

## Faculty Profile



### Kasturi Saikia, M. Com, Ph.D. (NEHU)

Assistant Professor  
Department of Business Management & Marketing,  
D.H.S.K. Commerce College  
Dibrugarh, Assam-786001  
Email-id: [kas2risaikia07@gmail.com](mailto:kas2risaikia07@gmail.com)

#### **Papers Taught:**

**B. Com-** Business Organization and Management (BOM), Management Principles and Application (MPA), Principles of Marketing (PMTG), Retail Management (RTMT), Services Marketing (SMKT), Advertising Management (ADMT), Consumer Behavior (COBR).

**M.Com-** Marketing Management, Agricultural and Rural Marketing, Services Marketing, Advertising Management, Retail Marketing.

**Teaching & Research Interests:** Management, Marketing, Human Resource Management, Corporate Social Responsibility, Strategic Management, Organizational Behavior.

**Teaching Experience:** 4 years

---

#### **Academic Qualification:**

- Awarded Ph.D. by North Eastern Hill University (NEHU) on 1/08/2017 for the thesis entitled “Corporate Social Responsibility Initiatives and Beneficiaries’ Satisfaction: A Study of Oil Sector Companies in North East India.
- M.Com in 2011 from North-Eastern Hill University (NEHU), Shillong, Meghalaya India.
- B. Com in 2009 from Gauhati Commerce College under Gauhati University.
- Higher Secondary (H.S.S.L.C.) in 2006 from Kendriya Vidyalaya Air Force, Jorhat, Assam (CBSE) India.
- Matriculation (H.S.L.C.) in 2004 from Don Bosco High School, Baghchung, Jorhat, Assam (SEBA) India.

#### **Additional Academic Achievement:**

- Gold Medalist in M. Com (2011) from NEHU.
- Qualified NET (Commerce) in June, 2012 and Dec, 2012.
- Indian Council of Social Science Research (ICSSR) Fellow for two years from Sep, 2013-Aug, 2015.

#### **Teaching Experience:**

- Appointed as a Post Graduate Faculty in Kaliabor College, for M. Com during Aug, 2017-April, 2018.

- Joined as an Assistant Professor, Dept of Business Management, DHSK Commerce College, Dibrugarh, Assam in March, 2019.

## **Publications:**

### **Book Publications:**

1. Saikia, K and Shrotryia, V.K. (2014), **Role of Corporate Social Responsibilities in Community Development: A Case Study of Numaligarh Refinery Limited, Assam**, *Corporate Social Responsibility in Community Development*, 162-172, ISBN: 978-93-80657-23-3.
2. Saikia, K and Shrotryia, V.K. (2014), **Role of Corporate Social Responsibility in Societal Development in Assam: A Study of CSR Activities in Petroleum Sector**, *New Approach in Strategic and Operation Management*, 48-55, ISBN: 978-93-81212-81-3.
3. Saikia, K and Shrotryia, V.K. (2016), **Corporate Social Responsibility in Petroleum Sector: A Study of Beneficiaries' Perception in Oil Refineries in Assam**, *New Horizons for Leveraging Business*, 22-44, ISBN: 978-81-261-6498-1.
4. Saikia, K. (2018). **Corporate social Responsibility and Rural development: A Case study of NRL**. *Corporate Social Responsibility*, 153-171, ISBN: 978-93-5311-254-7.
5. Saikia, K. (2020). **Millennials in the Workplace: An Overview**. *Advances in Business, Management & Technology*, 1, 260-270, ISBN: 978-93-91681-40-1.
6. Saikia, K. (2022). **Happier Societies: Lessons from Nordic Countries**. *The intellect*, 63-68, ISBN: 978-81-952976-4-1.
7. Saikia, K. (2023). **Integrating CSR and Social Entrepreneurship: Cases from India**. *Multidimensional Research in Commerce & Management*, 3, 22-27, ISBN: 978-81-19-07006-0/.

### **Journal Publications:**

1. Saikia, K., (2016). *Corporate Social Responsibility and Employee Satisfaction- A Study of Select Refineries in Assam*, *The International Journal of Business and Management*, 4(1), 89-97, ISSN: 2321-8916.
2. Saikia, K., (2017). *Corporate Social Responsibility and Social wellbeing: An overview*, *International Journal of Entrepreneurship and Business Environment Perspectives*, 6(2), 3384-3392, ISSN: 2279-0918(Print); 2279-0926(Online).
3. Saikia, K., (2017). *Evolution, Development and Direction of Corporate Social Responsibility: An overview*, *International Journal of Organizational Behavior and Management Perspectives*, 6(2), 3144-3154, ISSN: 2279-0950(Print); 2279-0969(Online).
4. Saikia, K., (2017). *Corporate Social Responsibility vis-à-vis Beneficiaries' Satisfaction*, *International Journal of Applied Management Research*, 4(1), 60-77, ISSN: 2347-2839.
5. Hazarika, S & Saikia, K. (2018). *Consumer Awareness in relation to CSR: A study among Urban Population in Assam*, *International Journal of Research and Analytical Reviews*, 5(2), 559-562, ISSN: 2348-1269(Online); 2349-5138(Print).
6. Saikia, K., (2018). *Relationship between Job Satisfaction and Life Satisfaction: An Empirical Study*, *Utkarsh*, 6, 28-42, ISSN: 2347-8381.

### **Papers presented in Conferences/Seminars:**

1. Presented paper entitled "Role of CSR in Community Development" in a National Conference on

“Corporate Social Responsibility in Community Development” held on 22<sup>nd</sup> & 23<sup>rd</sup> January, 2014 organized by Avinashilingam University, Coimbatore.

2. Presented paper entitled “CSR in Petroleum Sector: A study of Beneficiaries’ Perception in Oil Refineries in Assam” in 3<sup>rd</sup> Annual Commerce Convention on “Leveraging Business: Discovering New Horizons” held on April 12-13, 2014 organized by Delhi School Of Economics, Department of Commerce, University of Delhi.
  3. Presented paper entitled “Role of CSR in Societal Development in Assam: A study of CSR activities in Petroleum sector” in IX<sup>th</sup> International Conference on Finance and Business Management held on July 11-12, 2014 organized by University Department of Commerce and Business Management, Ranchi University, Ranchi.
  4. Presented paper entitled “CSR expenditure & Employee Satisfaction: A study of select refineries in Assam” in 67<sup>th</sup> All India Commerce Conference held on December 27, 28 & 29, 2014 organized by Indian Commerce Association at KIIT University, Bhubaneswar.
  5. Presented paper entitled “Role of CSR in Rural development: A case study of Numaligarh Refinery Limited” in a National Conference on “Corporate Social Responsibility: Sustainability and Development” held on 21-22 October, 2016 organized by CKB Commerce College, Jorhat, Assam.
  6. Presented paper entitled “Role of CSR in Entrepreneurial Development: A Case study of NRL” in a National Conference on “Entrepreneurship in North-East India: Challenges and Opportunities- An Innovative Approach” held on 21-22 August, 2017 organized by DHSK Commerce College, Dibrugarh, Assam.
  7. Presented paper entitled “Integrating Corporate Social Responsibility and Social Entrepreneurship: An Indian Context” in “National Conference on Entrepreneurship, Innovation and Society” held on 13<sup>th</sup>-15<sup>th</sup> December, 2018 organized by St. Anthony’s College, Shillong (in Association with XLRI Jamshedpur)
  8. Presented a paper titled “Bell Metal Industry in Assam: Problem and Prospect for Rural Development” in the International Seminar on Rural Development in Asia Pacific Region held during 24-28 August, 2020 organized by NIRDPR-NERC, Guwahati.
  9. Presented a paper on “Happier Societies: Lessons from Nordic Countries” in the International Conference (Online) “Economics of Happiness and Welfare” jointly organized by the Department of Economics, St. Joseph’s College (Autonomous), Irinjalakuda and the Department of Economics, Sacred Heart College, Chalakkudy on 18<sup>th</sup> and 19<sup>th</sup> June 2021.
  10. Presented a paper titled “Millennials in the Workplace: An Overview” in the National E-Conference on “Advances in Business, Management & Technology” organized by Department of Management Sciences, MGCU on 25<sup>th</sup>-26<sup>th</sup> June, 2021.
  11. Presented paper entitled “Impact of Covid-19 on the Students of Assam: A Behavioral Study” in international conference on Covid 19 Pandemic: Opportunities and challenges organized by DHSK Commerce College in association with Assam Kaziranga University held on 30<sup>th</sup> June, 2022
  12. Presented a paper titled “Linkage between Brand Personality and Brand Loyalty: A Study on Home Appliances” in One Day Online International Conference on “BREAKTHROUGH INNOVATIONS” at Satish Pradhan Dhyanasadhana College, Thane on 28<sup>th</sup> February 2023
  13. Presented a paper entitled “Sustainable Practices of Indian Start-ups: A Study among E-commerce Companies” in the International Conference on “Management Practices for sustainable future” organized by Sangam University on 7<sup>th</sup> & 8<sup>th</sup> April, 2023.
-

### **Professional Development Program/Workshops/Conferences etc. attended:**

- Successfully completed one week “Short-term Course in Research Methodology with Special Reference to SPSS” from 30 July-4 August, 2012 organized by North-Eastern Hill University, Shillong.
- Successfully completed one week “Short-term Course in Research Methodology with Special Reference to SPSS” from 19 May-24 May, 2014 organized by North-Eastern Hill University, Shillong.
- Participated in a One Day National Level Workshop on “Intellectual Property Rights”, organized by IQAC of DHSK Commerce College, on 22nd June, 2019.
- Participation in National Symposium on ‘Bank Products, Consumer and Benefit’ held on 13th November, 2019 at Manohari Devi Kanoi Girls’ College, Dibrugarh, Assam. organized by ACTA Dibrugarh zone in collaboration with ACTA MDKG College Teachers’ Unit.
- Participated in a one-week national workshop on “Quantitative Techniques and Use of Statistical Software in Research (QTSSR)”, organized by Department of Statistics, Dibrugarh University held during 3-7 December, 2019.
- Successfully completed an online course on “The Fundamentals of Digital marketing” on 10th May, 2020 offered by Google Digital Unlocked.
- Attended an Online Faculty Development Program (PDP / FDP) on Emerging Business Issues organized by Department of Commerce, Tezpur University during 11th to 15th May, 2020.
- Successfully completed self-learning course on ‘Understanding Open Educational Resources’ offered by Commonwealth of Learning, Canada on May 15, 2020.
- Seven Day FDP in Online Mode for University and College Teachers on “Preparation of Self-Learning Materials for University and College Learners” organized by Dibrugarh University from 12th to 18th May, 2020.
- Attended a webinar on “Helping People Matter: Strategies for Improving Well-Being in the Covid-19 Era” organized by Gargi College, University of Delhi held on 20th May, 2020.
- Attended a webinar on “Perceived Changes in Higher Education Post Covid” organized by Birla Global University on May 26, 2020.
- Participated in the webinar on “Internship-The Entrepreneurial Route” organized by Department of Commerce, Alagappa University on May 27, 2020.
- Participated in a National Webinar on Academic and Research Integrity” organized by Naharkatiya College in collaboration with Library & Information Science Professionals Association (IISPA), Assam held on 27th -28th May, 2020.
- Successfully completed Two weeks Faculty Development Program on “Managing Online Classes and Co-Creating Moocs:2.0” organized by Teaching Learning Centre, Ramanujan College, University of Delhi from May 18th- June 03, 2020.
- Participated in One week Online National Level Faculty Development Program (FDP) organized by Department of Commerce, Dibrugarh University, Assam from June 1, 2020.
- Participated in a webinar on “Creating Interactive e-Learning Content” organized by Department of Computer Engineering, Universal College of Engineering, Maharashtra on 1st June, 2020.
- Participated in a One Week Faculty Development Program on “Evolution from Offline to Online Teaching” from 30th May to 3rd June, 2020, organized by SPD College, Thane, Maharashtra
- Participated in one day international webinar on “The Covid-19 Crisis and Business Resilience” organized by Gauhati Commerce College on June 5, 2020.

- Participated in a one-day webinar on “Circular Economy and the economic dimension of sustainability in the covid era” organized by SB Deorah College, Guwahati on June 7, 2020.
- Attended International Webinar on “challenges and opportunities for business and economies worldwide post covid-19” organized by Govt Raza P.G. College, UP on June 7, 2020.
- Participated in a webinar on “Navigating the road to financial recovery post covid organized by PG department of Commerce, Kaliabor College on June 16, 2020.
- Participated in the national webinar on “Rebuilding Management Education in the post covid-19 World” organized by Guwahati College on June 23, 2020.
- Participated in a webinar on “challenges and opportunities for MSMEs with special reference to Atmanirbhar Bharat: A post covid-19 perspective” organized by Kolhan university on 24th June, 2020
- Participated in a National Webinar on “Enrichment of Teaching Ability Through Online Mode” held on 28th June, 2020, organized by ICFAI Business School, Kolkata in association with IQAC, D.H.S.K. Commerce College, Dibrugarh, ASSAM.
- Successfully completed a four Week induction/orientation program from June 4-July 1, 2020 organized by Teaching learning center, Ramanujan college, University of Delhi under the aegis of Ministry of HRD, PMMMNMTT.
- Participated in Webinar on “Communication-The Human connection” organized by School of IT, Institute of Management Studies, Noida, on 9<sup>th</sup> July, 2020.
- Participated in the ‘ABHINAV’ Lecture Series on ‘Contemporary Issues in Business and Finance in Present Pandemic Situation in India’ organized by ‘Business Spectrum’ during July 10-12, 2020.
- Participated in a National webinar on “How to Appreciate a Film” organized by the Department of English, in association with IQAC and Equal Opportunity Cell, DHSK Commerce College, Dibrugarh on 12<sup>th</sup> July, 2021.
- Participated in a national level webinar on “Use of Technology In Imparting Lessons, Designing Curriculum And Assignment As A Capacity Building Initiative” organized by Gauhati Commerce College, on 14<sup>th</sup> July, 2020.
- Participated actively in the Web Conference on “Globalization to Localization: Challenges and Impact of Covid-19 On India” Organized by Department of Economics, Barpeta College in association with Library and Information Science Professionals Association, Assam on 14th July,2020.
- Successfully Completed One Week Online National Faculty Development Program on “Agricultural and Rural Marketing in India” organized by Department of Commerce Dibrugarh University, Dibrugarh, Assam from 20th July, 2020.
- Attended National Level Webinar on “E-Resources and Open Educational Resources”, held on 15th of September 2020, organized by Dr L. P. Dutt Library, DHSK Commerce College, Dibrugarh in Collaboration with Library and Information Science Professionals Association, Assam (LISPA).
- Participated in the National Webinar on “Potentials and Strategies of Rural Marketing in India” held on 17<sup>th</sup> October, 2020, organized by Department of Commerce, DHSK Commerce College, Dibrugarh, Assam.
- Successfully completed ARPIT Refresher Course in Commerce from 1<sup>st</sup> Dec, 2020 to 31<sup>st</sup> March, 2021.
- Participated in one-week online FDP on Creative Thinking conducted by ICT Academy from 28<sup>th</sup> Dec, 2020- 2<sup>nd</sup> Jan, 2021.
- Attended one day Webinar on “Contribution of Family Managed Business in Development of Indian Economy” Organized by Acropolis Institute of Management Studies and Research, Indore on May 29th, 2021.
- Participated in three days online workshop on structural Equation Modeling with AMOS Organized by Faculty of Management and Commerce, ICFAI University, Tripura from 24<sup>th</sup>-26<sup>th</sup> May, 2021.

- Participated in the National Webinar on “Motivation and Engagement, Leading with Vision and Purpose” organized by the Department of Commerce, IPS Academy, Indore on 27<sup>th</sup> May, 2021.
- Successfully completed Online-One Week Faculty Development Program on “Data Analysis Using SPSS” from 25 - 31 May, 2021 and obtained Grade A+, conducted by Teaching Learning Centre, Ramanujan College, University of Delhi.
- Participated in a webinar on effective communication-skills for everyday success held on 29<sup>th</sup> May, 2021 by Educational Centre for Social Science Research, Counselling and Training.
- Participated in International Webinar on “Ethics Conscience for a New Business Take” organized by Department of Business Administration, Cauvery College for Women (Autonomous), Tiruchirappalli, Tamil-Nadu on 31<sup>st</sup> May, 2021.
- Participated in Webinar on "Problems and Prospects of Digital Marketing" organized by the Department of Economics, Periyar Arts College, Cuddalore, Tamil Nadu, on 31<sup>st</sup> May, 2021.
- Participated in the National Webinar on “Strategic Management for Business Aspirants” organized by the Department of Management Studies, Nehru Institute of Engineering and Technology, Coimbatore, Tamil Nadu on 1<sup>st</sup> June, 2021.
- Participated in National Webinar on Sunderlal Bahuguna and Environmentalism in India, organized by Government Model College, Kaziranga on the occasion of World Environment Day on 5<sup>th</sup> June, 2021.
- Participated in One week online National level workshop on "Women Empowerment and Gender Equality" organized by Gender Sensitization Cell, Women Cell and Department of Commerce and Management, Sanatan Dharma College, Ambala Cantt (Haryana) from June 5 to June 9, 2021.
- Participated in the webinar on “Exploring New Horizons of Personal Finance During and Post Covid-19” organized by the PG Department of Commerce, Munshi Singh College, Motihari on June 21, 2021 at 11 A.M. onwards through Google meet (Online mode).
- Participated in a two day online Global summit on Enhancing Women Empowerment through Entrepreneurship organized by Department of Management Studies, International School of Technology and Sciences for Women on 21<sup>st</sup> and 22<sup>nd</sup> June, 2021.
- Attended National Webinar on “National Education Policy 2020: Prospects and Challenges in Higher Education -Leveraging Technology & Media for Educational Reforms”, organized by B.C.A & B.A (Mass Media) in association with Internal Quality Assurance Cell, on June 29, 2021.
- Successfully completed Online Two-Week Refresher Course In “Commerce And Management” from 25 June - 08 July 2021 organized by Teaching Learning Centre, Ramanujan College, University of Delhi
- Participated in One day International FDP on “Research Methodologies - Application of Statistical Tools for Decision Making” organized by PG & Research Department of Commerce, Marudhar Kesari Jain College for Women, Vaniyambadi on 12th July, 2021
- Participated in the Management Development Program on “Prevention of Sexual Harassment Act, 2013” organized by G.L. Bajaj Institute of Management Research, Greater Noida on 16th July, 2021.
- Participated in 2 - Days National Webinar on “Blockchain & Cryptocurrency” organized by LIPS, Rajasthan on 16th and 17th July, 2021
- Participated in one day international webinar on “Sustainable Entrepreneurship” organized by Dr. Ambedkar College, Nagpur on 23rd July, 2021.
- Participated in online Five Days FDP on “Investing in Capital Market” organized by SGT University, Delhi from 26th July-30th July, 2021.
- Attended Webinar on “Personal Finance and Investment Planning” On 27th July, 2021, organized by Department of Commerce; Internal Quality Assurance Cell (IQAC), ABV Government Degree & PG College, Telangana in collaboration with CDSL.

- Participated in a webinar on “Blockchain Technology and its application in Cryptocurrencies” organized by Dept of Commerce, Shivaji College, University of Delhi on 29th July, 2021.
- Participating in the National Webinar on “Behavioral Finance: A Curtain Raiser” held on 24th August, 2021 organized by Dept of Business administration, NERIM Group of Institutions.
- Participated in international virtual workshop entitled, “Entrepreneurship in hospitality industry: an achievers’ journey”, organized by DHSK Commerce College, Dibrugarh on 21st March, 2022.
- Participated in National online Lecture series- “Sahityarathi Lakminath Bezbarua: A bridge of Relationship between Assam and Odisha”, organized by Dept o Assamese, DHSK Commerce College, Dibrugarh on 26thb March, 2022
- Attended 2 days online National Workshop on “Descriptive Data Analysis using Open Source Softwares” on 25 & 26th April, 2022 organized by Dept of Statistics, DHSK Commerce College, Dibrugarh
- Participated in one day international workshop on “Fundamentals of Film making” organized by ACTA Women cell in collaboration with ACTA Dibrugarh zone and IQAC, DHSK Commerce College
- Participated in one day National Webinar on NEP 2020 on the theme “Technology Enabled Teaching and Learning Process” organized by NEHU on 27th May, 2022
- Successfully completed 7 Days Faculty Development Program on Stress Management Conducted by ICT Academy From 29th June 2022 to 05th July 2022 in Collaboration with DHSK Commerce College, Assam.
- Successfully Completed online FDP on HR analytics organized from 22<sup>nd</sup> to 24<sup>th</sup> September, 2022 organized by Mount Carmel College, Bengaluru
- Participated in one day national webinar on NEP on the theme, “Multidisciplinary and Holistic Education” on 14<sup>th</sup> March, 2023 organized by NEHU
- Successfully completed UGC Approved Short Term Professional Development Program on ‘Implementation of NEP2020 for University and College Teachers’ held from 12-20 June, 2023 and obtained 'A+' Grade.

#### **Other Contribution:**

- Acted as a Resource Person in the Capacity Building Program for FPOs under CBBO-AAU” organized by Krishi Vigyan Kendra, Dibrugarh on 2<sup>nd</sup> March, 2023.
- Acted as a resource Person in NSS Special Camp organized by DHSK Commerce College, NSS unit.

#### **Additional Responsibilities:**

- Nodal Teacher of Gender Champions Club.
- Convenor of Equal Opportunity Cell.
- Editor of College Newsletter (for 2020-21).

#### **Other information:**

Languages Known : English, Hindi, Assamese.

Extra-curricular Activities: Participation in cultural events.

Strength: Team Player, Communication, Organized, Responsible, Emphatic.

---

***DECLARATION***

I declare that the foregoing information is correct and complete to the best of my knowledge and belief and nothing has been concealed/ distorted.

s/d- Kasturi Saikia

---