

Institute of Engineering & Management (IEM)

Department of BBA

Book and Book Chapters Published by Faculty Members

Sl. No.	Name of the Faculty	Title of the book	Title of the paper	National / International	Year of publication	ISBN/ISSN number of the proceeding	Name of the publisher
1	Dr. Soumik Gangopadhyay	Design and Forecasting Models for Disease Management	A Strategic Model to Control Non-communicable Diseases	International	2024		Wiley, Scrivener Publishing, USA.
2	Dr. Soumik Gangopadhyay, Suchana Roy	Agile Business Transformations	Factors Influencing the Adoption of Digital Transactions	International	2024	978-1-77491-858-6	Apple Academic Press, SCOPUS
3	Dr. Soumik Gangopadhyay	Smart Healthcare Systems: AI and IOT Perspectives	Is Rural India Forgoing the Benefits of Non-implementing AI-enabled Healthcare: A Prospective Analysis	International	2024	978-1-032-69833-5	CRC Press
4	Dr. Saikat Chakrabarti	Perspective in Human Resources	NA	International	2023	9781032492858	Routledge (Taylor & Francis)
5	Dr. Saikat Chakrabarti	Perspectives in Finance and Digital Transformations in Business	NA	International	2023	9781032358741	Routledge (Taylor & Francis)
6	Dr. Soumik Gangopadhyay	Perspectives in Sustainable Management Practices	NA	International	2023	9781032440026	Routledge (Taylor & Francis)
7	Dr.Dipak Saha, Dr.Rabin Mazumder	Perspectives in Marketing, Innovation & Strategy	NA	International	2023	9781032360898	Routledge (Taylor & Francis)
8	Suchana Roy	Robotics in Modern-Engineering and Medical Technologies	NA	National	2023		Levant
9	Dr. Rabin Mazumder, Dr. Dipak Saha	Resurgence and Sustainable Development of the Asian Market in the New Normal: Issues and Challenges	NA	International	2023		Springer Nature
10	Dr. Saikat Chakrabarti	Perspective in Human Resources	The Impact of Psychological Contract on Organizational Outcome: An Analysis in the Context of Private Universities	International	2023	9781032492858	Routledge (Taylor & Francis)

11	Dr. Saikat Chakrabarti	Perspectives in Human Resources	Perceived Consequences of Micro-Inequity in Workplace for A Sustainable Workforce: A Study on Indian IT Solutions and BPO Professional	International	2023	9781032492858	Routledge (Taylor & Francis)
12	Dr. Saikat Chakrabarti	Perspective in Human Resources	Entrepreneurial Ability of Rural Women Artisans: A Case of Birbhum District of West Bengal	International	2023	9781032492858	Routledge (Taylor & Francis)
13	Dr. Saikat Chakrabarti	Perspectives in Sustainable Management Practices	Impact of Covid-19 Pandemic on the Migratory Behaviour of the Workers of Rural India: An Empirical Analysis	International	2023	9781032640488	Routledge (Taylor & Francis)
14	Dr. Soumik Gangopadhyay	Perspectives in Marketing, Innovation and Strategy	Inorganic Growth of Immunity Boosters in light of COVID-19 Pandemic: Is it a Trending Fad ?	International	2023	9781032360898	Routledge (Taylor & Francis)
15	Dr. Soumik Gangopadhyay	Perspectives in Marketing, Innovation and Strategy	Mediating Influence of COVID-19 Pandemic Induced Lockdown on Rise of OTT	International	2023	9781032360898	Routledge (Taylor & Francis)
16	Dr. Soumik Gangopadhyay	Computer Intelligence Against Pandemics	A retrospective Journey of World in Pandemic	International	2023	9783110767681/97831	Walter Degruyter, Germany
17	Dr. Dipak Saha	Perspectives in Sustainable Management Practices	Determinants of Brand Loyalty and Purchase Intention for FMCG Products in the Days of COVID	International	2023	9781032640488	Routledge (Taylor & Francis)
18	, Dr. Rabin Mazumder	Perspectives in Marketing, Innovation and Strategy	Online Shopping Motivation in COVID- 19 Times: A Study in West Bengal	International	2023	9781003434467	Routledge (Taylor & Francis)
19	Dr. Rabin Mazumder	Perspectives in Marketing, Innovation and Strategy	What's Weighing on Consumer Spending in the Fear of COVID-19: A Grounded Theory Approach?	International	2023	9781003434467	Routledge (Taylor & Francis)
20	Dibyendu Chattaraj	Perspectives in Marketing, Innovation and Strategy	Impact of Country of Origin Image on Purchase Intention: A Case of Fashion Apparels in India	International	2023	9781003434467	Routledge (Taylor & Francis)
21	Dibyendu Chattaraj	Perspectives in Marketing, Innovation and Strategy	Green Marketing Drivers and their Role in Green Purchase Behaviour – A Meta-Analysis	International	2023	9781003434467	Routledge (Taylor & Francis)

22	Dr. Rabin Mazumder, Dr. Saikat Chakrabarti	Resurgence and Sustainable Development of the Asian Market in the New Normal: Issues and Challenges	Possibilities and opportunities for the resurgence of the restaurant industry in an Asian market in the new normal: SWOT analysis and TOWS matrix	International	2023		Springer
23	Dr. Saikat Chakrabarti	NHRD Book	Impact of Human Resource Planning on Retention of Employees	International	2023		Routledge (Taylor & Francis)
24	Suchana Roy	Current Trends in ICT and Education	Navigating the Digital Frontier: Exploring Recent Trends in Online Teaching and Learning	National	2023	978-93-5570-187-9	Routledge (Taylor & Francis)
25	Dr. Rabin Mazumder	Perspectives in Sustainable Management Practice	Two-Part Public Policy to Balance Technological External Diseconomies: A normative approach	International	2023	9781032640488	Routledge (Taylor & Francis)
26	Dr. Rabin Mazumder	Perspectives in Sustainable Management Practices	Customers' Attitudes to Using Artificial Intelligence–Enabled Applications for Internet-Based Home Services in their Daily Lives.	International	2023	9781032640488	Routledge (Taylor & Francis)
27	Dr. Soumik Gangopadhyay	Innovations in Communication and Computing	Being Resilient to Deal with Attrition of Nurses in Private COVID-19 Hospitals: Critical Analysis with Respect to the Crisis in Kolkata, India.	International	2022	978-3-030-72751-2	Springer Nature CAM
28	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
29	Soumik Das	Cyber Intelligence and Information Retrieval	Intention to Purchase Online Luxury Watches among Indian Consumers in the New Normal Mode.	International	2021	978-981-16-4283-8	Springer

30	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	978-93-90873-14-2	Avenel Press
31	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
32	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
33	Dr. Soumik Gangopadhyay	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	9781003202240), 1st E	CRC Press, Taylor and Francis
34	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.
35	Dr. Rabin Mazumder	The Impacts of Monetary Policy in the 21st Century: Perspectives from Emerging Economies	Effects of Demonetization, Clinical Establishment Act, and Media News on Medical Tourism: An Exploratory Study in West Bengal	International	2019		Emerald Publishing
36	Dr. 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		
37	Dr. Rabin Mazumder	Women's Entrepreneurship and Microfinance	Access to Credit and Micro Entrepreneurship: A Gender Comparison.		2017		Springer Singapore

38	Dr. Rabin Mazumder	Poverty, Livelihood and Environmental Issues	The climate change and sustainable development: Policies for solving externality problem (Edited Book Chapter)		2017	978-81-932912-1-4	Palmview Publishing, India
39	Dr. 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
40	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	978-93-5407-031-0	Globsyn Business School
41	Dr. Bidushi Chakraborty	Review of Business and Technology Research	A multiobjective genetic algorithm approach for nutrient management of rice crop planning	International	2018		MTMI, USA
42	Dr. 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
43	Dr. 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
44	Dr. 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
45	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)
46	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)
47	Dr. Bidushi Chakraborty	Lecture Notes in Management Science	A stochastic simulation based genetic algorithm for a production repair model	International	2017		

48	Dr. 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)
49	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)
50	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)