

ARMY INSTITUTE OF MANAGEMENT

(List of Seminars/Conferences/Workshops and other academic activities of
Faculty Members during Jul 2010 - June 2011)

A: Seminar/Conference

Sl.No.	Name of the Event(s)	Organised by/Venue	Date of the Event	Name of the person attended
1.	Refresher Course 2010 : <i>Business Research and Practice : Emerging Issues</i>	Univ of Calcutta	12 Aug 2010	Dr. K.K. Chaudhuri, Speaker
2.	Regional Conference on "Globalisation and Human Resource Development"	NIPM Hyderabad	10 – 11 Dec 2010	Dr. KK Chaudhuri, Speaker
3.	2 nd IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence	IIM Ahmedabad	8 – 9 Jan 2011	Prof. Kousik Guhathakurta, Speaker
4.	International Conference of Business and Applied Sciences Academy of North America (BASANA-2011)	Bloomsburg Univ of Pennsylvania USA	16 -19 Jun 2011	Prof. A.K. Pani, Speaker
5.	First International Marketing Conference (MARCON-2010)	IIM Calcutta	27 – 29 Dec 2010	Dr. Biswajit Chakraborty, Speaker Prof. Protik Basu, Speaker Dr. Malini Majumdar, Speaker Mrs. Swapna Datta Khan, Speaker
6.	International Finance Conference	IIM Calcutta	9 – 12 Jan, 2011	Prof. Kousik Guhathakurta, Speaker Ms. Sumona Mukhopadhyay, Speaker Mrs. Mousumi Bhattacharya, Speaker
7.	4 th International Conference on Management & Social Welfare issues :Contemporary Perspectives	IISWBM Kolkata	13 – 14 Jan, 2011	Dr. Malini Majumdar, Speaker Prof. Protik Basu, Speaker Mrs. Parveen Ahmed Alam, Speaker Mrs. Swapna Datta Khan, Speaker Mrs. Madhuchhanda Karmakar, Speaker
8.	AICTE Sponsored National Seminar on Empirical Research in Commerce	Vidyasagar University Midnapore	23 Feb 2011	Mrs. Mousumi Bhattacharya, Speaker. She was adjudged for the Best Paper Award
9.	International Case Conference 2010	IMT-Nagpur,	16 – 18 Nov 2010	Mrs. Swapna Datta Khan, Speaker
10.	Great Lake Analytic Conference 2010	Great Lake Instt of Mgt, Chennai	29 Jul – 03 Aug 2010	Mrs. Sumona Mukhopadhyay, Speaker
11.	International Conference on Communication, Computers and Devices (ICCCD 2010)	IIT-Kgp	09 – 11 Dec 2010	Ms. Sumona Mukhopadhyay, Speaker
12.	10 th International Conference on Emerging Global Trends & Future Challenges in Economic Development, Accounting & Finance, Information & Communication Technology, Business and Management	Research Development & Research Foundation, Jaipur	22 & 23 Jan, 2011	Mrs. Raka Banerji, Speaker

(B) External Experts in Selection of Faculty/Teacher

- (i) Bidhan Chandra Krishi Viswavidyalaya (Dr. K.K. Chaudhuri)
- (ii) Army School/Army Public School (Mrs. Swapna Datta Khan, Mrs. Mousumi Bhattacharya & Ms. Sumona Mukhopadhyay,)

(C) Ph.D. Examiner/Member in the Ph.D. Committee

- (i) University of Calcutta (Dr. K.K. Chaudhuri)
- (ii) West Bengal University of Technology (Dr. K.K. Chaudhuri)
- (iii) Netaji Subhas Open University (Dr. K.K. Chaudhuri)

(D) Delivered Lectures and participated in other academic activities at other Institutions/organizations other than Seminar/Conf/Workshop

- (i) JIS Group (Dr. K.K. Chaudhuri)
- (ii) University of Calcutta, PGDHRM Course (Dr. K.K. Chaudhuri & Mrs. Parveen Ahmed Alam)
- (iii) Command Hospital, PGDHHM Course (Prof. A.K. Pani, Prof. Protik Basu, Mrs. Parveen Ahmed Alam, Mr. Sharad Nath Bhattacharya and Mrs. Madhuchhanda Karmakar)
- (iv) West Bengal University of Technology, B.Tech & M.Tech courses (Mr. Protik Basu and Prof. Kousik Guhathakurta)
- (v) IBRAD B-School (Prof. AK Pani)
- (vi) State Agricultural Management & Extension Training Institute (Prof. AK Pani)
- (vii) Kalyani University, MBA Dept (Prof. A.K. Pani)
- (viii) St. Xaviers College (Dr. Malini Majumdar)
- (ix) Techno India (Dr. Malini Majumdar)

(E) Director/Member in Govt & Corporate Sector

- (i) Rail Vikas Nigam Ltd, Ministry of Railways, Govt of India (Dr. K.K. Chaudhuri, Part-time Non-official Director)
- (iii) State Steering Committee, Dept of Higher Education, Govt of West Bengal (Dr. K.K. Chaudhuri, Member)
- (iii) Manaksia Ltd (Dr. K.K. Chaudhuri, Non-Executive Director)
- (iv) Sarda Plywood Industries Ltd (Dr. K.K. Chaudhuri, Non-Executive Director)

(F) In-Company Training in Corporate Sectors

- (i) DPSC Ltd (Dr. K.K. Chaudhuri)
- (ii) CESC Ltd (Dr. K.K. Chaudhuri)
- (iii) ITC Ltd (Mr. Robin Sen Gupta)

ARMY INSTITUTE OF MANAGEMENT, KOLKATA
LIST OF PUBLICATIONS :2010-2011

A : Publication in the Journals/Magazines

<u>Sl.No.</u>	<u>Title of the paper(s)</u>	<u>Author(s)</u>	<u>Year</u>	<u>Publication Details</u>
1.	India Inc : Alignment of Business, HR & Technology	K.K. Chaudhuri	Jul 2010	Personnel Today, Apr-Jun, 2010 (National Institute of Personnel Management)
2.	Using Empirical Mode Decomposition to compare Gaussian and Non-Gaussian model of stock price distribution	Kousik Guharhakurta, B.Bhattacharya & A. Roychowdhury	Jul 2010	Decision, Spl issue, Vol 37, No.1 (Indian Institute of Management, Calcutta)
3	Competency- based Succession Planning : An Emerging Tool in HRM	Parveen Ahmed & Debarchana Bhattacharya	June 2011	Survey, Vol 51, Nos. 1 & 2 (Indian Institute of Social Welfare & Business Management)
4.	India's Exports, Imports and Inward FDI in the Liberalized Regime : A Study of the Causal Linkages	Mousumi Bhattacharya & Jita Bhattacharyya	Sep 2010	Journal of Business and Finance (Veer Bahadur Singh Purbanchal University, Jaunpur, India),Vol 3, No.1
5	The Dynamic Relationship between Services Export and FDI Inflows in India	Mousumi Bhattacharya	Apr 2011	International Journal of Business Insights and Transformation (ITM Business School,), Vol.4, No.1
6	Financial Development, Foreign Investment Inflows and Economic Growth Triangle : The Case of India	Mousumi Bhattacharya & Jita Bhattacharyya	Spring 2011	MIBES Transactions, Vol 5, No.1 (Dept of Business Administration, School of Business & Economics, TEI of Larissa, Greece)
7	Foreign Direct Investment Inflows, Merchandize Trade and Economic Growth in India : An Analytical Study	Mousumi Bhattacharya	May 2011	International Journal of Finance and Policy Analysis (IJFPA) Vol 3, No.1 (Brown Walker Press, USA)
8	Concepts in connection with some very traditional techniques of Quality Control	Swapna Datta Khan	Jul 2010	The Materials Manager (The Journal of the Army Ordnance Corps)
9	Relationship Management Issues in the Management Education Sector of India	Swapna Datta Khan & BB Rayate	Apr 2011	KRSCMS Management Journal, vol 1. No. 1 (Sakpal Knowledge Hub, Nasik)
10	Cooperating Swarms : A paradigm for collective intelligence and its application in Finance	Sumona Mukhopadhyay & Santo Banerjee	Sep 2010	International Journal of Computer Application, Vol 6, No.10 (Foundation of Computer Science, New York, USA)
11	Synchronization of Spatio-temporal semiconductor lasers and its application in color image encryption	Sumona Mukhopadhyay, Lamberto Rondoni, Santo Banerjee and AP Misra	May 2011	Optics Communications (Elsevier)

<u>Sl.No.</u>	<u>Title of the paper(s)</u>	<u>Author(s)</u>	<u>Year</u>	<u>Publication Details</u>
12	Synchronization of time delayed semiconductor lasers and its applications in digital cryptography	Sumona Mukhopadhyay, Santo Banerjee and Lamberto Rondoni	2011	Optics Communications (Elsevier)
13	Bayes Estimation of measures of effectiveness in an M/M/1 queue	Shovan Chowdhury and SP Mukherjee	2010	Calcutta Statistical Association Bulletin (Dept of Statistics, University of Calcutta)
14.	Knowledge Management and Strategic Human Resource Management	Madhuchhanda Karmakar	2011	International Journal of Innovative Research in Science and Techniques, Vol 1, No.2

B : Conference Papers

<u>Sl.No.</u>	<u>Title of the paper(s)</u>	<u>Author(s)</u>	<u>Year</u>	<u>Conference Details</u>
1.	Investigating presence of Nonlinearity in Indian Stock Markets	Kousik Guhathakurta, B.Bhattacharya & A.Roychowdhury	Jan 2011	International Finance Conference 2011, organised by Indian Institute of Management, Calcutta (10 – 12 Jan'11)
2.	Investigating presence of Non-linearity in Indian Commodity Markets	Kousik Guhathakurta, B.Bhattacharya & A.Roychowdhury	Jan 2011	2 nd IIMA International Conf on Advanced Data Analysis, Business Analytics and Intelligence, organised Indian Institute of Mgt, Ahmedabad (8 – 9 Jan'11)
3	Radiation Processing Influences Marketing Prospects of Agricultural and Food Products : Bright Future Ahead for India	A.K. Pani	June 2011	International Conference of Business and Applied Sciences Academy of North America 2011, organized by Bloomsburg University of Pennsylvania, USA (16 – 19 June, 2011)
4	Thronging at the outlets during discount seasons : Indian Consumers are gradually becoming deal prone	Malini Majumdar	Jan 2011	4 th International Conference on Management & Social Welfare Issues : Contemporary Perspectives, organized by IISWBM (13 -14 Jan, 2011)
5	Effective design of communication messages for better positioning of brand : can MEMETICS be a way?	Malini Majumdar	Dec 2010	The first International Marketing Conference (MARCON 2010), organized by Indian Institute of Management, Calcutta (27 – 29 Dec, 2010)
6	Strategic Perspective of Indian Retail : A DEA Orientation	Protik Basu	Dec 2010	The first International Marketing Conference (MARCON 2010), organized by Indian Institute of Management, Calcutta (27 – 29 Dec, 2010)
7	The Employee Perspective in Lean Environment	Protik Basu & Parveen Ahmed	Jan 2011	4 th International Conference on Management & Social Welfare Issues : Contemporary Perspectives, organized by IISWBM (13 -14 Jan, 2011)
8	Competency-based Succession Planning : An Emerging Tool in HRM	Parveen Ahmed & Debarchana Bhattacharya	Jan 2011	4 th International Conference on Management & Social Welfare Issues : Contemporary Perspectives, organized by IISWBM (13 -14 Jan, 2011)

<u>Sl.No.</u>	<u>Title of the paper(s)</u>	<u>Author(s)</u>	<u>Year</u>	<u>Conference Details</u>
9.	Foreign Investment Inflows, Financial Development and Economic Growth Triangle : The Case of India	Mousumi Bhattacharya & Jita Bhattacharyya	Jan 2011	2 nd International Finance Conference, organized by IIMC (10-12 Jan, 2011)
10	Services Trade and Economic Growth in the Indian Context - An Empirical Study	Mousumi Bhattacharya	Feb 2011	National Seminar on Empirical Research in Commerce, organized by Vidyasagar University, Midnapore, WB (Received Best Paper Award)
11	Identification of Performance Indicators Affecting Customer Satisfaction levels of the Urban Customer base within the Indian Insurance Sector	Swapna Datta Khan & BB Rayate	Dec 2010	The first International Marketing Conference (MARCON 2010), organized by Indian Institute of Management, Calcutta (27 – 29 Dec, 2010)
12	Challenges to Relationship Management Techniques used by Indian Insurers During the Implementation and Adoption of Micro Insurance in India	Swapna Datta Khan	Jan 2011	4 th International Conference on Management & Social Welfare Issues : Contemporary Perspectives, organized by IISWBM (13 -14 Jan, 2011)
13	Global Optimization and Parameter Estimation of a Hyperchaotic Finance System by an Improved Multi Objective Particle Swarm Optimization	Sumona Mukhopadhyay & Santo Banerjee	Jul 2010	First Great Lakes Analytics Conference 2010, organized by Great Lakes Institute of Management, Chennai (30 – 31 Jul, 2010)
14.	Global Optimization and Parameter Estimation for laser System by Chaotic Multi Swarn Particle Swarm Optimization (CMS-PSO)	Sumona Mukhopadhyay and Santo Banerjee	Dec 2010	International Conference on Communication, Computers and Devices, organized by Indian Institute of Technology, Kharagpur (10 – 12 Dec, 2010)
15	Collective Intelligence Paradigm for Parameter Estimation and Global Optimization of a Hyperchaotic Finance System	Sumona Mukhopadhyay and Santo Banerjee	Jan 2011	2 nd IIMA International Conf on Advanced Data Analysis, Business Analytics and Intelligence, organised Indian Institute of Mgt, Ahmedabad (8 – 9 Jan'11)
16	A Strategy for Parameter Estimation and Optimization of a Chaotic Finance System by Collective Intelligence	Sumona Mukhopadhyay and Santo Banerjee	Jan 2011	International Finance Conference 2011, organised by Indian Institute of Management, Calcutta (09 – 12 Jan'11)
17	The Importance of congruence of E-Commerce, e-HRM and knowledge Management in the present Business Environment	Madhuchhanda Karmakar	Jan 2011	4 th International Conference on Management & Social Welfare Issues : Contemporary Perspectives, organized by IISWBM (13 -14 Jan, 2011)
18	Entrepreneurial Failure in the third World – A Diagnostic Approach with Special Reference to India	Raka Banerji and Amitava Ghosh	Jan 2011	10 th International Conference on Emerging Global Trends & Future Challenges in Economic Development, Accounting & Finance, Information & Communication Technology, Business & Management, organized by Research Development Research Foundation & Research Development Association, Jaipur (22 – 23 Jan, 2011)

C: Chapter Contribution in a Book

<u>Sl.No.</u>	<u>Title of the paper(s)</u>	<u>Author(s)</u>	<u>Year of Publication</u>	<u>Book Details</u>
1.	An Empirical Investigation of Beta Stability in the Indian Stock Market	SN Bhattacharya ,JK Das, Mousumi Bhattacharya & Kousik Guhathakurta,	2011	Infrastructure Finance Issues and Challenges, published by McMillan
2.	An Examination of Critical Periods of Stock Price Movements Using Recurrence Plot	Kousik Guhathakurta, B.Bhattacharya & A. Roychowhury	2010	Essays in Finance, published by Allied Publishers
3.	GARCH Models : A Key to Capture Volatility of Financial Data	SN Bhattacharya & JK Das	2011	Studies in Accounting and Finance : Contemporary Issues and Debates published by Pearson Education
4.	FDI Inflow, Service Export, Service Import and Economic Growth in the Post-Liberalization period in India : A Causal Analysis	Mousumi Bhattachaarya & Jita Bhattacharyya	2011	Infrastructure Finance Issues and Challenges, published by McMillan
5.	CRM in Recession : Selling efficiently even in a low economy	Swapna Datta Khan & BB Rayate	Apr 2010	Management Transition – Past Decade and Decade ahead, published by Singhad Institute of Management and Computer Application
6.	Emphasis on Predictive Analysis can enable the Indian Insurer to gain an edge in a Fast Changing Economy	Swapna Datta Khan & BB Rayate	Jan 2011	The Myths and Realities of India Advantage, Published by Excel Publishers

D: Case Study

(i) The Evolution of the First Balanced Score Card by Swapna Datta Khan and Smita Datta, published in Emerging Markets : Case Studies Collection, Excel Publishers

E: Book Review

i) Marketing Management : A South Asian Perspective by Philip Kotler, Kelvin Lane Keller, Abraham Kosy, Mithileshwar Jha, Dorling Kindersley (India) Pvt Ltd, Licensee – Pearson Education in South Asia, reviewed by AK Pani

ii) Marketing Research for Managers by Sunny Crouch & Mathew Housden, reviewed by Protik Basu, published in Kindler (Vol IX, No.2, Jul 2010)

iii) Applied Econometric Time Series by Walter Enders, published by Wiley India Pvt Ltd, reviewed by Sharad Nath Bhattacharya.

iv) Mathematics for Management – An Introduction by M. Raghavachari, Tata McGraw Hill, reviewed by Shovan Chowdhury, published in Kindler (Vol IX, No. 2, Jul 2010)