**Personal Profile**

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| **D:\photo1.jpg** |  | **Bhaskar Pratim Sarma Barua** | |
| **Assistant Professor, Department of Management** | |
| **Rajiv Gandhi University, Rono Hills, Doimukh** | |
| **Arunachal Pradesh-791112** | |
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| **Email:** | [**bhaskars.barua@rgu.ac.in**](mailto:bhaskars.barua@rgu.ac.in) |
|  | [**bsarma.rgu@gmail.com**](mailto:bsarma.rgu@gmail.com) |
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| **Phone No.:** | **+919436898771** |

**Educational Profile**

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| M.Com | Subject: Commerce  Specialization: Accounting & Finance |
| B.Com | University of Gauhati, Guwahati, Assam; Year of award 2002  Subject: Commerce |

**Professional Experience**

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| **Assistant Professor**, Department of Management,  Rajiv Gandhi University, Arunachal Pradesh, India | September 2005 -till date |

**Administrative Experience**

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| **Head i/c , Department of Management, Rajiv Gandhi University, Arunachal Pradesh, India** | August 2014 to June, 2015 |
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**Awards &Honours**

1. Qualified SLET (NE Region) in September, 2005

**Research Interests**

* Services Marketing
* Travel & Tourism Management

**Research Publications**

1. Changing scenario of human resource management in the 21st century : facts and challenges : Mody Philip.; Sarma Barua B.P.; *International Journal of Research in Commerce & Management* published in the, 2012; pp. 119-122
2. Hosts’ attitude towards tourism – a case study of Apatani plateau Ziro , Arunachal Pradesh : Tagiya Mudang.; Sarma Barua B.P.; *International Journal of Multidisciplinary Management Studies* Vol.5(4), 2015; pp. 46-58
3. Wildlife watching and recreational experience of visitors in kaziranga national park : Sarma Barua B.P.; Chand K.S.; *International Journal of Humanities and Social Science Invention;* Volume 9 Issue 3.; 2020; pp. 15-22
4. Determinants of customer loyalty in the insurance sector with reference to LIC, Manipur : Chand K.S.; Sarma Barua B.P.; *International Journal of Management* .; Volume 11, Issue 10, October 2020.; pp. 533-547.

**Book/Book Chapter published**

1. Sarma Barua B.P.; Emerging careers in the tourism and travel sector : opportunities for new graduates.; *Career oriented course : policies and execution.;* Baruah Jahnabi Lahkar.; Jha Dilip Kumar.; Dutta Publication.; Lakhimpur.; 2013.; pp. 180-191
2. Chand K.S.; Sarma Barua B.P.; Homestay as an emerging mode of accommodation for tourists and exploring the experiences of tourists – a case study of Ziro valley in Arunachal Pradesh.; *Contemporary issues and insights of Anthropology of North-east India,;* Singh H.V.; Borgohain Milonjyoti.; Kalpaz Publications.; Delhi.; 2020.; pp. 137

**Course/Conference/Workshop etc. attended**

1. Participated in the Faculty Development Programme on Research Methodology: A Learning Journey from Bivariate Techniques to Multivariate Techniques organized by the Department of Commerce, Ramanujan College, University of Delhi from 10th to 23rd December, 2020.
2. Participated in the National Level FDP on LaTex+Xfig organized by the Department of Management, Rajiv Gandhi University from 18th to 22nd September, 2020
3. Delivered a presentation on “Introduction to Tourism Entrepreneurship” and “Potential of tourism entrepreneurship in Arunachal Pradesh” in the National Faculty Development Programme (FDP) in Entrepreneurship organized by the Centre for Entrepreneurship, Rajiv Gandhi University in collaboration with the National Science & Technology Entrepreneurship Development Board (NSTEDB), DST, Govt. of India and Entrepreneurship Institute of India (EDII), Ahmedabad from 23rd April to 4th May, 2019.
4. Participated and presented a paper titled “Trip motivation and visitor activity in the context of wildlife tourism in Kaziranga National Park” in the National Conference on “Livelihoods through Rural Tourism in North East India : The way forward” organized by National Institute of Rural Development & Panchayati Raj (NIRD-PR) on 6th & 7th January, 2018
5. Delivered a presentation on “Cash Flow Analysis for Small & Medium Enterprises ” in the Entrepreneurship Development Programme (EDP) on “Rapid Water Cleaning Using Bio-Resources & Other Low Cost Materials in Arunachal Pradesh organised by the Centre for Entrepreneurship, Rajiv Gandhi University in October 2017
6. Delivered a talk on “Behavioural Skills for Office Management” in the Training Programmme on ‘Bahavioural Skills for managing Rural Development Projects” organized by the National Institute of Rural Development & Panchayati Raj (NIRD-PR), Guwahati on 6th October, 2017
7. Delivered a presentation on “Understanding Teamwork and Team Building” in the Management Development Programme (MDP) held in the State Institute of Rural Development (SIRD), Itanagar on 24th August, 2015.
8. Participated in the Special Winter School in Management conducted by the UGC-Academic Staff College, NEHU from 2nd September to 24th September, 2013 held in the Department of Management, NEHU Tura Campus.
9. Delivered a presentation on “Marketing for Small Business” in the Entrepreneurship and Skill Development Programme (ESDP) organized by Indian Institute of Entrepreneurship (IIE),  Itanagar and sponsored by the Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India 13th February’ 2013.
10. Participated in the AICTE Sponsored Faculty Development Programme (FDP) on “Contemporary and Modern Approaches of Teaching Methods for Management Students” held at Royal School of Management and organized by the Gyan Sagar Foundation Group of Institutions, Guwahati from 4th to 16th June’ 2012.
11. Participated in the Refresher Course in Commerce conducted by the UGC-Academic Staff College, NEHU, Shillong from 21st November’ 2011 to 11th December’ 2011.
12. Delivered a talk on “ The Code of Conduct for Safe & Honorable Tourism in India” in the Training Programme for women SHGs, PRIs, NGOs and educated unemployed women of Arunachal Pradesh organized by Directorate of Tourism, Govt. of Arunachal Pradesh on 17th March’ 2011.
13. Participated and presented a paper on “ Issues & Challenges of Safe & Honourable Tourism in the North East” in the State Level Workshop on “Safe & Honourable Tourism” organized by the Directorate of Tourism, Govt. of Arunachal Pradesh on 25th January’ 2011.
14. Participated in the Training Programme on “Interfacing Social Sciences with Management Education” organized by International Management Institute (IMI) from 20-22nd October’ 2010 at New Delhi.
15. Participated and presented a paper titled “Regulatory reforms in the Indian Aviation industry : era of diminishing intervention” in the International Seminar on ‘Negotiating interventions in South-East Asia’ organized by the Arunachal Institute of Tribal Studies, RGU from 15-17th February’ 2010.
16. Delivered a presentation on “Marketing of Cultural Tourism in Assam” in the UGC Sponsored International Workshop on “Importance of History and Culture in the development of Tourism in Assam” organized by Lakhimpur Kendriya Mahavidyalaya on 5th February’ 2009.
17. Participated in the UGC Sponsored ‘Orientation Programme’ conducted by Academic Staff College, Gauhati University from 8th December’ 2008 to 4th January’ 2009.
18. Participated in the AICTE Sponsored Faculty Development Programme on “Marketing in the Changing Scenario” organized by Assam Institute of Management, Guwahati from 19th June to 1st July’ 2006.