

Department of Commerce & Management Research Activities

Prof. Sayani Saha

Saha, S.,(2019). "An empirical study on the symbiotic relationship between Neuromarketing and Multinational Corporations. *International Journal of Research and Analytical Reviews*", 6(2),871-872, ISSN :2349-5138

Saha, S., (2019)." A Study of the Start-Up Revolution in India with focus on Bengaluru-the Silicon Valley of India. *International Journal of Business and Management Invention*", 7(9), 30-31, ISSN : 2319-801X

Saha, S., (2019). "A Study of Social Media Impact on Political Dynamics in India". *Think India Journal*, 22(14), 1208-1210, ISSN : 0971-1260

Prof. Rajendra Nath Datta

Chapter/Article published in Books

(2018) "**Vedic Management: An Empirical Study on Implementation of Vedic Management Techniques in Modern Era with Special Reference to Various Management Personnel of Kolkata**",(Joint Publication) Leading Issues Of Indian Economic Development, Edited by Dr. Debjani Mitra. Paschimanga Anchalik Itihas O Loksanskriti Charcha Kendra, Kolkata. Pp 145-153, ISBN:978-93-88207-05-8

(2019) "**A Study on Short-Term Liquidity Analysis of Sun Pharmaceutical Industries Ltd. for the Period 2013-14 to 2017-18**",(Joint Publication) New Horizon of Commerce and Management, Edited by Dr. Ram Prahlad Choudhury & CMA Dr. Surya Narayan Ray. PAIOLCK, Kolkata. Pp 135-145, ISBN:978-93-88207-36-2

Article published in Peer-reviewed journals

(2019) "**A Study On Implementation of GST Upon Personnel Of Different Sectors of Kolkata**",(Joint Publication) International Journal of Research & Analytical Reviews (IJRAR). Vol. 6 (1), Pp. 1214-1221, E-ISSN: 23481269, P-ISSN:2349-5138

(2019) "**INDIA'S RURAL MARKET-"THE FORTUNE AT THE BOTTOM OF THE PYRAMID"**",(Joint Publication) International Journal of Research & Analytical Reviews (IJRAR). Vol. 6 (1), Pp. 1393-13978, E-ISSN: 23481269, P-ISSN:2349-5138

Prof. Sovik Mukherjee

Chapter/Article published in Edited Books

Mukherjee, S. (2020). **Re-thinking the Importance of Equity Principles in Carbon Emissions Policy for the Future: A Policy Driven Empirical Narration for India vs. European Union.** In Michiel S. de Vries et al. (Eds.) *The Choice-Architecture behind Policy Designs From Policy Design to Policy Practice in the European Integration Context* (Pp. 149-160). NISPAcee Press, Bratislava, Slovak Republic. ISBN : 9788099939012.

Mukherjee, S., & Karmakar, A. K. (2020). **Looking Back at Capital Account Convertibility : India – China Syndrome.** In R. Bhattacharyya (Ed.) *The Gains and Pains of Financial Integration and Trade Liberalization* (Pp. 195-206). Emerald Publishing Limited, UK. ISBN : 9781838670047.

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Mukherjee, S. (2019). **Are We Moving Towards an Effective and Equitable Carbon Emissions Policy? An Empirical Recital with a Special Focus on India.** In S. Poddar (Ed.) *Ecology and Economy – Survival of the Fittest* (Pp. 92 - 105). Lincoln University College, Malaysia. ISBN : 9789671679845.

- Mukherjee, S. (2019). **The Paradox of 'Please Tax Us' : Case of Airbnb in USA**. In S. Dutta et al. (Eds.), *Case Studies in Contemporary Management*. Bharti Publications, New Delhi. ISBN : 9789389657067.
- Mukherjee, S., & Karmakar, A. K. (2019). **How to Fulfill the Objectives of Control of Money Supply, Growth and Inflation Targeting? : A Peep into the Emerging Contour of India's Monetary Policy**. In R. C. Das (Ed.) *The Impacts of Monetary Policy in the 21st Century : Perspectives from Emerging Economies*, Emerald Publishing Limited, UK. ISBN : 9781789733204.
- Mukherjee, S., & Karmakar, A. K. (2019). **Globalization, Inequality and Poverty : Special Reference to India and China in Contemporary Context**. In S. K. Ray & G. C Mandal (Eds.) *Development with Disparity in India*, Kunal Books, India. ISBN : 9789389224399.
- Mukherjee, S., & Karmakar, A. K. (2019). **Human Rights and Economic Development : A Close Look**. In M. Ghosh & S. K. Ray (Eds.) *Human Rights – Issues and Perspectives*, Kunal Books, India. ISBN : 9789386714923.
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- Mukherjee, S. (2019). **Crime and Social Deprivation across States in India - Insights from a Panel data discourse on Social Sustainability**. In R. C. Das (Ed.) *The Impact of Global Terrorism on Economic and Political Development*, Emerald Publishing Limited, UK. ISBN : 9781787699205.
- Mukherjee, S. (2019). **Is there a Causal Coupling between Financial Sector Development and Economic Growth in India : A Revisit after Two and a Half Decades**. In A. K. Karmakar et al. (Eds) *Emerging Issues in Indian Banking*, Shandilya Publications, India. ISBN : 9789388147118.
- Mukherjee, S., & Karmakar, A. K. (2018). **A Hardheaded Look — How did India feel the Tremors of Recent Financial Crises?** in *Global Approaches in Financial Economics, Banking, and Finance*, Edited by Hasan Dincer, Umit Hacioglu and Serhat Yuksel, Istanbul Medipol University, Turkey. Published by Springer International Publishing AG, Cham, Switzerland, Pp. 25-51 , ISBN : 9783319784939.
- Mukherjee, S., & Karmakar, A. K. (2018). **Military Spending, Terrorism, and Economic Growth Vinculum in India : An Empirical Morphology of the Post-Reform Period** in *Handbook of Research on Military Expenditure on Economic and Political Resources*, Edited by Ramesh Ch. Das, Katwa College, University of Burdwan, India. Published by IGI Global, USA, Pp. 382-402, ISBN : 9781522547785.
- Mukherjee, S. (2018). **Anatomy and Significance of Public Healthcare Expenditure and Economic Growth Nexus in India : Its Implications for Public Health Infrastructure Thereof** in *Health Economics and Healthcare Reform : Breakthroughs in Research and Practice*, Compiled by Information Resources Management Association, USA. Published by IGI Global, USA, Pp. 122-145, ISBN : 9781522531685.
- Mukherjee, S. (2018). **Economic Growth and Protection of Intellectual Property Rights — Insights from an Empirical Exploration for BRICS** in *Contemporary Issues on Globalization and Sustainable Development*, Edited by Partha Pratim Sengupta, National Institute of Technology (NIT, Durgapur), India. Published by Serials Publications, New Delhi, India, Pp. 438-464, ISBN : 9789386611338.
- Mukherjee, S. (2018). **Reigniting GIS's Application in Ecotourism : A Case Study of Sundarbans in Bengal** in *GIS Applications in the Tourism and Hospitality Industry*, Edited by Somnath Chaudhuri (Maldives National University, Maldives) and Nilanjan Ray (Adamas University, India). Published by IGI Global, USA, Pp.98-115, ISBN : 9781522550884.
- Mukherjee, S., & Karmakar, A. K. (2018). **Towards Interpreting Poverty-Higher Education Nexus — A Tale of West Bengal** in *Perspectives on West Bengal Economy*, Edited by Biswajit Chatterjee (Jadavpur

University, India) and Aparajita Dhara (RBC College, West Bengal State University, India), Palmview Publishing LLP, Kolkata, India, Pp. 179-194, ISBN : 9788193291269.

Mukherjee, S. (2018). **Contextualizing Microfinance and Economic Growth : The Tribal Women Empowerment Imperative** in Development Issues of Tribes, Edited by Dr. Debesh Bhowmik, Foreword by Marguerite Wotto (UQAM, Montreal, Canada), Monica Paganini (FAO, Italy & Lead Consultant, World Bank Group) and Liliana Lopa (Sumy State University, Ukraine). Published by Shandilya Publications, New Delhi, India, Pp. 106-119, ISBN : 9788193637845.

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Mukherjee, S. (2019). **Health Economics – A Hospital Management Perspective**. New Delhi : Taurean Publications. ISBN : 9788194311300.

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Prof. Paramita Barman Sen

(2019) **"Migration and Displacement: the case of Tuberculosis"**, Indian Journal of Public Health Research and Development. Vol 10 (10), Pp. 104-108 , ISSN: 0976-0245

(2019) **"Impact of Education and Media Exposure on Tuberculosis related Awareness among Indian Adults: A Study based on NFHS-3"**, SAARC Journal of TB, Lung Diseases and HIV/AIDS. Vol 17 (2), Pp. 8-14, ISSN: 1818-9741

(2018) **"A Review of the Socioeconomic Burden of Tuberculosis on Patients and Households in India"**, Pursuits. Vol 7, Pp. 102-105, ISSN: 2322-0643

Prof. Tanmayananda Chattaraj

Article published in peer-reviewed journals

Chattaraj T., et al. (2019) **"Trade-off between Liquidity & Profitability: A study on validity of the theory in the e-commerce retail segment"** *International Journal of Research & Analytical Reviews (IJRAR)*. Vol. 6(2), Pp. 592-600, E-ISSN: 23481269, P-ISSN:2349-5138

Prof. Monojit Dutta

Article published in Peer-reviewed journal/UGC- CARE LIST

(2019) **"A Comparative Analysis of Priority and Non-Priority sector NPA'S of Indian Public and Private sector Banks"**, Think India Journal. Vol. 22, Pp. 13391-13407, ISSN: 0971-1260

Prof. Risav Adhikary

(2020) **"An Analysis of the Financial Literacy of the Young Generation in Kolkata"**, Our Heritage. Vol. 68(8), Pp. 393-430, ISSN: 0474-9030