

FORMAT OF INDIVIDUAL PROFILE

1. Name : Dr. Jyotika Medok
2. Father's Name : Late Betharam Medok
3. Mother's Name : Sumitra Doley
4. Permanent Address: Mariani, Ward no. 3, Near Birala Gate, P.O: Mariani, P.S: Mariani, Pin: 785634, District: Jorhat, Assam.
5. Address for Communication: -Do-
6. Contact No : 9954938904
7. Email-id : joemishing@gmail.com
8. Category (GEN/OBC/MOBC/ST(P)/ST(H)/SC: ST(P)
9. Date of Birth : 25/09/1989
10. Date of Joining : 28/02/2020
11. Designation : Assistant Professor
12. Department : Commerce (Management)
13. Educational Qualification:

Examination	Board/ University	Division	Date of Passing
HSLC or Equivalent	S.E.B.A	Second	28/05/2005
HS or Equivalent	A.H.S.E.C	Second	22/05/2007
B.COM.(Marketing)	Dibrugarh University	First	08/07/2010
M.COM.(H.R.M & Marketing)	Gauhati University	First	13/09/2012
PH.D.	Dibrugarh University	Awarded	01/10/2020
NET/SLET	NET	-	25/03/2013
Others	NIL	-	-

14. Research Papers presented (Year wise) :

Sl. No.	Title of the Paper	Name of the Seminar/ Conference	Date of Presentation	UGC/ ICSSR/ Others	Regional/ National/ International
1	Entrepreneurship Among Mising Community	Rural Development in the North-Eastern Region	31/03/2012	U.G.C	National
2	Role of Mass Media: Portrayal of Women's image in various forms of mass-media	National Seminar on Mass Media and Society	13/05/2014	U.G.C	National
3	Weaving Culture among Mising Community	Traditional Culture of North- East India: Basis for Sustainable Development	19/09/2014	U.G.C	National
4	Tea- Tourism: A Brief Study on the promotional	Business, Marketing, Tourism and	20/02/2019	IQAC	International

	aspects of Tea tourism in Assam	Tea- Tourism in India			
5	Social Media as a Learning Tool: A Study on Social Networking Websites with Educational Benefits	National Seminar on Teaching, Learning and Evaluation	27/02/2019	NAAC	National
6	Problems and Prospects of Women Entrepreneur in Mising Community: A Case Study of Jorhat District	Community and Cultural Multiplicity in North- East India and South Asia: Ethnography, History and Society	20/05/2019	ICSSR	International
7	NEP 2020 and Commerce Education: A Critical Analysis	ICSSR Sponsored National Seminar on Implementation of NEP 2020 in North- East India: Issues and Challenges	5 th November, 2022	ICSSR	National
8	An Overview of Women Entrepreneurship Platform (WEP)- A NITI Aayog Initiative	75 Years of Indian Economic Development: Rural Entrepreneurship for Sustainability	1 st April, 2023	ICSSR	National
9	Moderating Role of Business Education for Entrepreneurship Development in Assam	Startup Business: A Way Towards Economic Development of North East India	4 th May, 2023	ICSSR	National
10	A study on the role of women in shaping Viksit Bharat	Interdisciplinary Approaches for a Sustainable World	January 6 th , 2025	IIS	International
11	Challenges of Small Scale and Cottage Industries in North East India with Special Reference to Lakhimpur District of Assam	Strategic importance of North- East India: Geo- Political, Economic and Security Dimensions	January 29 th , 2025	ICSSR	National
12	The warp and weft of tradition and innovation by woman entrepreneurs of Mising community: A case study of Kangkan	Exploring Indigeneity in the Twenty- First Century: Culture, Identity, Sustainability	6 th March, 2025	Dibrugarh University	International

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15. Paper published (Year wise) :

Sl. No.	Title of the Paper	Department	Name of Journal/ Proceeding	Date of Publication	Regional/ National/ International	ISSN/ISBN	UGC listed or not
1	A Study on the Factors Influencing Industrial Disputes in Tea Industry of Assam: With Special Reference To Jorhat District.	Management	International Journal of Scientific Engineering and Applied Sciences	07/08/2015	International	23953470	No
2	Women Entrepreneurship among Mising Community: A Historical Perspective	Management	International Journal of Engineering Sciences and Management	15/01/2016	International	22775528	No
3	An Empirical Study for Measuring the Success and Failure of Women Entrepreneurship of Mising Community in Assam: A Case Study on Jorhat District	Management	Excellence International Journal of Education and Research	January, 2018	International	23498838	No
4	Work efficiency and Effectiveness of Anganwadi Workers (AWWs) in Assam: A Case Study With Special Reference to Titabar Sub-Division of Jorhat District	Management	International Journal of Logistics and Supply Chain Management	28/03/2018	International	23199040	No
5	Handloom Practices- An Entrepreneurial Activity by the Women of Mising Community	Management	Ajanta	June, 2019	International	22775730	Yes
6	Problems of Marketing of Handloom products by the Woman Entrepreneurs of Mising	Management	Journal of Critical Reviews	2020	International	23945125	Scopus

	Community: With special reference to Jorhat District of Assam						
7	A Brief Study on the Recovery of Loans and Advances of Konoklota Mahila Urban Co-operative Bank Ltd.of Jorhat, Assam	Management	TEST (Engineering and Management)	July- August 2020	International	01934120	Scopus
8	Entrepreneurial potentiality of Rice- beer or Apong of Mising community: A case study	Commerce	Monthon	December, 2024	National	2319-541X	Peer Reviewe

16. Books/ Chapters (Year wise):

Sl. No	Title of the Book	Title of the Chapter	Month and Year of Publication	ISBN/ISSN	Affiliating Institution at the time of Publication	Name of the Publisher
1	Geo-Vision	A Study of the Socio-economic Conditions of Women of Mising Community in Assam	December, 2016	ISSN-23495693	Mariani College	IQAC, Mariani College
2	Periodical- International Book of Multidisciplinary Studies	A Brief Study on Lending Operation of Bank Finance to Woman Entrepreneurs by Konoklota Mahila Urban Co-operative Bank Ltd. Of Jorhat, Assam	June, 2018	ISBN: 978-81-935219-2-2	Mariani College	IQAC, Guwahati College
3	Environment: Emerging Problems and Management	A Brief Study on the Role of Business Ethics on Environment Problems	June, 2019	ISBN: 978-81-935219-5-3	Mariani College	Kaziranga Printing House, Chandmari, Guwahati, Assam
4	Gender and Women's Studies: Interdisciplinary Approaches and Perspectives	Women Empowerment through Women Entrepreneurship: A Case Study of Woman Entrepreneurs of Mising Community of Jorhat District of Assam	December, 2020	ISBN: 9788194885474	Dibrugarh University	Dr. Dipak Kumar Doley, Department of English Dibrugarh University, Dibrugarh and Dr. Abul Foyes Md Malik, Department of Bengali Digboi Mahila

						Mahavidyalaya, Digboi
5	Divergence	Commercialisation of Numsing: A Scope for Woman Entrepreneurship in the Mising Community	November, 2021	ISBN: 9789392529153	C.K.B Commerce College, Jorhat	IQAC, C.K.B Commerce College, Jorhat
6	Ethnicity, Culture and Development of North- East India	Problems and prospects in the growth and development of woman entrepreneurs of Mising community of Assam: A Case Study on Jorhat district	2022	ISBN: 9789394569140	Bihpuria College	Ritumani Haloi, Gadapani Sarma and Arup Kumar Sarma
7	75 Years of Indian Economic Development: Rural Entrepreneurship for Sustainability	An overview of woman entrepreneurship in Mising Community in Assam	May, 2023	ISBN: 9789395794022	Bihpuria College	Principal on behalf of Bihpuria College Publication Unit
8	Ananya	Portrayal of women in mass-media	March, 2024	ISBN: 9789395794749	Bihpuria College	Women Cell Bihpuria College Teachers' Unit, Bihpuria
9	Gauhati University Centre for Distance and Online Education	Block 1 (Unit 2: Marketing Challenges in a Liberalizing and Globalizing India Unit 3: Holistic Marketing Concept: The Value Framework)	March, 2024	ISBN: 9788196494247	Bihpuria College	Gauhati University
10	Community and Cultural Multiplicity in North- East India and Southeast Asia	Problems and prospects of women entrepreneurs in Mishing Community: A case study in Jorhat District, Assam	May, 2024	9788194893691	Bihpuria College	Lakhi Publishers & Distributors

17. OC/RC/FDP/Short Term Courses attended (Year wise):

Sl. No.	Name of the Course	Duration (From-To)	Name of the Institution
1	Use of ICT Tools for Classroom Teaching	22 nd -27 th April, 2019	Nanda Nath Saikia College, Titabar
2	Contemporary Issues in Business Studies Confirmation	1 st – 6 th June, 2020	Dibrugarh University
3	Online Faculty Induction Programme	3 rd August- 2 nd September, 2021	Tezpur University

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20. Teachers participation (Year wise):

Sl. No.	Academic Council/ BoS of affiliating University	Setting of Question Paper UG/PG	Design and Development of Curriculum	Assessment/ Evaluation of Affiliating University
1	Madhabdev University	Yes (UG)	Yes	Yes

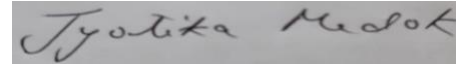
21. Financial support received to attend conference, workshop, etc. (if any): No

22. Honors and Awards (If any): No

23. Membership of Professional bodies (Year wise):

Sl. No.	Name of the Body	Regional/ State/ National/ International	Year of Enrollment
-	-	-	-

Date: 13/02/2026



Signature:
Jyotika Medok