

## Dr. Jayant Isaac

Associate Professor(Faculty of Management Studies)

The ICFAI University, Raipur

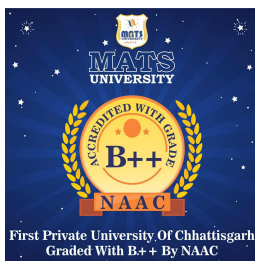
Email Id: [drjayantisaac@iuraipur.edu.in](mailto:drjayantisaac@iuraipur.edu.in)

Contact No.: +91-9229156307

---

### Education Qualification:

Doctor of Philosophy (Ph.D) in Management Studies



MATS University Raipur  
Chhattisgarh, India

Masters of Business Management (MBA)-Marketing & Systems



Bangalore University

ಬೆಂಗಳೂರು ವಿಶ್ವವಿದ್ಯಾಲಯ

NAAC ACCREDITED WITH 'A' GRADE

Bangalore University,  
Bengaluru, Karnataka, India

Masters of Science (M.Sc.)-Physical Chemistry



Pt. Ravishankar Shukla University , Raipur,  
Chhattisgarh, India

Bachelors of Science (B.Sc.)-Biological Science



Pt. Ravishankar Shukla University , Raipur,  
Chhattisgarh, India

### Work Experience:

- Teaching Experience (in years) : 15+ Years
- Industrial Experience (in years) :4 years
- Total Experience: 19+ Years

### Research Area:

- Strategy
- Strategic Marketing
- CRM
- Consumer Behaviour
- Digital Marketing
- Behavioural Studies

### Awards & Honours:

- Received Recognition and Appreciation in ‘Beat COVID Campaign’ an initiative of Mahatma Gandhi Council of Rural Education, Hyderabad, June 2021.
- Received Life Time Achievement Award from T.P. Foundation ,Oct 2022

### Patent(s):

Marketing Research as a tool for Profitability in the service industry,  
date of publication 12-08-2022

### Books Published:

Sl. No	Title of Book	Publisher	ISBN No.	Year of Publication
1	Strategic View of Marketing	Himalaya Publishing House, Mumbai, INDIA	978-93-5051-284-5	2012
2	Marketing of Services	Gullybaba Publishing House(GPH), Delhi, INDIA	978-93-81690-86-4	2013
3	Emerging Trends in Management	Redshine Publications	978-9395456333	2022

### Publications:

#### • International: 04

Sl. No	Name of Journal	Title of Paper Published	ISSN No.	Volume & Issue
1	LAB TO LAND (an International Referred Research Journal)	Business Communication and Facebook-A Quantitative Research (page no.552-561)	0975282X	Vol-04, No-15 (July-September 2012)
2	GYAN MANAGEMENT (an International Bi-annual Referred Research Journal of Management & Technology)	Knowledge Management Practices: Issues and Challenges(with special reference to Chhattisgarh Academic Institutions)	0974-7621	Vol-04, Issue No-2 (July- December, 2010)
3	SHODH SAMIKSHA AUR MULYANKAN (an International Referred Research Journal)	Promotional Techniques to uplift the latent handicraft of Chhattisgarh(with special focus on Bastar Art)	0974-2832	Vol-02, Issue No-21 (October, 2010)

• **National: 13**

Sl. No	Name of Journal	Title of Paper Published	ISSN No.	Volume & Issue
1	"PRAGATI"	The Success impact of Customer Relationship Management implementation in today's competitive scenario.	0974-2018	Vol-02, Issue-02 (October – December 2009)
2	Review of Professional Management(A Journal of New Delhi Institute of Management)	Knowledge Management Practices: Challenges	0972-8686	Vol-08, Issue No-2 (July- December, 2010) <b>(UGC Approved Care Listed Journal )</b>
3	Defence Scientific Information & Document Centre ,GOI, DRDO, Delhi	Role of training in today's changing scenario.	-	March 2011
4	RESEARCH LINK(a national referred research journal)	Fostering Entrepreneurship Culture in India: Issues and Challenges	0973-1628	Vol-09(11), Issue No-82 (January, 2011)
5	MATS Journal of Management	A study on the impact of Work Life Balance in Organizational success		September 2013
6	MATS Journal of Management and Commerce	Human Capital Management		December 2014
7	Shodh Sarita( <b>UGC Approved Care Listed Journal )</b>	CHALLENGES FACED BY WORKING WOMEN PROFESSIONALS WITH RESPECT TO WORK-LIFE BALANCE IN COVID-19 PANDEMIC: A CONCEPTUAL STUDY"	2348-2397	Volume 8, Issue 29, Jan-March 2021
8	Shodh Sanchar Bulletin ( <b>UGC Approved Care Listed Journal )</b>	"To study the impact of agricultural finance on selected agribusiness firms of Chhattisgarh State."	2229-3620	Volume 11, Issue 41, Jan-March 2021
9	International Journal of All Research Education and Scientific Methods (IJARESM), Volume 10, Issue 4, April-2022,ISSN: 2455-6211	Effect of the Customer Relationship Management Practices on the benefit of Indian Banks: A Comparative Study,	2455-6211	April-2022
10	,International Journal of Scientific Engineering and Applied Science (IJSEAS) – Volume-8, Issue-4, April 2022, ISSN: 2395-3470	Towards Managing Customer Relationship through Emotional Intelligence	2395-3470	April 2022
11	International Journal of Advances in Engineering and Management (IJAEM),Volume 4, Issue 4 Apr 2022, pp: 829-835,ISSN: 2395-5252	Problems in the health sector and its impact on CRM: an empirical study,	2395-5252	Apr 2022

Case Study Published in Journals				
Sl. No	Name of Journal	Title of Case Study Published	ISSN No.	Volume & Issue
12	Review of Professional Management(A Journal of New Delhi Institute of Management)	Chhattisgarh Handicrafts Development Board –Success through market coverage strategy	0972-8686	Vol-09, Issue-02 (July –December, 2011) (UGC Approved Care Listed Journal )
13	CECMAR ‘The Journal’ Contemporary Management Research	Chhattisgarh Handicrafts Development Board(CHDB): Cultivating opportunities	0973-8266	Vol-06, Issue No-1 (March, 2012)

• **Workshops/FDP: 33**

**(A) International Conference /Workshops/Seminars**

Sl. No	Conducted By	Paper presented on the topic	Date & Year
1	International Seminar on “Dynamics of 21 <sup>st</sup> Century Communication.” Organized by Department of Education, Swami Shri SwaroopanandSaraswati Mahavidalaya, Amdhi Nagar, Hudco, Bhilai(C.G.).Sponsored by Public Relation Deptt. C.G. State.	Paper presented on the topic:- Importance of electronic communication in present scenario	19 <sup>th</sup> and 20 <sup>th</sup> December 2012
2	International Case writing Workshop and Competition-2012.Organized by Dhruva College of Management, Hyderabad	Paper presented on the topic:- Chhattisgarh Handicrafts Development Board(CGHDB):Opening Prospects	22 <sup>nd</sup> December 2012
3	International Conference on Influence and Usability of Contemporary Science & Technology Tools for Society organized by Faculty of Science & Technology, The ICFAI University Raipur	Participated	8 <sup>th</sup> -9 <sup>th</sup> October 2021
4	International Conference Paradigms in Emerging Corporate Eco System (I-CARPEDIEM 2022) organized by Faculty of Management & Commerce, The ICFAI University Raipur	Coordinator / Participated & Presented paper.	19 <sup>th</sup> -20 <sup>th</sup> January 2022

**(B) National Conference /Workshops/Seminars/FDP**

Sl. No	Conducted By	Paper presented on the topic	Date & Year
1	‘उद्यमिताजागृतिशिविर’,Organized by विज्ञानवप्रोद्योगिकीविभाग , भारतसरकार,New Delhi	Participated	10 <sup>th</sup> to 12 <sup>th</sup> February 1998
2	National Seminar on Business Process Outsourcing –Emerging issues and challenges organized by PG Department of Commerce, St. Thomas College, Bhilai,(C.G.)	Participated	30 <sup>th</sup> September 2004
3	National Seminar on Disinvestment Programme in India, Sponsored by UGC, Organized by Navyug Arts and Commerce college ,Jabalpur	Paper presented on the topic:- Disinvestment in states	21 <sup>st</sup> and 22 <sup>nd</sup> January 2005
4	Conference on 3M & 5M organized by CII (Confederation of Indian Industries) at Raipur, Chhattisgarh	Participated	January 2010
5	36 <sup>th</sup> All India Conference and Scientific Seminar, AIMLTA, Hyderabad	Participated	5 <sup>th</sup> to 7 <sup>th</sup> February 2010
6	SIMSR, Asia marketing international conference held at Mumbai, organized by K.J. Somaiya Institute, Mumbai.	Participated	March 2010

7	National Seminar on Role of Evaluation in Higher education. Organized by Swami Shri SwaroopanandSaraswatiMahavidalaya, Amdi Nagar, Hudco, Bhilai(C.G.)	Paper presented on the topic:- Branding of Bastar Handicraft	25 <sup>th</sup> and 26 <sup>th</sup> November 2010
8	National Research Seminar on “जनजातीयजीवनदर्शन-कलआजऔरकल” organized by Holy Cross Women’s College ,Ambikapur(C.G.)	Paper presented on the topic:- Challenge associated for the economical development of Tribal’s.	26 <sup>th</sup> and 27 <sup>th</sup> November 2010
9	Multi-Disciplinary National Seminar on ‘Quality in Higher Education-Hindrances & Measures to Overcome’. Organized by Rama Degree College, Lucknow (University of Lucknow)	Paper presented on the topic:- Development of Tribal (with reference to the artist of Dhokra Art in Bastar Distt. Of Chhattisgarh)	19 <sup>th</sup> December 2010
10	National Seminar on Role of tourism industry in economic development of Chhattisgarh. Sponsored by C.G.Tourism Board	Paper presented on the topic:- Tribal handicrafts “A charismatic mode to attract tourists in Chhattisgarh”	23 <sup>rd</sup> and 24 <sup>th</sup> February 2011
11	All India Conference on Role of Science and Technology in India, Organized by Defense Research Development Organization(DRDO),New Delhi	Paper presented on the topic:- आजकेबदलतेपरिवेशमेंप्रशिक्षणकामहत्व	March 2011
12	Case writing workshop, conducted by Birla Institute of Management Technology(BIMTECH),Greater Noida	Presented Case Study on the topic:-Chhattisgarh Handicrafts Development Board-exploring heights	30 <sup>th</sup> and 31 <sup>st</sup> May 2011
13	National Level Seminar on “Work Life Balance-a key tool of retention” , conducted by MATS University, Raipur, Chhattisgarh	Presented Research Paper on the topic: A study on the impact of Work Life Balance in Organizational success w.r.t. NMDC	27 <sup>th</sup> and 28 <sup>th</sup> Sep 2013
14	UGC Sponsored National Level Seminar on “Innovative Practices in Human Resource Management”	Presented Research Paper	15 <sup>th</sup> ,16 <sup>th</sup> and 17 <sup>th</sup> January 2013
15	National Level Seminar on “Emerging Issues and Trends , conducted by MATS University, Raipur, Chhattisgarh	Presented Paper on Human Capital Management	10 <sup>th</sup> November 2014
16	National Level Faculty Development Program "ICT uses in Education for Better Teaching and Learning" by the experts who are certified as a resource person for the same by IIT Bombay. Organized by MATS University,Raipur	Participated	11 <sup>th</sup> to 16 <sup>th</sup> November 2017
17	National Level Workshop on Research Methodology organized by School of Business Studies ,MATS University, Raipur,Chhattisgarh	Participated	30 <sup>th</sup> November 2017
18	FDP on ‘Nuances of Online Teaching’ organized by Lexicon Management Institute of Leadership and Excellence, Pune.	Participated	18 <sup>th</sup> July 2020
19	National level workshop on “Rural Entrepreneurship and Rural Engagement” organized by Mahatma Gandhi National Council of Rural Education, Department of Higher Education, Ministry of Education , Govt. of India	Participated	30 <sup>th</sup> Nov 2020
20	AICTE Training And Learning (ATAL) Academy Online FDP on "Capacity Building" organized by Chhatrapati Institute of Business Education and Research.	Participated	8 <sup>th</sup> to 12 <sup>th</sup> Dec 2020
21	AICTE Training And Learning (ATAL) Academy Online FDP on "Event Management" organized by Dr. Harisingh Gour Vishwavidyalaya	Participated	14 <sup>th</sup> to 18 <sup>th</sup> Dec 2020
22	National webinar on Intellectual Property right, organized by Government College Palera,Dist.Tikamgarh(M.P.)	Participated	29 <sup>th</sup> Dec 2020

23	Virtual International Faculty Development Program(i-FDP) on Entrepreneurship Education: Experience from Africa organized by Navjivan Center for Development , Gujrat, India	Participated	28 <sup>th</sup> January 2021
24	National webinar on "The Art and Science of choosing an Effective Research Design and Quantitative Methods" organized by School of Commerce , Presidency University, Karnataka	Participated	6th February 2021.
25	Webinar on India's Emerging Gig Economy and Social Security	Convener	24 <sup>th</sup> June 2021
26	National Webinar on Accelerating Industry 4.0 revolution in association with ICBE	Convener	16 <sup>th</sup> July 2021
27	Faculty Development Program (FDP) on Research Methodology	Participated	2 <sup>nd</sup> -7 <sup>th</sup> May 2022
28	Faculty Development Program (FDP) on ICT Tool for Effective Teaching and Learning	Participated	23 <sup>rd</sup> -28 <sup>th</sup> May 2022
29	National Conference on “NEP 2020: Reconceptualizing the inclusive, integrated ,engaging and enjoyable learning” organized by Vipra Arts college Raipur,Chhattisgarh.	Participated	15 <sup>th</sup> -17 <sup>th</sup> June 2022

**Number of Projects (On-going/Completed):**

- **Ph.D. Thesis Guided: Nil**
- **P.G. Thesis Guided: 40+**

**Guest Lecture/Webinar Delivered:**  
**Nil**