

List of Faculty – Articles, Research Papers, Case Studies & Conference Presentations

The complete list of the articles, research papers, case studies & conference presentation by JAGSOM (formerly IFIM Business Faculty) over the last year (2019-20).

S. No	Faculty	Paper/Book Chapter Title/Conference presentation/proceeding	Journal/Book/Article/Pre sented at	Type of IC
1	Dr. Nina Jacob	Informing Across Cultures	Human Capital	Case Study
2	Dr. Nina Jacob	Modi Care	Impact India 2019	Article
3	Dr. Nina Jacob	How is AI Impacting the Workplace?	Business World	Article
4	Dr. Nina Jacob	How millennials are creating a positive impact in a contemporary workplace	Yourstory.com	Article
5	Dr. Nina Jacob	Gender diversity and Leadership: Breaking the Stereotype	International Journal of Psychosocial Rehabilitation	Research Paper
6	Dr. Shaji Kurian	Work Commitment and Job Satisfaction: A Leader's way	Journal of Advanced Research in Dynamical and Control Systems	Research Paper
7	Dr. Shaji Kurian	SPORTS AND BETTING: A MEDIA INTERVENTION, Vol 6, Issue 6, 2019	Journal of Critical Reviews	Research paper
8	Dr. Suneel Sharma	Machine Learning in Banking Risk Management	Journal of Risks	Research paper
9	Dr. Suneel Sharma	Entrepreneurship education to avoid start-up failure	Entrepreneur India	Article
10	Dr. Byomakesh Debata	Determinants of participation in National Rural Livelihood Mission	Accepted for Publication in The Empirical Economic Letters	Research Paper
11	Dr. Byomakesh Debata	Economic Policy Uncertainty and Stock Market Liquidity: Evidence from G7 countries	Accepted for Publication in International Review of Economics	Research Paper
12	Dr. Charmi Shah	Measuring Performance Efficiency of Direct Vs Regular Plans of Mutual Funds in India: A DEA Approach	Journal of Advanced Research in Dynamical and Control Systems	Research Paper
13	Dr. Charmi Shah	Fintech and Adoption Model : A user perspective	Adalya Journal	Research Paper
14	Dr. Charmi Shah	Evolution of Automation in wealth Management: A study of Asian Countries Volume 82 Page Number: 1410 - 1423	TEST Engineering & Management	Research Paper
15	Dr. Rajendra Kumar Sinha	NIM And Profitability: A risk Assessment on Indian Banks	Journal of Advanced Research in Dynamical and Control Systems	Research Paper
16	Dr. Sangita Dutta Gupta	Impact of NPA on Profit Efficiency of Commercial Banks	Journal of Advanced Research in Dynamical and Control Systems	Research Paper
17	Dr. Sangita Dutta Gupta	Profit Efficiency Of Insurance Sector using DEA : Evidence from Emerging Markets	Adalya Journal	Research Paper
18	Dr. Rema Gopalan	An Integrated Approach for Improving Retail Service Quality: An Indian Perspective	International Journal of Business Analytics	Research Paper
19	Dr. Byomakesh Debata	Monetary policy and stock market liquidity: Does investor sentiment matter?, IIMB Management Review	IIMB-Review	Research Paper
20	Dr. Sasmit	Female Infanticides and Foeticides : A Cognizance or an Ignorance	International Journal of Psychosocial	Research Paper

	a Giri		Rehabilitation	
21	Dr. Sridevi	Analytical study of Non Performing loans in BRICS countries	International Journal of Innovative Technology and Exploring Engineering (IJITEE)	Research Paper
22	Dr. Sridevi	Overconfidence Versus Herd mentality Bias: An Investment decision	International Journal of Psychosocial Rehabilitation	Research Paper
23	Dr. Sangita Dutta Gupta	Corporate bond default prediction using Z score and sentiment analysis	Adalya Journal	Research paper
24	Prof. Parame shwar H.S.	FINTECH AND DISRUPTIONS: AN IMPACT ASSESSMENT, Vol 6, Issue 6, 2019	Journal of Critical Reviews	Research Paper
25	Dr. Rema Gopala n	Consumer perception on Branding: A study on processed food	Adalya Journal	Research Paper
26	Dr. Rema Gopala n	Services sector in India: A story of dynamic growth	Impact India	Article
27	Dr. Sangita Dutta Gupta	Boosting MSME Sector through high powered reforms	Impact India	Article
28	Dr. Mohamed Iqbal	Efficient Frontier and Perception of Investors: A Risk Analysis Volume 82 Page Number: 1435 - 1443	TEST Engineering & Management	Research Paper
29	Dr. Kamali ka Chakra borthy	A Temporal Case Study of Green Business Initiatives of a Leading Firm in the Indian Hydrocarbon Industry.	"Green Initiatives for Business Sustainability and Value Creation"	Book Chapter
30	Dr. Mafruz a Sultana	Reversing Braindrain and harnessing Yuva Shakti for India.	Impact India	Article
31	Dr. Mafruz a Sultana	A Comparative Study and Trend Analysis of Non Performing Assets (NPA) within the Commercial Banks in India	IFIM's FOCUS: International Journal of Management, 14.2	Research Paper
32	Dr. Rajendra Kumar Sinha	Crerating Holistic policy environment to boost Agriculture	Impact India	Article
33	Dr. Rajendra Kumar Sinha	Financial Inclusion	Impact India	Article
34	Prof. Rajshree Chakra borthy	Chalking a strategic roadmap to provide housing for all by 2022	Impact India	Article
35	Dr. Nina Jacob	Leadership and success: A cross-cultural Study Volume 82 Page Number: 1327 - 1339	TEST Engineering & Management	Research paper
36	Dr. Atish Chattop adhyay	T-Shaped Professionals will lead the workplace	Higher Education Magazine	Article
37	Dr. Atish Chattop adhyay	Curriculum 4.0 for Industry 4.0	EFMD - Global Focus Magazine	Article
38	Dr. Atish Chattop adhyay	Changing Landscape of Business Education in India: Management Education 4.0 aligned to Industry 4.0	Career 360	Article
39	Dr. Atish Chattop adhyay	What if I am not a CAT topper?"	Dalal Street	Article
40	Dr. Atish Chattop	Management Education 4.0 and the changing landscape of business education in India	Rimaone	Article

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41	Dr. Bhavya Tripathi	Modeling and Analysis of MHD two phase blood flow through a stenosed artery having temperature dependent viscosity	European Physical Journal Plus	Research Paper
42	Dr. Bhavya Tripathi	Soret and Dufour Effects in Biomagnetic Fluid of Blood Flow through a Tapered Porous Stenosed Artery	American Scientific Publishers	Research Paper
43	Prof. Parvathi Jayaprakash	Assessing the Business Dimensions of Green IT Transformation: A case of an Indian IT organisation.	International Journal of Information Technology and Management	Research Paper
44	Prof. Parvathi Jayaprakash	The Role of ICT for Sustainable Development: A Cross Country Analysis	International Conference on Information Systems 2019, Munich, Germany	Conference Presentation with Proceedings
45	Dr. Sangita Dutta Gupta	"Work Life Balance of Women Professionals: Impact and Implications"	International Journal of Services and Production Management	Accepted for publication
46	Prof. Bovina Sunath	Khadi and Repositioning: A Holistic Study on Consumers and Retailers	Colourage	Research Paper
47	Prof. A Dinesh	Teaching Business Email Communication to Indian Students: A Genre Based Approach	Language Forum Journal	Research Paper
48	Prof. A Dinesh	Collaborative Language Learning (CLL) in Indian ESL Classrooms: A Study of Regional Medium ESL Learners	Fortell Publications	Research Paper
49	Dr. Mafruz a Sultana	"Work Life Balance of Women Professionals: Impact and Implications"	International Journal of Services and Production Management	Research paper
50	Dr. Mafruz a Sultana	IMPACT OF FDI ON INDIAN ECONOMY, Vol 6, Issue 6, 2019	Journal of Critical Reviews	Research paper
51	Dr. Nina Jacob	Future of Business Education	FOCUS, 15.1	Research Paper
52	Dr. Charmi Shah	Impact of Lok Sabha Election results 2019(Modi 2.0) on Indian Stock Market: An Event study analysis	FOCUS, 15.1	Research Paper
53	Prof. S Chandrashekar	Future of Business Education	FOCUS, 15.1	Research Paper
54	Prof. S Chandrashekar	SENTIMENT CLASSIFICATION: 2-STEP SEQUENCE LABELLING FOR ADVERB-ADJECTIVE EXTRACTION, Vol 6, Issue 6, 2019	Journal of Critical Reviews	Research Paper
55	Prof. S Chandrashekar	Air Pollution in Karnataka: A casual Analysis	International Journal of Psychosocial Rehabilitation	Research Paper
56	Dr. Rajendra Kumar Sinha	Implications of Block Chain Technology for the banking sector	FOCUS, 15.1	Research Paper
57	Dr. Rajendra Kumar Sinha	Gold investment as safe investment among today's innovative investment trends	FOCUS 15.1	Research Paper
58	Dr. Rajendra Kumar Sinha	Advances in Peer to Peer Lending from India Volume 82 Page Number: 1308 - 1326	TEST Engineering & Management	Research Paper
59	Dr. Asit K Barma	The ZMOT magic is here- Open Source CRM	FOCUS, 15.1	Research Paper
60	Dr. Asit K Barma	Mobile marketing with QR code: An analysis using Technology adaption model Volume 82 Page Number: 1400 - 1409	TEST Engineering & Management	Research Paper
61	Prof. Parame shwar H.S.	Impact of digital transactions on Indian economy: Pre and post Demonetization Volume 82 Page Number: 1371 - 1382	TEST Engineering & Management	Research paper
62	Dr. Mafruz a	Impact of FDI Inflows on Bilateral trades between Brics Nations Volume 82 Page Number: 1424 - 1434	TEST Engineering & Management	Research Paper

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63	Dr. Vandana	Some Quantitative Findings Obtained from Analysis of a Hindi News Text Corpus	ISSN 1930-2940 Vol. 18:2	Research Paper
64	Dr. Vandana	Some Quantitative Findings Obtained from Analysis of a Hindi News Text Corpus	IJOAL	Research Paper
65	Dr. Vandana	Analyzing the Structures of Hindi Newspaper Headlines from a Discourse Perspective.	JALS	Research Paper
66	Dr. Partha Saha	Healthcare Performance Benchmarking applying Decision Support System: the case of Maternal and Child Health of India	International Journal of Engineering, Applied and Management Sciences Paradigms	Research Paper
67	Dr. Partha Saha	“Decision Support System to Develop Evidence-Based Policies for Inequity Reduction in Maternal and Child Healthcare	Journal of Health Management	Research Paper
68	Dr. Partha Saha	Knowledge discovery based decision support system for application of systems thinking concepts in maternal and child health system strengthening”, 6th IIMA International Conference on Advanced Data Analysis, Business Analytics, and Intelligence	IIM Ahmedabad	Conference Presentation with Proceedings
69	Dr. Partha Saha	Healthcare Performance Benchmarking applying Decision Support System: the case of Maternal and Child Health of India”, 3rd International Conference on Recent Multidisciplinary Research	Goa	Conference Presentation with Proceedings
70	Prof. Anand Narsimha	CONSUMER MEGATRENDS: RESHAPING THE INDIAN MARKETPLACE, Vol 6, Issue 6, 2019	Journal of Critical Reviews	Research paper
71	Dr. Sundar Raj Vijaynagar	Customer preference and multi-brand online stores: A decision making using AHP	Adalya Journal	Research paper
72	Dr. Sundar Raj Vijaynagar	KNOWING GREEN CUSTOMERS: A PRIORITY STUDY ON MOBILE PHONES Vol 6, Issue 6, 2019	Journal of Critical Reviews	Research paper
73	Dr. Sundar Raj Vijaynagar	Online review and rating on Mid-segment Mobile phones : A Perception Study	International Journal of Psychosocial Rehabilitation	Research paper
74	Dr. Sangita Dutta Gupta	Financial Development, Country Governance and Economic Growth: Evidence from BRICS Economies	56th Conference of TIES	Conference Presentation with Proceedings
75	Dr. Mafruz Sultana	Financial Development, Country Governance and Economic Growth: Evidence from BRICS Economies	56th Conference of TIES	Conference Presentation with Proceedings
76	Prof. Payal Trivedi	Tell me a story! Antecedents to purchase of handloom products in India	Global Business Review	Research paper
77	Prof. Anand Narsimha	Is Instagram is an effective Platform to build Brand Equity? A study among Indian youth.	International Journal of Culture and Business Management	Research paper
78	Dr. Shaji Kurian	Post Purchase Evaluation : A Behavioral Study	International Journal of Psychosocial Rehabilitation	Research paper
79	Dr. Sangita Dutta Gupta	Role of State Policies reinstated: Evidence from some districts of West Bengal	Annual Management Conference and workshop at IMT-Nagpur (Best Paper Award)	Conference Presentation with Proceedings
80	Dr. K Suresh	L&T 's hostile takeover of Mindtree: A value destructive transparent	Journal of Management and Public Policy	Case Study
81	Dr. Supriyo Ghosh	Robo-Advisory: An Investor's Perception	International Journal of Psychosocial Rehabilitation	Research Paper
82	Dr. Shaji Kurian	Mainstreaming the differently challenged: a RENAISSANCE	Emerging Trends and Practices	Book Chapter
83	Dr. Shaji Kurian	Technology Enabled education empowerment for visually impaired people: A study in India	Emerging Trends and Practices	Book Chapter
84	Prof. Binita	SOCIAL MEDIA AND CUSTOMER ACQUISITION: A STUDY ON BRANDED APPARELS, Vol 6, Issue 6, 2019	Journal of Critical Reviews	Article
85	Dr. Nina Jacob	Enlightened India: Catering to the Education of Needy	Emerging Trends and Practices	Book Chapter

86	Prof. Jahar Bagchi	Problem Backlashing the life of Bamboo artisans	Emerging Trends and Practices	Book Chapter
87	Dr. Suneel Sharma	Carbon Foot Printing: A case of Mangalore City	Emerging Trends and Practices	Book Chapter
88	Dr. Navodita Mishra	School Dropouts: Threats and Preventions	Emerging Trends and Practices	Book Chapter
89	Dr. Supriyo Ghosh	Green covers and Plastic waste: A study on paradox	Emerging Trends and Practices	Book Chapter
90	Prof. Rakesh Mediratta	Compulsive Behaviour and awareness among youth: A KEN foundation story	Emerging Trends and Practices	Book Chapter
91	Dr. Sundar Raj Vijaynagar	Anti Pollution Drive: A step towards sustainable city	Emerging Trends and Practices	Book Chapter
92	Dr. Sangita Dutta Gupta	Hostel Backpack: A solution for hostel requirement	Emerging Trends and Practices	Book Chapter
93	Dr. Sangita Dutta Gupta	Knowledge Management: Perspectives from two companies	Emerging Trends and Practices	Book Chapter
94	Dr. Mafruz Sultana	Technological Advancement in Data mining	Emerging Trends and Practices	Book Chapter
95	Dr. Sundar Raj Vijaynagar	Social Media: A predictor towards future	Emerging Trends and Practices	Book Chapter
96	Dr. Sangita Dutta Gupta	Evaluation of performance of Indian Power sector from the lens of ratio analysis	FORBS 2019	Conference Presentation with Proceedings
97	Dr. Shaji Kurian	Kolb's Learning Model: An innovation towards career commitment	Journal of Xian University of Architecture and Technology	Research Paper
98	Dr. Rajendra Kumar Sinha	"Elevating higher education sector"	The Indian Express	Article
99	Dr. Rajendra Kumar Sinha	"NBFC-Fundamental Fillips"	The Week Wallet	Article
100	Dr. Rajendra Kumar Sinha	"Forging a Sustainable Path to India's Economic Rise "	Impact India	Article
101	Dr. Rajendra Kumar Sinha	"RBI new guidelines to affect NBFCs"	Outlook India	Article
102	Dr. Rajendra Kumar Sinha	"Fighting the Slump"	Indian Management	Article
103	Dr. Sangita Dutta Gupta	The gender lens in development discourse	ORF Online	Article
104	Dr. Sangita Dutta Gupta	Why B-Schools must rethink research	Financial Express	Article
105	Dr. Sangita Dutta Gupta	Organizational Learning through Implementation of Knowledge Management Techniques	International Journal of Services and Operations Management	Research Paper

106	Dr. Sangita Dutta Gupta	Effect of auditory signal in sensory marketing: Evidence from India	International Journal of Business Excellence	Research Paper
107	Prof. S.K. Chaudhuri	Technical and Commercial Options Analysis for Development of a Trade and Logistics Hub for Busia Trade Logistics Cluster	Government of Uganda	Research Project
108	Prof. Chaudhuri	Partnership to Engage Reform and Learn PERL: Mid Term and Annual Reviews	DFID	Research Project
109	Prof. Sundar Raj VijayNagar	COVID-19 as a catalyst for degree in Data Science/ AI replacing traditional Beor B.TECH	Higher Education Times	Article
110	Dr. Rema Gopalan	Customer Satisfaction in Indian Retail sector-A comparative analysis of various machine learning approaches	International Journal of Operations and Quantitative Management, Vol. 26, No.1	Research Paper
111	Dr. Asit K Barma	Unbox your imagination, come alive with Experiential Marketing:	Business World	Article
112	Dr. Mafruz Sultana	Unbox your imagination, come alive with Experiential Marketing:	Business World	Article
113	Dr. Navneet Sharma	How to Build New Age Learning Ecosystem	EFMD - Global Focus Blog	Article