

Institute of Engineering & Management (IEM)

Department of BBA

Book Chapters Published by Faculty Members

Sl. No.	Name of the teacher	Title of the book/chapters published	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
1	Dr. Soumik Gangopadhyay	Healthcare Informatics for Fighting COVID-19 and Future Epidemics.	“Being Resilient to deal with attrition of nurses in private Covid-19 hospitals, A critical analysis with respect to crisis in Kolkata”	International	2021	978-3-030-72751-2	Springer CAM Nature
2	Dr. Saikat Chakrabarti	Strategic Brand Management in a VUCA World	"Deriving Sales Promotion Strategy for Mediators based on Perceived Benefit: A Study of Kolkata"	International	2021	978-81-951250-3-6	Black Aviat Publisher
3	Dr. Soumik Gangopadhyay	Strategic Brand Management in a VUCA World	"Deriving Sales Promotion Strategy for Mediators based on Perceived Benefit: A Study of Kolkata"	International	2021	978-81-951250-3-6	Black Aviat Publisher
4	Dr. Soumik Gangopadhyay	Intelligent Healthcare: Infrastructure, Algorithms, and Management.	“Emerging Paradigm of Smart Healthcare in the Management of COVID-19 Pandemic and Future Health Crisis”	International	2022	978-98-116814-9-3	Springer Nature Singapore
5	Suchana Roy	Bridging The Gap Between The Conventional and Emerging Free Market Higher Education Policies in East European Countries: Review of “The Open World and Closed Societies; Essays on Higher Education Policies” by Voldemar Tomusk	International Journal of Studies in Public Leadership	International	2020		Rashtram School of Public Leadership, Sonipat, Haryana, India
6	Suchana Roy	The Journey of Chandrabati Ramayana’s Alternative Discourse from Levi Strauss’s Structuralism to Derrida’s Deconstruction in the Context of Foucauldian Power”	"Innovations in Language and Literature"	National	2020	978-93-89515-31-2	Bonfring Publishing House.
7	Rabin Mazumder	<i>The Impacts of Monetary Policy in the 21st Century: Perspectives from Emerging Economies</i>	Effects of Demonetization, Clinical Establishment Act, and Media News on Medical Tourism: An Exploratory Study in West Bengal	International	2019		Emerald Publishing
8	Rabin Mazumder	LVMH-SMU Luxury Research Conference, 2018, organized by Singapore Management University	Generation of uncertainty and its effect in decision making by the teenagers toward luxury brands	International	2018		
9	Rabin Mazumder	<i>Women's Entrepreneurship and Microfinance</i>	Access to Credit and Micro Entrepreneurship: A Gender Comparison.		2017		Springer Singapore
10	Rabin Mazumder	<i>Poverty, Livelihood and Environmental Issues</i>	The climate change and sustainable development: Policies for solving externality problem (Edited Book Chapter)		2017	978-81-932912-1-4	Palmview Publishing, India

11	Saikat Chakrabarti	Advances in Intelligent Systems and Computing	'Multi-objective IT Professionals' Utilization Problems Using Fuzzy Goal Programming'	International	2017	978-981-10-3156-4	Springer Nature Singapore
12	Dr. Rabin Mazumder	Interdisciplinary Research in Technology and Management	Factors Influencing Customers' Attitude and Purchase Intention of Private Label Brands and National Brands of Men's Apparel: A Structural Equation Modeling Approach	International	2021	(ISBN: 9781003202240), 1st Edn	CRC Press, Taylor and Francis
13	Dr. Rabin Mazumder	Cyber Intelligence and Information Retrieval	Intention to Purchase Online Luxury Watches among Indian Consumers in the New Normal Mode.	International	2021	ISBN: 978-981-16-4283-8	Springer
14	Dr. Rabin Mazumder	Globsyn Management Conference 2020	Customers' Attitude and Purchase Intention Towards Private Label Brands and National Brands of Men's Apparel	National	2020	ISBN Number : 978-93-5407-031-0	Globsyn Business School
15	Bidushi Chakraborty	Review of Business and Technology Research	A multiobjective genetic algorithm approach for nutrient management of rice crop planning	International	2018		MTMI, USA
16	Saikat Chakrabarti	Proceedings: 3rd. IEM Convention, 2018	A Literature Review Based Study on Graphology and its Future Application	International	2018	NA	Proceedings: 3rd. IEM Convention
17	Saikat Chakrabarti	Proceedings: 3rd. IEM Convention, 2018	A Qualitative Study on How Human Resource Planning Creates Employers' Branding	International	2018	NA	Proceedings: 3rd. IEM Convention
18	Saikat Chakrabarti	Proceedings: 3rd. IEM Convention, 2018	A Critical Analysis of Workplace Diversity and Its Impact on Productivity	International	2018	NA	Proceedings: 3rd. IEM Convention
19	Dr. Rabin Mazumder	IEM Convention	Impact of bank rates and demonetization on the Indian stock market	International	2017	NA	Department of Business Management, IEM (organizer)
20	Dr. Rabin Mazumder	IEM Convention	Women employment generation through their engagement in food service business: a case study of West Bengal	International	2017	NA	Department of Business Management, IEM (organizer)
21	Bidushi Chakraborty	Lecture Notes in Management Science	A stochastic simulation based genetic algorithm for a production repair model	International	2017		
22	Saikat Chakrabarti	ELT for Management and Technology: Recent Trends	A Qualitative Study on Human Resource Planning, a subset of Human Resource Deployment and its impact on Employers' Brand Image	National	2017	NA	Narula Institute of Technology (organized)
23	Dr. Rabin Mazumder	ELT for Management and Technology: Recent Trends	Teleradiology is the Option of Future Hospital Marketing	National	2017	NA	Narula Institute of Technology (organized)

24	Dibyendu Chattaraj	ELT for Management and Technology: Recent Trends	A Qualitative Study on Human Resource Planning, a subset of Human Resource Deployment and its impact on Employers' Brand Image	National	2017	NA	Narula Institute of Technology (organized)
25	Soumik Das	Cyber Intelligence and Information Retrieval	Intention to Purchase Online Luxury Watches among Indian Consumers in the New Normal Mode.	International	2021	ISBN: 978-981-16-4283-8	Springer
25	Dr. Dipak Saha	Contemporary Issues in Accounting Finance & Management	e-WOM 3.0 and its Impact on Consumer's Attitude towards Selection of Restaurants in Kolkata Metropolis during Covid-19 Period	National	2021	ISBN: 978-93-90873-14-2	Avenel Press