

## Faculty Profile

**Name:** IMTINUNGSANG JAMIR



**Designation:** Assistant Professor

**Teaching Areas:** Business Law, International Business, Insurance and Risk Management, Strategic Human Resource Management

**Research Interests:** International Trade and Logistics Management, International Sales Promotion and Brand Management, Firm's Export Performance Management, Strategic Management (Strategy Formulation and Implementation), Overseas Project Mgmt. and Entrepreneurship, Industrial and Service Marketing, Marketing Research

**Education:** PhD (Int. Business), Pondicherry University (thesis submitted)  
MBA (Int. Business and Marketing), Pondicherry University, 2015  
MPhil (Entrepreneurship & Marketing), Pondicherry Univ., 2012  
MCom (Foreign Trade), Osmania University, 2011

**Professional Experience:** Nil

1. Since Jan 2018: Assistant Professor, Dept. of Management Studies, **ICFAI University Nagaland**, Dimapur, Nagaland

### Papers in Journals:

1. **"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.
2. **"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.
3. **"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.
4. **"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.

## Papers in 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.

## Books / 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 Publication, Singapore (July, 2017) pp. 367 – 390, ISBN 13: 978-9811033186.
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.
3. **“Problems Associated with the Micro and Small Enterprises: A Study on Traditional Sector Entrepreneurs in Nagaland”** *Management Research in an Changing Climate*, Archers & Elevators Publishing House, Bangalore, KA (First Edition 2014) pp. 31 – 37, ISBN 13: 978-93-83241-56-9.

## Participation in National Conferences:

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.

## Training Programmes Participated:

1. **Workshop on URKUND (Plagiarism Detection Tool Provided by INFLIBNET)** organized by Ananda Rangapillai Library, Pondicherry University, Pondicherry in collaboration with INFLIBNET Centre, Gandhinagar, Gujarat on Oct 28th, 2015.
2. **Entrepreneurship Development Programme in Coir Products sponsored by Coir Board, Ministry of Micro, Small & Medium Enterprise (MSME),** Government of India and organized by Entrepreneurship Development Cell, in collaboration of ITCOT Consultancy & Service Ltd. (Joint Venture of ICICI, SIDBI, IFCI, SIPCOT, THC, SIDCO & Banks) and Dept. of Commerce, School of Management, Pondicherry University, Pondicherry from Jan 8th – 10th, 2015.
3. **Twenty One Days Refresher Course in Research Methodology for Social Science (Quantitative Methods)** organized by UGC - Academic Staff College, University of Hyderabad, TS from April 23rd to May 13th, 2014.
4. **Faculty Development Programme on Commodity Futures Market in India** sponsored by Forward Markets Commission, Government of India and organized by Department of Commerce (UGC-SAP-DRS-II), Pondicherry University, Pondicherry from Sept 11th to 12th, 2014.
5. **Six Days National Level Workshop on Applied Econometrics** organized by Dept. of Studies and Research in Economics, VSK University Bellary, KA and The Indian Econometric Society, New Delhi from Nov 18th – 23rd, 2013.

## List of Various Responsibilities Held:

1. **Coordinator of Research Scholar Forum in the Department of International Business,** School of Management, Pondicherry University, Pondicherry, for the Academic Year 2013-15.
2. **Vice President of Commerce Association,** St. Josephs College Student Council for the Academic Year 2005-06.