

# Dr. DHRUBAJYOTI BORDOLOI



1. Current Designation : Assistant Professor
2. Department : Department of Management, Nagaland University  
Kohima Campus, Meriema – 797004, Nagaland
3. Date of Joining N. U : May 02, 2011
4. Email id : [dhruba42@nagalanduniversity.ac.in](mailto:dhruba42@nagalanduniversity.ac.in) / [dhruba42@yahoo.co.in](mailto:dhruba42@yahoo.co.in)
5. Educational Qualifications : PhD (DU), M.B.A (DU), B.E (JEC-DU), PGDHRM (GU), CAIIB, NET
6. Area of Research Interest : Banking, Skill Development, Entrepreneurship,  
Behavioural Finance, Quantitative Techniques
7. Teaching Experience : Dibrugarh University (1 Year 10 months)  
Nagaland University (13 Years 2 months (Current Job))
8. Industry Experience : Syndicate Bank (2 Years 5 months) as Assistant Manager

## PHD SUPERVISION

Sl No.	Name of the Scholar	Topic	Present Status
1.	Mr. Kelhoukhrietuo Nagi	Agripreneurship among the Naga Youths: A study on Kohima and Phek districts of Nagaland	Registered
2.	Mr. Haithonlo Kath		Completed Course work
3.	Miss Thounsiniu		Pursuing course work

## EDUCATIONAL QUALIFICATION DETAILS

1. PhD from Dibrugarh University, Dibrugarh, Assam  
Title of Thesis: *Perception and Awareness about Shariah Laws in making equity investment decisions among Indian Muslims: A Case Study of Assam.*  
Date of Award of PhD degree: October 01, 2019
2. MBA from Centre for Management Studies, Dibrugarh University, Dibrugarh, Assam.  
Year of Passing: 2006
3. BE in Instrumentation Engineering from Jorhat Engineering College, Jorhat, Assam.  
Year of Passing: 2003
4. PG Diploma in Human Resource Management from IDOL, Gauhati University, Guwahati, Assam  
Year of Passing: 2008
5. Qualified UGC NET Examination in Management in October 2013.

## CERTIFICATIONS AND MEMBERS OF PROFESSIONAL BODIES:

1. Life Member of SAMANNAY, the alumni association of Centre for Management Studies, Dibrugarh University, Dibrugarh, Assam.
2. Life Member of Northeast India Commerce and Management Association (NEICMA).
3. Life Member of India Institute of Banking and Finance.
4. Certified associate of Indian Institute of Banking and Finance (CAIIB).

5. *Certificate in International Banking* from Indian Institute of Banking and Finance.
6. *Certificate in Customer Service and Banking Codes & Standards* from Indian Institute of Banking and Finance.

#### **BOOKS PUBLISHED:**

1. Chhabra, S.K., Bordoloi, D. (2014). *Financial Market Operations*: Himalaya Publishing House, New Delhi (ISBN 977-93-5202-2830)

#### **BOOK CHAPTERS PUBLISHED/ EDITED VOLUMES:**

1. Bordoloi, D., Nagi, K., (2024). Decoding the factors affecting Customer Experience in Bancassurance with special reference to Nagaland State, *Emerging Issues in Behavioural Finance*, Bloomsbury
2. Ngullie, R. Bordoloi, D. (2024). Assessment of the factor influencing Customer's Adoption of FinTech Application in Kohima, *Investing in the New Millenium*, JHS College, Assam

#### **RESEARCH PAPERS/ ARTICLES PUBLISHED IN JOURNALS:**

1. Ramasamy, M., Subbiah, J., **Bordoloi, D.**, & Ramalingam, P. (2024). Bankers' perspective On Social Media Banking: A Study with Special Reference to Select Indian Banks. *Bangladesh Journal of Multidisciplinary Scientific Research*, 9(2), 1-9. (SCOPUS INDEXED)
2. **Bordoloi, D.**, Babu, M.R.N. (2024). Consumer's Attitude towards Digital Payments: A Demographic Analysis. *Global Business and Finance Review*, 29(4), 16-27. <https://doi.org/10.17549/gbfr.2024.29.4.16>. (SCOPUS INDEXED)
3. Agarwal, S., Singh, R., Pandiya, B., & **Bordoloi, D.** (2024). Unveiling the Negative Customer Experience in Diagnostic Centers: A Data Mining Approach. *Journal of Multidisciplinary Healthcare*, 17, 1491–1504. <https://doi.org/10.2147/JMDH.S456109> (SCIE, WEB OF SCIENCE, IMPACT FACTOR 3.3)
4. Ahmed, S., Prabhakar, M. E., & **Bordoloi, D.** (2023). Consumer Attitude towards Green Products: Evidences from Nagaland, India. *TWIST*, 18(4), 243-251, ISSN 1759-0418 (PEER REVIEWED)
5. Ahmed, S., Prabhakar, M. E., **Bordoloi, D.** & Mani, R. (2023), Consumer Attitudes Towards Green Eco-Friendly Products in Nagaland, *IOSR Journal of Business and Management (IOSR-JBM)* 25(10), 36-46, (ISSN 2278-487X) (PEER REVIEWED)
6. Murathoti, R. N. B., **Bordoloi, D.**, Ao, C. (2023), Competencies among Teachers to Integrate Web 2.0 Tools in the Teaching Learning Process, *Education and Society*, 46(3), 203-214, (ISSN 2278-6864) (UGC CARE LISTED)
7. Murathoti, R. N. B., **Bordoloi, D.** (2022), Technological Pedagogical Content Knowledge (TPACK) of B.Ed. Student Teachers in Nagaland State, *Aruhu Kuruhu*, 13(51), 331-339, (ISSN 2347-5048) (UGC CARE LISTED)

8. **Bordoloi, D.,** Singh, R., Bhattacharjee, J., & Bezborah, P. (2020). Assessing the awareness of Islamic law on equity investment in state of Assam, India. *Journal of Islamic Finance*, 9(1), 001-012. (ISSN 2289-2117) (PEER REVIEWED)
9. **Bordoloi, D.,** Bezborah, P (2019). Assessment of Risk Perception on Shariah Compliant Equity Share Investment among the Muslim Population in Assam, India. *Paripex Journal of Research*, 8(3), 77-80, (ISSN 2250-1991) (UGC APPROVED)
10. **Bordoloi, D (2017).** Resignation from a Nationalised Bank: A Case Study. *International Journal of Management Research and Business Strategy*, 6(2), 8-12, (ISSN 2319-345X) (PEER REVIEWED)
11. **Bordoloi, D (2015).** Perceptions and awareness about Shariah Laws and Islamic Finance among Indian Muslims: A literature review. *PCC Journal of Economics & Commerce*, Vol 7, 40-44 (ISSN 2229-6417) (PEER REVIEWED)
12. **Bordoloi, D (2014).** Tourism in North East India and Socio-Economic Development: Prospects and Challenges ahead, *Journal of Humanities and Social Sciences*, 3(2), 75-85 (ISSN 2319-9970) (PEER REVIEWED)
13. **Bordoloi, D.,** Imsulemla (2012). Employee Empowerment and HRD in Indian Banks, *The Brahmaputra: Rhythm of the promises*, 5(1), 9-10 ISSN: 2278-246X. (PEER REVIEWED)

#### **RESEARCH ARTICLE REVIEW:**

1. Reviewed a research article for “**The Journal of Statistical Approaches in Research (JSAR)**” published by Department of Statistics, Gauhati University, Guwahati, Assam in April 2024.
2. Reviewed a research article for “**The IUN Research Journal**” published by ICFAI University, Nagaland in April 2024.
3. Reviewed a research article for **MANTHAN: Journal of Commerce and Management** in January, 2024.

#### **PROJECTS COMPLETED:**

1. **Impact of Skill Development in Nagaland under SANKALP project**, sponsored by Directorate of Employment, Skill Development and Entrepreneurship, Govt. of Nagaland. (COMPLETED 2023) with Dr. Manoj E. Prabhakar and Dr. Ditalak Mpanme. Amount mobilized: Rs 5 Lakh
2. **Tracer Study under STRIVE Project**, sponsored by Directorate of Employment, Skill Development and Entrepreneurship, Govt. of Nagaland. (COMPLETED 2023) with Dr. Manoj E. Prabhakar and Dr. Ditalak Mpanme. Amount mobilized Rs 3 Lakh
3. **Comparative Study of India Post and Private Courier – with special reference to Dimapur and Kohima**, sponsored by India Post, Nagaland. Amount mobilized Rs 15000/-
4. **Documentation of Behaviour Change Communication (BCC)** activities in Dibrugarh district of Assam, sponsored by UNICEF (COMPLETED 2008) with Dr. Pranjal Sarma (Dibrugarh University), Dr. Ranjit Singh (IIT, Allahabad) and Dr. Himadri Barman (Dibrugarh University). Amount mobilised Rs 1.5 Lakh

## PROJECTS ON-GOING:

1. Established Entrepreneurship Development Centre (EDC) at Nagaland University Kohima Campus, Meriema under the project ***“Establish, Develop and Manage Entrepreneurship Development Centre (EDC) And Incubation Centre (IC) in the Educational Institute of Northeastern Region”***  
Sponsored by: North Eastern Council, Shillong and Implemented by: Indian Institute of Entrepreneurship (IIE), Guwahati. Amount mobilised during FY 2023-24, Rs 6 Lakh (Approx).

## PHD THESIS ADJUDICATION:

1. Adjudicated PhD Thesis entitled ***“Financial Performance of Housing Finance Companies in India A Study of HDFC and LICHF LTD”*** of Osmania University, Hyderabad in July 2022.
2. Adjudicated PhD Thesis entitled ***“Impact of Corporate Governance on the Performance of Indian Small and Medium Enterprises”*** of Osmania University, Hyderabad in December 2022.
3. Adjudicated PhD Thesis entitled ***“Farmers` Perception on Risk and Risk Management Strategies of Select Food and Non-Food Crops: A Study of Telangana State”*** by of Osmania University, Hyderabad in April 2023.
4. Adjudicated PhD Thesis entitled ***“Financial Inclusion Among MSMEs in Telangana - Select Study of Erstwhile Nalgonda District”*** of Osmania University, Hyderabad in February 2024.

## PAPERS PRESENTED IN CONFERENCES/ SEMINARS

1. Presented a paper at a UGC sponsored National Seminar on ***Prospects and Problems on Tourism in the North East India with special reference to Nagaland***, organized by Unity College, Dimapur during October 2014.
2. Presented a paper on National Seminar on ***Ethical Issues in Management*** organized by Centre for Management Studies, Dibrugarh University during February 2015.
3. Presented a paper at National Seminar on ***Contemporary Issues in Business*** organized by the Department of Commerce, Assam University, Silchar, during October 2015.
4. Presented a paper entitled ***“Assessing the awareness of Islamic law on equity investment among the Muslim population in the state of Assam, India”*** at the North East India Commerce and Management Association's (NEICMA) conference held at Dibrugarh University on 28<sup>th</sup> September, 2019.
5. Presented a paper entitled ***“Assessing the consumer’s attitude towards E-Payments with special reference to Nagaland State”*** at the International Conference on Behavioural Finance organised by Department of Management Studies, Indian Institute of Information Technology, Allahabad on June 18-10, 2022.
6. Presented a paper entitled ***“Decoding the factors affecting customer’s experience in Bancassurance with special reference to Nagaland state”*** at the 2<sup>nd</sup> International Conference on Behavioural Finance organised by Department of Management Studies, Indian Institute of Information Technology, Allahabad on June 18, 2023.

7. Presented a paper entitled ***“Green Marketing as A Tool for Sustainable Development: A Case Study of Nagaland”*** at National Seminar on Sustainable Emerging Approach in Agri-Business Development organised by Department of Agricultural Economics, Nagaland University, SAS, Medziphema on November 01, 2023.
8. Presented a paper entitled ***“Employment Generation through Vocational Training: Evidences from Nagaland”*** at the 7<sup>th</sup> Annual Conference of North East India Commerce and Management Association and National Seminar on ***India’s Economic Development during post-colonial era: Innovation in Trade, Commerce and Business*** organised by Department of Commerce, Tripura University, Agartala on November 24, 2023.
9. Presented a paper entitled ***“Consumer Perceptions about Environmentally Sustainable Products in Nagaland”*** at the National Seminar on ***Management Practices for Sustainable Development Goals*** organised by Centre for Management Studies, Dibrugarh University on 15<sup>th</sup> February, 2024.
10. Presented a paper entitled ***“Assessing the role of Pradhan Mantri Kaushal Vikas Yojana (PMKVY) in Skill Gap Reduction in Nagaland: An Empirical study”*** 8<sup>th</sup> Annual Conference of North East India Commerce and Management Association and International Seminar on ***India towards \$7 trillion economy by 2030*** organised by Department of Commerce, Manipur University, Imphal on 2<sup>nd</sup> July, 2024.

## **INVITED LECTURES**

1. Delivered an Invited Lecture on ***Productivity & Performance in Operations*** at the Cement Corporation of India Limited, Bokajan Cement Factory under the aegis of Assam Productivity Council on 6<sup>th</sup> February, 2012.
2. Delivered an Invited Lecture on ***Cost Reduction*** at the Cement Corporation of India Limited, Bokajan Cement Factory on 13<sup>th</sup> October, 2012.
3. Delivered an Invited Lecture on ***Project Making*** in a Faculty Training Programme at C-Edge College, Dimapur on 21<sup>st</sup> January, 2015.
4. Delivered a career counselling lecture on ***Career Options in Management*** at Public College of Commerce, Dimapur on 16<sup>th</sup> March, 2015.
5. Delivered the foundation day lecture on ***Importance of Improved work culture in productivity*** on 18<sup>th</sup> January, 2017.
6. Delivered an invited lecture on ***“Banking Law and Practices”*** at Arni School of Commerce and Management, Arni University, Himachal Pradesh on January, 29, 2018.
7. Delivered an invited lecture as resource person on ***“Developmental Issues in a Historical Perspective of India’s North East”*** at the ICSSR sponsored 2 weeks Capacity Building Programme organised by the Department of Education and Teachers’ Education, Nagaland University Kohima Campus on May 10, 2018.
8. Delivered an invited lecture at the Cement Corporation of India, Bokajan Cement Factory, Bokajan, Karbi Anglong, Assam in the Workshop on Preventive Vigilance held on June, 28, 2019.
9. Delivered an invited lecture as resource person on ***“Quantitative Research: its Types & Mixed Research.”*** at the ICSSR sponsored Ten days **Research Methodology Training Course for Ph.D**

**Students in Social Sciences** organised by the Department Teachers' Education, Nagaland University Kohima Campus on 15/11/2019.

10. Delivered the Key Note Address at the Online Live Webinar on "Investor Awareness & Role of Regulators" conducted by the BSE IPF in association with SEBI and CDSL on 25/05/2021.
11. Delivered an Invited Lecture on "**Digital Marketing**" dtd 22/03/2021 at a EDP for certified Jan Shikshan Sansthan (JSS) beneficiaries Dimapur at Alaphra Group, River belt Colony, Dimapur, Nagaland organized by Indian Institute of Entrepreneurship (IIE) under Ministry of Skill Development and Entrepreneurship.
12. Invited as a judge at the **Inter Collegiate Commerce Festival** held on 25<sup>th</sup> February, 2022 organised by Dept. of Commerce, Unity College, Dimapur.
13. Delivered an invited lecture as resource person on "**Personal Finances on Personality Development**" at the RGNIYD sponsored Three days "**Training of Trainers on Life Skills and Personality Development Programme**" organised by the Department of Teachers' Education, Nagaland University Kohima Campus on 10/03/2022
14. Delivered a lecture as Keynote Speaker in the Intellectual Basket of Women National Conferences 2022, titled "**Analysis and Development of Arbitration and other forms of ADR in India**" organised by Faculty of Law and Governance (FLG), Jayoti Vidyapeeth Women's University, Jaipur, Rajasthan on April 26, 2022
15. Chaired a technical session and delivered a talk on paper presented at the **2<sup>nd</sup> International Conference on Behavioural Finance** organised by Department of Management Studies, Indian Institute of Information Technology, Allahabad on June 19, 2022.
16. Delivered a series of Invited Lectures (3 numbers) in the **Entrepreneurship Development Programme** organized by Indian Institute of Entrepreneurship at the Entrepreneurship Development Centre, Kohima during April 05-25, 2023
17. Delivered a series of Invited Lectures (3 numbers) in the **Entrepreneurship Development Programme** organized by Indian Institute of Entrepreneurship at the Entrepreneurship Development Centre, Kohima during July 04-24, 2023
18. Delivered a lecture on "**EAC and EDP Programmes**" in the **NEC Sponsored five days Faculty Development Programme** organized by the Entrepreneurship Development Centre, Department of Management, Nagaland University, Kohima Campus, Meriema on February 19, 2024.
19. Acted as a Quiz Master at the Regional Level "**Commvanza**" event organized by Unity College, Dimapur on 2<sup>nd</sup> March, 2024.
20. Delivered an invited lecture on "**Entrepreneurship and the Young Generation**" at the "**Entrepreneurship Awareness Programme**" organized by Indian Institute of Entrepreneurship EDC, Kohima on 7<sup>th</sup> March 2024.
21. Delivered two numbers of lectures on the topics "**Scaling Techniques – Developing the Likert Scale**" and "**Principal Component Analysis, Factor Analysis and Structural Equation Modelling**" at the "**ICSSR sponsored Ten days Research Methodology Course in Social Sciences**" organized by Department of Agricultural Economics, SAS, Nagaland University on 22<sup>nd</sup> March, 2024.

## WORKSHOP/ REFRESHER COURSE/ SUMMER SCHOOL/ FDP

1. Participated in a **Management Development Programme** on “*Strategies for Sustaining Competitive Advantage*” organised by Centre for Management Studies, Dibrugarh University during February 2007.
2. Participated in an **Orientation Training Programme on FOREX** organised by Central Bank of India on behalf of the Foreign Exchange Dealers Association of India (FEDAI) at Kolkata during November 8-14, 2010.
3. Participated in a Workshop of 1 week duration on **Quantitative Research tools** organised by Department of Business Administration, Tezpur University during January February 2013.
4. Attended **UGC sponsored orientation program** at the UGC Academic Staff College, University of Allahabad during January 04-31, 2014.
5. Attended **UGC sponsored Refresher Course on Business Studies** at the UGC HRDC Gauhati University, Guwahati during February 13 – March 05, 2017.
6. Attended **Two weeks Faculty Development Programme on Research Methodology Using Excel, SPSS and R programming** at University of Hyderabad during November 20, 2017 to December 03, 2017
7. Participated in the Six Days (online) Faculty Development Programme on “**E Learning and Development in Digital Era**” organized by the ADAMAS University, Kolkata during May 25-30, 2020.
8. Participated in the One week (online) Short Term Training Programme on “**Recent trends in Research Methodology**” organized by the REST Society for Research International, Chennai during May-25-29, 2020.
9. Participated in the **Online Faculty Development Programme on “Learning Management Systems & Open Educational Resources**” organized by the Department of Teachers Education, Nagaland University, Kohima during July 08-14, 2020.
10. Participated in the **3<sup>rd</sup> Summer School (online) on Behavioural Finance** organized by the Department of Management Studies, Indian Institute of Information Technology, Allahabad, Prayagraj, UP, India during June 15-19, 2020.
11. Participated in the **Training cum Workshop (online) on ACADEMIC ADMINISTRATION** organized by the Internal Quality Assurance Cell (IQAC), Nagaland University, Lumami during the period 24<sup>th</sup> September to 22<sup>nd</sup> October, 2020.
12. Participated in five day (1 week) online **Faculty Development Programme on the theme Pedagogical Practices of new India under National Education Policy, 2020** jointly organized jointly by Tripura University, Manipur University and Assam University during October 07-11, 2020.
13. Attended and completed the **ARPIT course in Financial Markets and Emerging Business Models** from December 01, 2020 to 31<sup>st</sup> March, 2021. Examination held on August 21, 2021
14. Attended **5<sup>th</sup> Summer School on Behavioural Finance** during June 13-17, 2022 at Indian Institute of Information Technology, Allahabad

15. Participated in three days *National Workshop on Structural Equation Modelling using AMOS*, organised by Swami Vivekananda University in collaboration with SPSS South Asia during July 27-29, 2023
16. Participated in 5 Day Residential Faculty Development Program under the project “*Establish, Develop and Manage Entrepreneurship Development Centre and Incubation Centres in Northeast Region’s Educational Institutions*”, sponsored by NEC Shillong and organised by Indian Institute of Entrepreneurship, Guwahati during November 06 – 10, 2023.
17. Participated in *Two Weeks online Faculty Development Programme on Structural Equation Modelling with Smart PLS and SPSS AMOS* organised by Department of Management Studies and Research Centre, BMS College of Engineering, Bengaluru during November 27 – December 08, 2023.
18. Participated in *Two Weeks online Capacity Building Programme on Advancing Research Insights with Research Methodology and SEM Essentials* organised by IES MCRC in association with Indian Council of Social Science Research (ICSSR) from March 11-22, 2024.

## **EVENTS ORGANISED**

1. Faculty Advisor to the 12<sup>th</sup> “*Zoommax*” Management Fest organized by the Department of Management during May 03-04, 2022.
2. Faculty Advisor to the 13<sup>th</sup> “*Zoommax*” Management Fest organized by the Department of Management during April 27-28, 2023.
3. Organised *NEC sponsored five days Faculty Development Programme on Entrepreneurship Development* as *Programme Coordinator* during February 19-24, 2024.
4. Faculty Advisor to the 14<sup>th</sup> “*Zoommax*” Management Fest organized by the Department of Management during April 09-10, 2024.

## **ADMINISTRATIVE DUTIES PERFORMED**

1. Member of Board of Post Graduate Studies (BPGS), Nagaland University since 2012.
2. Member of School Board of Management Studies, Nagaland University since 2012.
3. Member of Board of Studies in Management, Nagaland University since October, 2023.
4. Member of the Local Purchase Committee of the Department of Management, Nagaland University.
5. Training and Placement Cell Coordinator of School of Management Studies during 2012 – 2022.
6. Nagaland University representative to Unity College, Dimapur during 2012-15.
7. Subject expert during selection of faculty members at Tetso College, Dimapur.
8. Faculty Coordinator of Annual Management fest “*Zoommax*” of the Department of Management, Nagaland University, Dimapur.
9. Escorted the students during Industrial Exposure trip to Visakhapatnam during February, 2023.
10. Student Welfare in charge of Nagaland University SET & SMS, Dimapur for 2 years.
11. Warden of Boys Hostel, Nagaland University SET & SMS for 6 months.
12. Inspection team member of Nagaland University for Modern College, Kohima.



13. Inspection team member of National Institute of Open Schooling for Dimapur, Kohima and Peren districts, Nagaland.
14. Member of Vidyalaya Management Committee of Kendriya Vidyalaya, Dimapur during July 10, 2017 to July 09, 2020.
15. Head in-charge of Department of Management, Nagaland University Kohima Campus, Meriema during December 21, 2023 to February 09, 2024.
16. Coordinator of Entrepreneurship Development Centre and Incubation Centre, Nagaland University Kohima Campus, Meriema w.e.f. March 04, 2024

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