

PROF. R. CHAKRABORTY

| SI No. | Title of the Paper | Published/Presented | | |
|--------|---|--|--|---|
| | | Books Published | | |
| | | | International Journal | National Journal |
| 1 | Branding in Satellite Channels in India A Contextual Analysis Prof. R. Chakrabarty & Mugdha Sengupta | Saket Industrial Digest January 2005, p 28-p34 | | |
| 2 | The Role of Emotional Intelligence in Hospital Management: A Case Study Prof. R. Chakrabarty & Zeenat Sayeed | Conference proceedings of International Conference on Service Management organized by IIMT & Oxford Brooks University, New Delhi - 11 th & 12 th March 2005; P - 226-232 | | |
| 3 | An Economic Evaluation of the Water bodies: A case Study on the Sagar Dighi of Coochbehar By Prof. R.Chakrabarty & Mrs. N.Bhattacharya | Department of Business Management, Calcutta University: 11 th March'05 | | |
| 4 | Safe water options against arsenic problems in west Bengal: an awareness and socio-economic study Prof. R. Chakrabarty & Nirupama Bhattacharya | | | CSO, Bangalore, June'05 (Conference) |
| 5 | Impact of awareness of arsenic on health and environment among the rural people: A case study on the Villages of North 24-Parganas Prof. R. Chakrabarty, Pralay O' Basu, Nirupama Bhattacharya | | | Arsenic Pollution In West Bengal & Awareness Generation Programme 5 th & 6 th August 2005, UGC Sponsored, Organised by Srikrishna College Bagula, Nadia (Conference) |
| 6 | Selection of most desired port in thr lightof National Development : A Fuzzy analytical Approach – Kalyan Mitra, Prof. Ranajit Chakrabarty & S. P. Chowdhury | | Fifth International Conference on Operational Research for Development ICORD – V, 19-21 Dec 2005, jamshedpur, India, organized by International Federation of Operational Research Societies (IFORS) and Operational Research Society of India (ORSI p-123-132) | |
| 6 | On Measurement of Export Instability: An Inno Vative Index Prof. Ranajit Chakrabarty & Swaraj Kumar Nath | | | Calcutta Statistical Association Bulletin; Vol 58 Sep –Dec 2006 Nos. 231 – 232 |
| 7 | Economic Growth and Technology Selection of Growth | Organization Strategies and Processes; Meeting Challenges - Prof. Ranajit Chakrabarty Edited by Dr. Ashok Kumar , Manas R Panda, Dr. Hariharan, Dr. Tapas Ghosal; Page No. 123 – 131 2006 | | |

PROF. R. KHASNABIS

| SI No. | Title of the Paper | Published/Presented | | |
|--------|--|---|-----------------------|---|
| | | Books Published | | |
| | | | International Journal | National Journal |
| 1 | Enrolling and Retaining Slum Children in Formal Schools: Results of a Field Survey in Eastern Slums of Kolkata | | | <i>Economic & Political Weekly</i> June 2, 2007 (with Tania Chatterjee) |
| 2 | Evolution of Economic Thinking in Modern India; in History of Science, Philosophy and Culture in Indian Civilization | Vol-X, Part-5, <i>Oxford University Press, New Delhi, 2007</i> | | |
| 3 | Displacement and Development: An Analysis of Land Acquisition Acts of India | <i>MCRG Project 2007</i> | | |
| 4 | Livelihood Related State Sponsored Schemes of India: An Appraisal | <i>Govt. of West Bengal 2007</i> | | |
| 5 | Financing the Urban and Rural Local Bodies in India in Decentralized Planning and Participatory Development | <i>Firma KLM Pvt. Ltd, Kolkata, 2006</i> | | |
| 6 | Unemployment and Poverty in India in Globalisation in India | <i>Sarat Book House, Kolkata, 2005</i> | | |
| 7 | Paul Sweezy and the Theory of Economic Stagnation | <i>Artha Beekshan, March, 2005</i> | | |
| 8 | Resources for Autonomy – Financing the Local Bodies; A Ford Foundation Sponsored Study on Autonomy. | <i>Mahanirban Calcutta Research Group publication, Calcutta, January 2005</i> | | |

MR. A. M. PAL

| SI No. | Title of the Paper | Published/Presented | | |
|--------|--|---|-----------------------|------------------|
| | | Books Published | | |
| | | | International Journal | National Journal |
| 1 | Study Material-Accounting for Managers for MBA | NSOU, 2005 | | |
| 2 | Study Material of Financial Reporting for final course | ICAI, Dec. 2006 | | |
| 3 | CDM-A Flexible Mechanism of Kyoto: A Report on Global Progress with Emphasis on India, | ASIHSS, Deptt. of Commerce, CU (Submitted for publication) March 2007 | | |

MR. N. SEN

| SI No. | Title of the Paper | Published/Presented | | |
|--------|----------------------------|---------------------|-----------------------|------------------|
| | | Books Published | | |
| | | | International Journal | National Journal |
| 1 | Indian Agriculture and WTO | ACTIONAID, 2007 | | |

PROF. S. MAZUMDAR

| SI No. | Title of the Paper | Published/Presented | | |
|--------|--|---------------------|--|---|
| | | Published | Published/Presented | |
| | | | International Journal | National Journal |
| 1 | Some factors Beyond 4 p's responsible for changing consumer Behaviour - A case study on FMCG Products | | | Survey, Journal of IISWBM Vol- 45, Numbers 1-2, 2005, Kolkata |
| 2 | The Stock market Crashes in India – A Review | | | Indian Journal of Accounting, Vol-XXXVI (i) Journal of the Indian Accounting Association, December, 2005 (Mazumdar S & Bhattacharya P. R) |
| 3 | So-journ of Indian Sensex: A Review | | | Survey, Journal of IISWBM Vol- 46, Numbers 1-4, 2006, Kolkata (Mazumdar S) |
| 4 | Of Diamonds and Desires: Understanding Conspicuous Consumption from a Contemporary Marketing Perspective | | Academy of Marketing Science Review, Vol-2006, No-11, Washington State University, USA (Mazumdar S & Roychowdhury H) | |
| 5 | Prospects and Problems of Information Technology Industry in West Bengal: A Review | | | Survey, Journal of IISWBM Vol- 47, Numbers 1-2, 2007, Kolkata (Mazumdar S) |
| 6 | An introspection into the Advertising theories of FMCG products – A Case Study of Pen Industry | | | Journal of Marketing Management, IICFAI, University Press, Hyderabad, August 2007 (Mazumdar S & Bhattacharya P R) |
| 7 | Brand Pruning – A wisely used tool in the Marketers' arsenal | | | 'The Alternative, - Journal of BIT (Misra), Dept. of Management, Ranchi (Mazumdar S & Dasgupta R K) |

DR. R. BHATTACHARYYA

| SI No. | Title of the Paper | Published/Presented | | |
|--------|--|---|-----------------------------------|---|
| | | Books Published | Published/Presented | |
| | | | International Journal | National Journal |
| 1 | Intra-Industry Trade in a Developing Country | | | Journal of Quantitative Economics, Vol.17, No-1, 2001 |
| 2 | Vertical and Horizontal Intra-Industry Trade in some Asian and Latin American Less Developed Countries | | | Journal of Economic Integration, Vol.17, No.2, 2002 |
| 3 | Economic Development and Intra-Industry Trade in Korea | | Weltwirtschaftliches Archiv, 2004 | |
| 4 | Air Pollution in Developing Countries and Victims Willingness to Pay for it. A Ready reckoner. (Jointly Prof. Sharmila Banerjee) | Department of Business Management, University of Calcutta, 2001 | | |

DR. S. SAHA

| SI No. | Title of the Paper | Published/Presented | | |
|--------|--|---------------------|-----------------------|---|
| | | Books Published | Published/Presented | |
| | | | International Journal | National Journal |
| 1 | Political Interferences on Marketing (A Case of India) | | | The Alternative – Vol. 4, No. 1- Oct,04 – Mar'05 (A Journal of Management from BITS, Mesra) |
| 2 | Marketing Challenges in New Paradigm of Corporate Management | | | The Vision, Vol – 1, No-3, July – Sept'05 (A Journal of Management & Applied Sciences from School of Management Sciences, Bengal Engineering & Sciences University, Shibpur) |
| 3 | Competitive Advantage in Services - The Alternative | | | Vol –4, No- 2, April – Sept'05 (A Journal of Management from BITS, Mesra) |
| 4 | Outsourcing in Retail Operations | | | 'The Manager Today', Journal of Management Studies (Jan-Mar, 2006), FMS, B.C. Roy Engg. College, Durgapur |
| 5 | Managing Value for Customers | | | MANAGERIUM, March 21, 2006, Dept. of Business Administration, FMS Aligarh Muslim University, Aligarh |
| 6 | Lifestyle Retailing | | | SURVEY, A Management Journal of IISWBM, Kolkata, Vol-46, November 1-4, 2006 |
| 7 | Customer Care in Retail (The Indian Experience) | | | SURVEY, A Management Journal of IISWBM, Kolkata, Vol-47, November 1-2, 2007 |

DR. S. BANERJEE

| SI No. | Title of the Paper | Published/Presented | | |
|--------|--|--|-----------------------|---|
| | | Books Published | Published/Presented | |
| | | | International Journal | National Journal |
| 1 | Entrepreneurship in Small Business: A Field Survey in West Bengal | | | Indian Accounting Review, Vol. 2, No.- 2, Dec-1998 |
| 2 | Efficiency of Small Scale Units in West Bengal: An Empirical Analysis | | | Business Studies, Vol-XXIV, No-1&2, January and July-2001, Dept. of Commerce, C.U |
| 3 | Performance Related Incentive Scheme for Hotel Industry Personnel in Kolkata: A Case Study | Economic Environment and Human Resource Management, 2002 (Published by Special Assistance Programme [UGC] Dept. of Commerce, University of Calcutta | | |
| 4 | Reaching out to the Unreached and analytical report on activities of CINI Asha (co-authored) | Centre for Studies in Economic Appraisal, 2003 (Published by CINI-ASHA, Funded by UNDP) | | |

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|----|--|---|---|--|
| 5 | Managerial Tools in Knowledge Economy | | | National Seminar on Management in Transaction, Dept. of Management Studies, Madras University, Feb 20-21, 2003 |
| 6 | Management in the Knowledge Economy: Balanced Score Card as a Tool | | | Research Bulletin, The Institute of Cost and Accounts of India, Vol-XXIII, July-2003 |
| 7 | Primary, Secondary and Tertiary Sector Linkages and Environmental Management, | | | <i>Business Studies (Silver Jubilee Volume)</i> , 2002-04 Published by: Dept. of Commerce, University of Calcutta |
| 8 | Economic Valuation of Open Spaces: A Case Study in Kolkata, | <i>Ecology, Economy and Society: A Collection of Essays, 2004 Ed by: Ratan Khasnabis</i> , Published By: Departmental Research Support Programme, Dept. of Business Management, University of Calcutta. Funded by University Grants Commission, Government of India | | |
| 9 | Tracking children in schools of Kolkata: CINI ASHA Experience (Co- Authored). | <i>Centre for Studies in Economic Appraisal, 2004</i> , Published By: CINI Asha, Funded by UNICEF. | | |
| 10 | Human Resource Management for Master of Business Administration Course | Netaji Subhas Open University | | |
| 11 | The Economics of Open Space: A Case Study in Kolkata (Co-Authored) | Revisiting Resources, 2005, Edited Goutam Gupta, Published by: Allied Publisher | | |
| 12 | Comparative Small Business: Toward a Model (Co- Authored), | | <i>International Business & Economics Research Journal, 2005</i> Published by: Clute Institute For Academic Research, Littleton, Colorado, USA | |
| 13 | The Economics of Open Spaces: A Case Study in Kolkata | <i>Revisiting Resources An Indian Perspective (Co-Authored)</i> . 2005, Ed: by Gautam Gupta, Published By: Department of Economics, Jadavpur University | | |
| 14 | Gender and Business Ethics in Entrepreneurship: Towards a Comparative Perspective (Co-authored), | | | Journal of Business and Behavioral Sciences, Special Issue, 2006. |
| 15 | Valuation of Intellectual Capital: A Case Study (Co-authored), | <i>International Accounting and Finance, 2006</i> , Published by: Special Assistance Programme (UGC), Dept. of Commerce, University of Calcutta | | |
| 16 | Ethical Issues in Small Business: A Comparative Perspective, (Co-authored), | | Prospective publication in Referred Proceedings of the Annual Conference of Academy of Business Disciplines, USA, 2006 | |