

**LIST OF PAPERS PUBLISHED in 2012**

Sl	Author (Including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Pg. No. Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/ International	Journal Impact No./SCI Index/ISBN No/ISSN No.
	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	MLM Vs NON-MLM Brands: Attitudinal Evaluation through Customers' Eye	Journal- Volume 5, Issue 2, (April 2012 - September 12) pp. 69-75.	Journal- International Journal of Business Insights and Transformation (JBIT)	International	ISSN: 0974-5874
	Mrinal Kanti Das	Factors Affecting Brand Value of Bharti Airtel and Customers' Perception towards Selected Telecom Service Providers: An Empirical Study	Vol. 1, Issue 1, June 2012, pp. 122-139	Journal- SIT Journal of Management	National	ISSN: 2278-9111
	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	Distributors' Inclination towards MLM Industry: An Analysis	Vol. 12, Issue 1, January-March 2012, pp. 26-37	Journal- Siddhant	National	Print ISSN : 2231-0649, Online ISSN : 2231-0657
	Dr. Mrinal Kanti Das	MLM Vs NON-MLM Brands: Attitudinal Evaluation through Customers' Eye	May 10-13, 2012	Conference on Excellence in Research and Education 2012, IIM Indore	National	
	Dr. Mrinal Kanti Das	Customers' Attitude towards Different Brands of Tyre: An Empirical Study in Kolkata and Its Outskirts	November 22-23, 2012	National Seminar on Advancement in Management and Related Issues	National	-
	Dr. Suman Kumar Dawn & Avik Sanyal	<i>Building Corporate Branding Through Corporate Social Responsibility: A Study on Some Selected Indian Companies</i>	10 <sup>th</sup> & 11 <sup>th</sup> January 2012	Attended and presented research paper in the International Conference (ICBAMI-2012), organized by Dr. B.C. Roy Engineering College, Durgapur	International	

	Dr. Suman Kumar Dawn & Avik Sanyal	<i>FDI in Indian Retail Sector: A Critical Analysis</i>	22 <sup>nd</sup> & 23 <sup>rd</sup> November 2012	Attended and presented paper in the National Seminar organized by the Department of Business Administration, Kalyani University on 22 <sup>nd</sup> & 23 <sup>rd</sup> November 2012	National	
	Avik Sanyal & Subhajit Basu Chowdhury	<i>Services Marketing: Opportunities &amp; Challenges</i>	December 26-27, 2012	Attended and presented paper in the National Seminar organized by the Department of Business Administration, Haldia Institute of Technology on 26th & 27th December 2012	National	
	Avik Sanyal & Subhadip Saha	<i>Conflict at Work: Industrial Disputes</i>	April 27-28, 2012	Attended and presented paper in the National Seminar organized by the Centre for Management Studies, on April 27-28, 2012	National	
	<b>Paper presented at Two day National Seminar on Advancement in Management &amp; Related Issues</b>	<b>Department of Business Administration, Univ. of Kalyani</b>	<b>22/11/2012</b>	<b>23/11/2012</b>	<b>Abstract published</b>	
	Uttiya Kar jointly with Dr. Suman Kumar Dawn	<i>Personalised Marketing: Concepts and Framework</i>	<b>December 26-27, 2012</b>	<i>National Seminar on "Service Sector in India - Its Dimensions and Emerging Issues"</i>	National	NA

	UttiyaKar jointly with SubhadipSaha	<i>Initiation and Sustenance of Business in India: Issues, Concerns, and future</i>	Vol. VI, No. 1, <b>July-December 2012</b>	Journal- JIS Management Vista	National	ISSN: 0974-0872
	SubhajtBasu Chowdhury	“Rural Markets and Advertising Strategies”	Presented paper on January 3-4, 2012 at School of Management and Social Science, Haldia Institute of Technology.	Conference paper	International Conference	
	SubhajtBasu Chowdhury	“ Services Marketing: Opportunities & Challenges”	Presented paper at a National Seminar held on December 26-27, 2012 at Haldia Institute of Technology, W.B	Conference paper	National Conference	

#### LIST OF PAPERS PUBLISHED in 2013

Sl	Author (Including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Pg. No. Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/ International	Journal Impact No./SCI Index/ISBN No/ISSN No.
	Swati Pal& S. Chakroborty	How students perceive professional courses with special reference to part Time and full time courses in Kolkata and its suburbs”,	Journal- Review of Professional Management, A journal of New Delhi Institute of Management vol-11, issue-1 pg19-28	Journal	National	ISSN: 0972-8686
	Swati Pal& S. Chakroborty	Students’ Perception about Professional Courses: A study in Kolkata and its Suburbs	Journal -ASBM Journal of Management,Orissa Vol.VI, Issue 2 pg32-40	Journal	National	ISSN-0974-8512
	AvikSanyal	<i>Performance Appraisal: A detailed analysis on the most effective way to retain personnels</i>	Published in Vol: VII No:1 January-June 2013)	JIS Management Vista (JIS Management Journal)	National	<b>ISSN : 0974-0872</b>
	SubhajtBasu Chowdhury	“ Green Marketing:	Presented paper on	Conference	National	

		Scope and Challenges”	All India Conference on Business Studies at DSMS Business School, Durgapur on February 2-3, 2013	paper	conference	
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### LIST OF PAPERS PUBLISHED in 2014

Sl	Author (Including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Pg. No. Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/International	Journal Impact No./SCI Index/ISBN No/ISSN No.
	Swati Pal	Non-Financial Motivational Factors in Financial Sector : A study in Kolkata and its suburbs by applying Thurstone Case V Scale	Journal of Management and Social Science Vol.I, Issue 2, pg 94-100	Journal	International	ISSN 2348-6317
	AvikSanyal	<i>The Impact of Entrepreneurship on Economic Development</i>	Issue-I, Vol.-I, Page No.-85, Year-2014	Conference Book	International	ISBN: 978-93-83842-10-0
	KoushikDutta & Dr. MrinalKanti Das	Importance of Socialgraphics in Taday’s Digital Market	Vol. 2, Issue 2, September 2014, pp. 575-579	International Research Journal of Management and Humanities	International	ISSN:2347-3274
	Dr. MrinalKanti Das	Importance of Socialgraphics in Taday’s Digital Market	September 29, 2014	International conference on enhanced changes in corporate environment	International	-
	KoushikDutta & Dr. MrinalKanti Das	Importance of Socialgraphics in Taday’s Digital Market	Vol. 2, Issue 2, September 2014, pp. 575-579	International Research Journal of Management and Humanities	International	ISSN:2347-3274
	Dr. MrinalKanti Das	Importance of Socialgraphics in Taday’s Digital Market	September 29, 2014	International conference on enhanced changes in corporate environment	International	-
	Swati Pal	Non-Financial Motivational Factors in Financial Sector : A study in Kolkata and its suburbs by	Vol.I, Issue 2	Journal of Management and Social Science	Online International	ISSN 2348-6317

		applying Thurstone Case V Scale				
	SubhajtBasu Chowdhury	Corporate Branding: A New Strategic Approach	January 16-17, 2014 Seminar proceedings( page no 418-429)	Published paper in the National Seminar proceedings of the Central University, Ranchi	National	<b>Conference Proceedings</b>  ISBN: 978- 93-83842- 10-0

### LIST OF PAPERS PUBLISHED in 2015

S I	Author (Including Co- author)	Title of the Paper	Detail of Paper (including Vol., Issue, Pg. No. Year)	Nature of Paper (Journal/Confe rence/Book Chapter)	Nationa l/ Intern ational	Journ al Impac t No./S CI Index/ ISBN No/IS SN No.
	AvikSanyal	<i>Innovati on: The winning tool for Entrepre neurial Survival</i>	Volume-2, Page No: 357-365, Year-2015	Conference Book	Intern ational	ISBN: 978- 93- 85000 -02-7
	Dr. AvikSanyal and SubhajtBasuChowdhur y	<i>“Effective HR Practices for Enhance ment of Organizat ional Performa nce”</i>	Published in: Vol:IV, Issue: VIII, August 2015, Page No: 75-81	E-journal	Intern ational	ISSN: 2277- 4262, SJIF- 4.081
	SubhajtBasuChowdh ury&AvikSanyal	Rural Marketing in India: Issues & Challenges	January 15-16, 2015	Attended and presented paper in the International Conference organized by IISWBM, Kolkata .	Intern ational	

	SubhajtBasuChowdhury & AvikSanyal	Effective HR Practices for Organizational Development	August 29, 2015 Published in an International Peer Reviewed, Referred Journal, “International Multidisciplinary E-Journal”	Presented in the conference of “Ballari Institute of Technology & Management”, Ballari, Karnataka.	National	
	Mr. Soumya Mukherjee & Dr. MrinalKanti Das	Developing FMCG Brand using Marketing Communication Tools – A Conceptual Study	Vol. IX, No. 2 (July-December, 2015) (Accepted)	JIS Management Vista	National	ISSN: 0974-0872

April, 2014

### LIST OF PAPERS PUBLISHED in 2016

Sl	Author (Including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Pg. No. Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/International	Journal Impact No./SCI Index/ISBN No/ISSN No.
	Swati Pal and Dr. I.Lahiri	Comparative Analysis Of Medical Tourism In Kolkata With Other Metropolitan Cities In India	International Journal of Research in Commerce & Management Vol.7, issue 8, pg 16-21	Journal	International	ISSN 0976-2183
	Swati Pal and U.Kar	Shopping-An Empirical Study in Kolkata	International Journal of Asian School of Business Management, Full text included in EBSCO Host Vol.IX, Issue-II pg 73-79	Journal	International	ISSN 0974-8512
	UttiyaKar With Swati Pal	<i>Online Shopping- An Empirical</i>	<i>Vol IX, Issue II, July-Dec 2016.</i>	<i>ASBM Journal of Management</i>	National	<i>ISSN: 09748512</i>

		<i>study in Kolkata</i>				
	UttiyaKar	<i>E-Governance Initiatives of Government of West Bengal: A Study on its Utilization</i>		<i>UGC Sponsored National Conference on Redefining Business Vision: issues and Challenges</i> "organized by St. Xaviers College Kolkata and Dept. of Commerce, University of Calcutta	National	
	Dr. MrinalKanti Das	Determinants for selecting FMCG Products: An Empirical Study	17-18 March, 2016	National Conference on 'Emerging trends in Business and Management : Issues and Challenges'	National	-
	Dr. MrinalKanti Das	Developing Payout-Loyalty Matrix for Telecom Retailers – A Study on Murshidabad and Nadia districts	19th March, 2016	Redefining Business Vision: Issues and Challenges, St. Xavier's College, Kolkata	National	-
	Dr. MrinalKanti Das	Brand Awareness through various Marketing Communication Tools: A Study on selected FMCG brands	January 29-30,2016	5 <sup>th</sup> All India Conference on Business and Social Studies	National	-
	Aviksanyal& SubhajitBasu Chowdhury	<i>Consumer Buying Behaviour: A literature Survey</i>	March 18, 2016	Attended and presented in the National seminar organized by WBSU, Barasat, on March 18, 2016	National	
	Paper presented at UGC	St.Xavier's College Kolkata in	19/03/2016	Abstract published		

	sponsored One-day National Conference on “Redefining Business Vision:Issues and Challenges”	collaboration with Dept.of Commerce, University of Calcutta				
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### LIST OF PAPERS PUBLISHED in 2017

Sl	Author (Including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Pg. No. Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/International	Journal Impact No./SCI Index/ISBN No/ISSN No.
	Swati Pal and Dr. I.Lahiri	“A study on sustainability of Medical Tourism in Kolkata”	National Management Conclave-2017	Book Chapter	National	Full paper published and going to be published in book form with ISBN 978-93-5268-051-1
	SubhajitBasu Chowdhury	A Study on post purchase behavior of Television Buyers	Journal of Business management, SIT, Siliguri.	Journal	National	With ISSN
	Swati Pal and Dr. I.Lahiri	“A study on sustainability of Medical Tourism in Kolkata”	National Management Conclave-2017	Book Chapter	National	Full paper published and going to be published in book form with ISBN 978-93-5268-051-1
	Paper presented and won Best paper award for “A study on sustainability of Medical Tourism in Kolkata” at National Management Conclave-2017	National management Conclave NIT, Rourkela, 07-01-2017				Full paper published and going to be published in book form with ISBN 978-93-5268-051-1



	SubhajitBasuChowdhury	A Study on post purchase behavior of Television Buyers	Journal of Business management, SIT, Siliguri.	Journal	National	With ISSN
	Dr. AvikSanyal	Green Human Resource Management: Policies and Practices	African International Journal of Research in management  Issue-05, Volume-09 pp.4-55, Jan-Jun 2017	Journal	International	ISSN: 2308-304
	Dr. AvikSanyal	Make In India Campaign-Pros, Cons and Impact on Indian Economy	Journal of Management (JOM)  Volume-4, Issue-2, October 2017, pp. 201-204	Journal	International	ISSN: 2347-3940  Journal Impact Factor (2016): 2.4352
	Dr. AvikSanyal&Rajashree Gupta	Some Limitations Of Outcome Based Education	Lecture Notes in Networks and Systems 11 , Industry Interactive Innovations in Science, Engineering and Technology	Springer Nature Singapore Journal	International	Print ISBN: 978-981-10-3952-2  Online ISBN: 978-981-10-3953-9

### LIST OF PAPERS PUBLISHED in 2018

Name of the faculty	Type of Publication (Journal/Conference/Abstract/Proceedings/Books/etc)	National/International	Name of the Journal	Date	Remarks
Swati Pal	Conference (Accepted)	International	International Conference on Innovative Business Practices in a VUCA	5 <sup>th</sup> – 6 <sup>th</sup> January, 2018	A paper titled “ A Pilot study on Employees’ Motivation at United Breweries Limited, Kalyani

			World.		Plant.
AvikSanyal	Seminar (Presented)	International	“ International Seminar on Quality Teacher Education: Issues and Challenges”	17.03.2018	Flip Learning: An innovative teaching learning tool
SubhajitBasuChowdhury	Conference	National	National Management Conference on Global Strategy for Self Sufficiency	23rd and 24th March, 2018	A paper titled “ A study on the post purchase behaviour of buyers : Expectancy Disconfirmation Model”
SubhajitBasuChowdhury	Journal	International	IOSR Journal of Business and Management	4th April, 2018	A Study on the Product Performance of Television Brands: In the Metropolitan City of Kolkata and Its Suburbs