

## **CURRICULUM VITAE**

- NAME AND PRESENT POSITION:** Dr.NVR Jyoti Kumar  
Professor  
Department of Commerce  
Mizoram University (A Central University),  
Aizawl - 796004.  
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- PREVIOUS POSITION:** During 2005 - 2011  
Head & Chairman of Board of Studies  
Department of Commerce  
Mizoram University (A Central University)  
Aizawl – 796004.
- DATE OF BIRTH:** 13<sup>th</sup> August, 1962.
- QUALIFICATIONS:** M.Com, Ph.D. (Andhra University)
- TEACHING EXPERIENCE:** 28 Years of teaching experience at P.G.  
(M.Com & M.B.A) level.
- AREAS OF INTEREST:** Organisational Behaviour & Marketing( teaching) ;  
Media Marketing, Consumer Behaviour, Services Marketing,  
Entrepreneurship (research).
- PUBLICATIONS:** **Books : Four**
- (1) "Newspaper Marketing in India: A Focus on Languages Press," Anmol Publications, New Delhi, 2003.
- (2)"International Business," Netaji Subash University, Kolkata,2006.
- (3)"Consumer Behaviour in a Tribal Economy of North East India: A Focus on Mizoram,"Akansha Publishing House,New Delhi, 2012. Co-author : Laldinliana.
- (4)"Life Insurance Marketing in India : A Focus on Mizoram," LAP Lambert, Germany, 2013.Co-author: L.Gyanendra Singh.
- ARTICLES:** 20 in edited volumes and refereed journals  
(eg. *The Indian Journal of Gender Studies*,  
*NICE Journal of Business*, *The Indian Journal of*

*Marketing, The IUP Journal of Entrepreneurship Development, SEDME, Southern Economist, Invertis Journal of Management, The Utkal Business Review, The IUP Journal of Operations Management.*)

**CHAPTERS IN BOOKS:**

Written four chapters in Narasimha Rao VVL(Ed),  
“Finance of Foreign and International Banking”,  
Acharya Nagarjuna University, Nagarjunanagar, 2004.

Written five chapters in Uma Maheshwara Rao T (Ed),  
“Marketing Management,” Acharya Nagarjuna University,  
Nagarjunanagar, 2004.

**RESEARCH SUPERVISION:**

Provided research guidance for five Ph.D. scholars and one M.Phil scholar in the areas of Consumer behaviour in tribal Economy, Entrepreneurship in handloom clusters, Micro enterprises development, Life insurance marketing ,and Public sector management.

**ASSOCIATION WITH OTHER UNIVERSITIES:**

Served as :

Visiting faculty, Acharya Nagarjuna University.

Member, Board of Studies of NEHU, Assam University, Dibrugarh University and Rajiv Gandhi University.

Resource Person, Distance Education Programmes of Pondicherry University, Annamalai University and Acharya Nagarjuna University.

**REFERENCES:**

- Prof. Lalthantluanga, Vice- Chancellor, Mizoram University, Aizawl – 796004, Email ID : [vc@mzu.edn.in](mailto:vc@mzu.edn.in)
- Prof. V. Venkaiah, Vice-Chancellor, Krishna University, Machilipatnam-521001, Email ID: [venkaiah.v@gmail.com](mailto:venkaiah.v@gmail.com)
- Prof. R. P. Tiwari, Dean, School of Engineering, Mizoram University, Aizawl-796 004, Email ID: [rptmzu@rediffmail.com](mailto:rptmzu@rediffmail.com)

(Prof. NVR. JYOTI KUMAR)