

CV of Dr. Nilanjana Deb

Name: Dr. NILANJANA DEB
Designation: Associate Professor & HoD i/c
Address for Communication (office): Department of Business Administration,
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Gender: Female
Date of Birth: December 26, 1974

Educational Qualifications:

Sl. No.	Examinations Passed	Year of passing	Board/Council/University	Specialisation
1.	HSLC	1990	Board of Secondary Education, Assam	-
2.	HSSLC (Sc.)	1992	Assam Higher Secondary Education Council	-
3.	BSc. (Hons.)	1996	Gauhati University	Zoology
4.	MBA	1999	Tezpur University	Finance
5.	Ph.D	2012	Tezpur University	Banking

Languages known: English, Assamese, Bengali, Hindi
(Read, Write & Speak)

Academic/Research/Administrative Experience (as on January 2023)

- Academic experience : 23 years
- Research experience : 16 years
- Administrative experience : 15 years

List of Publications:

1. **Deb, Nilanjana.** (2022). **Green Banking – A study on its positive externalities.** In Dr. Tilak Ch. Das and Dr. Saptadweepta Shandilya (Eds.) *Changing dynamics in Business and Management: Technological Intervention and Environmental Responsiveness* (ISBN 978-93-91158-56-9), Page 9-20.

2. **Deb, Nilanjana.** (2019). **Entrepreneurial Self-efficacy Appraisal and Entrepreneurial Intentions: A Study on Commerce and Management Students of Assam** Vivekananda Journal of Research (ISSN 2319-8702 print, ISSN 2456-7574 Online), Vol. 8, issue 1, Page 229-237.
3. Bora, Akrista and **Deb, Nilanjana.** (2017). **Financial Behaviour and Investment Decision: A Gender Perspective Study** SJCC Management Research Review (ISSN 2249-4359), 7(1), Page 1-13
4. **Deb, Nilanjana.** (2017). **Make in India Campaign – the story so far.** The Brahmaputra – Rhythm of the Promises (ISSN 2278-246X), XI (2), Page 38-41.
5. **Deb, Nilanjana.** (2017). **A study on occupational stress of employees of Indian commercial banks.** The NEF Journal of Commerce and Management (ISSN 2231-492X), Vol. 7, No. 1, Page 31-40
6. Sharma, Dhruva Jyoti & **Deb, Nilanjana.** (2017) **Digital banking – a possible reality or mere illusion in cash-light India.** (Joint paper). In Jonali Sarma (Ed.) ‘Management Strategies in New India with special reference to North East India’ ISBN 978-81-925322-3-3, Page 164-173.
7. **Deb, Nilanjana.** (2016). **A study on customer perception on service quality in retail banking of Indian commercial banks.** The NEF Journal of Commerce and Management (ISSN 2231-492X), Vol. 6, No. 2, Page 1-7
8. **Deb, Nilanjana.** (2016). **A Study on CSR Expenditure of Indian Private Sector Banks as per Companies Act 2013 and Companies (Corporate Social Responsibility Policy) Rules 2014.** JSSGIW Journal of Management. Vol. III, No. II. (ISSN: 2349-3550). Page 28-40.
9. **Deb, Nilanjana.** (2016). **Determinants of Profitability of Indian Commercial Banks’.** Prerana – Journal of Management Thought and Practice (ISSN 0974-908X). Volume 8, Issue 2, Page 15-25.
10. **Deb, Nilanjana.** (2016). **E-Banking Services of Indian Commercial Banks: A Study with reference to Customers’ Awareness, Acceptability and Satisfaction.** Jamshedpur Research Review (ISSN 2320-2750), Vol. IV Issue XVI, Page 32-40
11. **Deb, Nilanjana.** (2015). **A study on CSR expenditure of Indian private sector commercial banks before and after enforcement of Companies Act, 2013,** Jamshedpur Research Review (ISSN 2320-2750), Vol. IV, Issue XIII, Page 21-27.

12. **Deb, Nilanjana.** (2015). **A study on priority sector lending by public sector banks in India.** JIS Management Vista, Vol. IX, No. 1 (January-June 2015). (ISSN: 0974-0872). Page 7-12.
13. **Deb, Nilanjana.** (2015). **Glimpses of non-performing assets of Indian commercial banks.** BBIT Journal of Management. Vol. 1, No. 1. (ISSN: 2394-7233). Page 12-26.
14. **Deb, Nilanjana.** (2014). **A study on customers' perception about ATM as an alternative service delivery process of commercial banks.** JSSGIW Journal of Management. Vol. I, No. II. (ISSN: 2349-3550). Page 1-11.
15. **Deb, Nilanjana.** (2014). **CSR roles of Indian commercial banks towards inclusive growth: A comparative study of Public and Private sector banks.** JIS Management Vista, Vol. VIII, No. 1 (January-June 2014). (ISSN: 0974-0872). Page 7-17.
16. **Deb, Nilanjana.** (2013). **Empowering women through micro finance – the scenario in rural Assam.** Jamshedpur Research Review (ISSN 2320-2750), Vol. 1, Issue IV. Page 26-35.
17. **Deb, Nilanjana.** (2013). **A study on customers' perception of e-banking facility offered by Indian commercial banks.** Buenmafe Research & Review – The Business Journal, Vol. 1, Issue 2. (ISSN No. – 2320-5296). Page 15-25.
18. **Deb, Nilanjana.** (2013). **Quality of Work Life - Its Determinants and Impact on Job Satisfaction of Employees (A Study of Employees of Financial Services Sector).** JIS Management Vista, Vol. VII, No. 1 (January-June 2013). (ISSN: 0974-0872). Page 1-10.
19. **Deb, Nilanjana.** (2013). **Customers' Perception towards Services of Indian Banks: A Comparative Study of SBI and ICICI Bank.** Essence – Journal of RBS, Vol. 2, Issue 1, (ISSN No. 2319-5487) Page 38-53.
20. **Deb, Nilanjana.** (2012). **Financial Inclusion: Redesigning Strategies to Bank the Unbanked.** In Dr. Swabera Islam and Dr. Bhababhuti Sarma (Eds.) Financial Inclusion: The Issues and the Future bearing ISBN 978-81-921278-2-8 (A book of selected research papers presented at the Conference organized by K C Das Commerce College in association with NEDFi), Page 216-228.
21. **Goswami, C and Deb, Nilanjana.** (2010/2011). **Tracing the path to Universal Banking: The Indian Scenario.** The Journal of Nepalese Business Studies, Vol. VII, Issue 1, December, 2010-2011, Page 17-30.
22. **Goswami, C and Deb, Nilanjana.** (2009). **Transition of Indian Commercial Banks**

towards Universal Banking. Proceedings of the Conference of 4th International Research Conference on Management and Finance 2009, organized by Faculty of Management, University of Colombo, Sri Lanka. Page 500-506.

Seminars/conferences

1. **Green Banking – A study on its positive externalities.** National Seminar on Changing Dynamics in Business and Management: Technological Intervention and Environmental responsiveness organized by the Department of Commerce, Gauhati University on October 22 & 23, 2019. (Dr. Nilanjana Deb)
2. **Livelihood Initiatives of Women in Rural Assam –A Study on its Impact on Quality of Life.** One day National Seminar on Rural Development: Opportunities and Challenges. Organised by The Department of Commerce, Gauhati University on 9th October 2018. (Dr. Nilanjana Deb)
3. **South East Asia – An emerging export hub for products of India’s North Eastern Region** (Joint paper Nilanjana Deb & Dhruva Jyoti Sharma), Two-day International Seminar on Cross Border Connectivity and Inclusive Growth: Possibilities and Challenges with Special Reference to the North Easter Region. Organised by Shillong College and sponsored by NEC and VAF Chief Minister’s Fund, Government of Meghalaya and held on August 24 & 25, 2017. (Dr. Nilanjana Deb and Mr. Dhruva Jyoti Sharma)
4. **Entrepreneurial Self-efficacy Appraisal and Entrepreneurial Intentions: A Study on Commerce and Management Students of Assam’.** Paper presented ICSSR Sponsored National Seminar On: Building an Effective Support System for Entrepreneurial Growth in North East India, organized by Department of Commerce, Gauhati University and held on May 12 & 13, 2017. (Dr. Nilanjana Deb)
5. **Determinants of savings behaviour among college students of Assam: An empirical study.** Paper presented at 1st National Conference on “Trade and Industry in North East India: Challenges and Strategies” Organised by: North East India Commerce and Management Association (NEICMA) in association with Guwahati Commerce College at GCC, Guwahati, Assam and held on September 23 & 24, 2016. (Dr. Nilanjana Deb)
6. **Growing Financial Independency of Married Women in Rural Assam: An Empowerment Analysis.** Paper presented at Two Day National Conference on Interdisciplinarity Theory & Practice COIN – 2016, organized by Department of Humanities

and Social Sciences, National Institute of Technology, Meghalaya on 22nd & 23rd July, 2016. (Ms. Junumoni Das and Dr. Nilanjana Deb).

7. **Women Empowerment, Financial Behaviour and Investment Decision: A Gender Perspective Study.** Paper presented at National Seminar on Gender Sensitisation and Women Empowerment: Issues and Challenges, organised by Internal Quality Assurance Cell of Guwahati College on June 25 & 26, 2016. (Dr. Nilanjana Deb and Ms. Akrista Bora)
8. **Rising women workforce: a step forward towards women empowerment.** Paper presented at National Seminar on Gender Sensitisation and Women Empowerment: Issues and Challenges, organised by Internal Quality Assurance Cell of Guwahati College on June 25 & 26, 2016. (Dr. Nilanjana Deb and Ms. Junumoni Das)
9. **Determinants of Quality of Work Life and its Impact on Job Satisfaction: A Study on Employees of Financial Sector.** Paper presented at Interdisciplinary National Seminar on Positive Living: Current Trends and Applications, organised by Department of Psychology and Psychologists Association of North East India (PANEI) on November 2 & 3, 2011. (Ms. Nilanjana Deb)
10. **Financial Inclusion: Redesigning Strategies to Bank the Unbanked.** Paper presented on May 13 & 14, 2011 at National Conference on 'Financial Inclusion - The Issues and the Future' organised by K C Das Commerce College, Guwahati in collaboration with NEDFi. (Ms. Nilanjana Deb)
11. **Transition of Indian Commercial Banks towards Universal Banking.** Paper presented on December 11, 2009 at 4th International Research Conference on Management and Finance 2009, organised by Faculty of Management, University of Colombo, Sri Lanka. (Prof. C Goswami & Ms. Nilanjana Deb)

Training Programmes organised as Co-ordinator

1. AICTE sponsored Short-term Training Programme on '*Recent Developments in Teaching and Research*' held from March 15 to 20, 2021 at GIMT. The STTP was fully funded by AICTE.
2. AICTE sponsored Staff Development Programme on '*Emerging Trends and Practices in Management*' held from May 7 to May 19, 2012 at GIMT. The SDP was fully funded by AICTE.

Research Experience

(a) Doctoral thesis guided

Name of the Scholar	Title of the Dissertation / Thesis if submitted	Degree awarded/ or Ongoing (Under ASTU)
Dr. Sanjay Karmakar	Financial Inclusion in Bodoland Territorial Region: An empirical study on its status and constraints	Ph.D Degree awarded
Mr. Avisek Purkayastha	Equity market participation of retail investors (Broad area).	Ongoing
Ms. Sneha Dey	Job satisfaction, Organizational Commitment, OCB and Organizational performance in Indian Banks (Broad area).	Ongoing

(b) Research & Consultancy Projects:

AICTE sponsored RPS-NER entitled '**Economic sustenance, quality of life and women empowerment – A study of rural Assam**'. (Ongoing). Grant received: Rs. 10,97,000.00 (Ten lakh and ninety-seven thousand) only

Membership of Professional bodies:

North East India Commerce and Management Association (Life member)

Date: January 5, 2023


(Dr. Nilanjana Deb)