

Dr. NILANJANA DEB

List of Publications:

1. **Deb, Nilanjana.** (2022). **Green Banking – A study on its positive externalities.** In Dr.Tilak Ch. Das and Dr. Saptadweepa Shandilya (Eds.) Changing dynamics in Business and Management: Technological Intervention and Environmental Responsiveness (ISBN 978-93-91158-56-9),Page 9-20.
2. **Deb, Nilanjana.** (2019). **Entrepreneurial Self-efficacy Appraisal and Entrepreneurial Intentions: A Study on Commerce and Management Students of Assam** Vivekananda Journal of Research (ISSN 2319-8702 print, ISSN 2456-7574 Online), Vol. 8, issue 1, Page 229-237.
3. Bora, Akrista and **Deb, Nilanjana.** (2017). **Financial Behaviour and Investment Decision: A Gender Perspective Study** SJCC Management Research Review (ISSN 2249-4359), 7(1), Page 1-13
4. **Deb, Nilanjana.** (2017). **Make in India Campaign – the story so far.** The Brahmaputra – Rhythm of the Promises (ISSN 2278-246X), XI (2), Page 38-41.
5. **Deb, Nilanjana.** (2017). **A study on occupational stress of employees of Indian commercial banks.** The NEF Journal of Commerce and Management (ISSN 2231-492X), Vol. 7, No. 1, Page 31-40
6. Sharma, Dhruva Jyoti & **Deb, Nilanjana.** (2017) **Digital banking – a possible reality or mere illusion in cash-light India.** (Joint paper). In Jonali Sarma (Ed.) 'Management Strategies in New India with special reference to North East India' ISBN 978-81-925322-3-3, Page 164-173.
7. **Deb, Nilanjana.** (2016). **A study on customer perception on service quality in retail banking of Indian commercial banks.** The NEF Journal of Commerce and Management (ISSN 2231-492X), Vol. 6, No. 2, Page 1-7
8. **Deb, Nilanjana.** (2016). **A Study on CSR Expenditure of Indian Private Sector Banks as per Companies Act 2013 and Companies (Corporate Social Responsibility Policy) Rules 2014.** JSSGIW Journal of Management. Vol. III, No. II. (ISSN: 2349-3550). Page 28-40.
9. **Deb, Nilanjana.** (2016). **Determinants of Profitability of Indian Commercial Banks.** Prerana – Journal of Management Thought and Practice (ISSN 0974-908X). Volume 8, Issue 2, Page 15-25.
10. **Deb, Nilanjana.** (2016). **E-Banking Services of Indian Commercial Banks: A Study with reference to Customers' Awareness, Acc**

eptabilityandSatisfaction.JamshedpurResearchReview(ISSN2320-2750), Vol. IV IssueXVI,Page 32-40

11. **Deb,Nilanjana.**(2015).AstudyonCSRExpenditureofIndianprivatesectorcommercial banks before and after enforcement of Companies Act, 2013, JamshedpurResearchReview(ISSN2320-2750), Vol. IV, IssueXIII, Page 21-27.
12. **Deb, Nilanjana.** (2015). A study on priority sector lending by public sector banks inIndia.JISManagementVista,Vol.IX,No.1(January-June2015).(ISSN:0974-0872).Page7-12.
13. **Deb,Nilanjana.**(2015).Glimpsesofnon-performingassetsofIndiancommercialbanks.BBITJournal ofManagement. Vol. 1,No. 1. (ISSN:2394-7233). Page 12-26.
14. **Deb,Nilanjana.**(2014).Astudyoncustomers'perceptionaboutATMasanalternativeservice delivery process of commercial banks. JSSGIW Journal of Management. Vol. I,No.II. (ISSN: 2349-3550). Page 1-11.
15. **Deb,Nilanjana.**(2014).CSRrolesofIndiancommercialbankstowardsinclusivegrowth:Acomparati vestudyofPublicandPrivatesectorbanks.JISManagementVista,Vol.VIII,No. 1 (January-June 2014). (ISSN: 0974-0872). Page 7-17.
16. **Deb, Nilanjana.** (2013). Empowering women through micro finance – the scenario inrural Assam. Jamshedpur Research Review (ISSN 2320-2750), Vol. 1, Issue IV. Page 26-35.
17. **Deb, Nilanjana.** (2013). A study on customers' perception of e-banking facility offeredbyIndiancommercialbanks.BuenmafeResearch&Review–TheBusinessJournal,Vol.1, Issue 2. (ISSNNo. – 2320-5296). Page15-25.
18. **Deb, Nilanjana.** (2013). Quality of Work Life - Its Determinants and Impact on JobSatisfaction of Employees (A Study of Employees of Financial Services Sector). JISManagementVista,Vol.VII, No. 1(January-June2013).(ISSN: 0974-0872). Page1-10.
19. **Deb, Nilanjana.** (2013). Customers' Perception towards Services of Indian Banks: AComparative Study of SBI and ICICI Bank. Essence – Journal of RBS, Vol. 2, Issue 1,(ISSNNo. 2319-5487) Page 38-53.
20. **Deb,Nilanjana.**(2012).FinancialInclusion:RedesigningStrategiestoBanktheUnbanked.InDr.Swab eraIslamandDr.BhababhutiSarma(Eds.)FinancialInclusion:TheIssuesandtheFuturebearingISBN978-81-921278-2-8(Abookofselectedresearchpaperspresented at the Conference organized by K C Das Commerce College in association withNEDFi),Page 216-228.

21. Goswami, C and **Deb, Nilanjana.** (2010/2011). **Tracing the path to Universal Banking: The Indian Scenario.** The Journal of Nepalese Business Studies, Vol. VII, Issue 1, December, 2010-2011, Page 17-30.
22. Goswami, C and **Deb, Nilanjana.** (2009). **Transition of Indian Commercial Banks towards Universal Banking.** Proceedings of the Conference of 4th International Research Conference on Management and Finance 2009, organized by Faculty of Management, University of Colombo, Sri Lanka. Page 500-506.

Dr. SAMPURNA BHUYAN

List of Publications:

i) ResearchPapers/Article/Conferenceproceedingspublished

Bhuyan, S. Behavioral Finance and Investment Decisions Making: A Systematic Overview . In Development Challenges of North East India,. Dispur College, Guwahati ISBN- 978-81-929492-2-2.

Bhuyan,S.(2021) Environmental Economics” semester III , Post Graduate Self Learning Material (pp. ISBN:978-93-91026-14-1). KKH State Open University.

Bhuyan, S. (2019, Volumn6, Issue 6). An Alternative Mechanism For Financing Health Care Cost In A Progressive Society. International Journal of Emerging Technologies and Innovative Research , p.p. 965-969.

Bhuyan, S. (2017). Consumerism in Health care with Special Reference to Patient Satisfaction in Private Hospitals in Guwahati city. In Management In The Current Scenario: Trends, Issues and Challenges’. Global Publishing HouseISBN 978-93-81563-94-6.

Bhuyan, S. (October 2020,). Economic Sustainability and Dynamics of Modern Business: A Case of Green Human Resource Management. NOV YI MIR , p.g 176-188 Vol 5, Issue10.

Bhuyan, S. (vol 1, issue 4, 2016). Health Care Expenditure of the Labour Class In the Organised and Unorganised Sector of Guwahati - Role of Health Insurance as a Protective Mechanism. EPRA International Journal of Research and Development , , 42-51.

Bhuyan, S. (July 2016, Vol. 4, Issue 01). Health Care Financing: Prospects of Health Insurance in the City of Guwahati. Journal of Contemporary Research, , 2320-9542.

Bhuyan, S. (2020). Planning in India,. In Indian Economics. KKSHOU Publishing.

Bhuyan, S. (vol 27(12), Dec 2022). Privatisation of health care service and understanding the issue of patient satisfaction,. Madhya Pradesh Journal of Social Science , pp. 56-63 0973-855X.

Bhuyan, S. (2010, Vol. 1 No. 2 ,0976-0393). Progress and Prospects of Microfinance Linkage Programme in Assam: A Case Study. The Strategist: Journal of Business Management, .

Bhuyan, S. (2014). Prospects of Women Entrepreneurs in Kamrup (Metro) District of Assam. In C. B.–T. Scenario”, Corporate Business Strategies – The Present Scenario”,. Archer and Elevators Publishing ISBN: 978-93-85640-88-9,.

Bhuyan, S. (2019). Socio Economic Status of Organized and Unorganized Sector Workers in Guwahati. Pramana Research Journal, DOI: 16.10089.PRJ.2019.V913.19.3119 , 2249-2976.

Bhuyan,S., M.Goswami. (2017) Determinants of Employee Motivation in Assam Carbon Products Limited: A Case Study. Sumedha Journal of Management. Quarterly Journal (Printed), 2277-6753 Index Copernicus value 5.20 Impact Factor: 0.787). .

ii) Chapters in Textbooks

SL NO.	Title of the Chapter	Title of the book/university	ISBN
1	Planning in India, (Chapter/unit)	Indian Economics Graduate Self Learning Material, for K.K.Handique State Open University, Assam	ISBN: 978-93-89955-37-8
2	Instruments of Environment Protection-I	Environmental Economics” semester III, Post Graduate Self Learning Material of the KKH State Open University	ISBN: 978-93-91026-14-1

iii) Chapters published in the books:

Sl. No.	Title with Page Nos.	Book Title & Editor/publisher (International Publisher/National Publisher/Other Local Publisher)	ISSN/ISBN No.
1	Behavioral Finance and Investment Decisions Making: A Systematic Overview	Development Challenges of North East India, Dispur College, Guwahati	ISBN- 978-81-929492-2-2
2	Consumerism in Healthcare with Special Reference to Patient Satisfaction in Private Hospitals in Guwahati city	Management In The Current Scenario: Trends, Issues and Challenges’ Global Publishing House	ISBN 978-93-81563-94-6
3	Prospects of Women Entrepreneurs in Kamrup (Metro) District of Assam	Corporate Business Strategies – The Present Scenario”, Publisher: Archers and Elevators	ISBN: 978-93-85640-88-9,
4.	Impact of Social Change on the Status of Women In India	Women and Human Rights(The North East Indian Context) Publisher: Borbhag College, Nalbari	ISBN : 978-81—91082

Dr. Sharmila Sharan

List of Publications:

1. Sharmila S (2022) Study of Influencers in Organized Retail on Consumer Shopping Preferences, International Journal Vallis Aurea on the Portal of Scientific Journals of Croatia - HRČAK.SRCE - University of Zagreb-January 2022
2. Sharmila S, Jha V (2021) Employee Performance in high stressed Indian garment industry : A study on design & production house - Style Variations in New Delhi (India), International Journal Vallis Aurea on the Portal of Scientific Journals of Croatia - HRČAK.SRCE - University of Zagreb-July 2021
3. Sharmila S (2020) Analyzing Core Drivers of Societal Changes In ready to wear Garment Industry of India , International Journal Vallis Aurea on the Portal of Scientific Journals of Croatia - HRČAK. SRCE - University of Zagreb-January 2020
4. Sharmila S, Jha V (2018), Incorporating societal changes in strategic Marketing, in changing business scenario of Asia, International conference proceedings of CAMOT International Conference, Savonlinna-Finland , September 2018
5. Sharmila S (2018), Ethical synergy in new age business, International Conference proceedings on Entrepreneurship, Innovation and Good Governance for Global Leadership, Prestige Institute of Management and Research-Indore , Published by Bookwell Delhi(ISBN 978-93-86578-21-1), p118-129
6. Sharmila S (2018), Customer perceived value and its impact on customer satisfaction and loyalty A study of ready to wear garment sector in New Delhi, UGC approved International Journal of Management and Research Volume 10 , Number 3 (ISSN 0974-6080), p84-93,
7. Sharmila S, Jha V (2017), Elements of Customer engagement published in conference proceeding of International Conference on “Advancements and Challenges In Social Sciences & Business Management – Interdisciplinary Research and Practice” by Research

Development Association (RDA) in collaboration with the Rajasthan Chamber of Commerce & Industry, p98-72

8. Sharmila S , Jha V (2017), Impacting brand preference factors on part of buyers : a study of cement market in Chhattisgarh (India) , International Conference of Nepalese Academy of Management–Kathmandu on Knowledge Transfer and Transformation , p32-37
9. Sharmila S (2017), Managing customer perceptual process and goodwill, Conference proceedings of BABA International conference–Dhaka, p152-157
10. Sharmila S , Jha V (2016), Managing Customer perception and perceived value Conference proceedings of Indo-Canadian International Conference of Business and Psychology at Goa, p162-167
11. Sharmila S (2016), Impact of societal Marketing in Product Branding, Development and Economic Viability of Ready to Wear Garments , International Conference proceedings on Entrepreneurship, Innovation and Good Governance for Global leadership, Prestige Institute of Management and Research-Indore , Bookwell Delhi, p160-174
12. Sharmila S (2016), 5th Driver of customer-marketer relationship : Engaging the customer. International Conference proceedings on Quality Education, Entrepreneurship and Exemplary business practices, Prestige Institute of Management and Research-Indore, Feb 2016 published by Excel books Delhi (ISBN 978-93-5062-628-3), p166-179
13. Sharmila S (2016), Incorporating social changes in marketing strategies: The need of the day. International Conference proceedings on Quality Education, Entrepreneurship and Exemplary business practices, Prestige Institute of Management and Research-Indore , Published by Excel books Delhi (ISBN 978-93-5062-628-3), p 103-111
14. Sharmila S (2015) , Creation of perceived customer value to edge past the competition” A study of competing major Cement Brands in India . Lingaya's Journal of Research (ISSN-0975-569X), p79-88
15. Sharmila S , Jha V (2014) , Reshaping organizations for tomorrow : study of Lingaya's Institute of Engineering & Management, Lingaya's journal of Management and research (ISSN-0975-569X), p 56-59

PAPERS UNDER REVIEW FOR PUBLICATION IN INTERNATIONAL JOURNALS

- i. Growing Significance of Value Based Business models, Journal of Marketing Management (ABS listed Journal)
- ii. Need for incorporating societal changes in strategic marketing: A case of Ready to Wear Garment market, in India, Journal of Strategic Marketing (ABS listed Journal)

PUBLISHED MAGAZINE ARTICLES

1. Sharmila S (2017), Imparting Ability To Create Ethical Synergy In Budding Managers (Education Management)-New Business Age-Kathmandu, November 2017, Issue 10, p48-51
2. Sharmila S (2017), Sprouting Nepal garment industry: Nepalization of an influential Indian garment industry. Biz Style-Kathmandu, September 2017, p20-21

Dr. Junumoni Das

Journal Publication:

- **Das, Junumoni. (2017).** Growing financial independency of married women in rural Assam: an empowerment analysis. The NEF Journal of Commerce & Management (ISSN -2454-9150), Vol. 07, No.1: Jan-June, Page 62-73
- **Das, Junumoni& Jain, P.K.(2018).** Job Involvement is dependent on Job Satisfaction: A study of the Private sector Banks of Guwahati. International Journal for Research in Engineering Application and Management (IJREAM) (ISSN -2454-9150),Vol. 04, Issue -03, June, Page 378-388
- **Das, Junumoni& Jain, P.K.(2018).**Level of Job Satisfaction in Private Sector Banks: A Comparative study of Various Private Sector Banks of Guwahati. Sumedha Journal of Management (ISSN 2277-6753), Vol. 07, No. 3: July-Sept, Page 29-39

Conference Paper:

1. Growing Financial Independency of Married women in Rural Assam: An Empowerment Analysis. Paper presented at Two day National Conference on Interdisciplinarity Theory & Practices COIN-2016, organized by Dept. of Humanities and Social Sciences, National Institute of Technology Meghalaya (NIT Meghalaya) on 22nd & 23rd July, 2016.(Ms. Junumoni Das and Dr. Nilanjana Deb).
2. Rising Female Workforce: A Positive Step towards Women Empowerment. Paper presented at Two day National Seminar on Gender Sensitisation and Women Empowerment: Issues and challenges organized by Internal Quality Assurance Cell of Guwahati College on June 25th and 26th , 2016 . (Dr. Nilanjana Deb and Ms. Junumoni Das).
3. Level of Job Satisfaction in Private Sector Banks: A Gender Based Study. Paper presented at Two day International Conference on Interdisciplinarity: Contemporary Research in Humanities, Social Sciences and Management Studies (COIN- 2017) organized by Dept. of Humanities and Social Sciences, National Institute of Technology Meghalaya (NIT Meghalaya) on 21st and 22nd July, 2017. (Ms. Junumoni Das)

Faruk Ahmed

List of Publications:

Publications in Journal:

1. Ahmed, Faruk. (2017). An Overview of IFRS” on the journal. Economic Review – A Journal of Research and Creative Writings. Vol.I
2. Ahmed, Faruk. (2022). A Comparative Analysis of ICICI Bank and HDFC Bank in terms of Liquidity and Profitability. CREDENCE – A multidisciplinary Research Book (ISBN: 978-81-956183-0-9), Vol.III, Part I, Issue March, Page 119 - 127

Book Chapter:

1. A book chapter titled “The Adhesive Monopoly: Pidilite Industries Limited” on the Research Book - FOUNDATIONS OF MULTIDISCIPLINARY STUDIES EMBRACED TWENTY FIRST CENTURY, LULU Book Publication, ISBN-978-1-4357-7426-1.

DHRUVA JYOTI SHARMA

RESEARCH AND ACADEMIC CONTRIBUTIONS:

(i) Research Papers/Article/Conference proceedings published

1. Sharma, Dhruva Jyoti. (2016). An insight into the growth of rural markets in India. International Journal of Multidisciplinary Research Centre (ISSN:2454-3861), Vol. II, Issue 5, Page 7-12
2. Sharma, Dhruva Jyoti & Deb, Nilanjana. (2017). Digital Banking-A possible reality or mere illusion in cash light India (Version-1). In Jonali Sarma (Ed.) 'Management Strategies in New India with special reference to North East India'. ISBN:978-81-925322-3-3, Page 164-173
3. Sharma, Dhruva Jyoti. (2019). Digital Banking-A possible reality or mere illusion in cash light India (Version-2). In Nripendra Narayan Sarma (Ed.) Management-The development perspectives. ISBN:978-93-87940-44-4, Page 205-228
4. Sharma, Dhruva Jyoti & Sarma, Nripendra Narayan. (2022). Behavioural Finance- A study on its bases and Paradigms. International Journal of Scientific Research and Management (ISSN(e)-2321-3418), Volume 10, Issue 3, Pages EM-3157-3170
5. Sharma, Dhruva Jyoti & Sarma, Nripendra Narayan. (2023). A summary of Theories Concerning Capital Structure. In H.R Laskar, H. Ramananda Singh, Arup Barman, Mahfuzur Rahman (Editors) 'Emerging Issues in Business, Economics and Accounting'. ISBN: 978-93-56403-04-8, Page 155-172

(ii) Chapters published in the books:

Sl. No.	Title with Page Nos.	Book Title & Editor/publisher (International Publisher/ National Publisher/Other Local Publisher)	ISSN/ISBN No.
1	Digital Banking-A possible reality or mere illusion in cash light India (Version-2)	Management-The development perspectives, Editor: Nripendra Narayan Sarma, Published by: Registrar, KKHSOU	978-93-87940-44-4

Avishek Purkayastha

List of Publications:

Purkayastha,A.,AstudyonthemarketingtheproductsofOSSIM.TheNEFJournalofCommerceandManagement. Vol 3 No.2 (2013)75-87

Abhinav Sarma

List of Publications:

1. “Astudytoidentifythevariablesimpactinghumanresourcemanagementinhospitals:A paper based on review of literature” published in International Journal of ResearchinManagement&SocialScience,Volume6,Issue 1(VII)
2. “ChallengesofHumanResourceManagementin Hospitalsandtheirprobable solutions: A study based on review of literature” published in Journal of ManagementinPractice;Vol.:3;No.:1
3. “The occupational hazards of healthcare personnel in hospitals: A study based onreviewof literature” publishedinJournalof ManagementinPractice; Vol.: 4;No.: 1
4. "Employee Retention strategies in the hospitals of Assam: A case study of nurses inselected Government and Private Hospitals of Guwahati" published in Zeichen Journal(Volume7,Issue6)
5. Healthcare Marketing in India with special reference to hospitals: Challenges,OpportunitiesandStrategies”publishedinJournal ofManagementinPractice; Vol.:5;No.:1