

## 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 Publishers, 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
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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