

Faculty Profile

Faculty Name	Prof. Joysri Datta
Designation	Assistant Professor
Department	BBA
Contact Number	--
Official Mail ID	joysri.dutta@uem.edu.in
Google Scholar Link	https://scholar.google.com/citations?user=TUI5ncAAAAAJ&hl=en
Research Gate Link:	https://www.researchgate.net/profile/Joysri-Datta/publications

1. **Projects completed/ongoing: N.A.**

2. **Seminars / conferences attended and presented:**

Attended & Presented:

SL NO	Organizing Institute	Topic Name	Date	Attended By	Department
1	Institute of Engineering & Management, Kolkata; University of Engineering and Management, Kolkata	Presented a paper on “Greening the Indian Economy: Exploring the Scope and Relevance of Green Jobs for Sustainable Development” Conference Name: International Conference on Paradigm Shift: Transformative Strategies in the Business World2024	10.05.2024-12.05.2024	Prof. Joysri Datta	BBA
2	Institute of Engineering & Management, Kolkata; University of Engineering and Management, Kolkata	Presented a paper on “Exploring the Influence of Past Investment Experience’ on Green Bond Preference: Insights from Kolkata, West Bengal Investors” Conference Name: International Conference on Paradigm Shift: Transformative Strategies in the Business World2024	10.05.2024-12.05.2024	Prof. Joysri Datta	BBA
3	Department of Business Administration, Institute of Engineering & Management, Kolkata	Presented a paper on “The Scope of Green Finance in Future and its Influence on Green Banking; An Indian perspective” Conference Name: 3rd International Conference on Innovative Research Practices in Social Sciences (IC-	16.11.2023-18.11.2023	Prof. Joysri Datta	BBA

		IRPSS-2023)			
4	Business Administration Department, University of Engineering and Management, Kolkata	Presented a paper on “A Study on How Green Marketing Strategies Affect Consumer Purchasing Behavior Across The Indian Automobile Sector” Conference Name: International Conference on Sustainable Business Transformations: Priorities, Learnings and Practices 2023, (SBT 23)	21.04.2023-23.04.2023	Prof. Joysri Datta	BBA
5	Business Administration Department, University of Engineering and Management, Kolkata	Presented a paper on “An Analysis of Consumer Satisfaction Level in E Commerce Serviceand the Implementation of Q Commerce in the Current Indian Scenario” Conference Name: International Conference on Sustainable Marketing- Delivering Value 2022, (SMDV 2022)	22.04.2022-24.04.2022	Prof. Joysri Datta	BBA
6	Business Administration Department, University of Engineering and Management, Kolkata	Presented a paper on ““Influencing Consumer Decisions through Nudge Marketing: Evidencefrom Indian Fashion Industry” Conference Name: International Conference on Sustainable Marketing- Delivering Value 2022, (SMDV 2022)	22.04.2022-24.04.2022	Prof. Joysri Datta	BBA
7	Business Administration Department, University of Engineering and Management, Kolkata	Presented a paper on “Scope & Issuance of Green Bonds in India and Abroad (So Far)- An Introspection Towards the Existing Literature” Conference Name: International Conference on Sustainable Marketing- Delivering Value 2021, (SMDV 21)	05.03.2021-07.03.2021	Prof. Joysri Datta	BBA
8	Business Administration Department, University of Engineering and Management, Kolkata	Presented a paper on “A Study to Explore the Existence of Pink Tax across the World Leading to Gender-based Price Discrimination” Conference Name: International Conference on Advances in Economics & Financial Research	09.04.2021-10.04.2021	Prof. Joysri Datta	BBA

		2021 (ICAEFR 2021)			
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3. Papers/articles/books published:

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Published Journal Article:

SL No	Department	Topic of Publication	Authors	Journal Name	Volume	Pages	Status
1	BBA	A Study to Explore the Existence of Pink Tax across the World Leading to Gender-Based Price Discrimination	Bose S., Datta J.	American Journal of Business and Management Research (AJBMR)[ISSN Number (Print) - 2693-4108 ISSN Number (Online) - 2691-5103]	Volume 2, Issue 2, 2021	39-56	Published

Published Book Chapter:

SL No	Department	Name of the Book	Authors	Name of Publisher	Status
1.	BBA	Book Name: Sustainability in Marketing Practice: Strategies for Industry 4.0. Chapter Name: Influencing Consumer Decisions Through Nudge Marketing: Evidence from the Indian Fashion Industry	Dasgupta K., Datta J. , Chawla U.	Apple Academic Press (Scopus indexed)	Published
2	BBA	Book Name: Sustainability in Marketing Practice: Strategies for Industry 4.0. Chapter Name: A Study on the Growth Prospects of Q Commerce and Its Role Play in eCommerce Business in Present-Day India	Datta J. , Bose S.	Apple Academic Press (Scopus indexed)	Published
3.	BBA	Book Name: Sustainable Marketing and Customer Value Chapter Name: Scope and Issuance of Green Bonds in India and Abroad (So Far) – An Introspection toward the Existing Literature	Bose S., Datta J.	Routledge (Scopus indexed)	Published

Published Conference Paper:

SL No	Topic of Publication	Authors	Conference Name	Status
1.	An Empirical Study on Consumer Trust and Adoption of Fintech in India	Singh H., Mishra V., Chakraborty D., Datta J. , Chawla U.	International Conference on Reimagining Marketing with Technology, IIM Jammu	Published
2.	The 'Phygital' Experience: Understanding Consumer Behaviour in the Context of Smart Tourism Using Multivariate Statistical Methods	Chawla U., Datta J. , Singh V., Chakraborty D.	Ninth International Conference on Business Analytics and Intelligence, IIM Bangalore	Presented

4. FDP / RC / OC / Training Program/Workshop:

Sl No	Date	Topic	Organized by	Attended by	Department
1	22.06.2020-31.07.2020	Cloud Computing	HRDC, IEM-UEM Group	Prof. Joysri Datta	BBA
1	24.08.2029-10.11.2020	IP, Innovation and Entrepreneurship	HRDC, IEM-UEM Group	Prof. JoysriDatta	BBA
1.	03.05.2023-04.05.2023, and May 11.03.2023-13.03.2023, 2023	"Five Days Faculty Development Programme on Case Writing I, 2023"	HRDC, IEM-UEM Group	Prof. Joysri Datta	BBA
2.	30.01.2023-03.02.2023	Study Abroad Program on "Digital Marketing" and "International Business" at NUSS, Kent Ridge Hall, Singapore	IEM-UEM Group in association with Smart Society, USA	Prof. Joysri Datta	BBA
3.	28.11.2023 – 19.02.2024	Faculty Orientation Program for delivering the course "Ignite Entrepreneurship Course" by Wadhvani Entrepreneur Network (NEN)	Wadhvani Entrepreneur Network- (NEN)	Prof. Joysri Datta	BBA
4.	19.02.2024-23.02.2024	"Applications of Machine Learning in Various Research Fields"	CSE, CSE (IoT, CYS, BCT), & CSE (AI & ML) at (IEM Newtown Campus) UEM, Kolkata	Prof. Joysri Datta	BBA
5.	11.03.2024 – 15.03.2024	"Artificial Intelligence for Social Good"	CST/CSIT in association with HRDC, IEM-UEM Group	Prof. Joysri Datta	BBA
6.	18.03.2024-22.03.2024	"Navigating the Future with Cutting-Edge Technology"	CSE, CSE (IoT, CYS, BCT),	Prof. Joysri Datta	BBA

6. Acted as resource persons:

1. Integral part of the Entrepreneurship Development Cell under Institution's Innovation Council (IIC) at University of Engineering and Management, Kolkata.
2. Integral part of the team driving FRACTION-UEM responsible for developing future-oriented academic curricula in Teacher Education with innovative methodologies for Next-Gen Asian Higher Education Institutions.
3. Part of Global Jury for evaluating and mentoring practice ventures on behalf of National Entrepreneurship Network (NEN)- Wadhvani Foundation.
4. SPOC of PR Media team of Business Administration Department of Institute of Engineering & Management, Newtown Campus (School of University of Engineering and Management, Kolkata).
5. Integral part of the organizing committee for the "International Conference on Sustainable Marketing-Delivering Value 2021" organized by the Business Administration Department of University of Engineering and Management, Kolkata from 5th March,2021-7th March,2021.
6. Integral part of the organizing committee for the "International Conference on Sustainable Marketing-Delivering Value 2022" organized by the Business Administration Department of University of Engineering and Management, Kolkata from 22nd April – 24th April,2022.
7. Co-Convenor of the "International Conference on Sustainable Business Transformations: Priorities, Learnings, and Practices 2023, (SBT 23)", organized by the Business Administration Department at University of Engineering & Management, Kolkata, during 21st April-23rd April 2023.
8. Faculty Coordinator of "HR Conclave 2023", held at the University of Engineering and Management, Kolkata, on 14th January, 2023.
9. Faculty Head of "Consortium'23," a one-day seminar on "Personal Branding through Social Media" hosted by the "Phoenix, the Marketing Club of Business Administration Department of the University of Engineering and Management, Kolkata on 25th March,2023.
10. Faculty Coordinator of "FoodcaFiesta'24", the Food Festival organized jointly by the Business Administration Department and Hotel Management Department on 1st and 2nd February, 2024, at the University of Engineering and Management, Kolkata.
11. Integral part of the organizing committee for the "International Conference on Paradigm Shift: Transformative Strategies in the Business World 2024" organized by Institute of Engineering & Management, Kolkata, University of Engineering and Management, Kolkata, during 10th May –12th May, 2024.

7. M.Phil.&PhD awarded:NA