

## FACULTY PROFILE

Name of the Faculty Member	Jyotirmoy Roy
Campus (Tura/Shillong)	Tura
Designation	Assistant Professor
Department	Management
Qualification/s	MBA (Finance), MA Economics, Ph.D. (Pursuing)
Discipline	Finance
Academic Experience in Years	8 Years
Courses Taught	Financial Management, Managerial Economics, Microeconomics, Macroeconomics, Money Banking & Financial Markets, Business Research
Specializations	Finance
Research Interests	Machine Learning & Artificial Intelligence in Finance domain

## PUBLICATIONS

- A Critical Review of Machine Learning Approaches to Sentiment Analysis for Stock Market Prediction. Educational Administration: Theory and Practice;  
<https://doi.org/10.53555/kuey.v30i4.1613>
- Fine-Tuning of Bidirectional Encoder Representations from Transformers (BERT) for Sentiment Analysis with Reference to Financial News, International Journal of Food and Nutritional Sciences;  
<https://www.ijfans.org/uploads/paper/8bd2c47e419d6d6d381ac9d33c447685.pdf>

## SEMINAR PAPER PRESENTATIONS

- Presented a research paper titled 'Role of Sentiment Analysis in the Stock Price Movement' in the AICTE sponsored 4th International Conference on Innovation Automation and Future Trends in Business held on 15th – 16th March 2024, organized by Institute of Management and Research, Jalgaon, Maharashtra.
- Presented a research paper titled 'A Sentiment Polarity Detection Model of Financial News: A Machine Learning Approach' at International Research Conference (IRC) 2023 on Innovations and Transformations Impacting Economy and Business in the Digital Era held on November 25, 2023, organized by Lal Bahadur Shastri Institute of Management, Delhi.
- Presented a research paper titled 'Unveiling the Sentiment Stock Nexus: Exploring the Potential of Sentiment Analysis in the Agriculture Sector Stocks' in an International seminar on Innovation in Business and Academic Research for Sustainability in Wellness by Research Forum India New Delhi held at North Eastern Hill University, Tura Campus.

- Presented a research paper titled 'Green Power: Engaging Business and Consumers to Influence Policy' in the International conference North East Green Summit 2016 on November 5, 2016, organized by Don Bosco College Tura and North Eastern Hill University, Tura Campus, Meghalaya.
- Presented a research paper titled 'SEBI's Effort to Transform Capital Market of India' in the National Seminar on Emerging Trends of Financial Services in India held on 20th-21st November 2014, organized by the Department of Management, North Eastern Hill University, Tura Campus, Meghalaya.

#### **SEMINARS ATTENDED**

- Participated in the 'Mental Health is a Universal Human Right' - 10th October 2023, organized by the NSS Unit and Allied Departments of ICFAI University, Meghalaya, Tura.
- Participated in the HR-Conclave on 'Mapping Skills and Competencies for Future Managers' - 9th May 2015, organized by the Department of Management, North Eastern Hill University, Tura Campus, Meghalaya.
- Participated in the National Symposium on 'Role of Logistics and Supply Chain Management in the Development of North-East India' - 23rd May 2014, organized by the Department of Management, North Eastern Hill University, Tura Campus, in collaboration with the Basin Development Unit West Garo Hills (IBDLP) Meghalaya Basin Development Authority, Meghalaya.

#### **WORKSHOPS ATTENDED / PARTICIPATED**

- E-Workshop on the topic 'Research Processes using Artificial Intelligence (AI) tools' – 2nd -4th November 2024, organized by GISS.
- E-Workshop on the topic 'Introduction to Mixed-Methods Research' – 6th October 2024, organized by COMMACAD.
- E-Workshop on the topic 'Data Analysis using Excel and AI Tools' – 14th-16th September 2024, organized by Global Institute of Statistical Solutions, Chennai
- E-Workshop on the topic 'Data Analysis using SPSS' – 24th-25th August 2024, organized by COMMACAD.
- Workshop on the topic 'AI and Google Tools in Education' – 21st August 2024, organized by Dynamic Minds Group, New Delhi.
- E-Workshop on the topic 'Case Study Writing' – 11th August 2024, organized by COMMACAD.
- E-Workshop on the topic 'How to Design a Questionnaire' - 2nd July 2023, organized by COMMACAD.
- International online workshop 'General Paper on Teaching and Research Aptitude' - 15th to 19th April 2023, organized by Global Institute of Statistical Solutions.

- International online workshop on 'SEM and CFA using AMOS software' - 18th to 20th March 2023, organized by Global Institute of Statistical Solutions.
- Workshop on 'Statistical And Research Methodologies With 'R' For Social Scientists' - March 13-18, organized by The Department of Management & Placement and Counselling Cell, NEHU Tura, in association with Indian Statistical Institute Kolkata.
- E-Workshop on the topic 'Data-Analysis with 'R Programming'' - 25th to 26th February 2023, organized by COMMACAD.
- E-Workshop on the topic 'Systematic Literature Review' - 14th to 15th January 2023, organized by COMMACAD.
- Three days International Online Workshop on 'Multivariate Analysis and its Interpretation using SPSS' - 20th to 22nd August 2021, organized by Global Institute of Statistical Solutions.

#### **WEBINARS ATTENDED**

- National Webinar on 'Unleashing Innovation in Curriculum Design with Outcome-Based Education Curriculum Designing with Outcome- Based Education' - 4th January 2024, organized by In-Pods Edtech.
- National Webinar on 'How to catch Fake/Predatory/Clone Journals in Academics' - 9th March 2023, organized by Birla Institute of Technology Mesra Ranchi.
- International Webinar on 'How to Manage Your Life and Career - The Chanakya Way' - 9th September 2022, organized by ICFAI Foundation for Higher Education.
- International Webinar on 'Decoding the digital jungle' - 16th September 2022, organized by ICFAI Foundation for Higher Education.
- International Webinar on 'Unlocking ideas and inspiration via qualitative research' - 2nd September 2022, organized by ICFAI Foundation for Higher Education.
- International webinar on 'Role of MSMEs in Rural Economic Development' - 3rd September 2022, organized by International Social Science Research Association SETU and Global Association for MSMEs & SDGs Research in Developing Countries.
- International Webinar on 'Active Career Management - Take Charge of Your Professional Growth' - 26th August 2022, organized by ICFAI Foundation for Higher Education.
- International Webinar on 'The Russia-Ukraine Conflict: Assessing India's Policy and the Impact of the Conflict on Global Economy' - 29th July 2022, organized by ICFAI Foundation for Higher Education.
- International Webinar on 'The Big Bad World of Bad Money' - 25th June 2021, organized by ICFAI Foundation for Higher Education.
- International Webinar on 'The World of Brands in 2020s' - 11th June 2021, organized by ICFAI Foundation for Higher Education.

- National Webinar on 'Strategies for writing Quality Research Paper' - 14th June 2021, organized by Department of Management, North Eastern Hill University, Tura Campus.
- National Webinar on 'Wealth Creation Through Personal Financial Education' - 13th April 2021, organized by AIIMS Rishikesh and Association of Mutual Funds in India.
- National Webinar on 'Strategy of Managing Personal Finances Including Mutual Funds During and After COVID-19' - 22nd January 2021, organized by Association of Mutual Funds in India.
- National Webinar on 'Implementation of National Education Policy 2020' - 16th November 2020, organized by ICFAI Foundation for Higher Education.
- International Webinar on 'India's Act East Policy: Perspectives from South East Asian Countries' - 16th September 2020, organized by North Eastern Management Association (NEMA).
- International Webinar on 'Behavioural Finance: Reflections on Irrational Minds and Markets' - 22nd August 2020, organized by Department of Management, North Eastern Hill University, Tura Campus.

#### **LECTURES ATTENDED**

- Interactive Session on 'New Education Policy (NEP-2020)- A Game Changer for India' with Dr. Jagdish Sheth (Padma Bhushan 2020) on Friday, 28th August, 19:00hrs – 21:00hrs organised by Federation of Indian Chambers of Commerce & Industry.

#### **FDP'S/REFRESHER COURSE ATTENDED**

- FDP on 'R Programming for Budding Data Analyst' – 9th to 19th October 2024, organized by Research Foundation of India.
- FDP on 'A Step-by-Step Guide to Write a Good Research Paper' – 19th to 30th September 2024, organized by Research Foundation of India.
- FDP on 'Leveraging AI for Effective Teaching Enhancing Critical Thinking and Fostering Personal Growth' - 8th June 2024, organized by UptoSkills.
- Two-day National Level Virtual Faculty Development Program on the topic 'Excellence In Research' - 16th-17th February 2023, organized by Sun Virtual Learning registered under UDYAM MSME Scheme.
- NPTEL-AICTE approved 8 weeks FDP on 'Marketing Research and Analysis' - August-October 2022, organized by Indian Institute of Technology, Roorkee.
- NPTEL Online Certification Course of 8 weeks on 'Descriptive Statistics with R Software' - August-October 2022, organized by Indian Institute of Technology Kanpur.
- NPTEL-AICTE approved 8 weeks FDP on 'Descriptive Statistics with R Software' - August-October 2022, organized by Indian Institute of Technology Kanpur.

- NPTEL Online Certification Course of 12 weeks on 'Working Capital Management' - July-October 2018, organized by Indian Institute of Technology Roorkee.
- Attended FDP organized by Entrepreneurship Development Institute of India - 21st January-2nd February 2019, conducted at North Eastern Hill University, Tura Campus, sponsored by National Implementing and Monitoring Agency for Training under the aegis of NSTEDB, Department of Science and Technology, Government of India.
- Attended FDP organized by Entrepreneurship Development Institute of India - 1st March-14th March 2018, conducted at North Eastern Hill University, Tura Campus, sponsored by National Implementing and Monitoring Agency for Training under the aegis of NSTEDB, Department of Science and Technology, Government of India.
- NPTEL Online Certification Course of 12 weeks on 'E-Business' - July-October 2017, organized by Indian Institute of Technology Kharagpur.
- Attended FDP on 'Motivating the Motivators' - 3rd July-7th July 2017, organized by ICFAI University, Meghalaya, Tura.

#### **MEMBERSHIP IN ACADEMIC BODIES**

- Website Review Committee Member, ICFAI University Meghalaya, Tura
- Attendance Coordinator, ICFAI University Meghalaya, Tura

#### **GUEST LECTURES DELIVERED**

- Acted as Resource Person in the Skill Development Program on 'MS EXCEL- An Analytical Tool' organised by Department of Information Technology, ICFAI University Meghalaya, Tura from 12th February 2018 to 16th February 2018

#### **OTHER DETAILS IN RELATION TO ACADEMICS, IF ANY**

- Attended a program on theme 'Together, we can create a culture of safety and respect. Say no to ragging' on the occasion of Anti Ragging Day-12th August 2024, organised by ICFAI University Meghalaya, Tura