

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

Title of paper	Name of the author/s	Department	Name of Journal	Year of Publication	ISSN number
Can Borrowing Constraints Enhance Environmental Sustainability? An Alternative Parametric Approach.	Debarati Ghosh	BBA	Business Strategy and the Environment (Wiley)	2023	0964-4733
What Characterizes Digital Luxury Experience (DLX) for Customers? A Cross-Cultural Qualitative Exposition	Soumik Das, Rabin Mazumder	BBA	Journal of International Consumer Marketing	2023	0896-1530
Distance function embedded genetic algorithm for maximizing the group efficacy measure of performance of machine-part cells	Bidushi Chakraborty	BBA	Soft Computing	2023	1433-7479
Strategic Managerial Shift at Retail Stores to Boost Positivity Among Employees in Post-Pandemic Scenario	Rabin Mazumder, Saikat Chakrabarti	BBA	PURUSHARTHA - A journal of Management, Ethics and Spirituality	2023	0975-024X
How the Situational Factors Impact the Consumers to Buy Food and Grocery Products Impulsively? A Study Conducted in the Organized Retail Formats of Kolkata	Arindam Roy	BBA	Parikalpana (KIIT Journal Management)	2023	2582-4821
Measuring Performance via Efficiency of Educational Institutions	Soumik Gangopadhyay	BBA	Third Concept	2023	0970-7247
Transitory Perceived Value of Health Risk Since Pandemic	Soumik Gangopadhyay, Rabin Mazumder	BBA	Third Concept	2023	0970-7247
The Impact of Fibonacci Retracement to Forecast the Support and Resistance of Select Indian Stocks and Indices	Arkaprava Chakrabarty	BBA	Third Concept – An International Journal of Ideas	2023	0970-7247
A Study to Understand the Influence of the Demographic Factors on the Impulse Buying Behaviour of Consumers in Food and Grocery items in Organized Retail Formats of Kolkata	Arindam Roy	BBA	Survey (Management Journal of IISWBM)	2023	0586-0008

Impact of Leadership on Employees Retention	Saikat Chakrabarti	BBA	American Journal of Business and Management Research (AJBMR)	2023	2691-5103
A Study of Toxic Workplace Environment on Employee Engagement	Saikat Chakrabarti	BBA	American Journal of Business and Management Research (AJBMR)	2023	2691-5103
Artificial Neural Network Approaches in Disaster Management: A literature Review	Sreeparna Guha	BBA	International Journal of Disaster Risk Reduction (IJDRR)	2022	2212-4209
The Effectiveness of Measurement of Volatility Through Moving Average Envelope and Bollinger Bands in Stock Price Movements in Indian Market	Arkaprava Chakrabarty	BBA	JIM QUEST - Journal of Management and Technology	2022	0975-6280
Curriculum Analysis: An Indian Perspective	Suchana Roy	BBA	INTERNATIONAL JOURNAL FOR RESEARCH TRENDS AND INNOVATION	2022	2456-3315
Will COVID Pandemic Induced Resurge in Immunity Booster Consumption Drive an Unethical Business Practice ?,	Soumik Gangopadhyay & Arkaprava Chakrabarty	BBA	Gerontology and Geriatrics Studies	2022	2578-0093
A Study on Shifting Perceived Value of E-books in Light of COVID-19 Pandemic	Soumik Gangopadhyay	BBA	American Journal of Business and Management Research	2022	2691-5103
Excavating Important Attributes and Brands Alluring Prospects to Buy Smartphones	Dipak Saha	BBA	Saudi Journal of Business and Management Studies	2022	2415-6671
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	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	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	Rabin Mazumder	BBA	International Journal of Online Marketing	2020	2156-1753
Antecedents and consequences of organizational commitment in school education sector	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	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
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	Suchana Roy	BBA	International Journal of Studies in Public Leadership	2020	2056-4929
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