

Faculty Profile

Name: Dr Tapashi Dasgupta

Designation: Assistant Professor & Head, Dept. of Commerce

Teaching Areas: Marketing, Human Resource Management, Behavioural Finance (Investment Analysis, Financial Market, Portfolio Management)

Research Interest: Service Marketing, Digital Marketing, Sustainable Marketing, Behavioural Finance (Investment Analysis, Financial Market, Portfolio Management)

Education: M.Com, Assam (Central) University
UGC-NET
M.Phil, Assam (Central) University
PhD, Assam (Central) University

Experience: Assistant Professor, City College, Nagaland,
July 2011-May 2013
VF, Department of Commerce, ICFAI University Nagaland,
Aug-Dec 2013 & Jan-July 2014
Assistant Professor, Department of Commerce,
ICFAI University Nagaland, 14th July 2014 till date

Glimpse of Paper Presentations at Conferences and Publications:

Unveiling the Potential: Exploring Artificial Intelligence's trade-offs in Marketing, SJU International Conference on Multidisciplinary Research & Innovation, St Joseph University, 9th-10th November, 2023

Industry 4.0 & Sustainability: Problems and Prospects, ICSSR National Seminar on Entrepreneurship, Innovation, and Infrastructure for Sustainable Development in North-East India: Priorities and Perspectives, Unity College, 3rd-4th November, 2023

Martech Proliferation: An Elementary Insight, International Conference in Humanities, Social Sciences, Management & Educational Technology, NIIT University, 28th-30th October, 2021

Customer Satisfaction with Personal Selling of Indusind Bank, Research Review International Journal of Multidisciplinary, **Peer-reviewed Journal**, Volume 7, Issue 7, July 2022, 68-74, ISSN 2455–3085, Impact Factor 6.849

Adtech: The Essence of Modern Organizations, International Conference on Recent Advancements in Science, Engineering & Technology, and Management, Swami Keshvanand Institute of Technology, Management & Gramothan, 1st-2nd September, 2021