

## FACULTY PROFILE

**Name** DR. IMTINUNGSANG JAMIR

**Designation** Assistant Professor & Head,  
Department of Management Studies



**Teaching Area** International Business  
Market Research  
Business Research Methods  
Portfolio Management  
Insurance and Risk Management

**Research Interest** Export Trade & Performance Measurement  
Strategic Management (Strategy Formulation and  
Implementation) & Entrepreneurship

**Education** PhD (International Business), Pondicherry University  
NET – University Grant Commission (UGC)  
M.B.A (International Business), Pondicherry University  
M.Phil (Entrepreneurship and Marketing), Pondicherry University  
M.Com (Foreign Trade), Osmania University  
PGDCA (Institute of Computer Science & Technology)

**Professional Experience** 5+ Years

January 2018 – Till Date Assistant Professor & Head, Dept. of Management Studies  
**ICFAI University Nagaland**  
6<sup>th</sup> Mile, Sovima Village, Chümoukedima – 797115, Nagaland.

### Papers in Journals:

1. **“Export Policy Initiatives: Conceptualization of Valid Measurement Scales and Constructs for Empirical Assessment”**, Global Business Review, SAGE Publication, (2023), Vol. 1, Issue 1, pp 1-23. ISSN 0972-1509, <https://doi.org/10.1177/09721509221142964>, (Journal Indexed in SCOPUS, UGC CARE Group – II, ABDC, ABS, EBSCO, Web of Science: ESCI, Indian Citation Index (ICI), IBSS)
2. **“Impact of Global Financial Crisis on Indian Handicrafts Exports: A Breakpoint Analysis”**, Global Business Review, SAGE Publication, (2020), Vol. 1, Issue 1, pp 1-18, ISSN 0972-1509. <https://doi.org/10.1177/0972150920954612>, (Journal Indexed in SCOPUS, UGC CARE Group – II, ABDC, ABS, EBSCO, Web of Science: ESCI, Indian Citation Index (ICI), IBSS)
3. **“Forecasting Potential Impact of COVID-19 Outbreak on India's GDP Using ARIMA Model”**, Social Science Research Network Electronic Journal, ELSEVIER, (2020), Vol. 1, Issue 1, pp 1-22, ISSN 1556-5068. <https://doi.org/10.2139/ssrn.3613724>, (Journal Indexed in SCOPUS and Directory of Open Access Journals (DOAJ))

4. **“Problems Associated with the Micro and Small Enterprises: A Study on Traditional Sector Entrepreneurs in Nagaland”**, SAMZODHANA Journal of Management Research, SRM University, Chennai, TN (October, 2014) Vol. 3, Issue 1, pp. 84-95, ISSN: 2347-4270.
5. **“Marketing of Bamboo Handicraft Products in Dimapur, Nagaland – Trader’s Perception”**, SAMZODHANA Journal of Management Research, SRM University, Chennai, TN (March, 2014) Vol. 2, Issue 1 pp. 271-288, ISSN 2347- 4270
6. **“Role of NBDA in Assisting Artisan-cum-Entrepreneurs Through Involvement Opportunities in Nagaland”**, International Journal of Management Focus, Archers & Elevators Publishing House, Bangalore, KA (Jan-Mar, 2014) Vol. IV, Issue 1 pp. 52-53, ISSN: 2250-2971.
7. **“Bamboo Cultivation in Dimapur District, Nagaland”**, International Journal of Research in commerce, Economics and Management, IJRCM, Jagadhri, Haryana (March, 2013) Vol. 3 Issue No.03, pp. 47-52, ISSN 2231-4245.

#### Books and Book Chapters:

1. **“Government and Institutions’ Role in Promoting Micro-Enterprises: A Study among Handicraft Entrepreneurs in Dimapur District, Nagaland”** Entrepreneurship Education: Experiments with Curriculum, Pedagogy and Target Groups, **SPRINGER**, Singapore (July, 2017) pp. 367 – 390, ISBN 13: 978-9811033186. [https://doi.org/10.1007/978-981-10-3319-3\\_20](https://doi.org/10.1007/978-981-10-3319-3_20),
2. **“India and European Union: Implication on Free Trade Negotiation”** Dynamics of Commerce and Management, Archers & Elevators Publishing House, Bangalore, KA (First Edition 2014), pp. 103 – 108, ISBN 13: 978-93-83241-43-9.

#### Papers Presentation in National / International Conferences / Seminars:

1. **“Entrepreneurial Opportunities for Indian Handicrafts Sector in the Global Market”** paper presented at ICSSR Sponsored National Conference on “Entrepreneurial Opportunities for Educated Youth in Global Business” in the Dept. of International Business, School of Management, **Pondicherry University**, Pondicherry on March 8th, 2017.
2. **“Government and Institutions Role in Promoting Micro Enterprises: A Case of Handicraft Entrepreneurs in Dimapur District, Nagaland”** paper presented at ICIER-IIMB International Conference on “Entrepreneurship Education and Training” at **Indian Institute of Management (IIM)** Bangalore, KA from January 29th-31st, 2015.
3. **“Problems Associated with Micro and Small Enterprises: A Study on Traditional Sector Entrepreneurs in Nagaland”** paper presented at National Conference on “Management Research in a Changing Climate” in the Dept. of Management Studies, **SRM University**, Chennai, TN on October 14th, 2015.
4. **“Role of Nagaland Bamboo Development Agency in Assisting Artisan-cum Entrepreneurs through Involvement Opportunities in Nagaland”** paper presented at National Conference on “Contemporary Management Research” in the Dept. of Management Studies, **IFET College of Engineering**, Villupuram, TN on April 5th, 2014.

### National Conference Participation:

1. **“National Conference on Currency (FOREX) Derivatives”** organized by Dept. of Commerce (UGC SAP DRS - II), **Pondicherry University**, Pondicherry, India from March 16th & 17th, 2012.
2. **“Indian Commerce Association 64th All India Commerce Conference”** organized by Dept. of Commerce (UGC SAP DRS - II), **Pondicherry University**, Pondicherry, India from Dec 13th – 15th, 2011.

### Workshops Participated:

1. RUSA Sponsored **“Online Orientation Programme”** from July 19 to August 7, 2021 conducted by **University of Mumbai**
2. **“Workshop on URKUND (Plagiarism detection tool provided by INFLIBNET)”** conducted by **Pondicherry University** on 28<sup>th</sup> October, 2015
3. **“Author Workshop”** jointly organized by **Elsevier** and **Pondicherry University** on 20<sup>th</sup> January, 2015
4. **“Refreshers Course in Research Methodology for Social Sciences (Quantitative Methods)”** conducted by Academic Staff College, **University of Hyderabad** from 23<sup>rd</sup> April to 13<sup>th</sup> May, 2014
5. **“Author Workshop”** jointly organized by **Springer** and **Pondicherry University** on 6<sup>th</sup> February, 2014
6. **“Application of R-Software”** conducted by **The Indian Econometrics Society (IES)** and Department of Economics, **Pondicherry University** on 1<sup>st</sup> and 2<sup>nd</sup> August, 2013
7. **“Six Days National Workshop on Applied Econometrics”** conducted by **The Indian Econometrics Society (IES)**, New Delhi and Department of Studies and Research in Economics, **VSK University** Bellary from 18<sup>th</sup> to 23<sup>rd</sup> November, 2013

### Webinar and Faculty Development Programme (FDP):

1. **“Learning Management Systems and Open Educational Resources”** conducted by **Nagaland University** from 8<sup>th</sup> July to 14<sup>th</sup> July, 2020
2. **“The National Education Policy 2020: Change the Landscape of Indian Learning”** organized by **Forum of Commerce & Management Studies India** on 23<sup>rd</sup> August, 2020
3. Faculty Development Programme on **“Data Analysis in R using STATCRAFT”** organized by **Predictive Analytics Solutions Private Limited**, Bangalore on 22<sup>nd</sup> and 23<sup>rd</sup> July, 2020
4. **“Higher Education 2020: Requirements and Expectations”** organized by **College of Engineering**, Internal Quality Assurance Cell (IQAC), Osmanabad from 8<sup>th</sup> to 12<sup>th</sup> July, 2020
5. Faculty Development Programme on **“Commodity Futures Market in India”** conducted by Department of Commerce (UGC-SAP-DRS-II), **Pondicherry University** from 11<sup>th</sup> to 12<sup>th</sup> September, 2014

6. “Entrepreneurship Development Programme on Coir Products” conducted by ITCOT Consultancy & Service Ltd. and Entrepreneurship Development Cell, Department of Commerce, **Pondicherry University** from 8<sup>th</sup> to 10<sup>th</sup> January, 2015

#### **Seminar Conducted/ Workshop Organized:**

##### ***As Organizer:***

1. As a Coordinator of Entrepreneurship Cell, organized one day workshop on “**Social Innovation and Entrepreneurship**” in collaboration with Institution’s Innovation Council (IIC) of ICFAI University Nagaland on 7<sup>th</sup> November, 2019
2. Entrepreneurship Cell and Institution’s Innovation Council of ICFAI University Nagaland conducted a “**Hands-on Training Program on Manufacturing Disposal Paper Products**” at Dimapur on 8<sup>th</sup> November, 2019
3. A seminar organized on “**Entrepreneurship and Self Development: Leveraging Core Competencies**” at ICFAI University Nagaland on 6<sup>th</sup> March, 2020

##### ***As Resource Person:***

1. Presented a talk as a resource person on “**Effectiveness on Teaching-Learning Process through Digital Platform**” in the national webinar on 25<sup>th</sup> August 2021 organized by Department of Education in collaboration with IQAC, Pranabananda Women’s College, Dimapur, Nagaland.