

Ph.D in Commerce on Consumer Behaviour, a teacher, speaker and counsellor in market applications and execution. My other areas of specialisation are Strategic Market Research & Markets-in-Pursuit. The research articles are published in journals like IASSI Quarterly, Journal of Marketing Trends, Institute of Public Enterprise, Hyderabad etc. Articulated the deliberations on various forums ranging from regional, national and international level seminars, workshops and conferences held in NIRD, Hyderabad; SMVDU, Jammu; Institute of Chartered Accountants of India & Niti Aayog, New Delhi and International Environmetrics Society TIES, AIMSCS, Hyderabad etc. Currently serving as Head, Department of Commerce of the College.



1.	Name	<b>Dr. (Ms) Y. Satya</b>
2.	Designation	Associate Professor
3.	Department	Commerce
4.	Qualification	M.Com, M.Phil, Ph.D*
5.	Teaching Experience	33 Years
5.	Area of Specialisation	Marketing Management, Strategic Marketing, Developmental Studies
6.	Academic Qualification	

- **Title: “Role of the Family in Consumer’s Purchase Decision Making With Special Reference to the Khasis in Shillong”**

Degree	Board/University	Subject	Year
B.Com	Osmania University, Hyderabad.	Advanced Accountancy	1982
M.Com	Banaras Hindu University, UP.	Financial Management	1985
M.Phil	North Eastern Hill University, Shillong.	Financial Management	1987
Ph.D	Gauhati University, Guwahati, Assam	Marketing Management	2007

Other Qualifications: Short hand (level-1) & M S Office

**Teaching Experience:**

Courses Taught	Name of the College/ University	Duration
Under Graduate	St. Anthony’s College, Shillong	33 Years: (Since April, 1986 – till date)
Post Graduate	IGNOU, Shillong	22 Years : ( Since 1997 – till date)

➤ **Research Experience: (Details of Research Projects- duly submitted)**

1. Minor Research Project: Assistance received from University Grants Commission (UGC) New Delhi titled **“Role of Family in Consumer’s Purchase Decision Making” with special reference to Khasis in Shillong**, Sanction letter No. F-5-43/99(MRP/NER).
2. Major Research Project: Assistance received from UGC, New Delhi, titled **“Alternative Growth Opportunities: Inferences towards Rural Market Environment and Communication Services”** sanction letter no. F-5-20/2004 (HRP).
3. Major Research Project: Assistance received from Indian Council for Social Science Research (ICSSR), New Delhi, titled **“Assessment and Mapping of Feminine Modalities**

towards **Occupational Preferences and Selectivities**", sanction letter no. F.No.-5-1.4/06-NEP/RP-EC.

4. Major Research Project: Assistance received from UGC, New Delhi, titled "**Resource Protective and Producing Modes: Understanding the Perspectives and Transitions in North-eastern States**", sanction letter no. F.No.-5-106/2007.

5. Major Research Project: "**Transit Market synchronizations: Reinforcing Strategic Intent in North East**". Project by Indian Council of Social Science Research (ICSSR) New Delhi.

6. Major Research Project on "**Skills Development in Meghalaya: An Appraisal**" Sanction letter No. O-15012/51/10-SER, **Government of India, Planning Commission, SER division**, Yojana Bhavan.

• **Teaching & Counselling Experience in IGNOU for MBA & M.Com Programs:**

Been engaged in teaching, counselling, evaluation and project guidance in Indira Gandhi National Open University (IGNOU), Shillong for their

(a) Preparatory and Degree Programs since 1987 till 1997

(b) Post Graduate Management Program (MBA) since 1997 (continuing) and

(c) Post Graduate Program in Commerce (M.Com : 2007 – 2012).

**Administrative and other experiences:**

(a) Worked as **Guest Lecturer** in Department of Commerce, North Eastern Hill University (NEHU).

(b) Worked as **Participant** in the Syllabus Formulation for PG Diploma in Entrepreneurship offered by Distance Education, North Eastern Hill University, Shillong.

(c) Been working as **Course Coordinator** for the UGC Sponsored Add-on Program of Income tax Practices in St. Anthony's College, Shillong.

(d) Serving as **Executive Member**, Indian Council of Small Industries, Kolkata.

**Publication of Book:** "*Occupational Inclinations of Tribal Women in Meghalaya*", An ICSSR Publication, New Delhi.

**Article Publication in a Book:** **Initiatives and Communications: Understanding Markets for Participants (M4P)-A Case of East Khasi Hills District of Meghalaya**" in Development Scenario of North-East India by DVS Publishers, Guwahati.

**Publication of Research Papers:** ( in the last 5 years)

➤ Satya. Y.& B.K. Gupt, "**Transitional Trends in Resource-based Dependences in North East India**", Spectrum, Humanities, social Sciences and Management, Voll. PP. 69-92. 2014, ISSN 2349-2929.

➤ Satya. Y. & B K Gupt, "**Service Customisation and Operational Extensions in Bank Marketing**", Spectrum, Humanities, social Sciences & Management, Vol.II. PP. 52-66. 2015, ISSN 2349-292952-66.

➤ Satya.Y& B K Gupt, "**Emerging Financial Technology Trends under Digital Services with reference to Bank Functioning**", Spectrum, Humanities, Social Sciences and Management, Vol.III. 2016, ISSN 2349-2929.

➤ Research Paper titled "**Market Collaborations and Institutional Feasibilities : Understanding Agri-Promotional Measures in Meghalaya**". Published in Spectrum, A Peer-reviewed Research Journal Spectrum : Humanities, Social Sciences and

**MBA Project Guidance: (Completed):**

- *Signifying Means–Ends Consequences in Ethnic Market Inferences Towards Communication Application w.r.t., Khasi Tribe of Shillong.*
- *A Study on Information Communication Technology Services of Directorate of Agriculture, Meghalaya.*
- *Need-based Diversities in Formal and Informal Capacity Systems in East Khasi Hills District of Meghalaya.*
- *Integrated Service Deliveries in Design and Construction: A Case of Sohra in EKH District of Meghalaya.*
- *Prospects and Challenges of Tea Business Markets in North Garo Hills District, Meghalaya.*
- *SWOT Analysis and Inferences of Lime Stone Marketing Process in Ichamati Block, EKH District, Meghalaya.*
- *Effects of App Market in Tourism ( Continuing)*
- *“Understanding Service Market-Mix Framework of Archery - A Traditional Sport in East Khasi Hills of Meghalaya” . (Continuing).*
  
- **Other Academic Activities:**
  - Participated as Reviewer of Research Articles by IGI-Global, Private Publication Company, Hershey, Pennsylvania on 03-07-2019.
  - Participated in Regional Seminar on “**Investor Education**” Organised by BSE and SEBI by Faculty of Department of Commerce dated 23-08-2019
  - Faculty along with students participated in “**Shaping the Young Minds**” (SYMP), 2019 organised by AIMA and GMA supported by NEHU on 30-08-2019.
  - Participated in the Capacity of Project Presenter in the Inaugural Program of Business Incubation held in NEHU on 28-08-2019
  - **Participation: Visited ICAR** (Indian Council for Agricultural Research), Barapani, Shillong as a Counselor for Training Session of Waste Management, ENVIS, NEHU, Shillong.
  - **Participated** in the capacity of Counselor engaged in training sessions for the “Green Skill Development Program (GSDP), ENVIS Secretariat, Ministry of Environment, Forest & Climate Change (MoEF&CC), 6<sup>th</sup> Floor, Vayu Wing, Indira Paryavaran Bhawan, JorBagh Rd, New Delhi – 110003 organised by ENVIS, Bio-Medical Department, NEHU, Shillong.
  - **Prepared Syllabus** for Add-on Programs in Umshirpi College, Shillong. The programs being three Career Oriented Courses in (i) Business Communication; (ii) Entrepreneurship & (iii) Marketing.
  - **Ph.D Thesis Evaluator:** Acceptance of Requisitions for Valuing Ph.D Thesis of Manomaniam Sundaranar University, Tirunelveli. (Under the Guidance of Prof. V. Sounderaraja, HOD, Deptt. Of Commerce, STH College, Nagarcoil.)
  
- Mr. M Sugin Raj, Reg. No 11127, Thesis titled “A Study on Micro, Small and Medium Enterprises Growth and its impact on Indian Economy and Environment with Special Reference to Kanyakumari and Tirunelveli Districts.

- Mrs. P. M. SirumalarRajam, Reg. No. 8471 titled “Role of Women Entrepreneurs (SHG) in Promoting Industrial Development in KK Dist – A Study”.
- **Participation as Counsellor in the Business Modeling**, a Design Innovation Program, SAC.