

ARMY INSTITUTE OF MANAGEMENT, KOLKATA

LIST OF PUBLICATIONS : 2016 - 2017

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.	Sensitivity of Stock Returns and Volatility to declaration of Dividend – the Indian Scenario	Rajib Bhattacharya	Jul 16	Business Sciences – International Research Journal, Vol 4, Issue 2, pp 35 – 39, ISSN : 2321 – 3191, published by IMRFPublishing House, Andhra Pradesh.
2.	SERVQUAL : A Service Quality Model to Measure Performance of Eye Hospitals of VISION 2020	Bhaskar Mukherjee & Malini Majumdar	Jul 16	Journal of the Vivekananda Institute of Medical Sciences, (E-Journal), published in Jul 16 by Ramkrishna Mission Seva Pratisthan, Kolkata.
3.	Millennium development goals achievement in different states of India (2003-2004 to 2013-2014)	Ranajit Chakrabarty, Mahuya Chakrabarty & Ayan Chattopadhyay	Sep 16	World Journal of Science, Technology and Sustainable Development, Vol. 13, No. 4, 2016 (Sep), pp 275-299. Published by Emerald Group Publishing Ltd. (International Journal).
4.	Demonetisation in Emerging Markets : Boon or Bane	Surajit Malakar & Ravi Chatterjee	Dec 16	Kindler, Vol XVI, No. 1&2 (Jan 16 – Dec 16) , pp 117 – 123, published by Army Institute of Management, Kolkata.
5.	A Study on Ceramic Handicrafts Utility through Conjoint Analysis – A Case Study of Urban West Bengal	Ayan Chattopadhyay & Sudipa Paul	Dec 16	Global Vistas, Vol 1 (Jul), ISSN : 0975-2110, pp 1 – 8, (A National Journal), published by GITAM School of International Business, GITAM University.
6.	Changing Trends in Service Marketing of Cataract Surgery : A Sever years Retrospective Study in A Kolkata based Eye Hospital	Bhaskar Mukherjee & Malini Majumdar	Dec 16	Journal of the Vivekananda Institute of Medical Sciences, (E-Journal), published in Dec 16 by Ramkrishna Mission Seva Pratisthan, Kolkata.
7.	Demystifying Trade Marketing Role in Indian Consumer Durable Industry – A Modest Exploration	Ayan Chattopadhyay & Debyendu Mondal	Jan 17	BIMS Journal of Management, Vol 1 (Jul-Dec), Issue 2, ISSN: 2456-222X, pp 1 – 10 published by Bhavan's Institute of Mgt Science (National Journal).
8.	ICT : Boon or Curse on Human Resource	Sougata Majumder & Anindya Saha	Jan 17	VSRD International Journal of Business and Management Research, Vol VII, Issue I, e-ISSN : 2231-248X, p-ISSN: 2319-2194, published by VSRD International Journals.
9.	Decoding the mantra of succession planning for the unorganized retail stores in Central India	S Verma, R Chatterjee & S Sen	Feb 17	Indian Journal of Marketing, 47(2), pp 24 – 33, ISSN 0973-8703, published by Associated Management Consultants Private Limited.
10.	Impact of Information Technology on Performance Appraisal	Anindya Saha & Sougata Majumder	Jun 17	International Research Journal of Human Resource and Social Science, Vol 4, Issue 6, June 2017, ISSN(O) 2349-4085), ISSN (P): (2394-4218). Published by Associated Asia Research Foundation.

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.	Examining the role of culture and emotions in determining festival shopping engagement and retail services preferences : An emerging market perspective	Ravi Chatterjee and Y Shukla	Aug 16	7 th International Research Symposium in Service Management, IRSSM-7 2016, Nakhon Pathom, organized by Mahidol University International College, Thailand on 02 – 06 Aug 2016. Won 2016 Outstanding Paper award by Journal of Service Management, Emerald Publishing. Also won the Young Service Researcher Award .
2.	Relevance of Declaration of Dividend on Stock Returns and Volatility – an Empirical Study on selected Indian Companies	Rajib Bhattacharya & Pramit Sengupta	Aug 16	International Conference on Financial Markets & Corporate Finance, organized by Indian Institute of Technology, Madras during 12 – 13 Aug 2016
3.	Role of HR in Lean Manufacturing Implementation – a Comprehensive Study.	Protik Basu & PK Dan	Aug 16	International Conf on Operations and Supply Chain Management (ICOSCM 2016), Organised by Symbiosis Institute of Operations Mgt, Nashik on 11 – 13 Aug 2016.
4.	Marketing Strategy of Packaged Drinking Water – An Indian Case Study	K Parmar & Protik Basu	Jan 17	International Conference on Management & Business Practices (ICMBP-2017), organized by Aliah University, West Bengal, held during 11 – 12 Jan 17.
5.	Wills Lifestyle – Comparative Study of its Competitor Brands	I. Kumar & Protik Basu	Jan 17	International Conference on Management & Business Practices (ICMBP-2017), organized by Aliah University, West Bengal, held during 11 – 12 Jan 17.
6.	A Study on Employee Engagement Activities and Analysis of Efficacy of the Reward & Recognition Policies	G. Bhardwaj & Protik Basu	Jan 17	International Conference on Management & Business Practices (ICMBP-2017), organized by Aliah University, West Bengal, held during 11 – 12 Jan 17.
7.	Analyzing Customer Satisfaction Levels : A contemporary perspective in the Services Sector	Swapna Datta Khan	Jan 17	1 st International Conference on Management & Business Practices (ICMBP-2017), organized by Aliah University, Kolkata on 11 - 12 Jan 17.
8.	Sustainable Corporate Social Responsibility – An Empirical Study on Shiksha Project by Proctor and Gamble (India)	Sougata Majumder & Rajib Bhattacharya	Jan 17	International Conference on Management and Business Practices (ICMBP 2017), organized by Aliah University, Kolkata on 11 – 12 Jan 17
9.	Unmasking the Masked – Consumer perception and attitude towards e-wallet service providers in urban India.	Ayan Chattopadhyay & Ravi Chatterjee	Feb 17	International Conference on Management, Technology, Innovation & Social Change, organized by Amity University, Kolkata on 21 – 22 Feb 17. Won the “Best Paper Award” .
10.	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	Apr 17	International Seminar on Managing Change Creativity and Innovation in a dynamic environment, organized by Future Institute of Engg & Mgt, Kolkata on 7 – 8 Apr 2017.

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11.	Exploring Health Status development of Indian States in the light of Millennium Development Goals using TOPSIS	Ayan Chattopadhyay & Arpita Banerjee	Apr 17	International Conference on Globalization & Society, organized by Institute of Social Development & Research, Ranchi on 8 – 10 Apr 17.
12.	From Corporate Social Responsibility to Cultural Sustainability – Scope and Challenges ahead in West Bengal	Asmita Basu	Apr 17	International Management Conference 2017, organised by JD Birla Institute, on 22 Apr 17.

C: Chapter Contribution

<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.	Training Up Management Students in Developing Spiritual Outlook Towards Business	Sougata Majumder, Prमित Sengupta and Rajib Bhattacharya	Jan 17	Published in the Book - Creative Entrepreneurship – A Sustainable Approach for Economic Growth, ISBN : 9788186772911, published by New Academic Publisher, New Delhi.

D: Book Review

- (i) Operations Research : Problems and Solutions, by Dr JK Sharma, published by Macmillian Publishers India Ltd, 3rd Edition, reviewed by Dr. Swapna Datta Khan.