

## Faculty Profile

**Name: Dr. Jayant Isaac**

**Designation:** Associate Professor, Faculty of Management Studies, ICFAI University, Raipur

**Teaching Areas:** Marketing, Strategic Marketing, HR, E-Business, Organizational Behaviour, Leadership Skills, Brand Management

**Research Interests:** Digital Marketing, Consumerism, AI in marketing, customer satisfaction studies, neuro-marketing



### Education:

- PhD in Management Studies, MATS University, 2017.
- M.B.A. in Marketing & Systems, Bangalore University, Bangalore, 2002.
- M.Sc. in Physical Chemistry, Pt. Ravishankar Shukla University, Raipur, 1999.
- B.Sc., Pt. Ravishankar Shukla University, Raipur, 1997.

**Patents: 01, Book-03, Book Chapter-03**

**Research / Selected Publications: Referred/ Peer Review: 03, UGC Care: 02, Scopus: 02, Google Citations=2 H-Index = 1**

- Isaac, J., Janani, N., Bhandwalkar, S. S., Kumar, R., & Jha, S. (2023). Psychological Factors Influencing Job Satisfaction: A Comprehensive Review. *Journal of Harbin Engineering University*, 44(8), August, ISSN: 1006-7043.
- Isaac, J., Rao, W. R., & Shadangi, D. (2023). Impact of Marital Status on the Labor Force Composition with reference to India. *European Chemical Bulletin*, 12(Special issue 5), August, ISSN: 2063-5346
- Isaac, J. (2022). Effect of the Customer Relationship Management Practices on the benefit of Indian Banks: A Comparative Study. *International Journal of All Research Education and Scientific Methods (IJARESM)*, 10(4), April, ISSN: 2455-6211.
- Isaac, J. (2022). Towards Managing Customer Relationship through Emotional Intelligence. *International Journal of Scientific Engineering and Applied Science (IJSEAS)*, 8(4), April, ISSN: 2395-3470.
- Isaac, J. (2022). Problems in the health sector and its impact on CRM: an empirical study. *International Journal of Advances in Engineering and Management (IJAEM)*, 4(4), April, pp. 829-835, ISSN: 2395-5252.
- Isaac, J. (2021). CHALLENGES FACED BY WORKING WOMEN PROFESSIONALS WITH RESPECT TO WORK-LIFE BALANCE IN COVID-19 PANDEMIC: A CONCEPTUAL STUDY. *Shodh Sarita (UGC Approved Care Listed Journal)*, 8(29), Jan-March, pp. 2348-2397.
- Isaac, J. (2021). To study the impact of agricultural finance on selected agribusiness firms of Chhattisgarh State. *Shodh Sanchar Bulletin (UGC Approved Care Listed Journal)*, 11(41), Jan-March, ISSN: 2229-3620.