

Management Development Institute Murshidabad

Research Publications 2025-2026

1. Book & Edited Books: 5

S. No.	Year	Books & Edited Books
1	2025-26	Banerjee, S., & Banerjee, S. (2026). Governing Artificial Intelligence (AI) From Technological Breakthroughs to Global Regulations and Market Power. Bloomsbury. https://www.bloomsbury.com/in/governing-artificial-intelligence-ai-9789369522262/
2	2025-26	Jain, A. K., & Mahapatra, R. R. (2025). An Introduction to Indian Management Thought – Foundations, Principles, and Contemporary Relevance. Evincepub. https://evincepub.com/product/an-introduction-to-indian-management-thought-foundations-principles-and-contemporary-relevance/
3	2025-26	Pandit, A. (2025). Research Methodology. Deccan Acedemic International Publishers. https://diappublishers.com/product/research-methodology-by-dr-mamta-thakurdr-abhijit-panditdr-sushil-shukladr-t-arun-christopher/
4	2025-26	Gaan, N., & Sengupta, A. (Eds.). (2025). The Resilient Age: Sustaining Performance in the Changing World. Delhi: Bloomsbury Publishing. Retrieved from https://www.bloomsbury.com/in/resilient-age-9789361310171/
5	2025-26	Swar, B. N., & Singhal, N. (Eds.). (2026). Strategies for Viksit Bharat 2047. Bloomsbury. https://www.bloomsbury.com/in/strategies-for-viksit-bharat-2047-9789369526673/

2. Book Chapter: 19

S. No.	Year	Book Chapter
1	2025-26	Banerjee, S. & Pandit, A. (2025). A Structural Equation Modelling-Based View of Artificial Intelligence: Business Models and the Future of Employment From an Indian Perspective. In M. Khokhar (Ed.), AI-Driven Business Model Innovation (pp. 247-266). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3693-9571-4.ch010
2	2025-26	Banerjee, S. & Pandit, A. (2025). Artificial Intelligence and Customer Relationship Management: Revolutionizing Tourism. In F. Rabby, N. Ahmed, A. Sehmi, R. Bansal, & N. Pruthi (Eds.), Demystifying Emotion AI, Robotics AI, and Sentiment Analysis in Customer Relationship Management (pp. 319-340). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-1867-7.ch014
3	2025-26	Banerjee, S. & Pandit, A. (2025). Artificial Intelligence in Retail: Transforming Customer Experience and Business Operations. In S. Rana, S. Aggarwal, S. Jagirdar, & S. Jain (Eds.), Insights in Banking Analytics and Regulatory Compliance Using AI (pp. 61-84). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-0209-6.ch004
5	2025-26	Banerjee, S. (2025). The Role of Fintech in Financial Inclusion: A Survey of Low-Income Individuals in Kolkata. In: S., A., Dalwai, T., Singh, D. (eds) Trends and Challenges of Electronic Finance. Palgrave Macmillan, Singapore. https://doi.org/10.1007/978-981-96-3304-3_14
4	2025-26	Banerjee, S., Pandit, A., Aggarwal, S., Dutta, S., Banerjee, S., Mitra, A., Shukla, R. N., & Sahu, M. K. (2026). Agile Community Service and Socio-Emotional Growth: Critical Thinking in Transformative Assessment. In S. Kadhmi (Ed.), Critical Thinking in Diagnosis and Therapy of Cognitive and Behavioral Disorders (pp. 187-214). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-1812-7.ch007
7	2025-26	Banerjee, S., Pandit, A., Olubiyi, T. O., & Kumar, R. P. (2025). Sentiment Analysis in Customer Relationship Management. In F. Rabby, N. Ahmed, A. Sehmi, R. Bansal, & N. Pruthi (Eds.), Demystifying Emotion AI, Robotics AI, and Sentiment Analysis in Customer Relationship Management (pp. 161-178). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-1867-7.ch008
6	2025-26	Banerjee, S., Pandit, A., Roy, N., & Banerjee, M. (2026). Integrating Circular Economy and Enterprise Risk Management for Diverse Industries: Lessons From a Pottery SME Baseline. In S. Khan, Z. Yu, & M. Tanveer (Eds.), Prioritizing Environmental Sustainability in Local Industrial Systems (pp. 67-98). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-6435-3.ch003

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8	2025-26	Banerjee, S., Sharma, J., & Pandit, A. (2026). A Comprehensive Bibliometric Analysis of Soft Robotics Research: Trends, Impact, and Future Directions. In S. Mohamed A. Ismail (Ed.), Green Software Engineering for Business Project Management (pp. 19-40). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-4652-6.ch002
9	2025-26	Gaan, N. (2025). Beyond Financial Literacy: Analyzing the role of Mindfulness and Spirituality investment behavior – a systematic literature. In Gaan, N., & Sengupta, A. (Eds.). (2025). The Resilient Age: Sustaining Performance in the Changing World. (p. xxx). Delhi: Bloomsbury Publishing.
10	2025-26	Gaan, N. (2025). Self-transcendence values of hotel managers and employees' green voice behaviour. In Gaan, N., & Sengupta, A. (Eds.). (2025). The Resilient Age: Sustaining Performance in the Changing World. (p. xxx). Delhi: Bloomsbury Publishing.
11	2025-26	Gaan, N. (2025). Usages' Intention of Career counselling bot in Higher Education: A Qualitative Enquiry. In Gaan, N., & Sengupta, A. (Eds.). (2025). The Resilient Age: Sustaining Performance in the Changing World. (p. xxx). Delhi: Bloomsbury Publishing.
12	2025-26	Paul, P. (2025). Predicting Sustainable Working Capital Requirement for Firms by Using Dynamic Panel Data System Generalized Method of Moment. In Chakrabarti, S., Chattopadhyay, S., Chawla, U., Singh Sondhi, S., & Dalal, A. (Eds.), Agile Business Transformations: Priorities, Lessons, and Practices. CRC Press.
13	2025-26	Sengupta, A. & Banerjee, S. (2025). Vipassana Meditation and Emotional Regulation: Role of Mindfulness in emotional reactivity. In Gaan, N., & Sengupta, A. (Eds.). (2025). The Resilient Age: Sustaining Performance in the Changing World. (p. xxx). Delhi: Bloomsbury Publishing.
14	2025-26	Sengupta, A. (2025). A Study of the Drivers of Women Entrepreneurship- A Mixed Method Approach. In Gaan, N., & Sengupta, A. (Eds.). (2025). The Resilient Age: Sustaining Performance in the Changing World. (p. xxx). Delhi: Bloomsbury Publishing.
15	2025-26	Sengupta, A. (2025). Relative Forest Sustainability Index: A Study of the Forests of Odisha. In Gaan, N., & Sengupta, A. (Eds.). (2025). The Resilient Age: Sustaining Performance in the Changing World. (p. xxx). Delhi: Bloomsbury Publishing.
16	2025-26	Dhingra, D., Mishra, R., Chhabra, S., Abichandani, Y. (2026). Digital Technologies and the Future of Circular Economy: AI, Blockchain, and IoT in Sustainable Global Trade. In: Kumar, A., Batta, P., Rathore, P.S., Kumar, T.A., Ramírez, J.R.J. (eds) Blockchain Innovations for a Sustainable Circular Economy. Studies in Big Data, vol 180. Springer, Cham. https://doi.org/10.1007/978-3-032-02428-2_11
17	2025-26	Ayuningtias, L., Bansal, R., Laksono, M. N. G., Phattanaviroj, T., Batul, I., & Abichandani, Y. (2026). Empowering Business Transformation Through Virtual and Augmented Reality Technologies. In B. Gupta & Y. Tang (Eds.), Immersive Technologies and Human-Centric Innovation in the Industry 5.0 Era (pp. 127-160). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-2600-0013-7.ch004
18	2025-26	Isad, R., Simatupang, D. S., Widodo, A. M., Setiawati, P., Malik, M., Pandey, Y., & Abichandani, Y. (2026). Business Model Innovation Through Immersive Technologies: Integrating Digital Twins and the Metaverse in the Industry 5.0 Era. In B. Gupta & Y. Tang (Eds.), Revolutionizing Consumer Experience With Digital Twins and the Metaverse (pp. 59-90). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-4541-3.ch003
19	2025-26	Firmansyah, G., Gupta, B. B., Rahaman, M., & Abichandani, Y. (2026). Ethical Implications of AI in Identity Management. In B. Gupta, C. Wu, & A. Ip (Eds.), Combatting Digital Arrest Fraud and Identity Theft With AI and Decision Support Systems (pp. 167-190). IGI Global Scientific Publishing. https://doi.org/10.4018/979-8-3373-4149-1.ch006

3. Cases Published: 3

S. No.	Year	Cases
1	2025-26	Chetan, G. K. (2025). Astral Limited: Crafting Trading Strategies Through Technical Analysis. Ivey Publishing. https://hbsp.harvard.edu/product/W41301-PDF-ENG
2	2025-26	Chetan, G. K. (2025). Axis Mutual Fund. Ivey Publishing. https://www.iveypublishing.ca/s/product/axis-mutual-fund/01tOF00000Ab8YIYAJ

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3	2025-26	Jawed, MS., & Sengupta, A. (2025). Shifting sands – an analyst’s dilemma on Nifty Futures post-SGX disassociation. Emerald Emerging Markets Case Studies, Vol. ahead-of-print No. ahead-of-print. https://doi.org/10.1108/EEMCS-08-2024-0339
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4. Patent: 1

S. No.	Year	Patents
1	2025-26	Pandit, A. (2025). System and Method for Optimizing Startup Success Using Advanced Data Analytics and Machine Learning. In https://search.ipindia.gov.in/IPOJournal/Journal/Patent .

5. Paper published in National/ International Journal: 21

S. No.	Year	Articles
1	2025-26	Banerjee, S. , Mitra, A., & Aggarwal, S. (2025). Impact of Environmental, Social, and Governance Parameters on Financial Performance of Firms: A Cross-Country Analysis. Journal of Risk and Financial Management, 18(12), 666. https://doi.org/10.3390/jrfm18120666
2	2025-26	Biswas, A., Chetan, G. K. & Das, A. (2025). Asset quality, CSR, and profitability nexus in Indian banks: The moderating impact of CSR. IIMB Management Review, 37(4), 1-14. https://doi.org/10.1016/j.iimb.2025.100614
3	2025-26	Darvishmotevali, M., Gaan, N. , & Prentice, C. (2026). Bridging manager values and employee green voice behaviors: the roles of gender and self-identity. Journal of Hospitality Marketing & Management, 35(3), 396–419. https://doi.org/10.1080/19368623.2025.2591055
4	2025-26	Dev Chowdhury, D., Bhowmik, N., & Pandit, A. (2025). Does Viral Marketing Impact upon Consumer Purchase Intention through Brand Awareness? – A Mediation Effect Framework Based Analysis. Journal of Informatics Education and Research, 5(3), 1156-1165. https://doi.org/10.52783/jier.v5i3.3351
5	2025-26	Faisal, A., Ghosh, J., Chaudhuri, T., Kumari, P., Koner, S., Pandit, A. , & Roy Choudhury, S. (2025). The double burden of malnutrition and its impact on academic achievement and cognitive function in students of rural India. Journal of Family Medicine and Primary Care, 14(8), 3315–3321. https://doi.org/10.4103/jfmpc.jfmpc_406_25
6	2025-26	Ghosh, S., Mukherjee, D., Dasgupta, S., & Pandit, A. (2025). Mapping The Research Landscape Of Consumer Behavior In Street Food Consumption (2016-2025): A Comprehensive Bibliometric Analysis Using Dimensions. International Journal of Environmental Sciences, 11(21), 1422-1432. https://theaspd.com/index.php/ijes/article/download/6604/4771/13446
7	2025-26	Onapakala , K., Gurram, A., Madireddy, S., Pandit, A. , Kumar, S.M., & Umarani, C. (2025). Ai-Augmented Cybersecurity: Intelligent Threat Detection Using Machine Learning. International Journal of Environmental Sciences, 11(23s), 5364-5370. https://doi.org/10.64252/486m0n06
8	2025-26	Pal, B. & Pandit, A. (2026). From Mesopotamian Ledgers to IFRS 3: A Critical Inquiry into Historical Evolution, Theoretical Paradigms and Emerging Hybrid Models in Goodwill Accounting and Technological Impact. The Journal of Theoretical Accounting Research, 22(1), 35-40. https://doi.org/10.69980/jtar.v22i1.72
9	2025-26	Pandit, A. , Chakraborty, J., Waikar, V., & Banerjee, S. (2025). The impact of personality on attitudes towards the Clean India Mission: a case study of Kolkata. International Journal of Environmental Sciences, 11(7), 1569–1570. https://www.theaspd.com/ijes.php
10	2025-26	Paul, P. (2025). The role of supply chain finance in enhancing financial performance: Evidence from personal and home care product industry. Investment Management and Financial Innovations, 22(2), 77-85. doi: 10.21511/imfi.22(2).2025.07

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11	2025-26	Rai, S. S., Jasrotia, S. S., Chib, S., & Giri, S. (2025). Blockchain adoption for transparent and sustainable retail supply chain performance. The International Review of Retail, Distribution and Consumer Research, 1–22. https://doi.org/10.1080/09593969.2025.2606178
12	2025-26	Rajani Kumar, K., Sreenivasulu, M., Reddy, P.S., Valli, N.A., & Pandit, A. (2025). Smart Pollution Tracking: Leveraging AI for Real-Time Environmental Risk Management. International Journal of Environmental Sciences, 11(5s), 1366- 1375. https://www.theaspd.com/ijes.phpa
13	2025-26	Saini, S. Debnath , N. C., & Chanda, D. (2025). Expert and fuzzy expert systems: Enhancing the human experience in service encounters. IJCA, 32(4), 291-300. https://isca-hq.org/Documents/Journal/Archive/2025/2025volume3204/2025volume320405.pdf
18	2025-26	Singhal, N. & Gupta, H. (2026). ESG driver of value creation for business schools. Journal of European Economic History, 7(1), 52-68. https://unicredit-capitalia.eu/article/esg-driver-of-value-creation-for-business-schools-211/
19	2025-26	Singhal, N. & Gupta, H. (2026). ESG driver of value creation for business. Minnesota Journal of Business Law and Entrepreneurship, 2026(1), 259–261. https://kommerstad.org/journal/article/view/61/55
20	2025-26	Singhal, N., Paul, P., & Giri, S. (2025). Impact of Environmental, Social, and Governance Factors on Firm Efficiency: The Indian Service Sector Perspective. Business Strategy & Development, 8(3), 1-18. https://doi.org/10.1002/bsd2.70187 .
21	2025-26	Srivastava, G. N., Sharma, H., Agarwal, R. N., & Jain, A. K. (2025). Analyzing employee attrition of research and development firms using mixed methods. Cogent Business & Management, 12(1), 1-24. https://doi.org/10.1080/23311975.2025.2565439

6. Details of Conference Presentation: 4

S. No.	Year	Conferences
1	2025-26	Mitra, P. (2026). Performance Of Murshidabad Silk Clusters. In INDAM Special Conference 2025, KJ Somaiya, Mumbai on 12-13 September, 2025.
2	2025-26	Mitra, P. (2026). Vikshit Bharat 2047: Global competitiveness of Silk industry and performance of Murshidabad silk clusters. In 6th International Conference On Changing Business Paradigm 2026 (ICCBP-2026), Management Development Institute Murshidabad on 09-11 January, 2026.
3	2025-26	Mohsin, S.W., Jain, N. , Kaur, R., Bansode, G. S., Mary, S. S. C., & Vijayalakshmi, B. A. (2025). Neuro-Symbolic AI Framework for Contextual Understanding and Interpretation of Ambiguities in English Texts (pp. 1–5). https://doi.org/10.1109/resgenxai64788.2025.11344033
4	2025-26	Attili, S., & Abichandani, Y. (2025). Silent leadership: Leading beyond the charisma binary in a complex world. HR Meet 2025 Proceedings, 73–79.

7. Conference Organized : 2

S. No.	Year	Conference Chairs/Faculty Name	Conference Them	Conference Date
1	2025-26	Prof. (Dr.) Biranchi Narayan Swar & Dr. Neeraj Singhal	Strategies for Viksit Bharat 2047	January 9-11, 2026
2	2025-26	Dr. Yogita Abichandani, Dr. Souvik Banerjee, Dr. Bikramjit Pal & Dr.Abhijit Pandit	Finance and Investment for Nation Building: A Digital Perspective	February 27-28, 2026