

DR. GAUTAM PATIKAR



Designation : Professor

Date of Joining the University: April 5, 1995

Date of Joining the Present Post: 16 March, 2020

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Contact number: 91- 9436003439

Educational Qualification: M Com, PhD

Area of Specialisation : Marketing and Research Methodology

Research Contribution and Academic Publications

Research project undertaken: Completed UGC sponsored minor research project entitled “Emergence of Micro Finance in Nagaland: An Evaluative Study”.

Research Guidance:

Degree	Number Enrolled	Thesis submitted	Degree Awarded
M. Phil	1	-	1
Ph. D	12	-	5

PUBLICATION

A: Books

- **“Rural Development in North East India”**. Jointly Edited (2010) published by Concept publishing Co. Pvt. Ltd. New Delhi 2010 ISBN: 13-978-81-8069-668-8
- **“Micro Finance in Nagaland”**. (2012) published by Lambert Academic GmbH & Co, Germany. ISBN: 978-3-659-17898-6
- **“Road Passenger Transport in Nagaland”**. (2014) published by Isara Publishers, New Delhi. ISBN: 978-1-312-45512-2 (in the Press)

B: Research Articles & Papers Published in Journals

- *“Commerce Education at the Undergraduate Level”* a joint publication in the journal *“University News”* (March 01-07, 2004).
- *“Marketing Strategies of LICI in the New Millennium”* a joint publication in the Journal *“Kangleipak Business Review”* (Vol.3, No.1, May, 2004).
- *“Challenges of Tourism in Nagaland”* an Overview published in the journal *“Nagaland University Research Journal”* (Volume 3, Sept, 2005).
- *“Indo-Asean Economic Ties: A study of North East India”* published in the Journal *“Southern Economist”*. Volume 48, No.1 pp79-83, May 1, 2009.
- *“Changing Scenario of Indian Retail Business: An Overview”* published in the PCC Journal of Economics and Commerce”, Volume 01, No.i pp51-53 Jan-Dec 2009.
- *“Environmental Impact of Tourism Development- Issues and Challenges Ahead for NER”* published in the *“Aura Journal of ISM”*, Institute of Science and Management, Ranchi, Volume 6 cc: pp99-105. December 2009.
- *“Scenario of Micro Finance in India: An Overview”* published in the Journal *“Southern Economist”*. Volume 48, Number 17, pp 5-8, Jan 1 2010.
- *“Passengers’ Satisfaction with their Travel: A Comparative study between the Srtu and Private Sector Bus Operators in Nagaland”* published in the journal *“Advances in Management”*, Volume 3(1), pp26-35, Jan 2010.
- *“Tourism development and its Environmental Impact: A North East India Perspective”* published in the *“Southern Economist”* Volume 49, Number 5, pp 35-38, July, 1 2010.
- *“Entrepreneurship Development In North East-India: An Overview”* published in the PCC Journal of Economics and Commerce”, Volume 02, No.2 pp28-33, Jan-Dec 2010
- *“Role of Infrastructure in the Socio-Economic Development of Nagaland: A case Study of road Transport”* published in the Journal *“Kangleipak Business Review”* Vol.5, No.1, pp74-80, 2010).
- *“Changing Scenario of Indian Telecom Sector: An Evaluation”* a joint publication in the PCC Journal of Economics and Commerce”, Volume 03, No.3 pp1-8, Jan-Dec 2011

- *“Passengers’ Preference: A Comparative Study between Nagaland State Transport and Other Bus Services”* published in the ‘Sumedha Journal of Management’ Vol. 1, No 3, pp16-27, July – September, 2012
- *“Implication of MGNREGA in Nagaland: Boon or Bane”* published in the PCC Journal of Economics and Commerce”, Volume 04, No.4 pp17-22, Jan-Dec 2012.
- *“Need and Progress of Micro Finance in North-East India: An Evaluation”* published in the journal “IASSI Quarterly: Contributions to Indian Social Science”. Volume 31, No.2 (April-June 2012).
- *“Service Quality Analysis of Mobile Communication: A Comparative Study between BSNL and private Service Providers”* published in the journal ‘Sumedha Journal of Management’. 5th issue January – March, 2013.
- *“Physical Performance of Nagaland State Transport- An Evaluative Study”* Published in the Journal of Humanities & Social Sciences Vol. 02 No. 01, 2013. pp-28-40.
- *“Progress of Public Sector Telecom Service: A Study of Nagaland”* Jointly published in the” Journal of Contemporary Research”. Vol-01, Issue-01, 2013, pp-63-69.
- *“Financial Performance of Nagaland Pulp & Paper Limited: An evaluative study”*published in the journal ‘CASIRJ’. Vol-4, No.3, 2013.
- *“Tourism and Socio-Economic Development: A Critical Assessment”* Jointly published in the Journal of Humanities & Social Sciences. Volume 03, Number 02, pp-1-9, October, 2014. ISSN: 2319-9970.
- *“Factors Influencing Consumer Buying Behaviour: A Case study”*, Jointly published in the Global Journal of Management and Business Research, USA. Volume 14, Issue 5, pp-37-41, December, 2014.
- *“Demographic profile and the socio economic benefit of SHGs: A state level study”* published in the Finance India, Volume XXVIII, No.4, December, 2014.

- *“Marketing Tourism Service of Nagaland: Need and Implication”* Jointly published in the PCC Journal of Economics and Commerce”, Volume 06, No.6 pp 34-41, Jan-Dec 2014.
- *“Financial performance Evaluation of the Nagaland State Transport: A Case Study”* published in the Global Journal for Research Analysis, Volume 04, No.09, September, 2015.
- *“Telecommunication Service Usage Profile and Preference: A Comparative Study Between Bsnl And Private Service Operators”* Jointly published “Management and Economics Journal”, Volume-01, September 2016, pp 287-300, ISSN: 2456-2661.
- *“District-wise Analysis of Nurses ‘Job Satisfaction in Nagaland” a joint publication in the PCC Journal of Economics and Commerce”*, Volume 08, No.02 pp 91-100, 2016, ISSN: 2229-6417.
- *“Level of Nurses Job Satisfaction in Public and Private Hospitals: A Case Study”* a joint publication in the Sumedha Journal of Management, Volume 6, No.4, Oct- Dec, 2017 pp 66-75, ISSN: 2277-6753.
- *“Financial Literacy on Investment Decision: A Case Study”* a joint publication in the International Journal for Research and Studies, Volume IX, August 2019 to February 2020 pp 110-122, ISSN: 2395-6984.
- *“COVID 19 Pandemic and India’s Economy : An Observation”* a publication in the International Research Journal of Management Sociology & Humanities, Volume 11, Issue 9, 2020, pp 27-38, ISSN: 2348-9359.S
- *“Digital Transformation: A Case of India’s Experience with GST”* published in the journal ‘CASIRJ’. Vol-12, No.8, 2021, ISSN 2319-9202. PP-13-20.

C. Articles & Papers Published as Chapters in Edited Volume:

- *“Problems and Prospects of Entrepreneurship Development in SSI- A Case Study”* Jointly published in the book Title “Entrepreneurship and small scale industries” Akansha publishing house, New Delhi, 2006, edited by Dr.G.P Prasain, Manipur University.
- *“Restructuring Commerce Education at the Undergraduate Level: A challenge for the North East India”* a joint publication in the book “Commerce Education in the New Millennium” (January 2004).

- “*Existing Scenario of Infrastructure in North-East India an Overview*” in the book “*Village development in North East India*” edited by Komol Singha, Concept Publication New Delhi 2009.
- “*Rural Transport Development in Nagaland*” published in the book “*Rural Development in India*”. Concept publishing Co. Pvt. Ltd. New Delhi 2010, (pp: 394-408) Edited by Komol Singha.
- “*Commerce Education*” published in the book “*Commerce Education in North East India*” Mittal Publication: New Delhi, 2010. Edited by Dr. Rajmani Singh, Manipur University.
- “*Commerce Education in Nagaland: Retrospect and Prospect*” published in the book “*Commerce Education in North East India*” Mittal Publication: New Delhi, 2010. Edited by Dr. Rajmani Singh, Manipur University.
- “*Status of Microfinance in Nagaland*” published in the book “*Financial inclusion for Inclusive Growth*”. Concept Publishing House, New Delhi, 2012. Edited by Dr. Rajmani Singh, Manipur University.
- “*Microfinance in Nagaland: A Study*” published in the book “*Identity, Politics and Economic Development in North East India*”. Concept publishing Company, New Delhi. Edited by Komol Singha. Volume 31, No.2 (April-June 2012).
- “*Job Satisfaction of Hospital Nurses in Nagaland: A Case Study*” Jointly Published in the book “*Human Resource Management and Development in the Digital Age*” Mittal Publication: New Delhi, 2017, Edited by Abhigyan Bhattacharjee.
- “*Commerce Education in Nagaland: A Synoptic view*” published in the book “*Commerce Education in North East India : Centennial Journey*” Akansha Publishing House: New Delhi, 2022. Edited by Dr. A.Rajmani Singha, Manipur University.
- “*Consumer Behaviour and Selling Strategies of car Dealers during the Pandemic: A Case Study*” Jointly published in the book “*Business Practices in the age of Innovation, Disruption and Sustainability*” Excel India Publishers: New Delhi, 2022. Edited by Prof. Rinalini Pathak Kakati & Dr. Monoshree Mahanta, Gauhati University.

D. Articles & Papers Published in Seminar Proceedings:

- *“Man Power Development Requirements and the Growth of Commerce Education in Nagaland”* published in the seminar proceedings “Retrospect and Prospect of Economics and Commerce Education” (February 2000).(Seminar Proceedings)
- *“Tourism and Socio-Economic Development: A Critical Assessment* Jointly published in the Journal of Humanities & Social Sciences Vol. 03 No. 01, 2014” (Seminar Proceedings)

Papers presented in Seminars/ Conferences

- A. International: 4
- B. National : 15
- C. Regional : 1