

**Institute of Engineering & Management (IEM)**

**Department of BBA**

**Research papers published in National/International Conference-proceedings by faculty members**

<b>Sl. No.</b>	<b>Name of the Faculty</b>	<b>Title of Research Paper</b>	<b>Name of the Conference</b>
1	Suchana Roy	A Dialogue between Diplomacy and Conflict: The Challenge of Peace Negotiations	XXV Annual International Conference 2024, Delhi University
2	Suchana Roy	Balancing Acts: Moonlighting Practices among Food Delivery Gig Workers" A Case Study on Swiggy"	IUICC 2023, IEM Kolkata, UEM Kolkata
3	Suchana Roy	Unravelling the Threads of Unethical Conduct within Organizations: Attitudes, Tolerance, and Condemnation	IRPSS 2023, IEM Kolkata
4	Dr. Soumik Gangopadhyay	Rise and Fall of Indian Aviation Sector-A Case Study	IUICC 2023, IEM Kolkata, UEM Kolkata
5	Dr. Soumik Gangopadhyay, Sreeparna Guha	Can consistency become a game changing strategy: A case of Shyamoli Paribahan	IUICC 2023, IEM Kolkata, UEM Kolkata
6	Dr. Soumik Gangopadhyay, Sreeparna Guha	Role of Apollo pharmacy in piloting paradigm shift in pharma industry: An exploratory analysis	IUICC 2023, IEM Kolkata, UEM Kolkata
7	Suchana Roy	Ethical Considerations of AI in HR Decision-Making: A Focus on Recruitment	IRPSS 2023, IEM Kolkata
8	Dr. Debarati Ghosh	The Impact of COVID-19 on Financial Performance of Manufacturing Firms in India	IRPSS 2023, IEM Kolkata
9	Dr. Debarati Ghosh	The Effect of Covid-19 on the Corporate Financial Performance: Evidence from Service Sector Firms in India	IRPSS 2023, IEM Kolkata
10	AJANTA GHOSH	Impact of GST on Various Sectors of Indian Economy	IRPSS 2023, IEM Kolkata
11	Dr. Saikat Chakrabarti	The Integration of Artificial Intelligence in the Human Resource Process in the Industry 4.0	IRPSS 2023, IEM Kolkata
12	Dr. Saikat Chakrabarti	Micro Level Inequality in Workplace	IRPSS 2023, IEM Kolkata
13	Dr. Saikat Chakrabarti	Exploring the Utility of Dynamic Non-Fungible Tokens (dNFTs) in Social Sciences: Case Studies from Human Resources and Real Estate	IRPSS 2023, IEM Kolkata
14	Dibyendu Chattaraj	Consumer's Intention Towards Dark Tourism: An Empirical Study in Kolkata, India	IRPSS 2023, IEM Kolkata
15	Dibyendu Chattaraj	Antecedents to Purchase Intention towards Private Label Branding in Organized Pharmacy Retail Chain	IRPSS 2023, IEM Kolkata
16	Dibyendu Chattaraj	Antecedents to Employee Job Satisfaction in Indian Service Sector	IRPSS 2023, IEM Kolkata
17	Sreeparna Guha	Application of Deep Learning in Flood Disaster Management: A systematic survey on Emerging Trend	IRPSS 2023, IEM Kolkata
18	Arindam Roy	A Study to Understand How Product Related Factors Influence the Impulsive Purchasing Behaviour of the Shoppers in Organized Retail Food and Grocery Formats of Kolkata	International Conference of Marketing on Consumer Experience in Digital Era 2023, IIM Bodh Gaya

19	Arindam Roy	A Study to Understand the Influence of the Store Atmospheric Factors on the Impulsive Purchasing Behaviour of the Consumers in Food and Grocery items Organized Retail Formats of Kolkata	IRPSS 2022, IEM Kolkata
20	Dr. Saikat Chakrabarti	Influence of team work on organizational productivity	IRPSS 2022, IEM Kolkata
21	Dr. Saikat Chakrabarti	Factors Affecting Employee Satisfaction of IT Sector; A Survey on Sector-V	IRPSS 2022, IEM Kolkata
22	Dr. Saikat Chakrabarti	From Attrition to Retention : Role of Leadership	IC-IEM, 2023
23	Dr. Soumik Gangopadhyay, Dr. Rabin Mazumdar	Transitory Perceived Value of Health Risk Since Pandemic	105th Annual International Conference of IEA, 2022
24	Dr. Soumik Gangopadhyay	A Study on Mediating Influence of Social Media on Online Purchase of Medicine during Pandemic	IRPSS 2022, IEM Kolkata
25	Dr. Soumik Gangopadhyay, Suchana Roy	Factors Influencing The Adoption of Digital Transactions	SBT, 2023, UEM, Kolkata
26	Dr. Soumik Gangopadhyay	Influence of Social Media on the Online Purchase of Medicine during COVID Pandemic	IRPSS 2022, IEM Kolkata
27	Dr. Soumik Gangopadhyay	Mediating Influence of COVID-19 Pandemic Induced Lockdown on Rise of OTT	IRPSS 2021, IEM Kolkata
28	Dr. Soumik Gangopadhyay	Inorganic Growth of Immunity Boosters in light of COVID-19 Pandemic: Is it a Trending Fad ?	IRPSS 2021, IEM Kolkata