

Management Development Institute Murshidabad

Research Publications 2024-2025

1. Book & Edited Books: 7

S. No.	Year	Books & Edited Books
1	2024-25	Alone. V. N. & Pandit, A. (2025). Python Unlocked: Techniques For Problem Solving. Delhi: Indo-Continental Academic Publishers
2	2024-25	Prasad. R. K. & Pandit, A. (2025). Brand Management: Building, Measuring and Managing Brand Equity. Delhi: Indo-Continental Academic Publishers
3	2024-25	Shaik, K., & Pandit, A. (2025). Industrial Management. Delhi: Indo-Continental Academic Publishers
4	2024-25	Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol I). Delhi: Bloomsbury Publishing. Retrieved from https://www.bloomsbury.com/in/business-metaversevol-i-9789361314377/
5	2024-25	Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol II). Delhi: Bloomsbury Publishing. Retrieved from https://www.bloomsbury.com/in/business-metaverse-vol-ii-9789361317323/
6	2024-25	Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. https://www.bloomsbury.com/in/business-in-the-digital-era-9789361312397/
7	2024-25	Swar, B. N., & Singhal, N. (Eds.). (2025). Integrating Sustainability Technology and Research for Value Creation. Delhi: Bloomsbury Publishing. Retrieved from https://www.bloomsbury.com/in/integrating-sustainability-technology-and-research-for-value-creation-9789361315756/ .

2. Book Chapter: 21

S. No.	Year	Book Chapter
1	2024-25	Abichandani, Y. (2024). DEI in India: perspective from Indian boardrooms. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 18–24).
2	2024-25	Abichandani, Y. (2024). Legislation for DEI and ITS impact on corporate India. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 52–57).
3	2024-25	Abichandani, Y. (2025). HR expectations of Indian Expatriates in Malaysia. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol II). Delhi: Bloomsbury Publishing. (p. 79–80).
4	2024-25	Abichandani, Y. (2025). Indian spiritual thought and ecofeminism - old but new frontiers of environmental sustainability. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol I). Delhi: Bloomsbury Publishing. (p. 46–49).
5	2024-25	Abichandani, Y. (2025). Role of HR project management in creating passport seva service excellence. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol II). Delhi: Bloomsbury Publishing. (p. 48–50).
6	2024-25	Banerjee, S. (2024). Personality type and wealth: review of literature. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 1–7).
7	2024-25	Banerjee, S. (2024). Theory of reasoned action (TRA) and Behavioural finance: A comprehensive analysis. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 8–13).
8	2024-25	Banerjee, S. (2025). Digital payments and financial inclusion – a comparative analysis of urban and rural areas in West Bengal, India. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol I). Delhi: Bloomsbury Publishing. (p. 69–82).
9	2024-25	Banerjee, S. (2025). Impact of CSR policy on dividend policy: a theoretical framework. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol II). Delhi: Bloomsbury Publishing. (p. 69–68).

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10	2024-25	Banerjee, S., & Pandit, A. (2025). A Structural Equation Modelling-Based View of Artificial Intelligence. In Advances in business strategy and competitive advantage book series (p. 247–266). https://doi.org/10.4018/979-8-3693-9571-4.ch010
11	2024-25	Mitra, P. (2025). Indian economic growth with tourism growth: A time series analysis. In Swar, B. N., & Singhal, N. (Eds.). (2025). Integrating Sustainability Technology and Research for Value Creation. (p. 205 – 213). Delhi: Bloomsbury Publishing.
12	2024-25	Pal, B. (2024). E-business implementing AI and ML: Smart Shop Solutions. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 58–63).
13	2024-25	Pal, B. (2024). Quality control and detection using machine learning in manufacturing. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 64–70).
14	2024-25	Pal, B. (2025). Artificial intelligence in demand forecasting and ecommerce. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol I). Delhi: Bloomsbury Publishing. (p. 46–49).
15	2024-25	Pal, B. (2025). IoT sensor management: challenges, techniques and future directions. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol II). Delhi: Bloomsbury Publishing. (p. 44–47).
16	2024-25	Pandit, A. (2024). Digital Transformation Strategies. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 18–24).
17	2024-25	Pandit, A. (2024). E-Commerce Growth and Trends. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 25–37).
18	2024-25	Pandit, A. (2024). Technology Acceptance in Online C2C Marketplaces: A Comprehensive Analysis. In Pal, B. (Eds.). (2024). Business in the Digital Era. Delhi: Bloomsbury Publishing. Delhi: Bloomsbury Publishing. (p. 81–85).
19	2024-25	Pandit, A. (2025). Artificial Intelligence and Automation in the Business World. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol II). Delhi: Bloomsbury Publishing. (p. 1–14).
20	2024-25	Pandit, A. (2025). Big Data and Analytics. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol I). Delhi: Bloomsbury Publishing. (p. 46–49).
21	2024-25	Pandit, A. (2025). Digital Marketing and Social Media. In Abichandani, Y. (Eds.). (2025). Business Metaverse (Vol II). Delhi: Bloomsbury Publishing. (p. 27–43).

3. Cases Published: 4

S. No.	Year	Cases
1	2024-25	Chetan, G. K. (2024). Berger Paints India Limited: Discovering the Optimal Capital Structure, Ivey ID: W38431
2	2024-25	Paul, P. (2024). Evaluation of Mutual Funds' Performance (B) - Risk-Adjusted - Case Study, Ivey Publishing, Product No: W38330
3	2024-25	Paul, P. (2025). Risk-Return Analysis in Fund Investment - Case Study, SAGE Publications: SAGE Business Cases Originals. Online ISBN: 9781071958100, DOI: https://doi.org/10.4135/9781071958100 .
4	2024-25	Mitra, S. & Sengupta, A. (2025). Building sustainable campuses for the future: the case of MDI Murshidabad. 15(1). https://doi.org/10.1108/EEMCS-12-2023-0499

4. Patent: 7

S. No.	Year	Patents
1	2024-25	Pandit, A. (2024). Fraudulent Image Forecasting In Social Media Platform Using Predictive Analytics. In https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal
2	2024-25	Pandit, A. (2024). Smartagent: A Customer Service Chatbot For E-Commerce Services. In https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal

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3	2024-25	Pandit, A. (2024). Techniques for analyzing stocks and overall market, including fundamental analysis, technical analysis, and quantitative analysis. In https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal
4	2024-25	Pandit, A. (2025). Unique Method and strategy for cross cultural management to aid international Businesses. In https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal
5	2024-25	Pandit, A. (2024). A Novel System For Predicting Mobility Patterns Of Tourists (Pmpt) Using Social Media Profiles. In https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal
6	2024-25	Pandit, A. (2024). Artificial Intelligence In Fitness And Diet Recommendation Using E-Health Monitoring. In https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal
7	2024-25	Pandit, A. (2024). Evaluating The Information System Management Approach And Its Relevance In Improving Business. In https://search.ipindia.gov.in/IPOJournal/Journal/ViewJournal

5. Paper published in National/ International Journal: 41

S. No.	Year	Articles
1	2024-25	Banerjee, S., & G K, Chetan. (2024). Role of Microfinance in Empowering Women: Insights from a Household Survey in West Bengal. <i>Empirical Economics Letters</i> , 23(S1).
2	2024-25	Banerjee, S., Mitra, A., Jena, S. K., & Mohanti, D. (2024). Influence of foreign institutional holding on corporate risk-return profile: a panel quantile regression analysis. <i>Cogent Economics & Finance</i> , 12(1). https://doi.org/10.1080/23322039.2024.2302637
3	2024-25	Banerjee, S., Pandit, A., & Mohanti, D. (2024). Antecedents of loyalty in mobile payment services: an empirical study. <i>Academy of Marketing Studies Journal</i> , 28(6), 1-15.
4	2024-25	Basu, A., & Pandit, A. (2024). Advancements in Retail Queue Management: A Comprehensive Review with Focus on Spencer's Retail. <i>Empirical Economics Letters</i> , 23(December Special Issue 1), 287–307. https://doi.org/10.5281/zenodo.14624181
5	2024-25	Chakraborty, S., Konwar, J., & Pandit, A. (2024). Trainees Perspective towards Effective Training and Analyzing the Influence of Age and Gender on it. <i>Empirical Economics Letters</i> , 23(December Special Issue 1), 369–383. https://doi.org/10.5281/zenodo.14645651
6	2024-25	Chakraborty, S., Konwar, J., Chakraborty, N., Pandit, A., & Chakraborty, J. (2025). Talent management in the age of change: reskilling as a strategic imperative. <i>Academy of Marketing Studies Journal</i> , 29(3), 1-11.
7	2024-25	Chattopadhyay, G. C., & Pandit, A. (2024). The Turnaround of Eastern Coalfields Limited: An In-Depth Study of its Path- Breaking Strategies towards Better Governance for Survival and Growth. <i>Empirical Economics Letters</i> , 23(July Special Issue 1), 329–346. https://doi.org/10.5281/zenodo.13685395
8	2024-25	Dash, S., Paul, P., & Giri, S. (2024). Gender-Based Comparative Analysis of The Antecedents of Digital Banking Customer Satisfaction. <i>Accountancy Business and the Public Interest</i> , 40(7). https://abpi.uk/wp-content/uploads/2024/07/24V400701.pdf
9	2024-25	Dinesh, K. G. S., Mitra, S., Sisodia, G. S., Ogunmokun, O. A., Abichandani, Y., & Kumar, P. (2024). Measuring the consumer's choice for edible cutlery: A sustainable lifestyle perspective. <i>Journal of Infrastructure Policy and Development</i> , 8(6), 4072. https://doi.org/10.24294/jipd.v8i6.4072
10	2024-25	G K, Chetan., & Kumar, M A., (2024). Stock market integration: Analysis of long and short run dynamics between Indian market and global markets. <i>Empirical Economics Letters</i> , 23(9).
11	2024-25	Gaan, N., & Shin, Y. (2024). The buffering role of collective mindfulness in customer incivility and service sabotage: a multilevel study of Indian banks. <i>International Journal of Bank Marketing</i> , 42(3), 596–619. https://doi.org/10.1108/ijbm-07-2023-0371
12	2024-25	Giri, S. & Paul, P. (2025). A Study of the Efficient Consumer Response and Supplier Collaboration. <i>Advances in Consumer Research</i> , 2(2), 769-773.

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13	2024-25	Giri, S. (2024). Industry 4.0 And Supply Chain Challenges. Accountancy Business and the Public Interest, 40(08). https://abpi.uk/wp-content/uploads/2024/08/24V400802.pdf
14	2024-25	Giri, S. (2025). Supply Chain and Marketing Functions Interface for Competitiveness. Academy of Marketing Studies Journal, 29(2), 1-6.
15	2024-25	Giri, S., & Paul, P. (2024), Relevance of Materials Management in Value Chain, Academy of Marketing Studies Journal, 28(S6), 1-8.
16	2024-25	Giri, S., Grover, P., Kumari, S., Vaishnav, J., & Mohammed, S. (2024). Contemporary Trends and Challenges and Advances, in the Manufacturing Industry, with a special focus on applications of Artificial Intelligence and Deep Learning. European Economic Letters (EEL). https://doi.org/10.52783/eel.v14i2.1409
17	2024-25	Jasrotia, S. S., Rai, S. S., Rai, S., & Giri, S. (2024). Stage-wise green supply chain management and environmental performance: Impact of blockchain technology. International Journal of Information Management Data Insights, 4(2), 100241. https://doi.org/10.1016/j.ijime.2024.100241
18	2024-25	Mohanti, D., & Banerjee, S. (2024). Credit channel of monetary policy transmission: Evidence from India. Investment Management and Financial Innovations, 21(2), 287–299. https://doi.org/10.21511/imfi.21(2).2024.23
19	2024-25	Pal, B., & Pandit, A. (2024). An exploration on the emotions experienced by religious tourists in the state of Odisha, India. Academy of Marketing Studies Journal, 28(4).
20	2024-25	Pandit, A., & Pal, B. (2024). An Approach To Measure Price Stability And Unemployment Using An Endogenous Monetary Model In A Country Of West Asia. Academy of Marketing Studies Journal, 29(1).
21	2024-25	Pandit, A., Eedara, G., Mathapati, A. C., & K, Prabakar. (2024). Predictive analytics in consumer behavior and market strategies. European Economic Letters, 14(4). http://eelet.org.uk
22	2024-25	Paul, P. (2024). Examining the Relation of Supply Chain Finance on Financial Performance of Firm: A Panel Data Regression Model, Accountancy Business, and the Public Interest, 40(9), 13-20.
23	2024-25	Paul, P. (2025). Environmental, Social and Governance Risk in the Emerging Market: The Impact on ESG Performance. Advances in Consumer Research, 2(2), 503-518.
24	2024-25	Paul, P., & Bhattacharya, S. (2024). Impact of banking functions on online investment intention in India: Examining the mediating role of service experience. Investment Management and Financial Innovations, 21(1), 131–145. https://doi.org/10.21511/imfi.21(1).2024.11
25	2024-25	Paul, P., & Giri, S. (2024). Assessing The Impact of Liquidity Management Criteria on Supply Chain Financing: Evidence From Indian Firms. Accountancy Business and the Public Interest, 05, 18. https://www.abpi.uk
26	2024-25	Paul, P., & Singhal, N. (2024). Association of ESG Performance and Corporate Financial Performance: Evidence from Indian Firms. Accountancy Business, and the Public Interest, 40(11), 121-127.
27	2024-25	Paul, P., & Singhal, N. (2025). Examining the impact of ESG performance on the brand value of Indian Firms, Academy of Marketing Studies Journal, 29(S2), 1-12.
28	2024-25	Paul, R., Roy, P., & Pandit, A. (2025). Decoding the factors for patient satisfaction: Analysing hcahps survey data in selected private hospitals of kolkata. Academy of Marketing Studies Journal, 29(S1), 1- 10.
29	2024-25	Saha, S., Roy, R., & Pandit, A. (2025). Exploring the impact of green HRM practices and Work-Life balance on employees in Five-Star hotels in Kolkata. https://www.abacademies.org/abstract/exploring-the-impact-of-green-hrm-practices-and-worklife-balance-on-employees-in-fivestar-hotels-in-kolkata-17327.html
30	2024-25	Saini, S. (2025). Customer experience and sustainability in social, environmental and economic contexts. International Journal of Innovation Science.
31	2024-25	Sengupta, A. & Pandit, A. (2024). Application of Integer Programming problem in Industry-Optimization of production scheduling in Manufacturing.

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		https://telugu.abacademies.org/abstract/application-of-integer-programming-problem-in-industryoptimization-of-production-scheduling-in-manufacturing-16824.html
32	2024-25	Sengupta, A., Pandit, A., & Rai, S. (2025). The influence of perceived usefulness on purchase intentions: Insights from consumer behaviour research. <i>Academy of Marketing Studies Journal</i> , 29(1), 1-20.
33	2024-25	Singhal, N. (2024). Embedding Sustainable Development Goals (SDGs) in Business: A Case Study. <i>Accountancy Business and the Public Interest</i> , 40(9), 1-12.
34	2024-25	Singhal, N. (2024). SDGs 4A (Awareness, Adaptation, Action, Achievement) Model. <i>Accountancy Business and the Public Interest</i> , 40(12), 130-139.
35	2024-25	Singhal, N. (2024). Skills and Competencies, Where Are We? Business Schools Journey Towards SDGs. <i>Accountancy Business and the Public Interest</i> , 40(8), 66-74.
36	2024-25	Singhal, N. (2025). Business strategy and SDGs alignment: practitioner's insights. <i>Academy of Marketing Studies Journal</i> , 29(1), 1-8.
37	2024-25	Singhal, N. (2025). Strategic Framework for Embedding Sustainable Development Goals (SDGs) in Business Schools. <i>Advances in Consumer Research</i> , 2(2), 177-184.
38	2024-25	Singhal, N., Paul, P., Giri, S., & Taneja, S. (2024). Corporate Social Responsibility: Impact on Firm Performance for an Emerging Economy. <i>Journal of Risk and Financial Management</i> , 17(4), 171.
39	2024-25	Swar, B.N. (2024) Evaluation of Automated Teller Machines Service Quality: An Exploratory Study, 17, 55. https://kristudies.org/volume-17-issue-55-february/
40	2024-25	Swar, B.N., & Pandit, A. (2025). Assessing Patients' Satisfaction In Government Homoeopathy Medical Colleges: An Empirical Study. <i>Academy of Marketing Studies Journal</i> , 29(2), 1-13.
41	2024-25	Panchamia, J., Abichandani, Y. & Arora, R. (2025). Navigating the COVID-19 crisis: a study of healthcare leadership response in India and the USA. <i>Journal of Health Organization and Management</i> , Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/JHOM-09-2024-0383

6. Details of Conference Presentation: 7

S. No.	Year	Conferences
1	2024-25	Gaan, N. (2025). Conditional effect of team prosocial motivation on team knowledge sharing behaviour in service sector. In Indian academy of management conference, IIFT Kolkata on 16-18 January, 2025.
2	2024-25	Mitra, P. (2025). Impact of sevicification on export intensity and export participation of steel firms in India: role of foreign ownership. In Global Business research conference 2025, IIFT Delhi on 26-28 March, 2025.
3	2024-25	Swar, B.N. (2025). Consumer Buying Behavior towards Sustainable Packaged Food Products. In International Marketing Conference IV (iMarC IV): Bridging the gap between marketing theory and practice, IIM Shillong on 23-24 January, 2025.
4	2024-25	Sengupta, A. (2024). Relative Forest Sustainability Index: A Study. In International Conference on Resilience and Sustainable Performance (ICRSP 2024), MDI Murshidabad on 06-07 December, 2024.
5	2024-25	Sengupta, A. (2024). A Study of the influence of Income as a motivator of women entrepreneurship. In International Conference on Resilience and Sustainable Performance (ICRSP 2024), MDI Murshidabad on 06-07 December, 2024.
6	2024-25	Sengupta, A. (2024). Vipassana Meditation and Emotional Regulation: Role of Mindfulness in emotional reactivity. In International Conference on Resilience and Sustainable Performance (ICRSP 2024), MDI Murshidabad on 06-07 December, 2024.
7	2024-25	Sengupta, A. (2025). The Impact of Spirituality on Leadership. In International Conference on Business, IT, and Enterprise Architecture ICBIT 2025, MDI Murshidabad on 30-31 January, 2025.

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7. Conference Organized : 2

S. No.	Year	Conference Chairs/Faculty Name	Conference Them	Conference Date
1	2024-25	Prof. (Dr.) Biranchi Narayan Swar & Dr. Neeraj Singhal	Integrating Sustainability, Technology and Research for Value Creation	January 9-11, 2025
2	2024-25	Dr. Niharika Gaan & Dr. Amrita Sengupta	International Conference On Resilience and Sustainable Performance	December 6-7, 2024