

Faculty Profile

Name : Dr. J. Daizova
Designation : Assistant Professor
Teaching Area: Marketing, Entrepreneurship, Consumer Behaviour
Research Interest: Marketing, Entrepreneurship, Operational Research, Consumer Behaviour



Educational Qualification

- Doctor of Philosophy (Ph.D) Mizoram University, 2016
- Master of Business Administration: 2010, Sikkim Manipal University
- Bachelor of Business Administration: Pt. Ravishankar Shukla University
- Higher secondary School: Meghalaya Board of School Education (MBOSE)
- High School: Mizoram Board of School Education, Aizawl

Professional Experience:

- Guest Lecturer, ICFAI University, Mizoram Jan-2017 –Aug-2018
- Guest Lecturer Mizoram University August 2018 to 2020
- Assistant Professor, Faculty of Management Studies, ICFAI University Mizoram

Administrative Experience:

- State Coordinator, Annual Status of Education Report, India

Corporate Experience:

- Sales Officer, Meghalaya Cement Limited

Associate Organisation:

- Life member in North Eastern Management Association (NEMA)

Research Papers published:

- Daizova J & Sharma L.S., (2014).An analysis of the performance of Mizoram Khadi and Village Industry Board undr PMEGP scheme, European Academic Research, Vol 2, No.8, 10408-10417. ISSN 2286-4822
- Daizova J & Sharma L.S., (2014). Micro, Small and Medium enterprise (MSMEs) in Mizoram: An Overview, European Academic Research, Vol 2, No.9, 11673-11691. ISSN 2286-4822