

**ARMY INSTITUTE OF MANAGEMENT, KOLKATA****LIST OF PUBLICATIONS BY FACULTY MEMBERS: 2017-18****A: Publication in Journals/ Magazines**

<b>Sl. No.</b>	<b>Title of the Paper</b>	<b>Author(s) of the paper</b>	<b>Publication Details</b>
1	Binary Logistic Regression Modelling in predicting channel behavior towards instant coffee vending machine.	Ayan Chattopadhyay, Malini Majumdar & G Vishnu Shiva Prasad	Year of Publication: Mar-18 IOSR Journal of Business & Management , e-ISSN : 2278-487X, p-ISSN : 2319-7668, pp- 42 - 47, published by International Organization of Scientific Research, Ghaziabad.
2	A Multidimensional Factor Structure Modelling Approach To Decode Parental Decision Toward Play School Selection In India	Ayan Chattopadhyay & Malini Majumdar	Year of Publication: Mar-18 Research Review International Journal of Multidisciplinary , ISSN : 2455-3085 (Online), Vol 03, Issue 05, published by Research Review Journals, Ahmedabad.
3	Effect of Changing trends in Service Marketing on the performance of a Glaucoma Clinic	Bhaskar Mukherjee & Malini Majumdar	Year of Publication: Aug-17 Journal of Health Management, Vol 19, Issue 3, pp 495 - 507, published by Sage Publications.
4	Structural Equation Modelling based Empirical Analysis of Technological Factors for Lean Implementation	Protik Basu & Pranab K Dan	Year of Publication: Nov-17 International Journal of Engineering Technology Science and Research (IJETSR), ISSN 2394-3386, Vol 4, Issue 11, pp : 808-815, published by IJETSR.
5	A Review of Input Manifests for lean Manufacturing Implementation	Protik Basu & Pranab K Dan	Year of Publication: Dec-17 International Journal of Lean Thinking, Vol 8, Issue 2, published by Teknokent.

6	<p>Strategizing People with international Practices Towards Successful Implementation of Lean Manufacturing for Customer Satisfaction and Organizational Performance Improvement</p>	<p>Protik Basu &amp; Pranab K Dan</p>	<p>Year of Publication: Dec-17  Research Journal of Social Science &amp; Management, ISSN : 2251 1571, Vol 7, No. 8, published by The International Journal Research Publication.</p>
7	<p>Using Structural Equation Modelling to Integrate Human Resources for Lean Manufacturing Implementation</p>	<p>Protik Basu, Indranil Ghosh &amp; Pranab K Dan</p>	<p>Year of Publication: Jan-18  Management Science Letter, E-ISSN 1923-9343 (Online), ISSN 1923-9335 (Print), Published by Growing Sciences, Canada</p>
8	<p>A Wakeful Slumber : Revisiting Health Status Development of Indian States in the Light of Millennium Development Goal</p>	<p>Ayan Chattopadhyay &amp; Arpita Banerjee</p>	<p>Year of Publication: Sep-17  Asia Pacific Journal of Research, Vol 1, Issue LV, pp 214-223, published by Asia Pacific Publishing Bangalore.</p>
9	<p>Integrating Information Theory and TOPSIS for mapping solar power generation potential in Indian states</p>	<p>Ayan Chattopadhyay &amp; Saikat Samanta</p>	<p>Year of Publication: Jul-17  International Journal of advanced in Management, Technology and Engineering Science, Vol 7, Issue 12, ISSN : 2249-7455, pp 76 - 89, published by IJAMETES, Pune.</p>

10	Assaying Compromise Solution from the perspective of a renewable energy generation potential in India	Ayan Chattopadhyay & Saikat Samanta	Year of Publication: Dec-17 Journal of Advance Management Research, Vol 5, Issue 5, ISSN : 2329- 9664, pp 212-224, published by Enriched Publications, New Delhi.
11	Unlocking Parental Perception Towards Play School in Urban India Using Interdependency Techniques	Ayan Chattopadhyay & Niharila Nupur	Year of Publication: Dec-17 International Journal of Creative Research Thoughts, Vol 5, Issue 4, ISSN : 2320- 2882, pp 112-119, published by IJCRT, Ahmedabad
12	An interval Entropic Estimation of Consumer Priority in Multi-attribute behavioural environment - A Case study of Financial Investment Instruments in an Urban Vista	Ayan Chattopadhyay & Pawan Gupta	Year of Publication: Dec-17 International Journal of Management, Vol 8, Issue 6, pp 136-151, published by IAEME Publication, Chennai.
13	Performance Ranking of Indian Manufacturing Industries in Liberalized Era using TOPSIS	Ayan Chattopadhyay & Somarata Chakraborty	Year of Publication: Jan-18 International Journal of Research in Economics and Social Sciences (IJRESS), Vol 8, Issue 1, ISSN: 2249- 7382, published by Euro Asia Publication, New Delhi.

14	Combining utility and regret approach with information entropy in assessing retailing potential of Indian States	Ayan Chattopadhyay	Year of Publication: Jan-18 International Research Journal of Management and Commerce, ISSN: 2348-9766, Vol 5, Issue 1, published by Associated Asia Research Foundation, New Delhi.
15	Probing Relative Importance of Attributes Influencing Mobile Phone Purchase in an MADM Environment using Alternative Approaches.	Ayan Chattopadhyay & Parantap Chatterjee	Year of Publication: Apr-18 Journal of Marketing Strategy, Vol 6, Issue 2, ISSN: 2347-3770, pp 09 - 18, published by Enriched Publications, New Delhi.
16	A Study to gauge Consumer Orientation towards e-wallet service providers in urban India.	Ayan Chattopadhyay, Ravi Chatterjee & Anindya Saha	Year of Publication: Apr-18 Kindler, Vol XVII, No.1, pp 17-32. Published by Army Institute of Management, Kolkata.
17	Effective Communication on Social Media Can Drive the Relationship with the aware Customer : A Theoretical Perspective.	Swapna Datta Khan	Year of Publication: May-18 International Journal of Research in Engineering, IT and Social Sciences (ISSN: 2250-0588), Vol 8, Special Issue, published by Indus Foundation for Education, Research and Social Welfare.
18	Tourism in Gujrat : A Case Study	Swapna Datta Khan & Sneha Chowdhury	Year of Publication: Apr-18 Kindler, Vol XVII, No.1, ISSN : 0973-0486 pp 142 - 149. Published by Army Institute of Management, Kolkata.

19	An Insight into the Marketing Effectiveness of Bhilai Steel Plant With Respect to the Indian Railways	Swapna Datta Khan & Krishna Gusain	Year of Publication: Apr-18 Kindler, Vol XVII, No.2, pp 142 - 149. Published by Army Institute of Management, Kolkata.
20	Encounter between Human Resource and Information Technology	Sougata Majumder & Anindya Saha	Year of Publication: Dec-17 Management Vision for Business and Education, ISSN: 2347-727X, published by Institute of Technology Entrepreneurship & Management, Kolkata.
21	Prospect of HR Analytics	Anindya Saha and Sougata Majumder	Year of Publication: Apr-18 Kindler, Vol XVII, No. 1, ISSN: 0973-0486 (Jan - Jun 2017), pp114-120, published by Army Institute of Management, Kolkata.
22	An empirical study to gauge consumers' perception towards homestay in Nainital District.	Ravi Chatterjee & Mansul Bhatt	Year of Publication: Apr-18 Kindler, Vol XVII, No. 2, ISSN: 0973-0486 (Jul - Dec 2017), published by Army Institute of Management, Kolkata.
23	E-Banking - Its Challenges in the Indian Banking System	Abhishek Bhattacharjee & Anindya Saha	Year of Publication: Apr-18 Kindler, Vol XVII, No. 2, ISSN: 0973-0486 (Jul - Dec 2017), published by Army Institute of Management, Kolkata.
24	The Role of Corporate Sectors in preserving archaeological and cultural heritage in India	Asmita Basu	Year of Publication: Nov-17 Plural : Journal of the History and Geography Department, Ion Creanga, Pedagogical State University, Vol 5, No.1, ISSN: 2345-184X, published by Editura, ARC, Chisinau, Republic of Moldova.

25	Impact of Foreign Direct Investment on Food & Beverage Sector in Indian Economy	Asmita Basu & Nikki Gupta	Year of Publication: Apr-18 Kindler, Vol XVII, No. 2, ISSN: 0973-0486 (Jul - Dec 2017), published by Army Institute of Management, Kolkata.
26	Strategic People Management in Disruptive Era : Influence Health Business Growth.	Archita Chatterjee	Year of Publication: Mar-18 HR Grafiti, published by BCCI, Kolkata.
27	A study on Student Satisfaction Based on Service Quality by Residential Private Business School (B-School) - Kolkata Region	Puja Singh (Ghosh) & Archita Chatterjee	Year of Publication: May-18 International Journal of Engineering Technology Science and Research (IJETSR), ISSN 2394-3386, Vol 5, Issue 5, published by IJETSR.
28	A study on Student Satisfaction Based on Service Quality by Residential Private Business School (B-School) - Kolkata Region	Puja Singh (Ghosh) & Archita Chatterjee	Year of Publication: Apr-18 Kindler, Vol XVII, No. 1, ISSN: 0973-0486 (Jan - Jun 2017), pp114-120, published by Army Institute of Management, Kolkata.
29	A Contrive on the Complexity of Financial Literacy Among Y Generation with Special Reference to University Students.	Preeta Sinha and Sweta Rani	Year of Publication: Apr-18 Kindler, Vol XVII, No. 2, ISSN: 0973-0486 (Jul - Dec 2017), published by Army Institute of Management, Kolkata.

30	Comperative Panel Data Analysis Across 5 Manufacturing Industries : A Case Study on Fixed Versus Random Effects	Debaleena Chatterjee & Somarata Chakraborty	Year of Publication: jun-18 Journal of Emerging Technologies and Innovative Research (JETIR), Vol 5, Issue 6, ISSN: 2349-5162, published by JETIR.
31	Industry Concentration Vis Sustainable growth-Case of some specific Indian Industries	Somarata Chakraborty, Ashoke Kumar Sarkar and Ranajit Chakraborty	Year of Publication: Jun-17 International Journal of Management Studies, ISSN: 2249-0302, Vol IV, Issue 1, published by Educational Research Multimedia & Publications.
32	Does innovation promote economic growth ? Evidence from European Countries	Rama P. Maradana, Rudra P Pradhan, Sourav Dash and Debaleena Chatterjee	Year of Publication: Oct-17 Journal of Innovation and Entrepreneurship, DOI : 10.1186/s13731-016-0061-9, published by Springer
33	Venture Capital Investment : Concepts and Trends in India	Rudra P Pradhan, Rama P Marandana, Danish Zaki, Debaleena Chatterjee	Year of Publication: Dec-17 Indian Journal of Regional Science, Vol XLIV, No.1, published by Indian Science Association, India.
34	Granger Causality Between Financial Development and Economic Growth in Financial Action Task Force Countries	Rudra P Pradhan, Debaleena Chatterjee, Sourav Dash, Jayakumar Manju	Year of Publication: Nov-17 Pranjan, Vol 46, Issue 2, pp 113-130, published by National Institute of Bank Management

## **B: Conference Papers**

<b>Sl. No.</b>	<b>Title of the Paper(s)</b>	<b>Author(s)</b>	<b>Conference Details</b>
1	Applications of Data Analytics in improving Retail Strategies	Malini Majumder	Year of Publication: Jan-18 International Conference on New Paradigms in Statistics for Scientific and Industrial Research, organised by IAPQR & CGCRI, Kolkata, 4-6 Jan 2018
2	Binary logistic regression modelling in predicting channel behaviour towards instant coffee vending machines	Ayan Chattopadhyay Malini Majumdar & G Vishnu Shiva Prasad	Year of Publication: Mar-18 International Business Research Conference, organised by DSMS College of Tourism and Management, Durgapur, 09 March 2018
3	A Multidimensional Factor Structure Modelling Approach To Decode Parental Decision Toward Play School Selection In India	Ayan Chattopadhyay, Malini Majumdar	Year of Publication: Apr-18 Bhavishya – International Conference on Management, Healthcare and Media, organised by Future Institute of Engineering and Management, Kolkata, 27-28 April, 2018
4	A Study on Brand Awareness through Social Media	Debika Bhattacharya, Protik Basu	Year of Publication: Jan-18 2nd International Conference on Management & Business Practices (ICMBP) 2018, organised by Aliah University during 04-05 Jan 2018



5	Structural Equation Modelling based Empirical Analysis of Technical Issues for Lean Manufacturing Implementation in the Indian Context	Protik Basu and Pranab K Dan	Year of Publication: Mar-18 2018 7th International Conference on Industrial Technology and Management (ICITM), organised by IEEE, Oxford University, UK during 7 - 9 Mar 2018
6	Exploring Solar Power generation potential in Indian states using VIKOR and entropic weight approach.	Ayan Chattopadhyay & Saikat Samanta	Year of Publication: Jan-18 International Conference on Management and Business Practice (ICMBP- 2018), organised by Aliah University, held on 4 & 5 Jan 2018
7	Scientific Approach towards business decision making	Ayan Chattopadhyay	Year of Publication: Jan-18 International Conference on New Paradigms in Statistics for Scientific and Industrial Research, organised by IAPQR & CGCRI, Kolkata, 4-6 Jan 2018.
8	A Study to gauge Consumer Orientation towards e-wallet service providers in urban India.	Ayan Chattopadhyay, Ravi Chatterjee and Anindya Saha	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.
9	A glimpse into the contribution of Social Media Marketing to Customer - Perceived Value.	Swapna Datta Khan	Year of Publication: Jan-18 2nd International Conference on Management & Business Practices (ICMBP) 2018, organised by Aliah University during 04-05 Jan 2018

10	An exploratory study of the shopping experience of customers at Reliance Retail in Kolkata City.	Swapna Datta Khan, Tiyas Chowdhury, Rajkumar Sanpui	Year of Publication: Jan-18 2nd International Conference on Management & Business Practices (ICMBP) 2018, organised by Aliah University during 04-05 Jan 2018
11	Tourism in Gujrat : A Case Study	Swapna Datta Khan & Sneha Chowdhury	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.
12	An Insight into the Marketing Effectiveness of Bhilai Steel Plant With Respect to the Indian Railways	Swapna Datta Khan & Krishna Gusain	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.
13	The Man and The Technology - A Literature Study on Recognition of HR Analytics in Organisation	Sougata Majumder & Anindya Saha	Year of Publication: Feb-18 5th International HR Conference, organised by KJ Somaya Institute of Management Studies and Research, Mumbai, held on 02-03 Feb 18.
14	Prospect of HR Analytics	Anindya Saha and Sougata Majumder	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.

15	Social Transformation of the Bottom of Pyramid Community in Service Ecosystem	Ravi Chatterjee, Ramendra Singh, Prabhat K Dwivedi and Yupal Shukla	Year of Publication: Aug-17 8th International Research Symposium in Service Management, organised by School of Business, Yonsei University, Seoul, South Korea, held on 1 - 5 Aug 2017
16	Shoppers purchase behaviour mapping towards milk products with special reference to Amul products in Kolkata region.	Ravi Chatterjee & P. Chatterjee	Year of Publication: Mar-18 10th International Conference on Emerging Management Perspectives, Practices & Research Trends on Global Business Management, organised by VM Patel Institute of Management, Ganpat University, Mehsana, Gujarat, held on 17 Mar 18
17	To eat out is to eat healthy : true or false with special reference to young Indians.	Ravi Chatterjee & P Chatterjee	Year of Publication: Feb-18 National Conference on Emerging Issues in Accounting & Commerce, organised by VM Patel College of Management Studies, Ganpat University, Ahmedabad, Gujarat, held on 10 Feb 18.
18	Decoding Value for money strategies in Recession Era	Surajit Malakar, Ravi Chatterjee & Abhishek Bhattacharjee	Year of Publication: Feb-18 National Conference on Integrated Financial Sector Reforms in India, organised by Indian Accounting Association, South Bengal Branch in collaboration with Directorate of Advanced Studies, the Institute of Cost Accountants of India, held on 24 Feb 18.

19	Consumer shopping behaviour towards Reliance Retail : Evaluation of Product and Store Attributes	Ravi Chatterjee, Soumendu Das & Sawrabh Kar	Year of Publication: Jan-18 2nd International Conference on Management & Business Practices (ICMBP) 2018, organised by Aliah University during 04-05 Jan 2018
20	An empirical study to gauge consumers' perception towards homestay in Nainital District.	Ravi Chatterjee & Mansul Bhatt	Year of Publication: Jan-18 & Apr-18 2nd International Conference on Management & Business Practices (ICMBP) 2018, organised by Aliah University during 04-05 Jan 2018 . The same paper was also presented at National Conference on Contemporary Management Practices (NCCMP-2018), organised by AIMK on 21 Apr 18.
21	A Study to gauge Consumer Orientation towards e-wallet service providers in urban India.	Ayan Chattopadhyay, Ravi Chatterjee and Anindya Saha	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.
22	Tax Compliance Made Simple : Facts About GST	Surajit Malakar, Ravi Chatterjee & Abhishek Bhattacharjee	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.
23	Cultural Identity and Sustainability of the Indigenous Community in the Birbhum District, West Bengal	Asmita Basu	Year of Publication: Jan-18 International Conference on Sustainability & Business, organized by IIM-C, held on 13 - 14 Jan 2018

24	Insolvency and Bankruptcy Code - a new era for financial regulation in India	Asmita Basu & Surajit Malakar	Year of Publication: Jan-18 2nd International Conference on Management & Business Practices (ICMBP) 2018, organised by Aliah University during 04-05 Jan 2018
25	Emerging Issues for sustainability of the Tangible & Intangible heritages of the rural areas of Birbhum	Asmita Basu	Year of Publication: Jan-18 International Conference on Sustainable Development, organised by Visva Bharati University, held on 06 Jan 18.
26	A study of the Early Historic site of Chandraketugarh in West Bengal : Emerging Issues for Strategic Management & Sustainability	Asmita Basu	Year of Publication: Mar-18 National Conference of Early Iron Age in South Asia, organised by SCSVMV University, Kancheepuram, held on 13 - 17 Mar 18.
27	Impact of Foreign Direct Investment on Food & Beverage Sector in Indian Economy	Asmita Basu & Nikki Gupta	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.
28	Commodity Derivatives : An analytical study of the risk, return and hedging potentialities.	Asmita Basu	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.

29	A Study on student satisfaction based on service quality of private business schools in Kolkata Region	Puja Singh (Ghosh) & Archita Chatterjee	Year of Publication: Apr-18 National Conference on Contemporary Management Practices (NCCMP 2018), organised by Army Institute of Management, Kolkata held on 21 Apr 18.
30	A Study on Student satisfaction based on service quality by Residential Private Business Schools (B-School), Kolkata Region	Puja Singh (Ghosh) & Archita Chatterjee	Year of Publication: May-18 International Conference on Innovative Trends in Engineering Applied Science and Management-2018, organised by Osmania University, Centre for International Programmes, held on 20 May 18.

### **C: Chapter Contribution**

<b>Sl. No.</b>	<b>Title of the Paper (s)</b>	<b>Authors</b>	<b>Book Details</b>
1	Structural Equation Modelling based Empirical Analysis of Technical Issues for Lean Manufacturing Implementation in the Indian Context	Protik Basu, Indranil Ghosh and Pranab K Dan	Year of Publication: Mar-18 Published in ICITM 2018, ISBN: 978-1-5386-1328-3, IEEE Catalog No. CFP18J61-USB, published by IEEE, Oxford, UK
2	Revisiting Emergent Industrial Potential in Indian States - An assessment using an MCDM Approach	Ayan Chattopadhyay	Year of Publication: Aug-17 Published in International Relations and Business Environment, ISSN:978-93-5074-292-1, published by Abhijeet Publications, New Delhi.

3	Analyzing Customer Satisfaction Levels : A contemporary perspective in the Services Sector.	Swapna Datta Khan	Year of Publication: Jan-18 Published in Exploring New Horizons in Management and Business Practice, ISBN 9789384099299, published by Aliah University, Kolkata
4	Sustainable Corporate Social responsibility - An Emperical Study on Shiksha Project by Procter & Gamble (India)	Sougata Majumder and Anindya Saha	Year of Publication: Jan-18 Published in Exploring New Horizons in Management and Business Practice, ISBN 9789384099299, published by Aliah University, Kolkata
5	The Man and the Technology : A Literature Study on Recognition of HR Analytics in Organization	Anindya Saha and Sougata Majumder	Year of Publication: Feb-18 Published in Conference Proceedings, 5th International HR Conf, ISBN: 978-93-81715-13-0, organised by KJ Somaiya Institute of Management Studies and Research, Mumbai,
6	Workforce composition and its impact on organisational performance in retail sector in Indian	Ravi Chatterjee & Asmita Basu	Year of Publication: Dec-17 Published in - Management Vision for Business and Education, ISSN: 2347-727X, published by Institute of Technology Entrepreneurship & Management, Kolkata.
7	A study of the Archaeological sites of the Birbhum District, Bengal - Its management and sustainable development	Asmita Basu	Year of Publication: Dec-17 Published in - Archaeological Heritage Policies and Management Structures, Proceedings of the XVII UISPP World Congress (1 - 7 Sep 2014, Burgos, Spain), ISBN : 978-1-78491-738-8, vol 15, published by Archaeopress Publishing Ltd, Oxford.

8	COP 21 and India's Intended Nationally determined contribution Mitigation Strategy	Ranajit Chakraborty & Somarata Chakraborty	Year of Publication: Jul-17 Published in - Pathways to Sustainable Economy, ISBN : 978-3-319-67701-9, published by Springer International Publishing
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**D: Publication of Book**

A Book, titled Economic Development in Bihar, written by Dr Sweta Rani, published by Rajesh Publications, New Delhi