

Personal Profile
Department Of Commerce
JDSG College
Individual Activities

Period of Report: Sept, 2022 onwards

1. **Name Of the Faculty:** Dikshya Saikia
2. **Designation:** Assistant Professor
3. **Contribution to the Corporate Life of the college:**
 - Convener, Institution's Innovation Council, JDSG College
 - Joint Coordinator, Online Courses, JDSG College
 - Assistant to Joint Conveners for Criteria 2: Teaching and Learning and criteria 5: Student Support and Progression, IQAC Cell, J.D.S.G. College
 - Assistant Co-ordinator, NSS Unit I and II of JDSG College
 - Care Taking Officer (CTO) in-charge, 74th Company NCC Unit, JDSG College
 - Member of Girls Hostel Committee, JDSG College
4. **Other Activities:**
 - a. Delivered lecture at All Upper Assam Handicap Association on the occasion of National Unity Day on 31st October, 2022 under the aegies of NSS unit 1 and 2 of J.D.S.G. College, Bokakhat
 - b. Delivered lecture on Entrepreneurship skill and Attitude-Behavior Development on 24th February, 2024.
 - c. Delivered lecture at World No Tobacco Day on 31st May, 2024 under the aegis of NSS unit I and II of JDSG College, Bokakhat

Period of Report: 2021-2022

1. Academic Pursuance:

Patent Publication:

- **TITLE OF INVENTION:** Real-time social media engagement analyzer for targeted advertising campaigns published under the Patent Act, 1970 by Dr. Aniruddha Deka,

Dr. Tanima Tarafdar, Dr. Sayanika Deka Sarma, Dr. Moumita Dey, Bipasha Sharma, Dikshya Saikia, Bholu Saha. The date of filing of application is 13th April, 2024, with Application Number 202431029981. The official declaration of the publication is on 26th April, 2024.

Research Paper Publication:

- Saikia Dikshya, Lohia Varsha, 2021, “Role of Celebrity Endorsement on Buying Behavior of Consumers with special reference to Coca Cola and Pepsi in North Lakhimpur, Assam”, International Organisation of Scientific Research, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 23, Issue 3. Ser. VI (March 2021), PP 12-15
- Saikia Dikshya, Tumung Sneha, 2021, “A Study on Consumer Preference towards Ethnic Cuisines of North-Eastern Region of India with special reference to Guwahati City”, IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 23, Issue 4. Ser. VI (April 2021), PP 43-52
- Saikia Dikshya, Nirmal Gaurav, 2022, “Catalyst Role of Covid 19 Pandemic in Increasing Adoption of Over-the-Top (OTT) Platforms- A Study Conducted amongst Gen Z of Guwahati City, Assam”, International Journal of Engineering and Management Research, e-ISSN: 2250-0758 | p-ISSN: 2394-6962, Volume-12, Issue-3 (June 2022), 182-186.
- Saikia Dikshya, Shihrani L.,2022, “Role of thrift stores in promoting green consumerism, a study on consumer purchase intention in Dimapur, Nagaland”, International Journal of Creative Research Thoughts (IJCRT), Vol 10, Issue 8, Aug 2022, ISSN: 2320-2882
- Saha, B., Saikia D., *et al.* (2024). Community Education and Engagement for Blue-Green Infrastructure (BGI) Projects: Insights from Assam, India. In: Yildiz, A., Shaw, R. (eds) Disaster and Climate Risk Education. Disaster Risk Reduction. Springer, Singapore. https://doi.org/10.1007/978-981-97-5987-3_22

Book Chapter Published:

- Prospect of Culinary Tourism and its Awareness amongst Youth Travellers with special reference to Kamrup Metro, Assam, published in India in the 21st Century: Trends in Commerce, Economy and Society, Eureka Publications, ISBN: 978-93-91260-94-1

- Community Based Tourism and its role in attainment of Sustainable Development Goals (SDGs) by 2030 in Jhoramukhuria Village, Chandubi, published in Sustainable Development Goals, Agra Marg. Bharati Publications, ISBN:
- Potentialities of Engaging in Rural Tourism and Its Implications on Climate Change- a Study in Assam, published in Good Governance and Sustainable Development, published by Research and Development Cell, Nalbari Commerce College, ISBN: 978-81-965414-1-5

Research Paper Presentation:

- ***Impact of Covid-19 on Online Shopping Behavior of Consumer- A study conducted in North Lakhimpur, Assam:*** International Conference On Stalwart Management Practices: Sustenance In Covid Era at Faculty of Management Studies- Mohanlal Sokhadia University presented on 25th-27th February, 2022
- **Participatory GeoSM-NatE application in the city of Guwahati in India:** North East Research Conclave, Sustainable Science and Technology at IIT, Guwahati on 20th to 22nd May, 2022.
- **Community Based Tourism through Ecotourism in Jhoramukhuria: an Attempt to attain Sustainable Development Goals:** NEICMA Conference, held in Moriani College, Jorhat on 23rd and 24th September, 2022.
- **Role of Women Entrepreneurs in Promoting Thrifting in Nagaland:** National Seminar on Entrepreneurship and Skill Development: Issues, Opportunities and Challenges, organized by Department of Commerce, JDSG College on 11th and 12th November, 2022.
- **Community Based Tourism and its role in attainment of Sustainable Development Goals (SDGs) by 2030 in Jhoramukhuria Village, Chandubi:** National Seminar on Sustainable Development Goals: Agra Marg, organised by Royal School of Commerce, ARGU, Assam on 2nd and 3rd June, 2023.

International Project:

- Worked as a Local Researcher in the project ENACT: “ENACT: Evaluating the feasibility and efficacy of integrated catchment-scale Nature-based solutions for Climate Change adaptation in India” sponsored by Loughborough University, UK from October, 2021 to March, 2022.

- Reinventing the Spirit of Community Based Disaster Risk Management in India. Worked as a professional on the project under RRI and CRRP India and supported by **ICCROM** and **Swedish Postcode Foundation** from July 2020 to February, 2021.

Books:

- Author- “Milijuli- Ways of Life: Lesser Known Stories of Assam”- A handbook outcome of a Community Based Disaster Risk Management Programme, taken up by Risk and Resilience Institute, sponsored by ICCROM, Rome, Italy published in PreventionWeb in 2020

FIP/FDP Attended:

- Online Induction Training/orientation Programme for Faculty in Universities/ Colleges/institutions Of Higher Education from 23rd May to 22nd June, 2023
- Faculty Development Programme on Empowering Management Scholars: Fostering Research Competencies, organised by the Faculty of Management and Commerce, Assam Downtown University, Guwahati, from September 19 to September 23, 2023.
- One week workshop on ethics and research paper writing in UGC in scientific and humanities journal from 11th March, 2024 to 17th March, 2024 organised by UGC-Malaviya Teacher-Training Centre, Gauhati University at UGC-MMTTC, Gauhati University.
- FDP-Teaching Learning Centre, Tezpur University and JDSG College on Blended learning, 19th and 20th September, 2022
- One Day Workshop on “Bibliometric Analysis” organized by Faculty of Commerce and Management, Assam Downtown University, Guwahati on 9th September, 2023.
- 2 Days National Level Online Workshop on “AI Tools in Research Writing and Ethical Practices” held on 25th and 26th April, 2024.
- One day PCBA Sponsored National Workshop on Act-East Policy and Tourism Prospects for Assam and NE Indian States, organized by Department of Zoology, Gauhati University on 27th April, 2024.