

## Publications in Refereed Journal

- Paper published on the 7th International Conference on " Inclusive Growth And Sustainable Development : Agenda For Tourism And Hospitality Industry"

**Name of the chapter:** Monchasa: An Initiative For Rural Based Sustainable Ecotourism Development.

- Paper published on National Seminar on "Hospitality & Tourism Education in India, Current Status & Future Perspectives" organized by Banaras Hindu University(BHU), Varanasi in association with Tourism & Hospitality Sector Skill Council, New Delhi, Dated on 14th Jan 2017 with ISBN NO:978-93-85000-33-1

**Name of the Chapter:** Artifacts of Rural Bengal: Tourist's Ethnic Attraction with special reference to Birbhum District.

- "Writing SOP for a peer-reviewed refereed journal in Technology and Management: The Kindler experience" – published by INDIAN SOCIETY FOR TECHNICAL EDUCATION in THE INDIAN JOURNAL OF TECHNICAL EDUCATION, pp-31-40, Vol.29.No.1.Jan-March, 2006.

- Six Sigma Implementation in Indian Service Industry a case of Strategic Investment in Indian Service Sector- published in the National Journal Kindler, Vol VI No. 1.

- "Task Role Motivation and Attributional Style as predictors of Academic Performance: A Cross- Cultural Study of Indian Women Faculty Members in Management" published by INDIAN SOCIETY FOR TECHNICAL EDUCATION in THE INDIAN JOURNAL OF TECHNICAL EDUCATION, pp-, Vol.30.No.3.Oct-Dec, 2007.

- "IT Delivery Capabilities: Assessment and Performance Measurement of selected Indian IT & ITeS organizations" published by Interscience Management Review Volume. 1 No. 1.

- "Economic Value Added: A Yardstick for Performance Measurement", published by Indian Journal of Finance, ISSN 0973-8711, Vol 5, No.7, July, 2011.

- "Balanced Scorecard: A Revolutionary Business Strategy or a Mere Performance Measurement Tool- A Study on Few Selected Public Limited Companies in India"- published by International Journal of Business Derivatives, Vol I No 2, December, 2011.

- "A study on Social Responsibility Initiatives and Practices by Selected Management Institutes in Mumbai' published in International Journal of Global Management of August, 2011, Vol. 2, Issue 1.

- "PREDICTION OF STOCK PERFORMANCE IN INDIAN STOCK MARKET USING LOGISTIC REGRESSION" published by International Journal of Business and Information (IJB) Vol 7 No.1 ISSN 1728-8673

- An Overview of Procedures and Roles- A Case Study on the Drug Courts of Jamaica, co-authored by Horatio Morgan, published by International Organization of Scientific Research, IOSR Journal of Business and Management ISSN 2319-7668
- "An Organizational Review of the Informational Management System; A Case Study on Jamaican Courts in Preparation for the Introduction of the Regional System of Standardized Indicators for Peaceful Coexistence and Citizens Security co-authored by Horatio Morgan, published by International Organization of Scientific Research, IOSR Journal of Business and Management ISSN 2319-7668
- "The role of Information dissemination in Optimizing supply chain – A Study on Bull whip effect and Risk Pooling" accepted for publication by International Journal of Research in Commerce & Management.
- "Dissemination of Information to Optimize Supply Chain Efficiency: A Study on Bull Whip Effect and Risk Pooling" accepted for publication by Chinese Business Review accepted for publication by David Publishing Company, US.
- "The Force behind E-Commerce"- published by International Organization of Scientific Research, IOSR Journal of Business and Management, February Issue, 2015 ISSN 2319-7668
- "A CASE STUDY OF PEPSICO CONTRACT FARMING FOR POTATOES" published by International Organization of Scientific Research, IOSR Journal of Business and Management, 2016, February Issue, ISSN 2319-7668
- "Make in India: Empowering the MSME Sector" published by International Organization of Scientific Research, IOSR Journal of Business and Management, 2016, February Issue, ISSN 2319-7668
- "The Role of Information Technology in Managing Global Supply Chain of 21st Century- CASE AMWAY" published by International Organization of Scientific Research, IOSR Journal of Business and Management, February Issue, 2016 ISSN 2319-7668
- "Effect of RUPEE Depreciation on SME SECTOR"- published by International Organization of Scientific Research, IOSR Journal of Business and Management, February Issue, 2016 ISSN 2319-7668
- "SME Exchange: Transformation Opportunities of SMEs"- published by International Organization of Scientific Research, IOSR Journal of Business and Management, February Issue, 2016 ISSN 2319-7668

## Edited Books & Book Chapters

- Strategies For Sustainability And Growth In Economic Downturn: by Sita Publications, edited by Dr. Suchismita Sengupta ISBN 978-81-86052-08-2
- "Leveraging Business Values by Evolving Management Practices: Special Issue, Co-Editor Dr. Suchismitaa Sengupta published by IOSR Journal of Business and Management ISSN 2319-7668
- Cases in Business Management: ISBN: 81-8424-139-9 pp 109-121, Allied Publishers Pvt. Ltd.
- Strategic Business Management: Creating Competitive Advantage in Global Economy, New Delhi, Deep and Deep, 2007, ISBN 81-8450-025-7.
- Data Management by McMillan Advanced Research Series, (pp 446-461, ISBN NO 10:0230-63469-9, ISBN 13:978-0230-63469-5 pp- 446-461.
- An Empirical Examination from Indian Stock Market: Redefining Business Horizons by McMillan Advanced Research Series, 2008, ( pp 46-62, ISBN 10: 0230-63715-9, 13: 978-0230-63715-3).
- Forecasting Financial Markets in India by Allied Publishers Pvt. Ltd. ( pp 156-161, ISBN 978-81-8424-426-7)
- Managing Services in Competitive Environment, September, 2013, published by AIMS International (pp-136-141, ISBN:978-81-924713-3-4)

## Research Articles published in Business Magazine

<b>2013</b>	SME Exchange: A Road to perennial existence of SMEs	Small Business News Express	RNI No- MAHBIL/2012/47250
<b>2013</b>	Financial Inclusion for Empowering the Growth Engine	Small Business News Express	RNI No- MAHBIL/2012/47250
<b>2013</b>	Impact of Exchange Rate Volatility on Small and Medium Enterprises	Small Business News Express	RNI No- MAHBIL/2012/47250
<b>2013</b>	An Endurance Story of a Small Enterprise	Small Business News Express	RNI No- MAHBIL/2012/47250
<b>2014</b>	IS YOUR ENTERPRISE CREDITWORTHY???	Small Business News Express	RNI No- MAHBIL/2012/47251
<b>2014</b>	The Impact of GST on SME	Small Business News Express	RNI No- MAHBIL/2012/47252
<b>2015</b>	Mentoring Potential Entrepreneurs	Small Business News Express	RNI No- MAHBIL/2012/47253

## Research Papers Presented at International Conferences in India and Abroad

- "Task Role Motivation and Attributional Style as predictors of Academic Performance: A Cross- Cultural Study of Indian Women Faculty Members in Management", The Conference proceedings of Third AIMS International Conference on Management jointly organized by Indian Institute of Management, Ahmedabad (IIMA) and AIMS, Jan 1 – 4, 2006.
- "Six Sigma: Towards The End Of Quality Or It's Just A Beginning?" The Conference proceedings of Third AIMS International Conference on Management jointly organized by Indian Institute of Management, Ahmedabad (IIMA) and AIMS, Jan 1 – 4, 2006.
- "Determination of Input Criteria for Steady growth of a competitive Business School: Present Scenario and Future Prospect", The Conference proceedings of International Conference on Global Competitiveness organized by Indian Institute of Management, Kozhikode (IIMK), March 24-25, 2006.
- "Creating a Learning Organization for Competitive Advantage"- The Conference proceedings of International Conference on Creating Competitive Advantage In Global Economy-CCA-2006 organized by PCTE.
- "Change Management in a competitive Business School: a Case Study"- The Conference proceedings of ICMC2006, International Conference on Management Cases organized by Institute of Management Technology, Ghaziabad, December 4-5, 2006.
- "Development of outsourcing matrix based on investment on Indian IT & Service industry: Building Advantage in Indian Perspective", The Conference proceedings of Forth AIMS International Conference on Management jointly organized by Indian Institute of Management, Indore (IIMI) and AIMS, 28-31, December, 2006.
- "An exploratory study of contemporary practices in teaching accounting and finance to MBA students", The Conference proceedings of Forth AIMS International Conference on Management jointly organized by Indian Institute of Management, Indore (IIMI) and AIMS, 28-31, December, 2006.
- Outsourcing on Indian IT & IT Enabled Service Industry: A Strategic Advantage in Indian Corporate Perspective, The Conference proceedings of 19th AIMS Annual Convention 2007 at Indian Institute of Management Calcutta, (IIMC) on August 23rd – 25th, 2007 on "Emerging India : Strategic transformation of Indian Industry and Management Education"
- Competitive Advantage of Outsourcing on Indian IT & IT Enabled Service Industry: A strategic perspective of Indian Service Sector, The Conference proceedings of International Conference on Data Management , ICDM2008, February 25-26, 2008 organized by IMT, Ghaziabad.

- "Issues and Challenges in Mutual Fund Industry", presented at the Second National Conference on Indian Capital Market: Emerging Issues, IBS, Gurgaon in collaboration with association of Indian Management Schools (AIMS), February 27-28, 2008.
- "Economic Value Added: A management tool for performance measurement or an ultimate yardstick of wealth creation?" - presented at the Conference on Information Science Technology and Management (CISTM-2008) jointly organized by Confederation of Indian Industry (CII), IIT Delhi and Virginia Commonwealth University, 31st July- 2nd August, 2008
- "Classification and Prediction of Stock Performance using Logistic Regression: An Empirical Examination from Indian Stock Market", presented at the International Conference on Innovation in Redefining Business Horizons, IIRB 2008, December 18-19, 2008, at IMT Ghaziabad.
- Prediction of Stock Performance and Classification Pattern of Firm Specific Financial Measure in the Indian Markets: A Multivariate Statistical Approach, Proceedings of National Conference on Forecasting Financial Markets in India (FFMI-08), December 29-31, 2008, Organized by Vinod Gupta School of Management, (VGSOM), IIT Kharagpur.
- "A Behavioural Study on Factors Influencing Mutual Fund Investment Decision", Proceedings of National Conference on Forecasting Financial Markets in India (FFMI-08), December 29-31, 2008, Organized by Vinod Gupta School of Management, (VGSOM), IIT Kharagpur.
- "Optimal Portfolio Selection of Indian Stock Market with Skewness and Kurtosis: A Fuzzy Multi-Objective Programming Approach", Proceedings of National Conference on Forecasting Financial Markets in India (FFMI-08), December 29-31, 2008, Organized by Vinod Gupta School of Management, (VGSOM), IIT Kharagpur.
- "Impact of Organized Food Retail on Customer Buying Behavior in India", Proceedings of Tenth AIMS International Conference on Management, January 6-9, 2013 Organized by Indian Institute of Management, IIM, Bangalore.
- "Enhancing Global Supply Chain Performance in an improved information sharing platform", paper was presented in absentia at ISOM 2013 organized by University of Mauritius in June 26-28, 2013 in Mauritius.
- "An overview of procedures and roles- A Case Study on the Drug Courts of Jamaica, presented at International Case Study Conference on "Leveraging Business Values by Evolving Management Practices" at IES MCRC, Mumbai February-2014
- "An Organizational Review of the Informational Management System; A Case Study on Jamaican Courts in Preparation for the Introduction of the Regional System of Standardized Indicators for Peaceful Coexistence and Citizens Security, presented at International Case Study Conference on "Leveraging Business Values by Evolving Management Practices" at IES MCRC, Mumbai in February-2014

- "Effect of Stamp duty & Transfer of Development Rights (TDR) factor in EIRR and Feasibility of Infrastructure Projects"- presented in absentia and published in the Proceedings of Twelfth AIMS International Conference on Management, January 2-5, 2015 Organized at Indian Institute of Management, IIM, Kozhikode.
- "Impact of Mental State of Purchasing Professionals to Play Their Role in Supply Chain Management"- presented in absentia and published in the Proceedings of Twelfth AIMS International Conference on Management, January 2-5, 2015 Organized at Indian Institute of Management, IIM, Kozhikode.
- "Long Term Performance of Equity Based Mutual Funds (Systematic Investment Plan)"- presented in absentia and published in the Proceedings of Twelfth AIMS International Conference on Management, January 2-5, 2015 Organized at Indian Institute of Management, IIM, Kozhikode.
- "A Study on Financial Performance and Valuation Metrics: Application of EVA, MVA, CVA and TSR Techniques"- presented in absentia and published in the Proceedings of Twelfth AIMS International Conference on Management, January 2-5, 2015 Organized at Indian Institute of Management, IIM, Kozhikode.
- "The Force behind E-Commerce"- presented at International Case Study Conference, 2015 at IES MCRC, Mumbai in February-2015
- "Major Factors Affecting the Economic Development and Industrial Land Valuation of A Region"- presented in absentia at International Conference on Technology and Business Management by American University in the Emirates in March 23-25, 2015, Ref NO. : ISBN: 978-81-924713-9-6.
- Valuation of Land for Feasibility Study of Infrastructure Projects- presented in absentia at 2015 IMRA-IIMB International Conference, Bengaluru, India".
- "DWT BASED SONOELASTOGRAPHY PROSTATE CANCER IMAGE CLASSIFICATION USING BACK PROPAGATION NEURAL NETWORK", presented in Second International Conference on Research in Computational Intelligence and Communication Networks (ICRCICN), IEEE, 2016, date added to IEEE Xplore: 16 January 2017, INSPEC Accession Number: 16599018, DOI: 10.1109/ICRCICN.2016.7813633.
- "AN ENERGY EFFICIENT VIDEO COMPRESSION USING DIFFERENTIAL INTER FRAME PARTIAL DISCRETE WAVELET TRANSFORM FOR WMSN", presented in IEEE Annual India Conference (INDICON), IEEE, 2016, Date Added to IEEE Xplore: 02 February 2017, INSPEC Accession Number: 16650979, DOI: 10.1109/INDICON.2016.7838873.