

Faculty Publications 2017-2018

RESEARCH PAPERS PUBLISHED IN INTERNATIONAL JOURNAL

Sengupta, K., (2018), "Managerial Decisions for Innovation Strategy of Firms: Implications for Country Level Innovations", International Journal of Business Innovation and Research, Vol.15 (5), 2018.

Sengupta, K., (2017), "Health and its Impact on Labour Productivity and Labour Market", International Journal of Health and Medicines, Vol.2 (1), 13-16, 2017.

Tripathi, N., (2017), "Efficiency of mutual funds and performance measurement in India: An empirical investigation", International Journal of Business Excellence, 13 (2), pp. 217-237. 2017. (ABDC- C, Scopus)

Tripathi, N., (2017), "Forecasting Gold Price with Auto Regressive Integrated Moving Average (ARIMA) model", International Journal of Economics and Financial Issues, Vol.7, No.4, pp.324-329, July-August 2017. (ABDC- C, Scopus)

Tripathi, N., & Aman Asija (2017), "The Impact of Financial Crises on the Determinants of Capital Structure of Listed Firms in India", Journal of International Business and Economy, Vol.18 (1), pp. 101-121, June 2017. (ABDC- C)

Joshi, R., "A Random Forest Approach for Predicting Online Buying Behavior of Indian Customers", Theoretical Economics Letters, Vol 8, PP 448-75.

Mukhopadhyay, A., & A. Goswami (2017), "An inventory model with shortages for imperfect items using substitution of two products", International Journal of Operational Research, 30 (2), 193-219, 2017.

Gogoi, B. J. & Giri, T. K., (2017), "Green Building Requirement in India and Factors Driving Green Building Purchase", International Journal of Civil Engineering and Technology, 8(10), Oct 2017, pp. 153–165.

Gogoi, B. J., (2017), "Effect of Store Design on Perceived Crowding and Impulse Buying Behavior", International Review of Management and Marketing, April 2017, 7(2), pp. 180-186.

Gogoi Bidyut Jyoti "Influence of Customer Value, Customer Satisfaction and Brand Image on Customer Loyalty ", International Journal of Applied Business and Economic Research, ISSN: 0972-7302, Vol.15 no: 25 (2017) issue, pp. 611-623.

Gogoi Bidyut Jyoti, "Need For Electric Vehicle: An Indian Scenario & Factors Influencing Electric Vehicle Purchase", International Journal of Economic Research, Vol. 14 No. 20 (2017), pp. 189-202, ISSN: 0972-9380.

Samalia, H. V., Ankit Mahindroo, and Piyush Verma (2018), "Information systems road map to enhance economic and operational reverse logistics performance", International Journal of Logistics Systems and Management, 29 (2), 215-240, 2018.

Samalia, H. V., Devesh Kumar, and Piyush Verma (2017), "Factors influencing cloud computing adoption by small and medium-sized enterprises (SMEs) in India", Pacific Asia Journal of the Association for Information Systems, Vol. 9 (3), pp 25-48, September, 2017.

Samalia, H. V., Gaurav Goyal and Piyush Verma (2017), "Interpretive structural modeling for integrating quality management in manufacturing and service counterparts", *International Journal of Quality & Reliability Management*, Vol. 34 (9), pp. 1568-1591, 2017.

Samalia, H. V., Ankit Mahindroo and Piyush Verma (2018), "Moderated influence of return frequency and resource commitment on information systems and reverse logistics strategic performance", *International Journal of Productivity and Performance Management*, Vol. 67 (3), pp.550-570, 2018.

Samalia, H. V., Devesh Kumar and Piyush Verma (2017), "Exploring suitability of cloud computing for small and medium-sized enterprises in India", *Journal of Small Business and Enterprise Development*, Vol. 24 (4), pp.814-832, May, 2017.

Purbey, S., & Kumar S (2017), "Benchmarking Model for Factors Influencing Creation of Negative Electronic Word Of Mouth", *Benchmarking: an International Journal* (Accepted for publication in December 2017).

Purbey, S., Sadarangani, P., & N. Sreen (2018), "Impact of culture, behavior and gender on green purchase intention", *Journal of Retailing and Consumer Services*, 41, 177-189, 2018.

Kakoty, S., (2018), "Ecology, sustainability and traditional wisdom", *Journal of Cleaner Production*, Volume 172, pp. 3215-322420, January 2018.

Bhattacharya, S. N., Bhattacharya, M., & Roychoudhury, B., (2017), "Behaviour of the Foreign Exchange Rates of BRICS: Is it Chaotic?" *The Journal of Prediction Markets*, Vol 11 No 2 pp 1-1. (ABDC – B)

Bhattacharya, M., & Bhattacharya, S. N., (2017), "Return Predictability and Efficiency in Bombay Stock Exchange", *Empirical Economic Letters*, Vol. 16 (5), 2017. (ABDC – C)

Bhattacharya, S. N., Bhattacharya, M. (2018). Persistence in Liquidity Measures: Evidence from India. *Academy of Accounting and Financial Studies Journal*, 22(2), pp. 1-11. (ABDC – C) (SCOPUS)

Mandal, P. C., (2018), "Qualitative Research: Criteria of Evaluation", *International Journal of Academic Research and Development*, 3(2), 591-596, 2018.

Mandal, P. C., (2018), "Trustworthiness in Qualitative Content Analysis", *International Journal of Advanced Research and Development*, 3(2), 479-485, 2018.

Mandal, P. C., (2018), "Data Saturation in Qualitative Research: Issues and Concerns", *International Journal of Advanced Research and Development*, 3(2), 446-451, 2018.

Mandal, P. C., (2018), "Translation in Qualitative Research with an Emphasis on Grounded Theory", *International Journal of Humanities and Social Science Research*, 4(2), 81-85, 2018.

Mandal, P. C., (2018), "Marketing Luxury Brands: Strategies and Initiatives", *International Journal of Applied Research*, 4(3), 377-383, 2018.

Mandal, P. C., (2018), "Capturing Marketing Information and Marketing Intelligence: Ethical Issues and Concerns", *International Journal of Business Forecasting and Marketing Intelligence*, 4(1), 99-110, 2018.

Mandal, P. C., (2018), "Marketing Information and Marketing Intelligence: Roles in Generating Customer Insights", *International Journal of Business Forecasting and Marketing Intelligence*, 4(3), 311-321, 2018.

Mandal, P. C., (2018), "Saturation in Qualitative Research: Considerations and Limitations", *International Journal of Academic Research and Development*, 3(2), 624-628, 2018.

Prusty, S. K., P. K. J. Mohapatra, & C. K Mukherjee (2017), "House of Strategy: A model for designing strategies using stakeholders' opinion", *Computers and Industrial Engineering*, 108, pp. 39-56. (2017)

Sadarangani, P., & Sushant Kumar, "Study of Shopping Motivation and Buying Behaviour among Generation Y in India", *Journal of Global Business*, Vol. 1, (2018).

Prusty, S. K., Purbey, S., & Dwivedi, R., (2018), "A Model for Designing Sustainable Community Based Enterprise TVET (CETVET) System in India", *TVET@Asia*, issue 10, 1-19, 2018.

Mukherjee, S., (2017), "Human Values at Work: A Consciousness Approach", *3D...IBA Journal of Management & Leadership*, Vol. 9 (2), pp. 10-21, 2017

Rani, R., & A. Asija (2017), "Signaling Power of Corporate Name Change: A Case of Indian Firms", *Global Journal of Flexible Systems Management*, 18 (3), pp. 173-181, 2017

RESEARCH PAPERS PUBLISHED IN NATIONAL JOURNAL

Saravanan, P., Srikanth, M., & S. M. Avabruth (2017), "Compensation of top brass, corporate governance and performance of the Indian family firms – An empirical study", *Social Responsibility Journal*, 13 (3), pp. 529-551. (2017).

Saravanan, P., (2017), "Enhancing Shareholder Value Through Efficient Working Capital Management: An Empirical Evidence from India", *Finance India*, Vol.XXX1 No.3, pp.851-871, September 2017.

RESEARCH PAPERS PUBLISHED IN INTERNATIONAL CONFERENCE PROCEEDINGS

De, Amitabha W. Mishra, Rauf Iqbal, Vivek Khanzode, S. Gangopadhyay and A.M. Chandra (2018), "Agony of Indian Percussionists", *Proc. International conference on Humanizing Work and Work Environment*, Mumbai, 2015 In Gaur G. Ray, Rauf Iqbal, Anindya K. Ganguli, Vivek Khanzode (Eds), *Ergonomics in Caring for People*, pp 19-25, Springer Nature Singapore Pte Ltd., 2018.

De, Amitabha & Urmi R. Salve (2018), "Duration of Exposure (Working Hours) and Musculoskeletal Discomfort/Pain", *Proc. International conference on Humanizing Work and Work Environment*, Mumbai, 2015 In Gaur G. Ray, Rauf Iqbal, Anindya K. Ganguli, Vivek Khanzode (Eds), *Ergonomics in Caring for People*, pp 65-70, Springer Nature Singapore Pte Ltd., 2018.

Sadarangani, P., and Sushant Kumar, "Interrelation among sources of power in distribution channel: An empirical analysis of North-eastern part of India", *Proc. Annual Conference of the Emerging Markets Conference Board*, IIM Lucknow, In Satyabhusan Dash, Anita Goyal, Devashish Das Gupta & Kriti Bardhan Gupta (Eds.), published in *Reaching Consumers of Emerging Markets*.

Sadarangani, P., & Sushant Kumar, (2017), "A Narrative Inquiry on Loneliness and Compulsive Consumption among Generation Y Indians," Published in Proceedings of The 5th Biennial Indian Academy of Management 2017, Dec 17-20, 2017, IIM Indore.

BOOKS PUBLISHED

Tripathy, Nalini., (2018), "Research in Stock Market", SIA OmniScriptum Publishing, Germany, 2018.

Kakoty, S., (2017) "Engaging with ASEAN: Need for a Novel Approach" in Act East and India's North-East, edited by C. Joshua Thomas & K. Sarda, ISBN 9788182749436, 2017.

CASES PUBLICATION AT INTERNATIONAL LEVEL

Saravanan, P., & Srikanth, M.: Nava Bharat: Energy Solutions for India - Ivey Publishing, Product No. 9B17N017, Publication Date: 31/07/2017. <https://cb.hbsp.harvard.edu/cbmp/product/W17479-PDF-ENG>

Sushant Kumar & Dwivedi, R.: Bartos Stainless Limited: Facing Turbulence, Ivey Publishing Id: 9B18M023 (<https://www.iveycases.com/ProductView.aspx?id=91247>)

PAPER PRESENTED IN INTERNATIONAL CONFERENCE /SEMINARS / WORKSHOP

Sadarangani, P., (2018) Presented paper titled "Study of Shopping Motivation and Buying Behaviour among Generation Y in India" at 11th Global Business Conference at St. Scholastica's College-Manila, Philippines, organized by Association of Training Institutions for Foreign Trade in Asia and the Pacific on 3rd March 2018.

Mukherjee, S., (2017) Presented a paper titled 'Unleashing the Creative Spirit in Management Education: Insights from Rabindranath Tagore' at the International Conference on 'New Economy Old Traditions: Caring Entrepreneurship' held in Tel Aviv University, Israel and organized by Collier School of Management, Tel Aviv University jointly with European SPES Institute and the Centre for Business Ethics, Corvinus University of Budapest during September 4-6, 2017.

PARTICIPATED IN NATIONAL CONFERENCE/WORKSHOP/SEMINAR

De, Amitabha (2017) Presented a paper titled, 'A study of the relationship between walking speed and energy expenditure in Indian adult female' at FIPSPHYSIICON 2017, organized by Defence Institute of Physiology and Allied Sciences (DIPAS), held at Vallabhbhai Patel Chest Institute, University of Delhi, November 05 - 07, 2017.

Tripathy, N., (2017) Presented a paper titled "Influence of Oil Price Fluctuations on Industrial Output, Inflation and Exchange Rate in Emerging Asian Economies" in 5th PAN IIM World Management Conference on The Making of Digital India- Management perspectives at IIM Lucknow, December 14-16, 2017.

Roychoudhury, B., (2018) Paper titled "Importance of User's Profile Attributes in Identity Matching across Multiple Online Social Networking Sites" authored by Deepesh Kumar Srivastava, Basav Roychoudhury and Harsh Vardhan Samalia was presented at 8th International Conference on Cloud Computing, Data Science and Engineering, Amity University, Noida, 2018.

Roychoudhury, B., (2018) Paper titled "Information and Communication Technologies Role in Hotel Services and Its Impact in Selection of Tourist Destination" authored by Madan Lal Yadav, Shankar Purbey and Basav Roychoudhury was presented at International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research, NEHU, Shillong, 2018.

Gogoi, B. J., (2018) Presented a paper titled 'Influence of Service Quality and Customer Satisfaction in Tourism in the 'International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research, (STHMCON - 2018), held during March 15th to 17th, 2018, at NEHU Shillong.

Sadarangani, P., (2017) Presented a paper titled 'A Narrative Inquiry on Loneliness and Compulsive Consumption among Generation Y Indian' at The 5th Biennial Indian Academy of Management Conference (INDAM 2017) at IIM Indore, Indore, India, during December 18-20

Kakoty, S., (2018) Presented a paper titled The Ecology of Trans-border Intercourse in a Globalized World' in the International Workshop on Development Corridors and Sustainability Challenge held during 6th to 7th March, 2018 at OKDISCD, Guwahati.

Mukherjee, S., (2017) Presented a paper titled 'Spirituality and Ethical Leadership: Reflections and Insights' at the International Conference on 'Spirituality and Management Education' organized by Globsyn Business School Kolkata jointly with AIMS at Globsyn Business school Kolkata during June 30-July 1, 2017.

Nongmaithem, S. & Nag, S. (2017) Presented paper titled "Sustainability of Women Project Leaders/Managers in IT Companies in India: Role of Gender and Use of Different Influence Strategies" at International Conference on Research and Business Sustainability December 16-17, 2017 organized by Department of Management, IIT Roorke, Sheffield Business School, Sheffield Hallam University, United Kingdom and Waikato Business School, Waikato University, New Zealand held at IIT Roorkee, Noida Extension Centre.

Giri, T. K., (2018) Presented a paper titled 'Influence of Service Quality and Customer Satisfaction in Tourism in the 'International Conference on Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research, (STHMCON - 2018), held during March 15th to 17th, 2018, at NEHU Shillong.

Dwivedi, R. (2018) Presented a paper titled, 'From Researching to Understanding: Going Beyond the Measurable.' at International Seminar on Ethical Challenges and contemporary issues in Creative Research: Uniformity Vs Creativity organized by Lady Kean College, Shillong. 19-20 February 2018.

INTERNATIONAL EDITORIAL BOARD MEMBER

Prusty, S. K., Editorial board member, International Journal of Business Analytics & Intelligence

Mandal, P. C., Editorial Board Member, Journal of Global Marketing

Mandal, P. C., Editor-in-chief: International Journal of Research in Management and Business, Noble International Journal of Business and Management Research

Mandal, P. C., Editor: ELK Asia Pacific Journal of Marketing and Retail Management, Journal of Economics and International Business Research, Projournals

Mandal, P. C., Consultant Editor: Journal of Harmonized Research in Management

Mandal, P. C., Associate Editor: International Journal of Multidisciplinary Research and Development,

Mandal, P. C., Associate Editor, International Journal of Humanities and Social Science Research,

Mandal, P. C., Associate Editor International Journal of Academic Research and Development,

Mandal, P. C., Associate Editor National Journal of Advanced Research, National Journal of Multidisciplinary Research and Development,

Mandal, P. C., Associate Editor International Journal of Advanced Research and Development,

Mandal, P. C., Associate Editor International Journal of Multidisciplinary Education and Research,

Mandal, P. C., Associate Editor International Journal of Advanced Education and Research, International Journal of Management and Commerce Research

Dwivedi, R., Editorial board member, South Asian Journal of Human Resources Management (Sage Publications)

Bhattacharya, M., Editorial Board Member of the Journal "Research in Economics and Management".

SESSION CHAIR IN CONFERENCE

Tripathy, Nalini., Session Chair, 5th PAN IIM World Management Conference held at IIM Lucknow campus, during December 14-16, 2017

Tripathy, Nalini., Session Chair, International Conference on 'Sustainable Tourism and Hospitality Marketing: Setting Agenda for Future Research' at NEHU, Shillong during 15th -17th March 2018.

Mandal, P. C., Conference Chair: International Conference on Machine Learning and Big Data 2018 (ICMLB 2018)

REVIEW MEMBER OF INTERNATIONAL JOURNAL

Sengupta, K., Reviewed one research paper for Journal "Research Policy", Elsevier.

Sengupta, K., Reviewed one research paper for Journal of Innovation: Organisation and Management

Tripathy, Nalini., Reviewed one research paper for journal of International Business and Economy, A Joint publication of The Institute for Industrial Policy Studies, Korea Republic and The College of Business, San Francisco State University, USA

Mandal, P. C., Reviewed one research paper for “Journal of Business Research (JBR)”.

Mandal, P. C., Reviewed six research papers for “Journal of Global Marketing (JGM)”.

Mandal, P. C., Reviewed twelve research papers for “African Journal of Agricultural Research”.

Mandal, P. C., Reviewed three research papers for “African Journal of Business Management”.

Mandal, P. C., Reviewed one research paper for “African Journal of History and Culture”.

Mandal, P. C., Reviewed one research paper for “African Journal of Marketing Management”.

Mandal, P. C., Reviewed one research paper for “African Journal of Political Science and International Relations”.

Mandal, P. C., Reviewed one research paper for “Scientific Committee, ATHENAEUM, Bharathidasan Institute of Management, INDIA”.

Mandal, P. C., Reviewed one research paper for “Cogent Business & Management”.

Mandal, P. C., Reviewed two research papers for “PURKH-SocialSCI Journal”.

Mandal, P. C., Reviewed one research paper for “Research Journals of Economics”.

Mandal, P. C., Reviewed one research paper for “Scientific Research and Essays”.

Jaipuria, S., Reviewed paper for Benchmarking: An International Journal

Jaipuria, S., Reviewed paper for Journal of Industrial and Production Engineering

Kakoty, S., Reviewer of Journal of Cleaner Production, Elsevier.

Mukherjee, S., Reviewed papers for the Journal ‘Global Business Review’

Dwivedi, R., Reviewed for DECISION (Springer)

Dwivedi, R., Reviewed for Psychology and Developing Societies (Sage)

INTERNATIONAL ADVISORY MEMBER

Mandal, P. C., Advisory Board: International Journal of Engineering Technology Research and Management

Dwivedi, R., European Conference on Research Methodology for Business and Management Studies

PUBLISHED ARTICLES IN MAGAZINE

Mukherjee, S., (2017), "Management and Liberal Arts", SWARAJYA, April 2017

Mukherjee, S., (2017), "Management 108", SWARAJYA, August 2017

PUBLISHED ARTICLES IN NEWSPAPER

Kakoty, S., (2017), "Tri Colour Atop the Himalayas: a North East Perspective" in The Shillong Times, 30.8.2017.

Saravanan P. (2017), "Use modified duration to pick debt funds", Financial Express, 14th November, 2017.

Saravanan P. (2017), Should you buy shares in a rights issue? – Financial Express – 31st October, 2017.

Saravanan P. (2017), How to get your IPO investment right? – Financial Express – 16th October, 2017.

Saravanan P. (2017), How to Identify Right Benchmark - Financial Express- 2nd October, 2017

Saravanan P. (2017), Portfolio management process: 4 steps to smart investing - Financial Express-26th September, 2017

Saravanan P. (2017), Look at cash flows of firms before investing - Financial Express- 5th September, 2017

Saravanan P. (2017), How green shoe option aids investors - Financial Express -28th August, 2017

Saravanan P. (2017), Should you file revised tax returns? - Financial Express -14th August, 2017

Saravanan P. (2017), How to identify blue chip stocks - Financial Express -31st July , 2017

Saravanan P. (2017), Macro indicators to check before investing - Financial Express -18th July, 2017

Saravanan P. (2017), When should you book profits - Financial Express -10th July, 2017

Saravanan P. (2017), Do's and Don'ts of Investing in ELSS: Financial Express – 21st June, 2017

Saravanan P. (2017), Here is a five-step plan for early retirement – Financial Express -13th June, 2017

Saravanan P. (2017), Real estate: In 5 brief points, how a diluted RERA may hurt home buyers – Financial Express-05th May, 2017

Saravanan P. (2017), Ways to pay off credit card debt – Financial Express-29th May, 2017

Saravanan P. (2017), Buyback offers: When will a shareholder gain? 6 points to know – Financial Express – 18th

April, 2017.

Saravanan P. (2017), No driving vehicle without Insurance – The Hindu Business Line – 10th April, 2017

Saravanan P. (2017), When should you sell your shares? – Financial Express – 10th April, 2017

Saravanan P. (2017), Will a coffee can portfolio suit you? – Financial Express – 07th April, 2017

INVITED SPEAKERS IN INTERNATIONAL WORKSHOPS / CONFERENCES / SEMINARS:

Kharkongor, N. W., (2017), “Introduced ‘Green Economics’ at the Annual Meet of the American and German Families of the World War II, Dusseldorf, Germany during 27th September to 4th October 2017.

Kharkongor, N. W., (2017), ‘Seminar and Workshop on Green Economics’ at Georgia State University, Atlanta, USA on 4th, May 2017.