



BHARGAV JYOTI MEDHI

ASSISTANT PROFESSOR

CONTACT

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Workplace Address:

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Gauhati Commerce College
R. G. Barooah Road,
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Sati Radhika Road,
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Nagaon, Assam (782002)

AREAS OF INTEREST

- Finance
- Marketing
- Production Management
- Financial & Cost Accounting
- Brand Equity
- Data Analytics
- Derivatives & Stock Market Study

COMPUTER EXPERTISE

- 18 months Advanced Diploma in Computer Application (ADCA)
- Working knowledge of MS Office & DTP
- Basic knowledge of Computer Aided Drafting (CAD)
- Certified Workshop experience in Photo Editing, Designing & Animation
- Programming in languages C, C++ & BASIC

LANGUAGE

- English
- Hindi
- Assamese

ABOUT ME

A Mechanical Engineering graduate with an MBA in Finance and Marketing, I currently inspire as an Assistant Professor of MBA. My educational background has equipped me with a robust understanding of engineering principles, complemented by a strategic outlook on business management. My journey through gears and ledgers has honed a keen edge for innovation, ready to cut through challenges and drive success in a dynamic business landscape.

EDUCATION

- **UGC NET (in Management) Qualified**
- **Masters of Business Administration (MBA) with Dual Specialization in Finance & Marketing**
 - Institute: Gauhati University
 - Year of Passing: 2015
 - Duration: 2 years (2013-2015)
 - Secured First Class First position with CGPA 9.56
- **Bachelor of Engineering (Mechanical Engineering)**
 - Institute: Girijananda Chowdhury Institute of Management & Technology, Guwahati
 - University: Gauhati University
 - Year of Passing: 2013
 - Duration: 4 years (2009-2013)
 - Secured First Class with 82.17%

EXPERIENCE

- **Gauhati Commerce College (2018-present)**
- Working as Assistant Professor in Gauhati Commerce College Centre of Management Studies (Department of MBA) since 2018.
- Expertise: Financial Management, Financial Services, Production Management, Financial & Cost Accounting, Business Data Analytics
- Taking active part in the co-curricular activities related to the profession.
- Visited Gauhati University as Guest Faculty

PUBLICATIONS

• **Research Papers in Journal Publication**

- Medhi, B. J., & Kakati, R. P. (2025). Evaluating financial-based brand equity (FBBE) for Indian brands: A comparative study using multiple valuation methods. *Asian Journal of Management and Commerce*, 6(2), 442–448. DOI: [10.22271/27084515.2025.v6.i2e.676](https://doi.org/10.22271/27084515.2025.v6.i2e.676)
- Medhi, B. J., & Kakati, R. P. (2025). A revisit into the concepts, measurements and valuation of customer-based brand equity and financial-based brand equity. *International Journal For Multidisciplinary Research*, 7(1). DOI: <https://doi.org/10.36948/ijfmr.2025.v07i01.37352>

• **Chapter in book with ISBN**

- Das, A., & Medhi, B.J. (2021). Understanding the Value Chain Mapping for Piggery with special reference to Namsai District of Arunachal Pradesh. In P.J. Sarma (Ed.), *Abhigyan (Source of Knowledge)* (pp. 116–131). GCMS, Gauhati Commerce College.

• **Books Edited**

- Jointly edited and published a book (2019) on Promoting Women Entrepreneurship in North East Region with ISBN: 978-93-84211-35-6, along with Assistant Professor Abhinawa Talukdar. The book was in connection with a workshop with the same topic held at GCMS on 01-09-2018

FDP/SEMINAR/WORKSHOP PARTICIPATION

- Participated and qualified with A+ grade in Malaviya Mission Teacher Training Programme (MMTTP) on “NEP 2020 Orientation & Sensitization Programme” of UGC organised by MMTTC, Gauhati University from 01-02-2024 to 09-02-2024.
- Participated in 2-Day National Level Online Workshop on “AI Tools in Research Writing and Ethical Practices” held on 25-26, April, 2024. The workshop was organised by Gauhati Commerce College in association with eSupport for Research(eSfR).
- Participated in Five days Workshop on Basic and Advanced Structural Equation Modelling with SmartPLS 4, organized by EdMaestro Pvt. Ltd., India from July 1-5, 2024, with support from SmartPLS GmbH, Germany.
- Participated in 5 days FDP on “Building Advanced Data Analytics Applications with Cloud” under “Next Gen Employability Program” from 03-10-2023 to 07-10-2023, organised by Edunet Foundation.
- Participated and qualified with A+ Grade in Professional Development Programme on “Implementation of NEP-2020 for University and College Teachers” held from 12-06-2023 to 20-06-2023, organised by IGNOU.
- Participated in e-FDP on “Key Considerations in Designing a Qualitative Study” organised by Royal School of Business, The Assam Royal Global University on 05-06-2021.
- Joined and participated in the Two Days National Level Workshop on “Essentials In Microsoft Excel-An Introduction with Hands on Experience Organised By Acadevo eAsel”, on 6th and 8th August 2020. The workshop focussed on the features and tools of MS-Excel and how they can be used in Multi Criteria Decision Making.
- Participated in 7-days FDP on “Stock Market Operations” organised by IQAC, Gauhati Commerce College & conducted by B.M. Research of Guwahati, whose certificates were distributed on 11-03-2020.
- Participated in FDP organised by New Delhi Institute of Management on 03-05-2019 at Radisson Blu, Guwahati.
- Participated in 3-day FDP organised by Royal Global University from 10th to 12th December 2018.
- Participated in FDP on 03-11-2018, organised by New Delhi Institute of Management at Radisson Blu, Guwahati.
- Participated in 2-day Workshop on Case Methodology and Case Writing held on 4th and 5th May 2018 at Tezpur University, supported by Association of Indian Management Schools (AIMS).
- Attended 2-day ‘Gyan Sangam Symposium’ organised by Intellectual Forum of North-East (IFNE), held at Gauhati University on 10th and 11th February, 2018. Topic of the symposium was ‘Tradition and Socio-Cultural Ethos of North East India’.

RESOURCE PERSON

- Resource Person at Dudhnoi College during the 40-hour Certificate Course titled “Entrepreneurship Management Development Programme” organised by Dept. of Economics and IIC, Dudhnoi College under the sponsorship of office of the Development Commissioner (MSME), Govt. of India, held from 12-03-2023 to 16-03-2023.

OTHER RESPONSIBILITY

- Organised and conducted, along with Dr. Jonali Sarma, 30 days Entrepreneurship-Cum-Skill Development Programme (E-SDP) during the period from 27-02-2023 to 07-04-2023 on the topic Digital Marketing at Gauhati Commerce College, for the year 2022-23, in association with MSME, Govt. of India.
- Assistant Convener of ‘International Seminar on Entrepreneurial Innovation & Regional Development- A Bridge between North-East India and ASEAN’ on 23rd and 24th October 2019 held at GCMS.
- Industrial Visit with students of GCMS to various firms, factories and organizations.
- Guiding Internship Projects of MBA students.
- Guiding Projects of students of Management under IGNOU.
- Acting as a member of various departmental and college-level committees, as required.