

Name of the Faculty Member	Dr. Brenda D Marak			
Campus (Tura/Shillong)	Tura			
Designation	Assistant Professor			
Department	Management			
Qualification/s	PhD, MBA			
Discipline	Management			
Academic Experience in Years	Outside Meghalaya	ICFAI Meghalaya	University	In ICFAI University Meghalaya
				11 years
Courses Taught	<ol style="list-style-type: none"> 1) Marketing Management I, 2) Marketing Management II, 3) Entrepreneurship, 4) Strategic Marketing Management, 5) Advertising & Sales Promotion, 6) Business Strategy, Business Law, 7) Consumer Behavior, 8) Introductory Psychology, 9) Strategic Human Resource Management 10) E Commerce 11) Business Research Methods 12) Management Control System 13) Strategic Management 14) Retail Management 15) Business Environment 16) Principles of Management 17) Organizational Behavior 18) Marketing Research 19) Business Ethics 20) Training and Development 			
Specializations	Marketing Management & Human Resource Management			
Research Interests	<ol style="list-style-type: none"> 1) Career Choice Determinants of Undergraduate Students 2) Career Indecisions 3) Career Distress 			
Achievements	<ol style="list-style-type: none"> 1) International Certified Career Coach 2) Editor of the Magazine "A'mitim" 			
Publications	<p>Chapters published in Books</p> <p>Facets of Digital Capability Factors for Undergraduate Students, Teachers and College Administrators in Meghalaya 187 – Brenda D Marak & Abhigyan Bhattacharjee</p> <p>Book entitled "Digital Impact on Human Resources Practices" ISBN 81-8324-894-2</p> <p>Publications in Seminar Proceedings Volume</p> <p><i>Institutional Determinants on Career Choice of Undergraduate Students.</i></p> <p><i>The Journal of Oriental Research Madras, UGC Care Approved,</i></p>			

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International Journal Publications

Personal Variables' Effect in Recognizing the Preference of Career Choice of Undergraduate Students.

Turkish Online Journal of Qualitative Inquiry (TOJQI), Scopus Indexed Journal, July. 12(5):4266-4283.

National Journal Publications

Institutional Determinants on Career Choice of Undergraduate Students.

The Journal of Oriental Research Madras, UGC Care Approved, Group I, Peer Reviewed and Referred Journal, October 4th 2021, ISSN 0022-3301, Vol. XCII

**Seminar Paper
Presentations**

1) *"Business Solutions for SMEs and Start ups: A cursory look"*

International Seminar on E-Commerce and SMEs in Developing Economies: Growth and Strategies, conducted by Department of Management, NEHU, Tura from 29th to 30th 2016

2) *"Factors that influence Academic Performance of Students: An outlook in the Blocks of West Garo Hills, Meghalaya"*

National Seminar on Transforming Rural Areas in North East India: Vision for Future" conducted by national Institute of Rural Development & Panchayati Raj (Ministry of rural Development, Government of India), NERC, Jawaharnagar, Khanapara, Guwahati, from 8th to 9th March 2017

3) *"Rural Entrepreneurship as an Instrument for Sustainable livelihood: A study over Garo Hills Region of Meghalaya"*

National Seminar on Entrepreneurship-The Rural Perspectives" organized by Dept. of Management. NEHU, Tura on the 27th and 28th of April 2017

4) *"Strategic Human Resource Management in Education System: An Exploration of Colleges in Meghalaya "*

National Seminar on Emerging Trends in Business & Economic Development in India with reference to North-Eastern Region, conducted by University of Science & Technology, Meghalaya and Tezpur University, from 19th to 20th May 2017

5) *"Digital Eloquence: A bridge to reach the People of Meghalaya"*

International Seminar on Human Resource Management and Management in the Digital Age, Dept. of Management, NEHU, Tura, on the 23rd and 24th of June 2017

6) *"Environmental Influence as a Determinant of Career Choice of Undergraduate Students"*

National Seminar on Business Practices in the Age of Disruption, Innovation and Sustainability, organized by Department of Business Administration, Faculty of Commerce and Management, Gauhati University, on the 3rd of September 2021

7) *“Institutional Facets Determining the Career Choice of Undergraduate Students in Meghalaya”*

International Conference on Emerging Business, Management and Sustainability Paradigm Beyond, organized by New Delhi Institute of Management and North Eastern Management Association from 29th to 31st March 2021

Seminars Attended

- 1) UGC National Seminar on ***“Psychology: Promoting Corporate Excellence”***, held by Department of Psychology at University of Madras, Chennai on 1st and 2nd February 2008
- 2) ***“Role of NGOs in Empowerment of the Intellectually Challenged”***, held at Dr. MGR Jananki College of Arts and Science for Women, Chennai, on the 4th of February 2008
- 3) ***“COG-MYST”***, conducted by Psychology Association, at Dr. MGR Jananki College of Arts and Science for Women, Chennai, on 28/01/2009
- 4) UGC National Seminar on ***“Psychological Approaches for Organizational Development”*** held at Dr. MGR Jananki College of Arts and Science for Women, Chennai, on 27th and 28th February 2009
- 5) International Seminar on ***“Psychological and Social Impact of the Recession-Retrenchment in IT and Non IT Industries Across the Globe”*** organized by Department of Psychology, at Dr. MGR Jananki College of Arts and Science for Women, Chennai, from 1st to 2nd March 2010

Workshops Attended / Participated

- 1) Continuing Rehabilitation Education Programme on ***“Behavioral Management for persons with Multiple Disabilities”*** at Continuing Rehabilitation Education, Chennai, from 25th to 29th February 2008
- 2) Workshop on Case Study Methodology, organized by IBS Case Research Centre, Hyderabad at ICFAI University, Meghalaya, from June 22nd to 24th 2015
- 3) ***“Research Methodology Course in Social Sciences for PhD Students”***, sponsored by ICSSR-NERC-Shillong, Department of management, NEHU, Tura, from 24th May to 2nd June 2016
- 4) ***“Application of Statistics in Social Sciences”***, conducted by Indian Statistical Institute, Kolkata, at Dept. of Management, NEHU, Tura, from 20th to 24th 2017
- 5) ***“Mediation, Moderation and Conditional Process Analysis”***, organized by the School of Management Studies, University of Madras, during 17th to 21st April 2019

**Webinars Attended
Lectures Attended**

**FDP's/Refresher
Course Attended**

- 1) ***"HR Skills for Students"***, conducted by Gemba Management Consulting Pvt. Ltd at Dr. MGR Jananki College of Arts and Science for Women, Chennai, from July 8th to September 8th 2008
 - 2) ***"Path to Success Training"*** conducted by Innovative Academy for manpower Excellence, at Dr. MGR Jananki College of Arts and Science for Women, Chennai, from 10th to 16th July 2009
 - 3) ***"Management Development Programme on Financial Management"***, organized by Ministry of Micro, Small and Medium Enterprises, MSME-Development Institute- Guwahati, from 28th February to 4th March 2011
 - 4) FDP ***"Modern Teaching Pedagogies in Management Education"***, organized by Department of Management, NEHU, sponsored by ICSSR, NERC, Shillong, on 1st to 7th December 2015
 - 5) Training Course on ***"Research Methodology for Researchers in Social Sciences & Humanities"***, ICSSR sponsored, conducted at NEHU by Department of Education from 9th to 19th March 2010
 - 6) Synergos'2016- An HR Conclave – ***"Skilling the Unskilled: Handling The Corporate Dilema "***, organized by Department of Management, NEHU, Tura on 21st May 2016
 - 7) FDP- by Entrepreneurship Development Institute of India, Ahmedabad, sponsored by National Science & technology Entrepreneurship Development Board, Department of Science and Technology, Government of India, from 22nd February to 4th March 2017
 - 8) ICSSR, New Delhi Sponsored, 10 Days research Methodology Course fro PHD Students in Social Sciences, organized by Placement & Counselling cell & Dept of Management, NEHY, Tura, from 17th to 26th April 2017
 - 9) UGC Sponsored Refresher's Course in Business Studies (Interdisciplinary), NEHU, Shillong, from 18th November to 1st December 2019
 - 10) FDP- by Entrepreneurship Development Institute of India, Ahmedabad, sponsored by National Science & technology Entrepreneurship Development Board, Department of Science and Technology, Government of India, from 2nd to 14th March 2020
- 1) Synergos'11- ***"People are like Icebergs "***, Department of Management, North Eastern Hill University, on the 14th of May 2011
 - 2) Synergos'12- ***"Putting People on the Balance Sheet"***, Department of Management, North Eastern Hill University, on the 12th of May 2012 (Coordinator)
 - 3) Synergos'12- ***"Putting People on the Balance Sheet"***, Department of Management, North Eastern Hill University, on the 12th of May 2012 (Panel Member)

**Organized
Seminars/Webinars,
etc.**

- 4) FDP- ***"Motivating the Motivators"*** Convener, IUM, Tura, 3rd

to 7th July 2017

5) Seminar on “*Age of the Gazelles*” at IUM, Tura, 12th September 2016

6) Online Workshop – Coordinator “*Career Management League - The Game of Life Vitality of Career Planning and Career Development*”, from 8th to 9th July 2021

7) *Pathway Camp* – seminar on Career Choices, IUM, Tura, 11th October 2022

**Membership in
Academic Bodies
Membership in
Professional Bodies**

- 1) IQAC, IUM
- 2) Research Body Member, IUM
- 1) Event Coordinator
- 2) Discipline Coordinator
- 3) Placement Coordinator and Career Counselor
- 4) Entrepreneurship Development Coordinator

**Guest Lectures
Delivered**

Resource Person- “Emerging Entrepreneurial Scope and Opportunities of NER”

5 Day FDP on Entrepreneurship “Creating a Pool of trained mentors & faculties to act as the change agent ”, Organised by Tura Government College, from 19th to 23rd February 2024

**Other Details in
relation to academics,
if any**

- 1) Talk on “Unbridled Spirit of Garo Hills” organized by Amazing Namaste Foundation 2023

<https://www.facebook.com/AmazingNamaste/videos/unbridled-spirit-of-garo-hills-by-brenda-marak/2889773994649256/>

- 2) External Examiner for conducting viva Voce session for Internship undertaken by the BBA and MBA students, SRM University, from 10th to 12 July 2024