

JIS College of Engineering
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Kalyani, Nadia

LIST OF PAPERS PUBLISHED BY FACULTY MEMEBRS OF DEPARTMENT OF Business Administration

Sl. No	Authors (including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Page No. & Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/International	Journal Impact No./SCI Index/ISBN No./ISSN No.
01	Mrinal Kanti Das Jointly with Swati Pal	E-bike – Tomorrow’s Choice	Vol. II, No.2, July-December, 2008, pp.27-31	Journal- JIS Management Vista	National	ISSN: 0974-0872
02	Dr. Suman Kumar Dawn Jointly With Mrinal Kanti Das	Reengineering Branding Strategy: A New Paradigm of Sustainable Competitive Advantage with Special Emphasis on FMCG Segment in India	Vol. 2, Issue 2, Jan-June 2010, pp.11-21	Journal-Domain, The Journal of Management Research	National	ISSN: 0973-9564
03	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	Network Marketing: Looking through a new window	Vol. 8, Issue-1, January-June,2010, pp 90-99	Journal- Review of Professional Management	National	ISSN: 0972-8686
04	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	Sustainability of Network Marketing: Brand to Brew	Vol. 2, No. 1, June 2010, pp 32-43	Journal-NSHM Journal of Management Research and Applications (NJMRA)	National	ISSN: 0975-2501
05	Dr. Suman Kumar Dawn Jointly With Mrinal Kanti Das	CRM: An Essential tool for the success of Airline Industry	Vol. 1, Issue 2, January 2010, pp. 52-67	Journal- Proficient	International	ISSN: 0975-475X
06	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	Network Marketing in Non-Metropolis: An Awaiting Destination	Vol. 16, Issue 4 (December), 2011, pp. 10-18.	Journal- JIMS8M: The Journal of Indian Management & Strategy	National	Print ISSN: 0973-9335, Online

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						ISSN: 0973-9343
07	Mrinal Kanti Das Jointly With Mr. Souriya Meunviseth	The role of the Bank of Lao PDR in controlling Money and Forex Market	Vol. 9: Issue 1, June 2011, pp 5-13	Journal- Pragyaan	National	ISSN: 0974-5505
08	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	A Study on Brand Loyalty of MLM Brands	Vol. 2, Issue 4, April 2011, pp. 88-102	Journal- International Journal of Marketing and Management Research (IJMMR)	International	ISSN: 2229-6883
09	Mrinal Kanti Das	A Study on Life Insurance Policies in Rural Areas of West Bengal	Vol. VI, No. 2, January - June 2011, pp. 117-121	Journal- Gumbad Business Review	International	ISSN: 0973-6158
10	Mrinal Kanti Das	Brand Loyalty and Leveragability: An Empirical Study on some selected brands of Soap	Vol. 1, Issue 3, July 2011, pp. 162-172	Journal- ZENITH	International	ISSN: 2231-5780
11	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	MLM Vs NON-MLM Brands: Attitudinal Evaluation through Customers' Eye	Journal- Volume 5, Issue 2, (April 2012 - September 12) pp. 69-75.	Journal- International Journal of Business Insights and Transformation (IJBIT)	International	ISSN: 0974-5874
12	Mrinal Kanti Das	Factors Affecting Brand Value of Bharti	Vol. 1, Issue 1,	Journal- SIT	National	ISSN: 2278-

JIS College of Engineering
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		Airtel and Customers' Perception towards Selected Telecom Service Providers: An Empirical Study	June 2012, pp. 122-139	Journal of Management		9111
13	Dr. Isita Lahiri Jointly With Mrinal Kanti Das	Distributors' Inclination towards MLM Industry: An Analysis	Vol. 12, Issue 1, January-March 2012, pp. 26-37	Journal- Siddhant	National	Print ISSN : 2231-0649, Online ISSN : 2231-0657
14	Koushik Dutta & Dr. Mrinal Kanti Das	Importance of Socialgraphics in Taday's Digital Market	Vol. 2, Issue 2, September 2014, pp. 575-579	International Research Journal of Management and Humanities	International	ISSN:2347-3274
15	Dr. Mrinal Kanti Das	A Study on Reasons for Development of Network Marketing In India and Utilization of Relationship Platform	Vol. 5, Issue 1, June 2015, pp. 1-11	SIT Journal of Management	National	Online ISSN: 2278-9111
16	Koushik Dutta & Dr. Mrinal Kanti Das	Influence of Social Media on Customers' Action with special emphasis on Mead's Theory of Symbolic Interactionism.	January 2016 (Accepted)	SIBACA Management Review	National	ISSN 2231-5861
17	Mr. Soumya	Developing FMCG Brand using	Vol. IX, No. 2	JIS Management	National	ISSN: 0974-

JIS College of Engineering
(An Autonomous Institute)
Kalyani, Nadia

LIST OF PAPERS PUBLISHED BY FACULTY MEMEBRS OF DEPARTMENT OF Business Administration

	Mukherjee & Dr. Mrinal Kanti Das	Marketing Communication Tools – A Conceptual Study	(July-December, 2015) (Accepted)	Vista		0872
Paper presented in Conferences						
						-
Sl. No	Authors (including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Page No. & Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/International	Journal Impact No./SCI Index/ISBN No./ISSN No.
01	Dr. Mrinal Kanti Das	MLM Vs NON-MLM Brands: Attitudinal Evaluation through Customers' Eye	May 10-13, 2012	Conference on Excellence in Research and Education 2012, IIM Indore	National	
02	Dr. Mrinal Kanti Das	Importance of Socialgraphics in Taday's Digital Market	September 29, 2014	International conference on enhanced changes in corporate environment	International	-
03	Dr. Mrinal Kanti Das	Customers' Attitude towards Different Brands of Tyre: An Empirical Study in Kolkata and Its Outskirts	November 22-23, 2012	National Seminar on Advancement in Management and Related Issues	National	-

JIS College of Engineering
(An Autonomous Institute)
Kalyani, Nadia

LIST OF PAPERS PUBLISHED BY FACULTY MEMEBRS OF DEPARTMENT OF Business Administration

04	Dr. Mrinal Kanti Das	Determinants for selecting FMCG Products: An Empirical Study	17-18 March, 2016	National Conference on 'Emerging trends in Business and Management : Issues and Challenges'	National	-
05	Dr. Mrinal Kanti Das	Developing Payout-Loyalty Matrix for Telecom Retailers – A Study on Murshidabad and Nadia districts	19th March, 2016	Redefining Business Vision: Issues and Challenges, St. Xavier's College, Kolkata	National	-
06	Dr. Mrinal Kanti Das	Brand Awareness through various Marketing Communication Tools: A Study on selected FMCG brands	January 29-30	5 th All India Conference on Business and Social Studies	National	-
Book						
01	Dr. Mrinal Kanti Das	Marketing Management I	Kolkata, 2011	SYSTECH Education	National	ISBN: 978-81-921008-0-7

JIS College of Engineering
(An Autonomous Institute)
Kalyani, Nadia

LIST OF PAPERS PUBLISHED BY FACULTY MEMEBRS OF DEPARTMENT OF Business Administration

Publications of Dr. Avik Sanyal: Assistant Professor, Centre for Management Studies, JIS College of Engineering

Sl. No	Authors (including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Page No. & Year)	Nature of Paper (Journal/Conference /Book Chapter)	National/ International	Journal Impact No./SCI Index/ISBN No./ISSN No.
1	Dr. Suman Kumar Dawn & A. Sanyal	<i>Determinants of Employees Job Satisfaction : A Study on Eveready Industries Limited'</i>	vol.2, Issues 12 , December 2011	Asia Pacific Journal of Research in Business Management (APRJRBM)	International	ISSN: 2229-4104
2	Dr. Suman Kumar Dawn & Avik Sanyal	<i>Building Corporate Branding Through Corporate Social Responsibility: A Study on Some Selected Indian Companies</i>	10 th & 11 th January 2012	Attended and presented research paper in the International Conference (ICBAMI-2012), organized by Dr. B.C. Roy Engineering College , Durgapur	International	

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3	Dr. Suman Kumar Dawn & Avik Sanyal	<i>FDI in Indian Retail Sector: A Critical Analysis</i>	22 nd & 23 rd November 2012	Attended and presented paper in the National Seminar organized by the Department of Business Administration, Kalyani University on 22 nd & 23 rd November 2012	National	
4.	Avik Sanyal & Subhajit Basu Chowdhury	<i>Strategic Marketing in Modern Economy</i>	25 th June, 2011	Presented at the International Conference organized by Veloxian, Bhubaneswar	International	
6.	Avik Sanyal & Subhajit Basu Chowdhury	<i>Services Marketing: Opportunities & Challenges</i>	December 26-27, 2012	Attended and presented paper in the National Seminar organized by the Department of Business Administration, Haldia Institute of Technology on 26 th & 27 th December 2012	National	

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(An Autonomous Institute)
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7.	Avik Sanyal	<i>Marketing: A company's key to Success</i>	4 th & 5 th November 2011	Attended and presented paper in the International Conference organized by the IAMS on 4 th & 5 th November 2011	International	
8	Avik Sanyal & Manik Bhattacharya	<i>The Impact of taxation on Cigarette Consumption in West Bengal</i>	Published in Vol:IV, No:1 January-June 2010, Page No.: 84-96	JIS Management Vista (JIS Management Journal)	National	ISSN : 0974-0872
9.	Avik Sanyal	<i>Performance Appraisal: A detailed analysis on the most effective way to retain personnels</i>	Published in Vol: VII No:1 January-June 2013)	JIS Management Vista (JIS Management Journal)	National	ISSN : 0974-0872
10	Avik Sanyal & Subhadip Saha	<i>Conflict at Work: Industrial Disputes</i>	April 27-28, 2012	Attended and presented paper in the National Seminar organized by the Centre for Management Studies, on April 27-28, 2012	National	

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11	Avik Sanyal	<i>The Impact of Entrepreneurship on Economic Development</i>		The New Leap- Exploring New Paradigms in Business		ISBN 978938384 2100
12	Avik sanyal & Subhajit Basu Chowdhury	<i>Consumer Buying Behaviour: A literature Survey</i>	March 18, 2016	Attended and presented in the National seminar organized by WBSU, Barasat, on March 18, 2016	National	

Publications of Uttiya Kar: Assistant Professor, Centre for Management Studies, JIS College of Engineering

Sl. No	Authors (including Co-author)	Title of the Paper	Detail of Paper (including Vol., Issue, Page No. & Year)	Nature of Paper (Journal/Confere nce/Book Chapter)	National/ Internationa l	Journal Impact No./SCI Index/ISBN No./ISSN No.
01	Uttiya Kar	<i>Mobile Banking: An extension of e-commerce shaping the future of Banking</i>	Vol. IV, No. 1, January-June 2010	Journal- JIS Management Vista	National	ISSN: 0974-0872

JIS College of Engineering
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02	UttiyaKar jointly with Dr. Suman Kumar Dawn	<i>E-tailing in India: its issues, opportunities and effective strategies for growth and development</i>	<i>Vol. 01, Issue- 03, July 2011, pp. 101-115</i>	<i>Zenith International Journal Of Multidisciplinary Research</i>	International	ISSN: 2231-5780
03	UttiyaKar jointly with Dr. Suman Kumar Dawn	<i>Personalised Marketing: Concepts and Framework</i>	<i>December 26-27, 2012</i>	<i>National Seminar on "Service Sector in India - Its Dimensions and Emerging Issues"</i>	National	NA
04	UttiyaKar jointly with SubhadipSaha	<i>Initiation and Sustenance of Business in India: Issues, Concerns, and future</i>	<i>Vol. VI, No. 1, July-December 2012</i>	Journal- JIS Management Vista	National	ISSN: 0974-0872

JIS College of Engineering
(An Autonomous Institute)
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LIST OF PAPERS PUBLISHED BY FACULTY MEMEBRS OF DEPARTMENT OF Business Administration

Publications of Subhajit Basu Chowdhury : Assistant Professor, Centre for Management Studies, JIS College of Engineering

SI	Author (Including Co- author)	Title of the Paper	Detail of Paper (including Vol., Issue, Pg. No. Year)	Nature of Paper (Journal/Conference/Book Chapter)	National/International	Journal Impact No./SCI Index/ISBN No/ISSN No.
01	Subhajit Basu Chowdhury	“ Supply Chain Management: Its Meaning & Impact on Business”	Presented on 22 nd January, 2010 at “Datta Meghe Institute of Management Studies, Nagpur.	Conference paper	National	-
02	Subhajit Basu Chowdhury	“ Brand Building and Advertising Management”	Presented paper on 23 rd October, 2010 at “ Khandelwal College of Management Science & Technology, Bareilly.	Conference paper	National	-
03	Subhajit Basu Chowdhury	“ Organizational Change”.	January, 2011	E-Journal of JSB Kolkata.		ISSN
04	Subhajit Basu Chowdhury & Dr. B. Chakraborty	“ Organized Rural Retail Resurgence in India: A Critical Appraisal”	Vol. V, No. 1(January-June 2011, “JIS Management Vista”	Journal		ISSN

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05	Subhajit Basu Chowdhury	“Managing Retailing”	Presented paper on 19 th February, 2011 at School of Management Sciences, Varanasi.	Conference paper	National	
06	Subhajit Basu Chowdhury & Avik Sanyal	“ Strategic Marketing in Modern Economy”	Presented on 25 th June, 2011 at Veloxian, Kolkata.	Conference paper	International	
07	Subhajit Basu Chowdhury	“Rural Markets and Advertising Strategies”	Presented paper on January 3-4, 2012 at School of Management and Social Science, Haldia Institute of Technology.	Conference paper	International Conference	
08	Subhajit Basu Chowdhury	“ Building Brands in International Market”	Published in the Edited volume of International Conference held on January 10-12, 2012 at Dr. B.C Roy Engineering College, Durgapur.	Edited volume of International Conference	International Conference	ISBN

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09	Subhajit Basu Chowdhury	“ Services Marketing: Opportunities & Challenges”	Presented paper at a National Seminar held on December 26-27, 2012 at Haldia Institute of Technology, W.B	Conference paper	National Conference	
10	Subhajit Basu Chowdhury	“ Green Marketing: Scope and Challenges”	Presented paper on All India Conference on Business Studies at DSMS Business School, Durgapur on February 2-3, 2013	Conference paper	National conference	
11	Subhajit Basu Chowdhury	Corporate Branding: A New Strategic Approach	January 16-17, 2014 Seminar proceedings(page no 418-429)	Published paper in the National Seminar proceedings of the Central University, Ranchi	National	Conference Proceedings ISBN: 978-93-83842-10-0
12	Subhajit Basu Chowdhury & Avik Sanyal	Rural Marketing in India: Issues & Challenges	January 15-16, 2015	Attended and presented paper in the International Conference organized by IISWBM, Kolkata .	International	

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13	Subhajit Basu Chowdhury & Avik Sanyal	Effective HR Practices for Organizational Development	August 29, 2015 Published in an International Peer Reviewed, Referred Journal, “ International Multidisciplinary E-Journal”	Presented in the conference of “Ballari Institute of Technology & Management”, Ballari, Karnataka.	National	