

## **Dr Munshi Ram**

**Designation:** Associate Professor  
Department of Commerce  
Guru Ghasidas Vishwavidyalaya  
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### **Qualifications:**

M.Com, U.G.C. - N.E.T., PhD. (BHU, Varanasi).

### **Area of Interest:**

Human Resource Management, Managerial Economics, Enterprenurship.

### **Teaching Experience/Research Experience:**

1. Associate Professor  
Department of Commerce, G. G.V, Bilaspur, from 01 Feb, 2023 till continue .....
2. Assistant Professor (Commerce)  
Department of BSSS, NEHU, Shillong, from 5 July, 2012 to 31 Jan 2023.

### **Publications**

#### **Books published:**

1. **Ram, M.**, Jamaluddeen. (2021). Advances in Economics and Business Management, Rudra Publishers & Distributors New Delhi -110094 (India) ISBN 978-93- 92108- 22-8. (**Edited book**).

#### **Research papers published:**

1. **Ram, M.** & Shabong R. (2022). Work-Life Balance of Female Workforce in Assam's Primary Education Sector. *Third Concept*, 36 (428), 37-39. (ISSN 0970-7247) (U.G.C. Care Approved Journal).
2. **Ram, M.** & P, Dipumani. (2022). Employer branding for competitive advantage and implementation strategies. *P.I.M.T. Journal of Research*, 14 (4), 31-34. (ISSN 2278-7925)
3. **Ram, M.** & Doley, C. (2021). Machine Learning Applications in Human Resource Management: Adoption and Technical opportunities. *Commerce Today*, 16(1), 53-59. (ISSN No: 0975-7775)
4. **Ram, M.** & Jha, K. (2021). Impact of Machine Learning on Labour Market in Developing Countries. *P.I.M.T. Journal of Research*, 13 (4) (C), 151-155. (ISSN 2278-7925) (U.G.C. Care Approved Journal).
5. **Ram, M.**, Hazarika, R. (2021). Impact on Consumer Behaviour and Buying Patterns in the COVID-19 Epidemic. *Asian Journal of Advance Studies*, VII (2): 174-184. (ISSN 2395-4965)
6. **Ram, M.**, Shrivastava P. R & Kumar A. (2020). The revolutionary approach of the Internet of Things and Big data in the context of industry 4.0: An overview. *International Journal of Development Studies*, XIII (II), 40-43. (ISSN 0975-5799)

7. **Ram, M.** (2020). Transforming H.R. through the integration of technology at the workforce. *Shodh Sanchar Bulletin, An International Multidisciplinary Bilingual Peer Reviewed Journal*, 10 (39), 8-13. (ISSN - 2229-3620) (U.G.C. Care Approved Journal).

### **Edited book chapter: 3**

1. **Ram, M., Pathak, D.** (2020). *The Economics of Artificial Intelligence in the Age of Modern Technology*. In Dr Ajay Pratap Yadav, Dr Awadhesh Kr Tiwari (Eds.), *Current Issues in Economics and Finance-2020* (pp. 129-137). Sharp mind Publisher & Distributors Meerut, UP, India-250001, ISBN- 78-81-947735-0-4.
2. **Ram, M.** (2021). *Corporate Social Responsibility during Covid-19 pandemic: A Sustainable Approach of Indian M.N.C.s*. In Amrendra Kumar, Dr Chandan Kumar and Dr Pradip Ram (Eds.), *Corporate Social and Environmental Reporting*, (pp. 188-196). Rudra Publishers and Distributors, New Delhi-110094, ISBN: -978-93-88361-52-1.
3. **Ram, M.** (2021). *Atmanirbhar Bharat: Sustainable Model for Growth & Development of M.S.M.E.s Sector in North East India*. In Dr Amit Manglani, Dr Chinmoy Kumar Roy and Dr Ashish Kant Chaudhari (Eds.), *Aatmanirbhar Bharat Empowering Indian Economy* (Vol. IV, pp. 29-40). New Delhi Publishers, New Delhi – 110 059, ISBN - 978-93-91012-92-2.

### **Design of New Curricula and Courses:**

1. HU-7011, *Business Management*, Department of Electronics and Communication Engineering, North-Eastern Hill University, <https://nehu.ac.in/course/display/2016>.
2. HU-601, *Engineering Economics and Accountancy*, Department of Information Technology, [https://nehu.ac.in/public/uploads/Final\\_B.Tech\(IT\)\\_2017\\_Sly.pdf](https://nehu.ac.in/public/uploads/Final_B.Tech(IT)_2017_Sly.pdf).
3. HU- 60311, *Industrial Management and Entrepreneurship*, Department of Energy Engineering, [https://nehu.ac.in/department/Energy-Engineering Department](https://nehu.ac.in/department/Energy-Engineering%20Department) , 2016.
4. Department of Bachelor of Commerce, North East Adventist University, Jaintia Hills, Meghalaya, *Complete syllabus* of Bachelor of Commerce (as a member), 2021.

### **Papers presented in Conferences/ Seminars:**

1. **Ram, M.** (2023, Jauary 19-21). Moonlighting Practices and Implications for technical HR retention Policies and new trends [Paper presentation]. International Conference on Research Innovations & Challenges (ICRIC) by Centre for Research & Training (CRT), National Foundation for Entrepreneurship Development (NFED), Coimbatore, Tamil Nadu, India.
2. **Ram, M.** (2022, December 3-4). Social and Educational Transformation in India: A Visionary Approach of Mahamana Pandit Madan Mohan Malviya [Paper presentation]. International Conference on Mahamana's Vision and NEP-2020 & International Commerce Alumni Meet 2022 (BICAM-2022), organised by Faculty of Commerce, Banaras Hindu University, Varanasi.

3. **Ram, M.** (2021, December 13-14). Talent Management Emerging Strategies for H.R. Attraction and Retention [Paper presentation]. Innovative Business Practices and Sustainability in V.U.C.A. World-2021 International Seminar, organised by Department of Accountancy and Finance, Dwaraka Doss Govardhan Doss Vaishnav College, Tamil Nadu.
4. **Ram, M.** (202, November 25-26). Effect of work-from-home culture on workers during the COVID-19 pandemic [Paper presentation]. Innovative Practices in Commerce and Management during the Pandemic Era (I.P.C.M. 2021) Virtual International Conference, organised by the Department of Commerce, School of Commerce and Management, Central University of Rajasthan, Ajmer.
5. **Ram, M.** (Co-Author) (2021, November 13). Technical and Social Challenges on Adoption of Blockchain in Industry 4.0 [Paper presentation]. Journey of Single Entry to Blockchain-Based Accounting Online International Conference, organised by the Department of Accountancy and Business Statistics, Mohanlal Sukhadia University, Udaipur, Rajasthan, India.
6. **Ram, M.** (2021, October 30-31). Impact of Covid -19 on Psychology, Health and Well-being of Workers from Rural area [Paper presentation]. Healthcare and Well-being: Current Trends and Challenges 3rd International Conference, organised by I.M.H.R.C. and Shia P.G College, Lucknow.
7. **Ram, M.** (2021, October 7-8). Effect of Screen Addiction on Physical and Mental Health of Children and Young People [Paper presentation]. Prevalence of Screen Addiction among College Students National Seminar, organised by Department of Women's Studies, Alagappa University - Tamil Nādu and I.C.S.S.R., New Delhi.
8. **Ram, M.** (2021, October 4-5). Impact Assessment of Covid-19 on the Rural Economy of India [Paper presentation]. Covid Crisis, its Impact on Indian Economy with Special Reference to North-East Region National Seminar, organised by Borhat, B.P.B.M, College Borhat (Sponsored by I.C.S.S.R. – N.E.R.C.) in collaboration with S.B.I., Borhat.
9. **Ram, M.** (2021, October 2). Modern Marketing Strategies in E-Commerce B2b and B2c Sector [Paper presentation]. Recent Trends and Developments in Modern Business Strategies National Conference, organised by I.A.R.A. Jaipur.
10. **Ram, M.** (2021, September 24). Current Trends in Talent Management for Recruitment and Retention [Paper presentation]. Vividha-21- A National E-conference on Recent Trends in Commerce and Management National Conference, organised by Faculty of Commerce and Management, Christ College Rajkot.
11. **Ram, M.** (2017, Oct 3). Work-Life Balance and its Effect on Health [Paper presentation]. Global Economies and Image of India, International Conference, jointly organised by YEAR and V.P Institute of Management Studies & Research, Sangli.
12. **Ram, M.** (2017, Sep 21-22). Dalit empowerment problems and challenges faced by Dalits with special reference to S.C. of up [Paper presentation]. Towards Social Justice: Impact of Positive Discrimination on Marginalised Communities with Special Reference to Scheduled Caste Groups in India National Seminar, jointly organised by ICSSR-NERC NEHU.

13. **Ram, M.** (2015, Jan 17-18). Role of the public sector in new Employment generation in India [Paper presentation]. Public Sector Reforms in India U.G.C. Sponsored National Seminar, organised by A.B.R.P.G. College Sonebhadra. Up.
14. **Ram, M.** (2014, Sep 27). Job opportunities and role of business education in India [Paper presentation]. Indian Business Education and Research: Problems and Prospects National Seminar, organised by P.G. College, Ghazipur, UP.
15. **Ram, M.** (2009, April 5). Consolidation in Banking Industry through Merger and Acquisition [Paper presentation]. Banking and Insurance in 21st Century National Seminar, organised by R.G.S.C. Barakachha Mirzapur, Banaras Hindu University, Varanasi.

#### **Administrative/Professional Experience:**

- Member of Academic Calendar Committee, School of Technology, N.E.H.U.
- Member of B.Tech Admission Committee, School of Technology, N.E.H.U.
- Member of D.P.C., Dept of B.S.S.S., N.E.H.U.
- Member of Maintenance cum Condemnation Committee, Dept. of B.S.S.S., N.E.H.U.
- Member of School Board, School of Humanities, N.E.H.U.
- Organising Committee Member ANAKLYPSI 2014 (Date, 28-30 March 2014)
- Organised Entrepreneurship Awareness camp at the Department of Basic Sciences and Social Sciences, N.E.H.U., Shillong, during 26-28 March 2015. DST\_EDU Gujrat
- External Member of Board of Studies B. Com, North East Adventist University, West Jaintia Hills District, Meghalaya
- External subject expert for the development of curicullam and syllabus (B. Com) North East Adventist University, West Jaintia Hills District, Meghalaya
- External Board Member, William Carey University, Shillong, Meghalaya
- Special invitee to the DRC, Dep. of Management, William Carey University, Shillong, Meghalaya

#### **Academic affiliations**

1. Life Member Indian Accounting Association (Member AVD-59)

#### **Refresher /Orientation attended: 4**

1. Participated in the 63 rd UGC-sponsored Orientation Programme from 04-31<sup>st</sup> January 2013. In U.G.C. Academic Staff College, B.H.U. Varanasi.
2. Participated in the UGC-sponsored Refresher Course in Disaster Management (I.D.) from 09-29<sup>th</sup> January 2016. In UGC-Human Resource Development Centre, University of Allahabad.
3. Participated in the UGC-sponsored online Refresher Course in Commerce and Management Studies from 21<sup>st</sup> January to 04<sup>th</sup> February 2021. In UGC-Human Resource Development Centre, Jamia Millia Islamia Central University, New Delhi.

4. Participated in the UGC-sponsored Refresher Course in 5th Refresher Course in Research Methodology (I.D.) from 19-31 Dec 2022. In UGC-Human Resource Development Centre, JNU New Campus, New Delhi.

**Faculty development / Capacity Building programs Participated:**

1. Participated in Two Week F.D.P. on “Entrepreneurship Development” Sponsored by the DST-NIMAT Project from 16-28 January 2014 at the Faculty of Management Studies, Banaras Hindu University, (B.H.U.) Varanasi.
2. Participated in 5-Days F.D.P. on “Energy management and audit” Sponsored by A.I.C.T.E. Training and Learning (A.T.A.L.) Academy from 14-18 October 2019 at North Eastern Hill University (N.E.H.U.), Shillong.
3. Participated in 5-Days F.D.P. on “Artificial Intelligence” Sponsored by A.I.C.T.E. Training and Learning (A.T.A.L.) Academy from 21-25 October 2019 at North Eastern Hill University (N.E.H.U.), Shillong.
4. Participated in 5-Days F.D.P. on “Robotics” Sponsored by A.I.C.T.E. Training and Learning (A.T.A.L.) Academy from 04-08 November 2019 at North Eastern Hill University (N.E.H.U.), Shillong.
5. Participated in Two Weeks online Capacity Building Programme on “Data analysis and research methodology in social sciences” Sponsored by I.C.S.S.R., New Delhi, from 03-14 September 2021 at the Department of Commerce, Alagappa University, Karaikudi, Tamil Nadu.
6. Participated in UGC-approved 6-day short-term professional development program on ‘Implementation of NEP-2020 for University and College Teachers’ from 07-12 October 2022, Sponsored by U.G.C. and I.G.N.O.U.

**Any other:**

- Participated in the Faculty Knowledge Sharing Program “Data Analytics using R” (Sep 8, 2017) organised by IBS-Kolkata.
- Participated in the Faculty Knowledge Sharing Program “IoT and its impact on Business” (August 31, 2018) organised by IBS-Kolkata.
- Participated in the One Day Workshop on I.P.R., Patent and Trade Mark, School of Technology, N.E.H.U., Shillong, May 4, 2019.
- Participated in the Online Training Workshop on Social Protection and Livelihood Security for Plantation Workers from the North Eastern States organised by the V. V. Giri National Labour Institute in collaboration with Centre for Labour Studies and Social Protection, T.I.S.S., Guwahati during November 24-27, 2020.
- Participated in the NAAC Sponsored Two-Day National Workshop “Challenges before HEI in remote areas for achieving Quality Improvement through Assessment & Accreditation process” (November 24-25, 2022.) organised by Sangam University IQAC, Bhilwara (Rajasthan)

- Organising member of the event of RUN FOR UNITY on October 31<sup>st</sup>, 2018 (National Unity Day), commemorating the 143rd Birth Anniversary of Sardar Vallabhbhai Patel.
- Organising member of the event of RUN FOR UNITY on October 31<sup>st</sup>, 2018 (National Unity Day), commemorating the 144th Birth Anniversary of Sardar Vallabhbhai Patel.
- Approved Academic Counsellor (M.Com) under IGNOU Regional Centre Shillong, from 30-09-2015.
- Presiding officer, North Eastern Hill University Students Union (NEHUSU) Election Committee 2016-2017
- Member as paper-setter/examiner/moderator in UG Examinations of North Eastern Hill University from 2012- 2022.