

Name of the Faculty Member	Ms Ranitha D Shira									
Campus (Tura/Shillong)	Shillong									
Designation	Assistant Professor									
Department	Management									
Qualification/s	MBA, NET									
Discipline	Marketing									
Academic Experience in Years	<table border="0"> <tr> <td>Outside</td> <td>ICFAI</td> <td>In ICFAI University Meghalaya</td> </tr> <tr> <td>University Meghalaya</td> <td></td> <td></td> </tr> <tr> <td>6 Months</td> <td></td> <td>15 years</td> </tr> </table>	Outside	ICFAI	In ICFAI University Meghalaya	University Meghalaya			6 Months		15 years
Outside	ICFAI	In ICFAI University Meghalaya								
University Meghalaya										
6 Months		15 years								
Courses Taught	HR, Marketing, Sales, Service Marketing, Retail Management, Consumer Behavior									
Specializations	Marketing									
Research Interests	Marketing (Consumer Behavior)									
Publications	<p>Books authored/edited</p> <p>Chapters published in Books</p> <ol style="list-style-type: none"> 1. "A Study on Buying Behavior toward Handicraft Products in Garo Hills", Ruby Press & Co. , First Edition: 2023. ISBN: 9788194122616. 2. "A Study on Young Entrepreneurs among the Management Graduate's in West Garo Hills, Meghalaya", Bluerose Publishers, First Edition: November 2023. ISBN:9789359895642 <p>Journal Publications</p>									
Seminar Paper Presentations	<ol style="list-style-type: none"> 1. A Study on Buying Behavior toward Handicraft Products in Garo Hills. 2. A Study on Young Entrepreneurs among the Management Graduate's in West Garo Hills, Meghalaya. 3. A Study on Prospect and Potential of South Garo Hills District, Meghalaya: Adventure Tourist Destination. 									
Seminars Attended	<ol style="list-style-type: none"> 1. National Seminar on "Emerging Issues & Trends of Socio - Economic Development in Rural Economy with Special Emphasis on Handloom & Handicraft Sector. Organized by Faculty of Management and Commerce the ICFAI University Tripura in collaboration with NABARD. 2. International Seminar on "Recent Trends in Business, Economics and Management. Organized by Ramthakur College, Agartala, Tripura, India. 									

	<ol style="list-style-type: none"> 3. International Conference “Sustainable Models and Paradigms for Future of World Tourism and Hospitality Sector: Innovations, Challenges and Opportunities. Organized by CMTHS, HNB Garhwal University, Srinagar.
Webinars Attended	<ol style="list-style-type: none"> 1. Youth Entrepreneurship: A step for re-purposing local development. 2. Innovations in Agriculture for a Sustainable Future of Agrpreneurs. 3. Social Entrepreneurship in a Knowledge economy: A new perspective.
FDP’s/Refresher Course Attended	<ol style="list-style-type: none"> 1. FDP, organized by ICFAI, Tripura 2. FDP, organized by ICFAI, Tripura 3. Workshop on Case Study Method, ICFAI Hyderabad 4. Research Methodology Course in Social Sciences, NEHU, Tura 5. Workshop on Application of Statistics in Social Science, NEHU, Tura 6. Workshop on Application of Statistics in Social Science, NEHU, Tura 7. FDP, organized by ICFAI, Tura 8. Workshop on Research Data Analysis using R, NERIM, Guwahati 9. FDP, organized by ICFAI, Tripura 10. FDP on “Technique of Writing Good Quality Research Papers”, organized by Campus IQ
Membership in Academic Bodies	<p>Member of Board of School, ICFAI Meghalaya Member of Academic Council, ICFAI Meghalaya</p>
Other Details in relation to academics, if any	<ol style="list-style-type: none"> 1. External Sikkim Manipal University, Tura 2. External IGNOU, Shillong