Online Shopping in Guwahati: The Market Development Perspectives” 2019, ISBN 978-93-87940-44-4

National:

1. “Branding Strategy- Key to increase customer loyalty, a case study on Premium brand soap in Guwahati Market”, pg. no 226-231, in “Competency building strategy in business and technology-Volume III”

7. Other Publications:

As Book/Journal Editor:

1. Editor of working paper series of KHSOU for the academic year 2019-20.
2. Editorial member of “Journal of Open Learning and Research Communication” for 2019-20.

Self-Learning Materials:

1. Under Marketing Management, name of the unit “Promotion” ISBN:978-81-934003-9-5
2. Under Marketing Management, name of the unit “Service Marketing” ISBN:978-81-934003-9-5
3. Under Management Process and Organisational Behaviour, name of the unit “Controlling” ISBN:978-81-934003-4-0
4. Under Management Process and Organisational Behaviour, name of the unit “Group and Team” ISBN:978-81-934003-4-0
5. Under Business Research Methodology, name of the unit “Literature Review” ISBN:978-93-87940-28-4
6. Under Sales, Distribution and Supply Chain Management name of the unit “Introduction to Sales Management” ISBN: 978-93-87940-72-7
7. Under Sales, Distribution and Supply Chain Management name of the unit “Understanding Personal Selling and Sales Force Management” ISBN:978-93-87940-72-7
8. Under Sales, Distribution and Supply Chain Management name of the unit “Wholesaling” ISBN:978-93-87940-72-7
9. Under Sales, Distribution and Supply Chain Management name of the unit “Basics in Retailing” ISBN:978-93-87940-72-7
10. Under Consumer Behaviour, name of the unit “Consumer Attitudes” ISBN:978-93-87940-70-3

8. Seminars/Conferences attended:

National:

1. Presented paper in UGC Sponsored National Seminar on Role of Distance Education in Socio-Economic Development of Assam, 20.1.12-21.1.12, titled “Role of ODL in Assam” at Darang College, Tezpur.
2. Presented paper in National Seminar on Role of Skills and Talent Development in National Economy organised by ICFAI and ICSSR, titled, “Skill Development in Tourism and Hospitality Industry- Exploring options through ODL mode” (28th Feb and 1st March 2017).
3. Presented paper in National Seminar on Gender Sensitisation in India’s North East: Issues and Challenges, titled “Empowering Women through Open and Distance Education- A case Study of KHSOU” (5th -6th March 2020).

International:

1. Paper presented in “International Conference on Business Cases, 1.12.11-2.12.11” titled “Brand preference in Durable markets- with reference to traditional assamese jewellery” at Sahibabad Institute of Management Education (IME).
2. Paper presented in Symbiosis International Conference on Open and Distance Learning (SIC-2011), titled “Role of study centres in motivating students in ODL- A case study on Krishna Kanta Handiqui State Open University”.

3. Presented paper in International Conference on Business Management, Economics, Tourism and Technology Management (ICBMETTM 2014), May 7-8th, 2014 “Does Advertising influences on Enhancing Customer Based Brand Equity?” organised by NERIST, and South Asia Institute of Science and Technology.
4. Paper presented in (in absentia) International Conference on Managing Change in Business and Economy, April 6 and 7, 2013, at Pacific Institute of Management, Udaipur, titled “Study on Customer Based Brand Equity for Selected Brands in The Indian Market (Detergent Sector)”.
5. Presented paper in (in absentia) International Seminar on Human Resource Management and Development in Digital Age organized by NEHU, 23-24th June, 2017, titled "Job Home Life Balance: A revisit into their Relationships together with gender effects”.
6. Presented paper in International Conference on Developmental Interventions and Open Learning for Empowering and Transforming Society in 2017, titled “Developmental Marketing in the definitional framework of rural marketing- inferences from case studies” ISBN: 978-81-934669-0-2.
7. Presented paper in (in absentia) Pan –Commonwealth Forum, September 2019, Edinburgh Scotland titled “Education Beyond Barrier: A Case Study on the Aged Learners of KKHSOU, Assam” url link: <http://hdl.handle.net/11599/3290>
8. Presented paper in International Conference on Business Management (ICBM 2020) at Tripura University (27-29th Feb 2020), titled, “Agricultural Diversification: Issues, Challenges and Strategies”.
9. Presented paper International online Conference on “Teaching learning in the time of Pandemic: Role of Online learning organized by KKHSOU”, titled “Learning rebooted in Assam: Using online and Mobile learning During and Post Covid 19 pandemic” in collaboration with CEMCA (21st - 22nd April, 2020).
10. Presented paper in “International e-conference on Surviving in Tough time: Strategies for success and sustainability”, titled “e-learning initiatives in Assam, during and post pandemic Covid 19” organized by Prestige Institute of Management and Research (6.6.2020). Received Best Paper award for this paper.

9. Workshops/Training Programmes attended:

1. Workshop on “Development of Self Learning Material” organised by KKHSOU and DEC, 15th - 17th December, 2007
2. Workshop on “Post Conference Workshop IDEA 2008” organised by STRIDE, IGNOU, 17.11.08
3. Workshop on “Research Methodology Course in Development Studies” organised by OKD , 1st Dec to-10.12.08
4. Workshop on “Development of Research proposal in Distance and Open learning” organised by IDOL, IGNOU and KKHSOU, 9-10th May, 2009
5. Workshop on” Producing Open and Distance Learning courseware using metamorphosis” organised by COL, UNESCO, KKHSOU, 29th June-1st July, 2009
6. Workshop on “Technology Enhanced Learning”organised by Directorate of Distance Education, Jadavpur University23.07.09
7. Workshop on “e- Content Design and Development” organised by Directorate of Distance Education, Jadavpur University24.07.09-25.07.09
8. Workshop on “Intellectual Property Rights Sensitization” organised by Tezpur University, Dec. 23, 2010
9. Attended F.D.P. on Entrepreneurship in I.I.E. organised by Indian Institute of Entrepreneurship, Guwahati, 15.2.10-26.2.10
10. Workshop on “SLM writing and Research Methodology” organised by KKHSOU and DEC, 11th – 14th March, 2013
11. Workshop on Development of SLM for Distance and Online learning organised by IGNOU, Delhi, 14-18 Feb, 2011
12. Workshop on SLM Writing and Research Methodology organised by KKHSOU in collaboration with DEC, March 11-14,2013
13. Workshop on Open Educational resources for Development organised by CEMCA and KKHSOU, 15-17th October, 2014
14. Workshop on “Techniques and Skill Development on Question paper setting” organised by KKHSOU, 21st April, 2017
15. Workshop on “Case Based Methodology” organised by IBS and ICFAI, 18th July 2017
16. Workshop on “Adoption and Developments of MOOCs in KKHSOU” organised by KKHSOU and IGNOU, 28th -29th June, 2018

17. Two Days Faculty Development Workshop organised by CIQA, KKHSOU, 18th – 19th November, 2018
18. Two Days workshop on Choice Based Credit System organised by KKHSOU, 28.12.2018 and 29.12.2018
19. Training Programme on Organisation wide Quality Management organised by KKHSOU
20. Participated in the three-day Online Workshop on “Capacity Building of Academic Counsellors of KKHSOU”, scheduled during 16,17 & 18 June, 2020, organized by KKHSOU, in collaboration with CEMCA, New Delhi.
21. Participated in the four-day Online Capacity Building Workshop for Teaching and Academic Staff on Development of MOOCs for ODL Learners held on 22, 23, 24 & 25 June, 2020, organised by KKHSOU, in collaboration with CEMCA, New Delhi.

10. Professional Programmes Completed:

1. Completed course on Research Methodology in Development Studies in OKD, 1st Dec to-10.12.08
2. Attended F.D.P. on Entrepreneurship in I.I.E. Indian Institute of Entrepreneurship, Guwahati, 15.2.10 to 26.2.10.
3. Orientation Programme: Participated in HRDC GU from 21st August to 17th September, 2017.
4. Refresher Course: Participated in HRDC GU from 7th March to 27th March, 2018
5. Completed Online Refresher Course in Management in March 2020, AICTE approved, at SWAYAM platform organized by NPTL.
6. Completed the MOOC course on “Understanding Open Educational Resources using Technology enabled learning Lounge”, June 2020.

11. Experience in Organising Conference/Seminars/Webinars/Workshop/Events:

1. Conducted workshop on “*Counseling the Counsellors of BBA*”, 29th December 2011
2. Joint Convener in “International Conference on Developmental Interventions and Open Learning for Empowering and Transforming Society” organised by KKHSOU, 16-17th Dec, 2017.

12. Resource person/Expert appointed:

1. Invited to deliver talk on “Research Methodology” at Darwin School of Management, dated 15.3.14.
2. Invited to conduct a session in FDP on “Advertising and Integrated Communication “at Asian Institute of Management, dated 23.11.17.
3. Invited to deliver a talk on “Research Methodology” at Asian Institute of Management, dated 3.4.18.

13. Administrative Experiences:

1. Member of Academic Council of KKHSOU till 2015.
2. Member of framing policy for recruitment of Gr.II and Gr.III (2009)
3. Member of a committee to frame rules and regulations for provision of organizational loan to the employees (2010).
4. Member of Internal Complaint Committee (2010)
5. Member of Vision Document preparation Committee (2011)
6. Convener of “Invitation Committee” for first convocation of KKHSOU (2014)
7. Member of Internal Complaint Committee (2015)
8. Member of Examination Discipline Committee (2015)
9. Member of Unfair mean Committee (2015)
10. Member of NAAC Assessment Report preparing Committee (2017)
11. Convener of Working Paper Committee (2019)
12. Member of Quality Assurance Toolkit Committee (2019)
13. Member of Issue Identification Committee (2019)
14. Member of NAAC assessment Committee as a Team Leader Criterion VII (2019)
15. Member of “Committee for Design and Execution of MRP on programme effectiveness Research (2019)
16. Member of “Action group for Pura Sukurberia Village”, (2019)
17. Member of “Screening Committee” for the National Seminar on “Gender Sensitization in India’s North East: Issues and Challenges” held on 5th -6th March, 2020 (2019)
18. Convener of the committee for implementation of guidelines for Gender Champions of the University (15.06.2020)
19. Member of the Complaint Handling Mechanism Committee (12.05.2020)

14. Research & Consultancy Projects:

Minor Research Project

1. Completed a minor research project on “Role of Study centres in ODL System- A case Study on KKHSOU” under funding of KKHSOU in 2012-13.

Doctoral Thesis Supervised

1. Mathur Barman, Learners’ cost effectiveness and Quality in Distance Education – A study on select undergraduate BBA, BCA and BCom course in Assam,2018 (Awarded)
2. Sikha Rani Baishya, Influence of emotions on consumer buying decision process and brand sustainability- A study on Automobile Sector in ASSAM, (pursuing)
3. Urmimala Mahanta, The Management and Administration of the livelihood conditions of the sattras of Assam, (pursuing)

15. Membership in National/International Forum/Association:

1. Life member of North East India Commerce and Management Association
2. Member of Bangalore Management Association (life time membership)
3. Member of All India Management Association
4. Member of MTC global
5. Editorial member of International Centre of Economics, Humanities and Management.

16. Any other relevant personal information not covered above:

Audio-Visual Programmes:

1. YouTube video programmes on:
 - Leadership (2019)
 - Introduction to MBA programme (2019)
 - Structure of the course and details of BBA programme (2019)
 - A discussion on Case Study (2019)
 - Principles of Management and Organisational Behaviour (2019)
2. Two video power points presented on Introduction to Marketing Management (2020)
3. Facebook live class on Project preparation (2020).
4. Two video power points presented on Consumer Buying Behaviour (2020)
