

**Institute of Engineering & Management (IEM)****Department of BBA****Research Papers Published by Faculty Members in Reputed Indexed Journals**

<b>Title of paper</b>	<b>Name of the author/s</b>	<b>Department</b>	<b>Name of Journal</b>	<b>Year of Publication</b>	<b>ISSN number</b>
Routing decisions for Buddhist pilgrimage: an elitist genetic algorithm approach	Bidushi Chakraborty	BBA	International Journal of System Assurance Engineering and Management	2021	0975-6809
A shortest path problem in a stochastic network with exponential travel time	Bidushi Chakraborty	BBA	International Journal of Applied Management Science	2021	1755-8913
A model of strategic communication for clinical premises based on Perceived risk of NCDs: A study of Kolkata, India	Dr. Soumik Gangopadhyay	BBA	International Journal of Business Innovaton and Research	2021	1751-0260
Uncertainty and affluent teenagers' luxury buying-decision: The role of avoidance-related indecisiveness	Dr. Rabin Mazumder	BBA	Journal of Retailing and Consumer Services	2021	0969-6989
Social Distancing and the Adolescent Mind: What the Spanish flu taught us	Suchana Roy	BBA	Evolving Horizon	2020	2319-6521
Decision-making strategy for detecting authenticated recommendations and identification of valuable customers in online shopping sites	Bidushi Chakraborty	BBA	Int. J. Business and Data Analytics	2020	2515-9119
Re-conceptualization of Modern Curriculum in the backdrop of Socio Cultural Strata in India	Suchana Roy	BBA	International Journal for Research in Applied Science and Engineering Technology (IJRASET)	2020	2321-9653
A Study on the relationship between customer loyalty and customer trust in online shopping	Dr. Rabin Mazumder	BBA	International Journal of Online Marketing	2020	2156-1753
Antecedents and consequences of organizational commitment in school education sector	Dr. Rabin Mazumder	BBA	International Journal of organizational Analysis (Emerald Publishing)	2020	1934-8835
Impact Of Demonetization On The Economic Parameters That Affect The Growth Of Nonperforming Asset Of Indian Banks	Dr. Rabin Mazumder	BBA	GIS Business	2020	1430-3663
The Effectiveness and Sensitivity of Stochastic Oscillator and Relative Strength Index in Select Indian Stocks	Arkaprava Chakrabarty	BBA	Our Heritage (UGC Care Listed Journal)	2020	0474-9030

Effect of Social Media Influencers on Purchase Intention in shopping of Electronic Goods	Dr. Rabin Mazumder	BBA	International Journal of Psychosocial Rehabilitation	2020	1475-7192
Impact of Demographic factors on determinants of purchase intention towards fashion apparel among college students	Dibyendu Chattaraj	BBA	History Research Journal	2019	0976-5425
Impact of gender on the determinants of purchase intention of college students towards Fashion Apparels	Dibyendu Chattaraj	BBA	MERC Global International Journal of Mangement	2019	2321-7278
Psychological Contract and Attrition In Information Technology Sector	Saikat Chakrabarti	BBA	International Journal of Innovative Technology and Exploring Engineering	2019	2278-3075
Psychological Contract and Its Role In The Infrastructure Sector: A Review Study	Saikat Chakrabarti	BBA	International Journal of Civil Engineering and Technology	2018	0976-6308 (Print)/ 0976-6316(online)
Buying behaviour of Herbal Cosmetics by Women Consumers: An exploratory Study in Kolkata	Dibyendu Chattaraj	BBA	Indian Journal of Marketing	2018	0973- 8703
Buying behaviour of Herbal Cosmetics by Women Consumers: An exploratory Study in Kolkata	Rabin Mazumder	BBA	Indian Journal of Marketing	2018	0973- 8703
Distance function and fuzzy goal programming models for effective shopping mall management	Bidushi Chakraborty	BBA	International Journal of Management and Decision Making	2017	1462-4621
Building customer loyalty among online buyers through generation of trust.	Rabin Mazumder	BBA	Kindler	2017	0973-0486
Public private partnership: A process of redefining India	Arkaprava Chakrabarty	BBA	Global Journal of Multidisciplinary Studies	2017	2348-0459