

Faculty Profile

Faculty Name	Dibyendu Chattaraj
Designation	Assistant Professor
Department	BBA
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Google Scholar Link	https://scholar.google.com/citations?user=HNfT_xQAAAAJ&hl=en
Research Gate Link:	

1. Projects completed/ongoing: Nil

2. Seminars / conferences attended and presented:

Sl. No.	Organizing Institute	Topic Name	Date	Attended/ presented
1	UEM JAIPUR	ML Applications in Food Engineering- Dr. Gururaj H. L, Vardhaka College of Engg, Mysuru	28-Jun-21	Attended
2	UEM JAIPUR	"Energy Efficient Carbon Capture and Storage" - Prof. Tom Baxer, Strathclyde University, UK	25-Jun-21	Attended
3	IEM-UEM	The Science of Decision Making for Everlasting Success by Mr. Avelo Roy, Serial Tech Entrepreneur, Investor	May 13. 21	Attended
4	IEM-UEM	Foreign Lecture by Shirly Valge, COO of Velas Network , Switzerland	6-May-21	Attended
5	IEM-UEM	Foreign Lecture by Prof. Dr. Len Gelman, University of Huddersfield, UK on Digital signal processing	22-Apr-21	Attended
6	IEM-UEM	Modern Operational Techniques & Models of Retail Sector by Mr. Rohan Nandy, Retail Store Manager, Cars24	22-Mar-21	Attended
7	IEM-UEM	How AI is Changing Marketing by Dr. Soma Sur, Professor - Marketing, Xavier's Business School Kolkata	13-Mar-21	Attended
8	IEM-UEM	Digital Marketing by Mrs. Nikkon Basu, Business Director, Digitas, Publicis Groupe, Singapore	Feb 10, 2021	Attended
9	IEM-UEM	"AI & IoT " by Dr. Juan M. Corchado, University of Salamanca, Spain	Nov 12, 2020,	Attended

10	IEM-UEM	"Attachment in School Children-Role of AI & HCI"- Prof.Alessandro Vinciarelli,University of Glasgow,UK	19-Oct-20	Attended
11	IEM-UEM	Eminent Foreign Lecture by Dr. Colin Nolden, Bristol University	Oct 14, 2020,	Attended
12	IEM-UEM	AI & Human Transcendence: When Technology looks like Religion- Dr. Robert Geraci, Manhattan College, NY	Oct 14, 2020	Attended
13	IEM-UEM	Emerging Technologies for IOT& 5G- Prof.Periklis Chatzimisios,International Hellenic University,Greece	13-Oct-20	Attended
14	IEM-UEM	Artificial Intelligence & Energy- Dr. Fausto Pedro Garcia Marquez, Castilla -La Mancha University,Spain	8-Oct-20	Attended
15	IEM-UEM	Sustainable Digital Buildings by Dr. Djamel Djenouri of the University of the West England, UK	7-Oct-20	Attended
16	IEM-UEM	Rationality, Reasoning and Psychology by Dr. Franz Dietrich, Paris School of Economics	7-Oct-20	Attended
17	IEM-UEM	Advances in Bulk, High Temp. Superconductors- Prof.David Cardwell FREng,Univ. of Cambridge,UK	30-Sep-20	Attended
18	IEM-UEM	"Virtual Agent acceptance by elders"-Prof.Anna Esposito,University of Campania,Italy	28-Sep-20	Attended
19	IEM-UEM	Future 6G Wireless Networks by Prof. Khaled Rabie, Manchester Metropolitan University, UK	Sep 26,	Attended
20	IEM-UEM	System Modelling by Dr. Rachel Freeman, UCL Energy Institute,UK	23-Sep-20	Attended
21	IEM-UEM	"Overview of what AI is & how DL works"-Dr.Thilo Stadelmann,ZHAW School of Engg,Switzerland	19-Sep-20	Attended
22	IEM-UEM	Energy and Climate Impacts of Covid-19- Prof.Benjamin Sovacool,University of Sussex,England	15-Sep-20	Attended
23	IEM-UEM	"Future is Now! Robotics,AI & Automation"- Prof.Bruno Siciliano,University of Naples,Federico II	14-Sep-20	Attended
24	IEM-UEM	Distinguished Foreign Lecture by Dr. Adriana Paluszny, Imperial College of London, UK	8-Sep-20	Attended
25	IEM-UEM	"An Introduction to Social AI" by Prof. Alessandro Vinciarelli, University of Glasgow, UK	7-Sep-20	Attended
26	IEM-UEM	"Marriage between Radio Communication and Industry 4.0"-Sunday Ekpo,Manchester University,UK	1-Sep-20	Attended
27	IEM-UEM	Health & Wellness Management through IOT- Dr.Nugent,Christopher,Ulster University,Ireland	31-Aug-20	Attended
28	IEM-UEM	Sensor Stream Analytics &Outlier Detection- Dr.Raymond Ng,University of British Columbia,Canada	24-Aug-20	Attended
29	IEM-UEM	Introduction to "bridges" and "dry stone bridges" by Dr. Barbara Rossi, Oxford University, UK	13-Aug-20	Attended

30	IEM-UEM	Plastics Recycling in the Circular Economy by Dr. Sebastian Kahlert, ETH Zurich	12-Aug-20	Attended
31	IEM-UEM	Experimental Game Theory by Dr. Diekmann Andreas, ETH Zurich, Switzerland	7-Aug-20	Attended
32	IEM-UEM	Elements of Medical Informatics by Dr. Heloise Greef and Dr. Yvonne Lu, Oxford University, UK	4-Aug-20	Attended
33	IEM-UEM	Big Data Analytics for Precision Medicine - Prof. Dr. George Paliouras, Greece	29-Jul-20	Attended

3. Papers/articles/books published:

Published Journal Article:

SL No	Topic of Publication	Authors	Journal Name and ISSN No.	Volume	Pages	Status
1	Buying Behaviour of Herbal Cosmetics by Women Consumers: An Exploratory Study in Kolkata	Dibyendu Chattaraj, Dr. Rabin Mazumder & Sahana Lahiri	Indian Journal Of Marketing	48(5)	36-49.	Published
2	Young Consumers' Consumption Behavior toward Fashion Leather Accessories - An Implication of Sheth-Newman-Gross Model	Dibyendu Chattaraj & Dr. Sujit Mukherjee	Kindler	XVII(1)	157-166	Published
3	The Impact of Determinants of Sustainability on Green Purchasing Intention	Dibyendu Chattaraj & Ataus Samad	Kindler	XVII(2)	07-15	Published
4	Impact of Demographic factors on determinants of purchase intention towards fashion apparel among college students	Dibyendu Chattaraj & Dr. Sujit Mukherjee	History Research Journal			Published
5	Impact of gender on the determinants of purchase intention of college students towards Fashion Apparels	Dibyendu Chattaraj & Dr. Sujit Mukherjee	MERC Global International Journal of Mangement	7	1	Published

1	Production & Materials Management	BBAN401	Prof. Dibyendu Chattaraj	7	https://www.iemlearning.com/courses/production-materials-management	Free	IEM Learning GymKhanatv	PUBLISHED	Conventional
2	Marketing Management	BBAN404	Prof. Dibyendu Chattaraj	15	https://www.iemlearning.com/courses/marketing-management-i-bba-404	Free	IEM Learning GymKhanatv	PUBLISHED	Conventional

6. Acted as resource persons: Nil

7. M.Phil.& Ph.D awarded: No