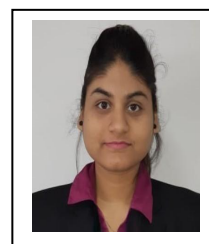


Name: Dr. Debadrita Dev

Designation: Assistant Professor

Branch: Management



Educational Qualification(s):

Qualification(s)	University
B.Com (H) in Accountancy	MBB College, Tripura University
MBA in Finance	National Institute of Technology, Agartala
Ph.D in Management	The ICFAI University, Tripura

Experience in years:Academic:4 years

Sl. No.	Organization	Position Held	Duration	
			From	To
1.	The ICFAI University, Tripura	Visiting Faculty	October 2021	December 2021
2.	The ICFAI University, Tripura	Research Scholar	December 2021	June 2025
3.	The ICFAI University, Tripura	Assistant Professor	October 2025	Till date

Other Information:

(a) Publication details:

- Digitalization as a Tool for Promoting Women Entrepreneurs, The Indian Journal of Technical Education, Vol.47, Special Issue, No.2, July 2024, ISSN 0971-3034, UGC Care I Indexed,
<http://www.isteonline.in/Datafiles/cms//Special%20Issues//Spl%20issue%202%20July%202024.pdf>
- Impact of Training on Women Self Help Groups Performance: An Empirical Study: Educational Administration: Theory and Practice, 7 May 2024, 30(5), 1870-1881, ISSN: 2148-2403, DOI: <https://doi.org/10.53555/kuey.v30i5.3200>
- SHG-Bank Linkage Program & Women Entrepreneurship in North East India with special emphasis to Tripura: World Journal of Management and Economics, Volume 16, special issue 04, February 2024, ISSN: 1819-8643, ABDC C indexed journal.
<https://wesro.org/volume-16-sp-04/>
- A Study on Financial Performance of Self-Help Group's in India. Contemporary Issues in Management and Economy: A Multidisciplinary Approach, (pp. 96-108), (2022). Eliva Press Global Ltd, ISBN: 978-99949-8-507-4.
- Marketing Strategies of Women Self Help Groups in Rural India: An Exploratory Study,

- IUP Journal of Marketing Management, February 2025, 24(1), 140-160, UGC Care I Indexed, DOI: [10.71329/IUPJMM/2025.24.1.140-162](https://doi.org/10.71329/IUPJMM/2025.24.1.140-162)
- vi. Constraints Of Tribal Women Self Help Groups in Tripura: An Empirical Study, Korea Review of International Studies, December 2024, 17(63), 26-42, ABDC C Indexed, <https://kristudies.org/volume-17-issue-63-october/>
 - vii. Exploring the Impact of Digital Platform on Entrepreneurial Products: A Study on Women Self Help Groups (WSHG), November 2024, Bloomsbury Publications, ISBN 978-93-613-1239-7.
 - viii. Microfinance & Self-Help Group-Bank Linkage Programme in India: A Comparative Study on Regional Variation, December 2024, Growth and Development in North Eastern region: Opportunities and Constrains”, Global Author Publication, ISBN 978-93-341-5047-6.
 - ix. Tracing The Digital Transformation of Microfinance: A Study of Bangladesh and India, EDPACS, June 2025, SCOPUS (Q4) Indexed, <https://doi.org/10.1080/07366981.2025.249820>

(b) Details of Seminar/Workshop/Conference:

- i. Research Paper Presented on **“Problems and Challenges of Tribal Women of Tripura”** in the National Seminar on Development & Governance: Myriad Perspectives in Post-Millennium India organized by ABRSM Tripura in collaboration with Ram Thakur Colleges, Agartala, Tripura on 13th-14th September 2024.
- ii. Research Paper Presented on **“Marketing Strategies of Women Self-Help Groups in Rural Entrepreneurship Development: A Study in India”**, International Conference, 2024 on “Sustainable World Through the Lens of Social Sciences” organized by ICAI Business School Kolkata 5th-6th April 2024
- iii. Research Paper Presented on **“Microfinance & Self-Help Group-Bank Linkage Programme in India: A Comparative Study on Regional Variation”** in the ISDSI-Global Conference 2023 held at IIM Ranchi, December 26-29, 2023.
- iv. Research Paper Presented on **“SHG-Bank Linkage Program & Women Entrepreneurship in North East India with special Emphasis to Tripura”** in the National Seminar on “Indian Economic Development During Post-Colonial Era: Innovation in Trade, Commerce & Business” organised by Department of Commerce, Tripura University in association with NEICMA, 24th-25th November, 2023.
- v. Research Paper Presented on **“Marketing Strategies for Sustainable Promotion Of Entrepreneurship Through Self Help Groups in Tripura”**, in the International Conference on “Managing Sustainable Growth and Development: Issues and Challenges of Global Economy” organized by FMC in collaboration with Kettering University USA on 5th and 6th October, 2023
- vi. IEM-UEM International Case Conference on Redefining Business Practises, 2023 (IUICC-2023)-A Refereed International Conference, Sept 1st- 2nd 2023, Organised by Department of Management, Institute of Engineering & Management, Kolkata and University of Engineering & Management, Kolkata & Jaipur in Association with Case Centre, UK, ICRC-

All India Management Association. **Research Case Presented entitled NyKAA: A New Era in Beauty World.**

- vii. International Seminar on “Recent Trends in Business, Economics and Management” Organized by Ramthakur College, Agartala, Tripura, India, July 07-08, 2023, Agartala, Tripura, India. **Paper presented titled “Growth of Microfinance through Self-help Group-Bank Linkage Programme: A perspective of Regional Differences in India”.**
- viii. 2days National Seminar on “Emerging Issues & Trends of Socio-Economic Development in Rural Economy with Special Emphasis on Handloom & Handicraft Sector”. **Paper presented titled “A Study on the Role of NABARD’s Self-Help Group-Bank Linkage Programme in Rural Tripura”.** Organised by ICAFI University Tripura, 27th -28th February, 2023.
- ix. Presented paper at National conference on “Entrepreneurship Skills and Mindset among the Youth Studying in Higher Education Institutions (HEIs)”. Organised by St. Xaviers University, Kolkata, 11th January, 2025 on the title **“Performance of Women Self Help Groups on Tripura, India: An Empirical Study Using PCA”.**
- x. Presented paper at an International conference on “Business, IT and Enterprise Architecture; ICBIT 2025”. Organized by MDI, MURSHIDABAD (30th -31st January, 2025) on the title **“Impact of Social Media Marketing on Entrepreneurial Products: A Study on Women Self Help Groups (WSHGs)”.**
- xi. Presented paper at an international conference on “Reimagining Business Management: Innovation, Inclusion and Indian Knowledge Systems” organized by Department of Business Management, Tripura University, Tripura, India and North Eastern Management Association (NEMA), India (30th -31st January, 2025) on the title **“Microfinance and Financial Inclusion: A Study on the Role of Mudra Loan in Promoting Entrepreneurship in Tripura”.**

(c) Achievements:

- i. Research Paper Presented on **“Marketing Strategies for Sustainable Promotion Of Entrepreneurship Through Self Help Groups in Tripura”**, in the International Conference on “Managing Sustainable Growth and Development: Issues and Challenges of Global Economy” organized by FMC in collaboration with Kettering University USA on 5th and 6th October, 2023 **(BEST PAPER AWARD)**
- ii. Research Paper Presented on **“SHG-Bank Linkage Program & Women Entrepreneurship in North East India with special Emphasis to Tripura”** in the National Seminar on “Indian Economic Development During Post-Colonial Era: Innovation in Trade, Commerce & Business” organised by Department of Commerce, Tripura University in association with NEICMA, 24th-25th November, 2023. **(BEST PAPER AWARD)**
- iii. Presented paper at an International conference on “Business, IT and Enterprise Architecture; ICBIT 2025”. Organized by presented MDI, MURSHIDABAD (30th -31st January, 2025) on the title **“Impact of Social Media Marketing on Entrepreneurial Products: A Study on Women Self Help Groups (WSHGs)”.** **(BEST PAPER AWARD)**