

FACULTY PROFILE



Name: Dr. Zothanchhungi

Designation: Assistant Professor

Teaching Areas: Marketing Management, Human Resource Management, Business Environment, Entrepreneurship.

Research Interests: Consumer Behaviour, Industrial Relations, Digital Marketing, Job Satisfaction, Entrepreneurship Development.

Education:

- Ph.D, Mizoram University
- UGC NET-JRF (Commerce)
- M.Com, Delhi University (specialisation in Marketing and HRM)
- B.Com (H), St. Anthony's College, Shillong, NEHU

Other Accomplishments:

- Completed Certificate Course in Computer Application, Mizoram State Council for Technical Education (MSCTE).
- Completed UGC Faculty Induction Program, HRDC, Mizoram University.

Professional Experience:

- Guest Lecturer, Department of B.Voc (Handloom Weaver), Mizoram University (2018-2019).
- Assistant Professor, ICFAI University, Mizoram, 2022 till date.

Publications, Presentations & Seminars/ Workshop organized:

- Factors Affecting Online Buying Behaviour of University Students in Meghalaya and Mizoram. Journal of Business and Management (IOSR-JBM). Vol. 21, Issue 3. March, 2019.
- A Comparative Study of Demographic Profile of Online Buyers in Meghalaya and Mizoram. International Journal of Research and Analytical Reviews (IJRAR). Vol.6, Issue 2, June, 2019.

- Impact of Demonetisation on Online Shopping in India. National Seminar on “Demonetisation and Digitalisation of Indian Economy”. NEHU, Shillong, November, 2017.
- Problems and Prospects of Online Shopping in India: With special reference to Northeast India. National Conference on “Emerging Issues in Global Business Research and Management Practices”. Kirori Mal College, University of Delhi, November, 2018.
- One-Week Workshop on Data Analysis Using SPSS, ICAI University, Mizoram in 2022 and 2023.
- One-Day Skill Development Awareness Programme under SANKALP, organized by Skill Development Cell, ICAI University, Mizoram in collaboration with Department of Labour, Employment, Skill Development and Entrepreneurship, Government of Mizoram. 31st October, 2022.