

Faculty Profile

Name: Ms. Sweata Gurung

Designation: Assistant Professor

Teaching Areas: Tourism & Hospitality

Research Interests: Entrepreneurship
Artificial Intelligence in Tourism & Hospitality
Trends in Tourism

Education: MTTM (Masters in Travel & Tourism), MA. English
PhD.Pursuing, Amity University, Noida,
Uttar Pradesh



Research/Selected Publication:

1. Sweata Gurung "Analysis of Challenges Faced by Women Entrepreneurs: An Evidence of Sikkim" published in International Journal of Innovations & Research Analysis (IJIRA) 76 ISSN :2583-0295, Impact Factor: 5.449, Volume 03, No. 02(I), April- June, 2023,pp. 76-80 (Conference Paper)
2. Sweata Gurung "Tourism Development in North East India: Changing Recreational Demand, Developmental Challenges and Issues associated with Sustainability" published in The ICFAI University Sikkim: Chapters for Hospitality and Tourism ISBN: 978-93-909755-04-4, Volume-01, Sep-Dec 2022, pp.22-24
3. Sweata Gurung "'An exploratory study of family-work for Women Entrepreneurs in Hospitality Business: A Study of Sikkim Scenario" Published conference proceeding for International Conference on "Research Advances in Business, Management & Data Analytics" volume no-03, March-May 2023, pp.69-70
4. Sweata Gurung "Enhancing Operational Efficiency in Women-Led Businesses: The Role of Artificial Intelligence- ChatGPT as Virtual Assistant" Published conference proceeding for Gateway International Journal of Innovation Research (GIJIR) Volume-03, Issue- 01 Jan-march 24, ISSN: 2583-7842
5. Sweata Gurung "A Descriptive Analysis of Motivational and Key Success Factors Amongst Women Entrepreneurs involved in Hospitality & Tourism Sector: A Case Study of Sikkim" Published conference paper for Entrepreneurship Summit-2023 (sensitizing entrepreneurship Amongst women artisan and women sensitization Towards developing Women entrepreneur).