



Prof. Russell G. Pariat

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| Designation | Asst. Professor |
| Qualification | MBA, NET |
| Research interest | Psychology of Advertising, Entrepreneurship, Social Media marketing. |
| Publications | The study of impact of Psychological Capital on work attitude and commitment, The Journal of Management in Practice (JoMP), Vol.2, 2017, E-ISSN: 2456-1509 |
| Conferences and seminars attended | <ol style="list-style-type: none"> 1. Participated in a four day residential workshop on Promoting Resiliency Skills of College Students – A programme on helping and mentoring conducted by Siloam and St. Anthony’s College, Shillong at the Siloam Transformational Resource Centre from April 25-28, 2018. 2. National SC-St Hub Meghalaya State Conclave (Coalescing efforts to build better ecosystem for SC-ST owned MSMEs Augmenting competencies of SC-ST Owned MSMEs) on the 29th October 2018. 3. National Conference on Entrepreneurship, Innovation and Society, December 13-15, 2018. 4. National Webinar on Continuing Professional Development for Teachers In Collaboration with Dept of Philosophy, Moran College, Moranhat, CharaideoDist, Assam Under the Ministry of Education Scheme of PanditMadan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) 31st January 2021. 5. Attended the 4th Faculty Induction Programme conducted by UGC – Human Resource Development Centre, NEHU from 11th March to 10th April 2021. |

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| | <p>6. Webinar on Balancing between Social Distancing and Social Commitment: Role of Heads of Departments and In-charges on 25th June 2021. Organised by IQAC, St. Anthony's College Shillong.</p> |
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