

Publications of Faculty Members of SXUK

FACULTY OF COMMERCE AND MANAGEMENT

Dr. Soma Sur, Management

Book Chapters:

1. (2015) **“Leadership for Organizational Restoration: Building Global Excellence”**, Contemporary Issues in Sustaining Business in Emerging Global Markets, Edited by- Raman Preet Singh, Anuradha Jain Jatin Vaid. Excel India Pulishers, New Delhi. Pp 33-42
2. (2013) **“Need for Training: Lets listen to the sales Employees”**, International Centre for Business Research, Vol. 2, Pp. 8-12, icbr.net/0203.56

Papers published in referred journals:

1. (2017) **“Burden of NCDs among Nuclear Families : A Study in the City of Joy”**, Journal of Health Management, Vol 19(4), Pp. 602-609
2. (2017) **“Antecedents of Individual Investors Information Search Behavior in Secondary Market: A Structural Equation Modeling Approach”**, Conference Proceedings 7th IIMA Conference on Marketing in Emerging Economies, Indian Institute of Management, Ahmedabad. Pp. 321-323, ISBN : 978-81-920800-6-2
3. (2014) **“The Role of online Trust and Satisfaction in Building Loyalty Towards Online Retailers: Difference between Heavy and Light Shopper Groups”**, Conference Proceedings, International Conference of Logistics, Informatics and Service Sciences, University of California, Berkeley, USA. Pp. 489-494, ISBN: 978-3-662-43870-1
4. (2014) **“Antecedents of Loyalty towards online Retailers: Heavy Shoppers versus Light Shoppers Group”**, Journal of electronic Commerce in Organizations. Vol. 12 (4), Pp. 32-45, ISSN: 1539-2937
5. (2014) **“Negotiating Empowerment: Perception of Private super-speciality Hospital Patients Regarding Lifestyle related Diseases”**, Conference Proceedings, Sixth International Conference on Marketing, Colombo, Sri Lanka. Pp. 67-78
6. (2013) **“Vista of Business ethics: A Navigating Force for Good Governance”**, Conference Proceedings, Third Indian Academy of Management Biennial Conference, Ahmedabad. Pp. 316-332, ISBN: 78-81-920800-2-4
7. (2013) **“Strategising a Face-lift for workplace dexterity in Organizations: Examining Dimensions, Perspectives, promises and Relations”**, Conference Proceedings, National HR Conference on Developing People strategy for Global Competitiveness, Xavier Institute of Social Service, Ranchi. Pp. 97-108
8. (2013) **“Quintessence of leadership behaviour in the corporate hemisphere”**, International Journal of Management and Development Studies, Vol. 1(1), Pp. 86-94, ISSN: 2321-1423

9. (2012) **“A Study on the Antecedents of Online Trust in E-tailing and Understanding its Role in Purchase Intention”**, Conference Proceedings, MARCON 2012, Indian Institute of Management, Joka. Pp. 53-58
10. (2012) **“An Analytical Study of the Purchase behaviour and future Intentions of Customers of the Organized Grocery Retail sector”**, Conference Proceedings of International Conference on Marketing in Emerging Economies: An agenda for the Next Decade, PTU, Amritsar. Pp. 40-54
11. (2012) **“Loyalty Relationship in Technology-Based Remote Service Encounters”**, Journal of Service Research, Vol. 11 (2), Pp. 121-134, ISSN:0972-4702
12. (2011) **“Loyalty Relationship Strategies in Technology-based Remote Services”**, Conference Proceedings, Logistics, Informatics and Service Sciences Conference, Beijing, China, Vol.1, Pp. 24-30, ISBN: 978-989-8525-62-1
13. (2011) **“Devising Loyalty Relationship Strategies in Technology-based Remote Services”**, Journal of Systems and Management Science, Vol. 1 (1), Pp. 105-114, ISSN: 1816-6075
14. (2011) **“Understanding Customer Loyalty Relationships in customer service oriented versus self-service oriented Technology-based services”**, Conference Proceedings, Fifth International Conference on Services Management, New Delhi. Pp. 76-83
15. (2011) **“E-Commerce –Recent Developments in India: Globalization Perspective”**, UGC sponsored State-level Seminar on Change in the Indian Financial Scenario and Information Technology, Ramsaday College, Howrah. Pp. 27-31
16. (2009) **“Designing Marketing Strategies for Technology-based Remote services during Recessary period”**, Conference Proceedings, International Commerce & Management Conference, Mumbai. Pp. 112-119
17. (2009) **“Satisfaction and Loyalty relationships in Technology-based Remote service encounters”**, Conference Proceedings, 9th National Conference of Bharati Vidyapeeth University Institute of Management and Research, New Delhi. Pp. 59-64
18. (2008) **“Technology-based remote service encounters: understanding customer satisfaction and sustainability”**, Journal of Foodservice Business Research, Hawthorne Press, Philadelphia, USA. Vol. 11 (3), Pp. 315-332, ISSN: 1537-8020
19. (2007) **“Technology – based Remote Service Encounters: Understanding Customer Satisfaction and Sustainability”**, Conference Proceedings, Second International Conference on Services Management, New Delhi. Pp. 245-252
20. (2005) **“Understanding Advertising Response”**, Kindler, Vol. 5 (1), Pp. 73-81, ISSN:0973-0486
21. (1999) **“Service Marketing & Behavioral Intensions”**, Survey, Pp. 23-27, ISSN: 0586-0008

Prof. Amitava Ghose, Economics

Books:

1. (2002) "**Microeconomics**", Prentice Hall India. (Prof. Amitava Ghose et al)
2. (2005) "**Contemporary Economics**", Levanth. (Prof. Amitava Ghose et al)
3. (2006) "**Indian Financial System and Money Market Operation**", Dey Book Concern. (Prof. Amitava Ghose et al)
4. (2006) "**Contemporary Development Economics**", NCBA. (Prof. Amitava Ghose et al)
5. (2008) "**Analytical Public Finance**", Central Book Agency. (Prof. Amitava Ghose et al)
6. (2009) "**Principles of Macroeconomics**", NCBA. (Prof. Amitava Ghose et al)
7. (2011) "**Managerial Microeconomics**", Platinum Publishers. (Prof. Amitava Ghose et al)

Paper published in referred journal:

1. (2010) "**Microenterprise Failure in the Third World: Some Lessons and Hypothesis Building**", Business research and Practice, UGC Academic Staff College and Department of Business Management, University of Calcutta.

Prof. Anirban Ghosal, Accounting & Finance

Book Chapter:

1. (2015) "**Financial Performance Analysis of General Insurance Sector in India - A Comparative Study between Public Sector and Private Sector Units.**", Recent advances in Accounting, Finance and Management, Published by Department of Commerce University of Calcutta and UGC-HRDC. ISBN: 978-922481-9-6

Prof. Santa Ghosal, Management

Book Chapter:

1. (2015) "**Child actors in Advertisements**", Recent advances in Accounting, Finance and Management, Published by University of Calcutta and UGC-HRDC. ISBN: 978-922481-9-6

Prof. Sneha Singh, Business Law

Book Chapter:

1. (2018) "**Finality of Award Passed by Lok Adalat in India: An aspect of Judicial Independence or of Judicial Creativity?**", Sneha Singh, Law, Court & Politics 53–61. Prof. Jayanta Saha & Dr. Subir Kumar Roy, ICSSR Seminar Papers, ISBN 978-93-87602-10-6

Paper published in referred journal:

2. (2017) "**Social Security of Casual Workers in Indian Railways: Whether National Pension Scheme is Way Forward? 2017**", NUJS Journal of Regulatory Studies (Quarterly) (Online ISSN: 2456-4605) Volume 1 Issue 2.

Dr. Tanushree Biswas, Mathematics & Statistics

Paper published in referred journal:

1. (2015) "**Matrices Centrally Image Partition Regular near 0**", New York Journal of Mathematics, Vol. 21 (601-6013)

FACULTY OF ARTS AND SOCIAL STUDIES

Dr. Sucheta Kapoor, English

Papers published in referred journals:

1. (Fall-Winter 2015-2016) “**Review, Orr, Mary, Flaubert’s Tentation: Remapping Nineteenth-Century French Histories of Religion and Science**”, *Nineteenth-Century French Studies*, vol. 44. 1-2, ISSN: 01467891
2. (Fall–Winter 2014–2015) “**Review, Séginger, Gisèle, ed. Gustave Flaubert 6: Fiction et philosophie**”, *Nineteenth-Century French Studies*, vol. 43.1–2, ISSN: 01467891
3. (2014) « **Henri Thuile, Littérature et Orient’** », *French Studies*, vol. 68 (2), p. 270, ISSN: 00161128
4. (Summer 2013) “**French Studies in India: Then and Now**”, *French Studies Bulletin*, vol. 34 (127), pp.38-42, ISSN: 2622750
5. (2011) “**Silence as Alterity: the Portrait of Djalioh in Flaubert’s Quidquid volueris**”, *Dix-Neuf*, vol. 15, pp. 140-146, ISSN: 14787318
6. (2009) « **La déconstruction du genre: comment Bouvard et Pécuchet lisent et réécrivent l’histoire** » [« **The deconstruction of genre: How Bouvard and Pécuchet read and rewrite history** »], *Revue Flaubert*, vol. 9, online, ISSN: 2104-3345
7. (2006-2007) “**Transgressing limits: Reading Emma Bovary as a disguised prostitute**”, *Journal of the Department of English, University of Calcutta*, vol. 33 (Nos.1 and 2), pp. 192-21, ISSN not known

Dr. Madhuchanda Ray Choudhury, English

Paper published in referred journal:

1. (2015) “**Gulliver’s Voyages Breed a Monster: Analyzing the Ramifications of Eighteenth-Century’s Obsession with Travel and Monstrosity in Swift’s Gulliver’s Travels**”, *Netaji Nagar Journal of English Literature and Language*, Vol. 3, January 2015, Kolkata. Pp 92-95.
ISSN: 2320-4109

Dr. Manali Bhattacharya, Mass Communication

Book Chapter:

1. (2009) **“CELEBRITY ENDORSED REALITY TV SHOWS: A NEW MARKETING TOOL”** Advertising Express, IFCAI, ISBN: A100002346.

Papers published in referred journals:

1. (2010) **“MILES TO GO: EFFECTIVENESS OF RTI”** Manali Bhattacharya et al, Global Media Journal. ISSN: 2249-5835
2. (2015) **“IMPACT OF CELEBRITY ENDORSEMENT ON THE CONSUMPTION BEHAVIOR OF INDIAN CHILDREN”**, Manali Bhattacharya et al, Global Journal of Management and Business Studies. ISSN: 2248-9878
3. (2015) **“PORTRAYAL OF WOMEN IN ADVERTISING: AN INDIAN PERSPECTIVE”**, Manali Bhattacharya et al, South Asian Academic Research Journal. ISSN: 2249-7137.
4. (2016) Research Paper presented at the International Conference organized by IIM Calcutta. Topic: **“INFLUENCE OF CSR ON PURCHASE INTENTION OF YOUTH AND MODERATING ROLE OF ETHICS”**, Manali Bhattacharya et al.
5. (2017) Research Paper presented at the National Seminar on "Women's journey towards empowerment" organized by RKSMVV. Topic: **“Women empowerment a myth in the age of information, communication and technology”**, Manali Bhattacharya et al.

Dr. Sucheta Paul, Social Work

Paper published in referred journal:

1. (2013) **“Educational and Occupational Achievements of the Children of Domestic Workers: A Descriptive Study of South Bengal”** Journal Of Social Work & Social Development, Volume 4, Number 01 & 02, 2013, Pp. 116 to 131, Published by The Department of Social Work, Visva-Bharati, Sriniketan. ISSN: 2229-6468.

Dr. Nandini Sen, Social work Programme Co-ordinator

Books:

1. (2005) **“Women Empowerment and Social Transformation: A Case Study of the Voluntary Action of Badlao Foundation in Two Decades”** (Sen N. and Verma K. K) Inter-India Publications; New Delhi. ISBN: 812100423-3, Rs. 530:00
2. (2011) **“Civil Society and Development: Evolution, Influences and Practice”** (Sen N.) LAP- LAMBERT Academic Publications, Germany, ISBN: 978-3- 8443-3479-1.

Book Chapters:

1. (2011) **“Promoting Menstrual Hygiene through Appropriate Technology: Efforts of Society for Rural Industrialization, Ranchi, Jharkhand”**, (Sen N.) Women in Indian Society: Trials and Triumphs, ed Prasad S. (2011) VIVA Books. ISBN: 978-81- 309-1716- 0, Rs. 695:00 (Hardcover)
2. (2011) **“Legislations and Co-operative Action in the New Millennium: A Comparison of the Companies (Amendment) Act 2002 and Orissa Self- Help Cooperatives Act, 2001, India”**, (Sen N.) Co-operatives, Climate Change and Food Security IFFCO, Pushpak Press, New Delhi- 1100017.
3. (2003) **“Samkaleen Sandarbh mein Baision ki Sthiti in Panchayati Raj: Hashiye se Hukumat Tak”**, Pal S. and Ranendra eds.; Mudrak. ISBN: 81-7675- 088-3, Rs 300:00

Papers published in referred journals:

1. (2016)) **“Sanitation Workers in India: Indispensability versus Invisibility”**, (Sen N. et al) Social Vision, University of Andhra Pradesh., ISSN: 2349-0519
2. (2010) **“Indian NGO Sector at the Crossroads: Opportunities and Challenges”**, (Sen. N.) International Conference on Business and Economics, KIIT University 30 September- 1 October 2010, KIIT Research Journal, ISSN 0976-920X, Vol 1, Issue 1, October 2010
3. (2002) **“Change Makers”**. NGORC journal, Pakistan, May2., Issue No. 2, Vol no. 3
4. (2002) **“Pluralism, Equality and identity: Comparative Studies by Oomenn T.K.”** Oxford University Press, New Delhi reviewed in Innovations in Civil Society, Vol 2 (1), July 2002.
5. (2002) **“Poverty Eradication and Democratic Governance in South Asia”**, Innovations in Civil Society; Vol 2, January 2002.
6. (2002) **“Status of Baisis in the Contemporary Context”** A Study in the Deogarh District of Jharkhand Innovations in Civil Society; Vol 2, January 2002.