

Dr.Nirmalya Debnath

Assistant Professor (Stage II)



Date of Birth:

13.04.1979

Area

Marketing and Systems Management

E-mail Marketing

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(ORCID ID: 0000-0001-8023-0479)

Education

PhD in Business Management from School of Management, KIIT Deemed to be University, Bhubaneswar, Odisha, 2018

NET(Management), 2011

Masters: Business Administration, School of Management, KIIT University, Bhubaneswar, Orissa, 2008

Bachelors: Engineering in Electronics, Marathwada Institute of Technology, Aurangabad, Maharashtra, 2005

Courses Taught at Department of Management, TU

Core: Business Statistics, Business Research Methodology, Rural Marketing, Brand Management, Sales and Distribution Management, Strategic Management, Production and Operations Management, Integrated marketing Communication, Marketing Management, Retail Management.

Research Interests

Analysis on mobile banking adoption behavior of Consumers; Cashless transaction and its impact on Financial Inclusion, Green Marketing, Ecotourism, online shopping behavior

Selected Publications

Deb, G.,Kumar, A., Debnath, N., Chaudhuri, M., Pushp Raj (2024) “Role of Trust in Health Information Portal Acceptance during the COVID-19 Pandemic: A symmetric-asymmetric Path Analysis”. The Indian Economic Journal, Special Issue, pp 712-719, ISSN: 0019-4662.

Kumar, A., Debnath, N., Das, J., G, Deb., Pushp Raj (2024) “A Comparative Study to Examine Buyers' Inclination towards Show rooming and Web rooming Buying Behaviour through an Integrated TAM – TPB Approach”. The Indian Economic Journal, Vol 8, No.1, Special Issue, pp 1-38, ISSN: 0019-4662.

Kumar, A., Debnath, N., Chaudhuri, M., G, Deb., (2024) “Understanding Local Community Engagement in Eco-Tourism: The Role of Subjective Norms, Behavioral Control, and Behavioral Intentions in Tripura”. The Indian Economic Journal, Vol 8, No.1, Special Issue, pp 392-402, ISSN: 0019-4662.

Kumar, A., Bhardwaj, A. Debnath, N., Chakraborty, S.,(2023) “ A Study on Consumer Buying Intention towards Green Beauty Cosmetics: An Exploration of Factors”. The Indian Economic Journal, Special Issue, pp 40-51, ISSN: 0019-4662.

Debnath, N., Kumar, A., Bhardwaj, A. Deb, G.,(2023) “ Building Trust in Health Information Portal: A Rural Perspective from Tripura”. The Indian Economic Journal, Special Issue, pp 11-23, ISSN: 0019-4662.

Kumar, A., Bhardwaj, A. Debnath, N., Das, J.,(2023) “ A Statistical Analysis of Factors Affecting Showrooming and Webrooming Buying Behaviour”. The Indian Economic Journal, Special Issue, pp 87-112, ISSN: 0019-4662.

Kumar, A., Debnath, N., Das, J., Bhardwaj, A. (2022) “ Determinants of Showrooming and Webrooming Buying Conduct”. The Indian Economic Journal, Special Issue, pp 87-112, ISSN: 0019-4662.

Das, M.,Saha, V., Jebarajakirthy, C., Kalai,A., Debnath, N. (2022) “Cultural consequences of brands' masstige: An emerging market perspective”. Journal of Business Research 146, 338-353

Kumar A., Debnath N.,Deb Goutam, Devadutta, K. (2021) Factors Affecting Adoption Behaviour towards Online Covid-19 Vaccination Portal”, The Indian Economic Journal, Special Issue, pp 761-778, ISSN: 0019-4662.

Debnath, N. Sengupta, S. (2020) “Training Needs Analysis for Increasing the Capacity of the Ministerial Staff Under RD (Panchayat) Department: A Case in Tripura”, Purvottaran, The Rise of North East, Paradigms of Development in the VUCA World, Edited by Dr. Debarshi Mukerjee and Dr. Mahasweta Saha, published by Bloomsbury, ISBN978-93-90513-01-7.

Debnath, N. (2020) “Factors that Influence Mobile Banking Behaviour of the Customers: A North East India Perspective”, Purvottaran, The Rise of North East, Paradigms of Development in the VUCA World, Edited by Dr. Debarshi Mukerjee and Dr. Mahasweta Saha, published by Bloomsbury, ISBN978-93-90513-01-7.

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Kumar, A., Debnath N. (2019) “A Gap Analysis of Mission Antyodaya Parameters focusing on Gram Panchayat Development Plan with Special Reference to Tripura” The Indian Economic Journal, Special Issue, pp 01-10, ISSN: 0019-4662.

Kumar A., Debnath N., (2018) “Factors Affecting Mobile Banking Adoption Behaviour in North Eastern States of India” International Journal of Mechanical Engineering and Technology, Issue 4 Volume 9, pp 479-483, ISSN:0976-6359.

Kumar A., Debnath N., Devdutta K., Singh G. (2018) „Dynamics of Mobile Banking Adoption Behaviour in North Eastern States of India“International Journal of Mechanical Engineering and Technology, Issue 4 Volume9, pp 484-488, ISSN:0976-6359.

KumarA., Debnath N. (2017) „Dynamics of Mobile Banking Services Usage Behaviour: A North East India Perspective“The Indian Economic Journal, Special Issue, pp 27-35, ISSN: 0019-4662.

Kumar A., Debnath N. (2016) „Agriculture and Inclusive Growth: A North East India Perspective“ The Indian Economic Journal, Special Issue, pp 12-22, ISSN: 0019-4662.

Kumar, A.,Debnath, N., „Factors affecting mobile banking adoption in Agartala“, Communication & Modern Indian Society, book chapter published by Global Publishing House India, ISBN 978-93-81563-39-7 pp 69-81.

Debnath, N., Kumar, A., Das, B. (2016) „Consumer Need Based Model “VICS”: A New Approach to Financial Inclusion“, Globalization, Growth, Governance and Goal (4G), book chapter published by Global Publishing House India, ISBN 978-93-81563-79-3, pp 130-149.

Kumar, A., Das, B., Debnath, N. (2015) „Value Based Sustainable Development through Cultural Rejuvenation, Human Development and Economic Growth“, The Indian Economic Journal, Special Issue, PP 71-78

Chakraborty, K.S., Das, M., Krisnankutty, R., Debnath, N., (2013) „Consumer Ethnocentrism in Backward Regions of India: A Case Study of Tripura“, Review of Management Innovation and Creativity, Vol. 6, Issue 19

Debnath, N., (2013) „Marketing of a Green Product: Bamboo, a very special product of Tripura“ The Rural marketing Journal, Vol.7, Issue 3, pp10-12

Working Papers

Factors Influencing the Spread of Fake News and Mediating Role of User's Acceptance: Evidences from Bangladesh

The effect of Poster as behavioural nudge on household's electricity consumption behaviour: A field experiment

Academic Experience

Assistant Professor, Department of Business Management, Tripura University from 16th September 2011 till now.

Faculty Associate, Faculty of Management Studies, ICFAI University, Tripura from 1st January 2009 to 15th September 2011.

Orientation Programme Attended

39th Orientation Programme organized by UGC-HRDC, North Eastern Hill University, Shillong

19th February 2017 to 20th March 2017

Faculty Development Programme participated

Two Weeks (offline) Refresher Course on Recent Trends in Research Methodologies” under Malaviya Mission Teacher Training Programme (MM-TTP) of UGC organized by Malaviya Mission Teacher Training Centre, Tripura University from 9th September 2025 to 20th September 2025

5-Day online Faculty Development Programme on “Management Information System” from 8/2/2021 to 12/2/2021 organised by AICTE Training and Learning (ATAL) Academy.

3 Days Faculty Development program sponsored by AICTE for student Induction (FDP-SI) during 14-16 September 2019 at Tripura University.

8 Weeks NPTEL-AICTE Faculty Development Programme on Business Analytics & Text Mining Modelling Using Python with consolidated score of 55% during July-Sept 2019.

15-Day Refresher Course on “ICT: Improving Quality and Innovation in Higher Education” organized by Faculty Development Centre, Tripura University under Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching scheme, Ministry of Human Resource Development, Department of Higher Education, Government of India during 1st March 2019 to 15th March 2019.

7-Day Faculty Development Program in Business Studies, 24th to 30th March, 2014 organized by Department of Commerce and Department of Management, Tripura University (A Central University)

Faculty Development Program, 24th to 28th May, 2011 organized by ICFAI University, Tripura

Faculty Development Program, 7th to 12th June, 2010 organized by ICFAI University, Tripura

Faculty Development Program, 11th to 16th May, 2009 organized by ICFAI University, Tripura

Workshop attended

Nominated and Deputed for participating in a Two-Day Workshop on “Quality Assurance in Higher Education Institutions in the North East India” organized by National Institute of Educational Planning and Administration (NIEPA) in collaboration with Gauhati University during 21st to 22nd March 2024.

10 Days’ Research Methodology Workshop for PhD, M.Phil and PDF Scholars Sponsored by Indian Council of Social Science Research (ICSSR), New Delhi organized by Department of Business Management, Tripura University from 18th February to 27th February 2019.

Author Workshop on “How to use Online Resources and Develop Skills to Write and Publish” on 25th March 2015 organized by Wiley in collaboration with Central Library, Tripura University

Workshop on “Understanding the books & Journal Article Publishing Process” on 26th September 2014 organized by Elsevier in Collaboration with Central Library, Tripura University

Workshop on “The Sexual Harassment of Women at Workplace (Prevention, Prohibition, Redressal) Act 2013” on 27th November 2014 organized by Women’s Grievances Redressal Committee in Collaboration with Women’s Studies Centre, Tripura University

21 hour Teachers Support Programmes for the BEC (Business English Certificate) organized by British Council of India

Paper presented at various Seminar and Conferences

2 Day National Seminar on “Institution Business & Economy: A North-East Perspective” on 10th – 11th September 2016 organized by Economic Science Society of Tripura (ESSOT)

National Seminar on “Current Trends of Development in Communication, Innovation and Creativity in India” on 27-28th February 2016 organized by BBA Department of Holycross College, Agartala, Tripura

9th National Management Convention on “Sustainable Agribusiness in India” on 19-20 February, 2016 organized by KIIT School of Management, Bhubaneswar, Odisha, India

98th Annual Conference of the Indian Economic Association on 27th to 29th December 2015 organized by The Indian Economic Association and Centre for Economic and Social Studies (CESS), Hyderabad

National Seminar on Inclusive Growth through Financial Inclusion-A Paradigm Shift on 5-6 October 2015, Ujjain, Madhya Pradesh organized by School of Studies in Economics, Vikram University, Ujjain & The India Economic Association

National Seminar on Development Policy for North-East India: Rationale, Initiatives and Impact on 8th March 2014 organized by Economic Science Society of Tripura (ESSOT) in collaboration with Department of Management, Tripura

UGC-Sponsored National Seminar on Inclusive Developmental Strategy and North-East India on 11th to 12th January, 2014 organized by Department of Commerce and Department of Economics, Ramthakur College, Agartala, Tripura

International conference by intellect base international academic consortium on 14-16 March 2013, Thailand, Bangkok organized by Intellect base international consortium

National Seminar on "Pedagogy-Trends in Teaching and Learning" on June 3-4 2011 organized by Faculty of Education, ICFAI University Tripura

One Day International Seminar on "Higher Education And Sustainable Livelihood" on 17th December 2010 organized by Assam University (A Central University) &CCLP Worldwide

Educational Projects

Project in Engineering

Microprocessor Based Intelligent Shop Security System

It's a sensor based project which can detect the fire, burglar and smoke and can intimate the owner of the shop and the fire brigade simultaneously by an automated dialing method to the telephone numbers inputted in it through a software programming technique. Generally being used at commercial places where the security is a major concern. This security device is a very common in present days to avoid any hazards.

Project in MBA

Marketing Strategy Of Coal tar and Coke: - COAL INDIA LTD

This project was to study and analyze the potential and of coal tar and coke in different parts of the state of West Bengal. Project includes a detail analysis of the segment in which the product is being sale and to find out the other opportunity if possible. It includes also determining the pricing strategy for more profitability and easy availability of the product to the end consumers. The extraction of the details clearly portrays that the product has been used mainly by the middle class segment family due to the reason like gradually shortage of liquid fuel like kerosene and steep up costly fuel like LPG. Its being observed in the sample of customer questioned for the project that not only the demand for coal tar and coke demands are growing up in this segment of family but also the cost efficiency is really pulling the customer for more usage of the product compare to what it was few years before.

Professional Experience

Lecture Delivered as Resource Person

Acted as resource person for a special deliberation and demonstration on 'Business Model Canvas' at Tripura University organized by Entrepreneurship Development and Incubation Centre, Tripura University during on 4th and 5th October 2025.

Acted as resource person for 'for one day workshop on Entrepreneurship and Management Development organized by Holycross College, Agartala during 02/09/2025

Acted as resource person for 'Entrepreneurship Awareness Programme' at Tripura University organized by

Entrepreneurship Development and Incubation Centre, Tripura University during 19/09/2024

Acted as resource person for 'Entrepreneurship Awareness Programme' at Tripura University organized by Entrepreneurship Development and Incubation Centre, Tripura University during 19/09/2024

Invited to act as one of the Panelists in the Consultative Workshop on Rural Non-Farm Employment opportunities under MSME and Services with focus on Entrepreneurship, skilling and employment by leveraging demographic dividend organized by Tripura Rural Livelihood Mission, Rural Development Department, Govt of Tripura during 23rd September 2024.

Delivered lecture on 'Higher Education Terms and Counseling Classes' at 18 Assam Rifles, Agartala, Tripura on 21st November 2023.

Acted as a resource person for the one day workshop on the subject "Community based ecotourism and Livelihood enhancement" organized by Forest Department, Project Management Unit, JICA Project, Government of Tripura on 2/12/2021.

Delivered lecture in Online Workshop on "Micro and Small Sectors" Organized by Economic Science Society of Tripura during 28-30 May 2020.

Delivered lecture on "Marketing and Demand Analysis" in the Entrepreneurship Development Programme (EDP) at Friends Electronics Institute India (FEII), IGM Hospital Lane, Near Rabindra Palli, Agartala, West Tripura on 17th May 2019 organised by Indian Institute of Entrepreneurship.

Acted as a reviewer in the 2nd International Conference of Information System & Management Science (ISMS) during 06th – 07th December 2019 at Tripura University, Suryamaninagar, Tripura

Acted as an Organizing Chair in the 2nd International Conference on Information Systems & Management Science (ISMS) during 06th – 07th December 2019 at Tripura University, Suryamaninagar, Tripura.

Delivered lecture in Management Development Programme (MDP) on Marketing Management, 24-29 January 2014 organized by Ministry of Micro, Small and Medium Enterprise; MSME- Development Institute in Association with Department of Business Management, Tripura University

Eminent Jury for Level II Business Games 2013; the Case Study Session of the Business Games, 26th November 2013 organized by HR initiative section of Corporate HRD ; Oil and Natural Gas Corporation (ONGC)

Delivered lecture on "A Brief Idea on Management and Its Importance" in the Workshop on Management Technique for Better Patients' Care for the In Service Nurses' of Tripura on 7th June 2009, organized by Trained Nurses 'Association of India-Tripura State Branch.

Counseling session conducted at IGNOU for M. Com, MBA and Tourism students

Seminar/Conference/Workshop/Webinar organized

Acted as coordinator in 3 Day's online National Workshop on "Enhancing Digital Skills among the Youths of North Eastern States: Towards a Digital India" organised by the Department of Business Management, Tripura University and Sponsored by Rajiv Gandhi National Institute for Youth Development during 24/11/2020 to 26/11/2020.

Acted as a coordinator in 5-Day online Faculty Development Programme on the theme "Pedagogical Practices of New India under National Education Policy 2020 organized by the Department of Business Management, Tripura University

in collaboration with Department of Management Studies, Assam University, Silchar on 7th October 2020.

Acted as a coordinator in online National Seminar on “Life Vs Livelihood: Impact of Covid-19 Pandemic on Indian Economy” organised by Department of Business Management in collaboration with Indian Economic Association on 22/07/2020.

Management Trainee

Redington (India) Limited from 17th December 2007 to 19th December 2008

- Area Sales Manager – Handling Retail for Region Mumbai
- Product Line: - APC UPS.
- Excellent knowledge of distributor management.

Responsibilities Include:

- To handle the retail market of Mumbai for the APC UPS.
- Core responsibilities include the primary sales handling.
- Responsible for the secondary sales and building up opportunity for more on primary sales.
- To handle the logistic operations.
- To maintain all the SKU’s in the stock point as per the norm and to ensure FIFO model is practiced.
- Largely responsible to gain the market points by implementing various marketing promotions and sales drive.
- Highly responsible for building up a data base of top clients for more profitability.

Lastly responsible for the commercials handling of the customers viz:- the payments and the credit offerings to the customer

Other responsibilities and Memberships

Acting as a Nodal Officer for admission of foreign students since 17 February 2025

Acting as a member of the Management Committee for smooth function of the Entrepreneurship Development Centre and Incubation Centre, Tripura University

Acting as Chairman, Task Force Committee for collection and compilation of AISHE (2023-24) data.

Acting as a Nodal Officer Recruitment Cell, Tripura University for (Teaching and Non-Teaching) since 2024 till date

Acted as a member of selection committee for the recruitment of Guest Faculty for the Department of Business Management, Tripura University during 9th January 2025.

Member of Library Committee of the Central Library of Tripura University since 28/08/2024

Acted as a convener for Certificate sub-committee during 12th Convocation of Tripura University held on 16th December 2023

Acted as a member of selection committee for the recruitment of Guest Faculty for the Department of Business Management, Tripura University during 27th December 2023.

Acted as core team member to assist in the online CAS application filling for the faculties and the officers of Tripura University from 1st December 2022 onwards

Member Internal Quality Assurance Cell (IQAC) since 2022 till date

Admission Coordinator, Tripura University since April 2023 till date

Assistant Coordinator, Tripura University Business Incubator since December 2021

Placement Officer, Tripura University since November 2020

Acted as a Member BPGS, Department of Business Management, TU

Acted as a Convener Internal Complaint Committee (ICC) for MBA, Tripura University.

Deputation to Delhi-NCR for guiding MBA students for outbound industrial visit during 2016-17

Deputation to Delhi-NCR for guiding MBA students for outbound industrial visit during 2017-18

Deputation to Delhi-NCR for guiding MBA students for outbound industrial visit during 2018-19

Deputation to Delhi-NCR for guiding MBA students for outbound industrial visit during 2019-20

Deputation to Delhi-NCR for guiding MBA students for outbound industrial visit during 2021-22

Deputation to Kolkata for guiding MBA students for outbound industrial visit during 2022-23

Deputation to Kolkata for guiding MBA students for outbound industrial visit during 2023-24

Deputation to Kolkata for guiding MBA students for outbound industrial visit during 2024-25

Deputation to Kailashahar for Conducting Admission Test (TUET) July 2016

Deputation to New Delhi for attending workshop related to setting up of Incubation Centre, at Tripura University during November 2019

Acted as a Member of BFS, Tripura University

Acted as a Member of BPGS, Department of Journalism and Mass Communication, Tripura University

Acted as a Committee member of Sponsorship team for UDBHAAS 2015(A Cultural Fest) organized by TripuraUniversity

Acted as a Centre Coordinator for Conducting Management Aptitude Test (MAT) since2014

Coordinator for AICTE approval Process for the Department of Management since 2015

EC Member of Indian Economic Association (IEA) since 2019

Life Member Indian Economic Association since 2015

Worked as a General Secretary of Economic Science Society of Tripura (ESSOT)

Joint Secretary (North East India) of Indian Economic Association since 2022