

Research Initiatives of the Faculty Members of the Department

Dr. DebarshiMuhkerjee, Associate Professor & Head

Funded Projects and Consultancy:

- Assessment of Impact of Rural Infrastructure and Services vis-a-vis Regional Disparities impairing Socio-Economic Growth: An Analytical Study over Tripura, funded by National Bank for Agriculture and Rural Development (NABARD) jointly with Tripura University (A Central University). Expected fund mobilization is **Rs. 11, 23, 600/-** for six months duration. The study is aimed to impact the policy decision at national level. (Completed)
- Assessment of Influencing Factors Distressing Rural Micro Entrepreneurship Growth of Tripura, funded by Indian Council for Social Science Research (ICSSR), MHRD, Govt. of India jointly with CSSIEP, Tripura University (A Central University). Expected fund mobilization is **Rs. 3,00,000/-** for two years duration. The study is aimed to impact the policy decision at national level. (Ongoing)
- Entrepreneurship & NGO Management: An ONGC CSR Project funded by Oil & Natural Gas Corporation, Tripura Regional Office. Expected fund mobilization is **Rs.2,95,000/-** for two years duration. The study is aimed to evaluate training needs and provided ICT training to the rural entrepreneurs to facilitate their businesses. (Ongoing)
- Content uploading and creating for Online MBA programme of National Institute of Technology Arunachal Pradesh (An Institute of National Importance under Ministry of Human Resource Development, Govt. of India). The duration of the project is two years beginning 2014 and expected fund mobilization is **Rs. 1, 50,000/-**.(Ongoing)
- Content digitization and delivery for Global MBA programme of Manipal Global Education Services, Bangalore. The duration of the project is two months beginning 2016 and expected fund mobilization is **Rs. 2, 00,000/-**.(Ongoing)
- Content digitization and delivery for Global BBA programme of Manipal Global Education Services, Bangalore. The duration of the project is two months beginning 2016 and expected fund mobilization is **Rs. 2, 00,000/-**.(Ongoing)
- Assessment of Patient Satisfaction in Tertiary Care Hospitals and Development of a Healthcare Infrastructure Map of Tripura to be funded Indian Council for Social Science Research (ICSSR), MHRD, Govt of India. Expected fund mobilization

Rs. 36, 00,000/- for two years. The study is aimed design a overall healthcare map of Tripura state and is being considered in the Major project category by ICSSR. (Sanction Letter awaited).

- Impact of Mahatma Gandhi NREGA Participation on Development of Rural Livelihood in Tripura to be funded by National Institute of Rural Development and Panchayati Raj under Ministry of RD & PR, Govt. of India. Expected fund mobilization is **Rs. 21, 94,000/-** for a period of 6 months. (Under review post defense)

List of Publications:

BOOK (1 no)

1. Mukhopadhyay D (2011), A Strategic Blended Model for Indian Management Education: using Multimedia Instructional System, LAP, Germany, ISBN -13: 978-3-8433-9032-3.

EDITED BOOKS (3 nos)

2. Mukherjee D, Luthra R & Gupta R (Eds.) (2013), Management of Innovation and Supply Chain Strategies, Excel Publishers, New Delhi. ISBN: 978-93-82880-11-0.
3. Mukherjee D & Luthra R (Eds.) (2012), Technology to Common Man 2012: Green Supply Chain Strategies for Sustainable Development, Excel Publishers, New Delhi. ISBN: 978-93-81361-96-2.
4. Mukherjee D & Sharma S (Eds.) (2008), Technology to Common Man: Emerging Trends & Practices in Management of Technology.

RESEARCH PAPERS (JOURNALS) (12 nos)

1. Nidhi, N, Mukherjee, D. (2016), Social Media: A Tool for Competitive Advantage in Projects Deploying Virtual Teams”, International Journal of Strategic Business Alliance, pp 191 – 2014, Vol 5, Nos 3 / 4, **Indescience**.
2. Mukherjee, D., Dhir, S. (2016), Net Neutrality Issues and Different Cross-sections of Society - An Indian Perspective, IPE Journal of Management, pp 80-91, Vo. 6.2, July-December 2016, ISSN 2249 -9040. Indexed in Ulrich, EBSCO & ProQuest.
3. Mukherjee D, Kalai A. (2016) Technology Adoption among the Students of Management Studies – An Empirical Study on Tripura University, p22-29, Optimization- Journal of Research in Management, vol.9.1, Jan-Jun 2017, ISSN- 0974-0988.
4. Badri, S., Mukherjee, D. (2015), Characteristics of Agile Teams – A Theoretical Discussion on Technology and Culture, IMS Manthan - The Journal of Innovations, ISSN: 0976-1713, pp 75-82, Vol. X.1 (Jan-July 2014). Available at <http://www.myresearchjournals.com/index.php/imsmanthan/issue/view/418>. Indexed by Ulrich

5. Mukherjee, D. (2014), Factors of Management Education in India as Perceived by Learners and Providers – An Empirical Study, *Vision – The Journal of Business Perspective*, ISSN 0972-2629, Vol.18.2, p 73-80, SAGE Publications. **Impact Factor 2.0141** (as per <http://www.impactfactorjournals.com/jlist.php> on 26.02.2017).
<http://vis.sagepub.com/content/18/2/73>
6. Shome, M., Mukherjee, D. (2014), A Study of Present Scenario of Higher Studies in India, *Assam University Journal of Management Review (AUJMR)*, p 29 – 44, Vol-I, No. ii, Dec 2014-Feb, 2015 ISSN: 2394-8345, Fall 2014.
7. Mukherjee, D. (2012), Acceptability of Multimedia Web-based Instructional System in Indian Management Education – An Empirical Study, *Management Insights*, ISSN 0975-7694, Vol. 4, July 2012, p46-56.
8. Mukherjee, D. (2012), Role of Communication Medium in Web Based Instructional Environment in Indian Management Education, *Indian Journal of Open Learning (IJOL)*, ISSN No: 0971- 2690, Vol. - 21.1, p41-59.
9. Mukherjee, D. (2012), A Study on Contemporary e-Learning Technology Products, *3D- IBA Journal of Management & Leadership*, ISSN No. 2230 – 7524, Vol.3.2, p 13 - 25.
10. Mukherjee, D. (2012), Blended Learning Model for Management Education in India – A Critical Review, *3D- IBA Journal of Management & Leadership*, ISSN No. 2230 – 7524, Vol.3.2, p 88-93.
11. Shome, M., Luhra, R., Mukherjee, D. (2012), Effectiveness of e-learning in Management Colleges, *3D- IBA Journal of Leadership*, ISSN No. 2230 – 7524, Vol.3.2, July-Dec 2012 ,p 64 – 80.
12. Mukherjee, D., Raj, S. (2009), A comparative analysis of eLearning initiative in Management education in India from Trainer – Student Perspective. *Effulgence*, ISSN: 0972 -8058, Vol.7.1, p57 -60.

RESEARCH PAPERS (BOOK CHAPTERS) (4 nos)

1. Mukherjee, D., Chatterjee, R., (2016) An Empirical Study on Old Age Persons: Special Reference to the Tribal of North East India, Routledge (Accepted)
2. Mukherjee, D. (2014), A Constructivist Approach to Education Using Technology Mediated Learning Environment, *Education and Health: Special focus on Uttar Pradesh (Eds.)*, TGU Press, ISSN: 2347 – 5072, p37 - 48.
3. Mukherjee, D. (2013), A Study on ICT Practices Facilitating Skill Building for Tourism Industry from Indian Perspective, *Tourism in Global Village (Ed.)*, p 132- 138, LAP, Germany, ISBN 13-978-3-8383-5957-1.
4. Mukherjee, D. (2009), eLearning a potential learning solution for rural India - A critical analysis, *Marketing to Rural Consumers – Understanding & Tapping Rural Market Potential*, 1st Ed., Excel Books, p118 -122. ISBN: 978 – 81 – 7446 – 720 – 1.

India. **(IIMKozhikode)** <http://dspace.iimk.ac.in/bitstream/handle/123456789/98/contents.pdf?sequence=1&isAllowed=y>

RESEARCH PAPERS (CONFERENCE PROCEEDINGS WITH ISBN) (6 nos)

1. Mukherjee, D., Anjana K., (2017) Influence of Culture on Adoption of E-learning Technologies among the Students of Management Studies in Tripura – An Empirical Study, 1st International Conference on Management & Business Practices (ICBMP) – 2017, Aliah University, Kolkata, Conference Proceedings, p48, ISBN 9789383463305.
2. Mukherjee, D., Anjana K., (2017) Impact of Culture on Technology Adoption in Tertiary Management Education of Tripura University – An Empirical Study, Management Conclave, NIT Rourkela, Conference Proceedings p 339-340, ISBN: 978-93-5268-051-1.
3. Nidhi, N., Mukherjee, D. (2014), Impact of Social Media on Virtual Teams Engaged in Software Projects- A Critical Analysis, India at the Cross Roads: The Way Ahead (Eds.), LexisNexis, p606 – 617, ISBN : 987-93-5143-105-3, India. **[Elsevier]**
4. Nidhi, N., Mukherjee, D. (2013), Challenges in Software Projects Deploying Virtual Teams, Managing Organizations in Digital Era (Eds.), AIMS International, p 212-222, ISBN: 978 – 81 – 924713 – 7-2. Abstract available at <http://www.aims-international.org/aims11/ContributedPapers.pdf>.
5. Mukherjee, D., Shome M., (2013), A Study on Feasibility of Potential E-Learning initiatives in Secondary and Higher Secondary Schools in Greater Noida, 5th NCMIS, New Delhi, Excel Publishers, p 46-58, ISBN: 978-93-82880-11-0.
6. Mukherjee, D. (2007), Indian Management Education in eLearning way – A critical analysis, Innovations in Management Practices (Ed.), **Macmillan Advanced Research Series**, 1st Ed., Macmillan India Ltd. p203 – 206, ISBN 10: 0230 -63388 – 9, India.

RESEARCH PAPERS (CONFERENCE PRESENTATIONS) (12 nos)

1. Mukherjee D, Kalai A. (2017) Effect of Culture on ICT on adoption Tertiary Management Education – An Empirical Study on Tripura University, INBUSH ERA 8-10 Feb 2017, Amity University.
2. Mukherjee, D., Chatterjee, R., (2016) Strategic Implications of Indo – Bangladesh Border Trade through *SimantaHaats* with Special Reference to Tripura, FLAME University, International Case conference.
3. Nidhi, N., Mukherjee, D., Luthra R. (2016), Use of social media as a communication tool in virtual teams for software development project: A paradigm shift, International Conference on The Role of Social Media for Organizational Sustainability (ICROSMOS) In association with SAMK-Finland, EMU-USA, School of Business and Law, UK and CPIT, New Zealand, Bloomsbury ISBN 987-93-85936-04-3, February 12-13, 2016.
4. Mukherjee, D., Chatterjee, R., Mukherjee S., (2016) Patient Satisfaction in a Tertiary Care Hospital - An Empirical Study at Tripura Medical College & BRAM Teaching Hospital , Agartala, National Conference on Safe & Sustainable Hospitals (SASH), 11-13 November 2016, AFMC Pune.

5. Mukherjee, D., Chatterjee, R., Mukherjee S., (2016) Biomedical Waste Management Practices – A Case of Narayana Super Speciality Hospital, Guwahati, 4th International Case Conference, Managing Business in VUCA World by ICBM School of Business Excellence supported by IIMP & AMDISA, 17th December 2016, Hyderabad.
6. Mukherjee, D., Dhir, S. (2016), Net Neutrality Issues and Different Cross-sections of Society - An Indian Perspective, International Conference on Innovations in Technology: A Roadmap for Achieving Global Competitiveness (ICIT- 2K16), GLBIMR.
7. Nidhi, N., Mukherjee, D., (2015), Redefining Virtual Team Collaboration through Social Media: An Empirical Study, International Conference on Advances in Management and Technology in a Global World (ICAMT-15) in association with the College of IS&T, University of Nebraska, Omaha, December 18-20, 2015.
8. Mukherjee, D. (2009), An ICT Based Model for Indian Unorganized Tourism Business, ICTBM (INFOMS) by AIMS International Al Ghurair University, Dubai.
9. Mukherjee, D. (2009), Transformation of Educational Philosophy and Rise of Ekalavyas – A Conceptual Framework, ICTBM (INFOMS) by AIMS International Al Ghurair University, Dubai.
10. Chaturvedi, S., Mukherjee, D., Raj, S. (2009), An Empirical Study on Multinational Enterprises and Their Humanitarian Responsibility in Indian Perspective. ICOMBS, ICFAI, Hyderabad India.
11. Mukherjee, D., Raj, S. (2008), Evolution and Application of R – Kanban for shop floor control in Lean environment – A critical analysis, presented and abstract published in the proceedings, International Conference on Technology and Innovation in Marketing, IMT, Ghaziabad, UP, India.
12. Mukherjee, D. (2008), Rabindra Management: Indian Management Thoughts of Rabindranath Tagore towards Self Development, Presented & published in the proceedings, International Conference by AIMS International, IBAGN, UP, India.

CASES & ARTICLES (ONLINE PUBLICATION) (6 nos)

1. Mukherjee, D., Chatterjee, R., (2017) *SimantaHaat* - A Strategic Imperative to Rural Livelihood for the Indo- Bangladesh Border Villages with Special Reference to Tripura, ET Cases STG-1-0049 available at www.etcases.com.

THEME PAPERS

2. Mukherjee, D. (2013), Innovation in Supply Chain Management Strategies, 5th NCMIS, New Delhi, Excel Publishers, p 1-2, ISBN: 978-93-82880-11-0
3. Mukherjee, D. (2012), Green Supply Chain Strategies for Sustainable Development, NCGSCM, New Delhi, Excel Publishers, p 1-3, ISBN: 978-93-81361-96-2.

NEWS PAPER ARTICLE

4. Making New Inroads, Times of India – Ascent, 11th April 2016
<http://timesascent.com/hr-zone/Making-new-inroads/153452>

5. Adapting Toward Blended Learning, Deccan Herald, 28th April 2016
<http://www.deccanherald.com/content/543041/adapting-towards-blended-learning.html>
6. [Why I Will Never Leave Greater Noida: The City has a Calm Atmosphere – HT City, 12th Feb 2011](#)

RESEARCH PAPERS (Communicated)

1. [Chatterjee, R., Mukherjee, D., Deb A., \(2016\) Effect of Influential Factors on Rural Entrepreneurship Growth in North East India with Special Reference to Tripura, EDI, Gujarat.](#)
2. Mukherjee, D., Das M., (2016) Role of Cosmopolitanism (COSMO), Materialism (MAT) and Ethnocentrism (CET) in Consumer Behavior: Evidence from rural parts of North-East India, Intl. Journal of Management Development (**IIM Kozhikode Society and Management Review, SAGE**)
3. Mukherjee, D., Chatterjee, R. (2016) Rural Infrastructure and Services Augmenting Regional Disparities Impairing Socio-Economic Growth of Tripura – An Empirical Analysis, NARABD.
4. Mukherjee, D., Natrajan, N., (2016) Managing software virtual teams through Social Media-A case study, FLAME University, International Case conference.
5. Nidhi, N, Mukherjee, D. (2016), Comparative Analysis of Social Media Tool Used in Software Projects Deploying Virtual Teams, **Vision – the Journal of Leadership.**
6. Badri S, Mukherjee D, (2016), Role of Complex Adaptive System (CAS) As a Contextual Moderating Variable In Agile Teams, **Vision – the Journal of Leadership.**

BOOK / JOURNAL REVIEW

- Editor – IT, IMS Manthan – The Journal of Innovations, ISSN – 0976-1713.
<http://www.myresearchjournals.com/index.php/imsmanthan/index>
- Mukherjee, D. (2013), Book Review, [Review of the book Principle of Supply Chain Management - A Balanced Approach, by J D Wisner, G K Leong, K C Tan], Management Insights ISSN 0975-7694, Vol. 5, January, p75 – 76.
- Reviewer of International Journal of Business and Systems Research (IJBSR), an **Inderscience Publication.**
- Reviewer of International Conference on Information Systems (ICIS 2015) Houston, USA. One of the most prestigious conferences for information systems educators in the world.
- Reviewer of International Journal of Virtual Communities & Social Networking (IJVCSN), ISSN No. 1942 – 1090, Information Resources Management Association, a peer reviewed and indexed journal.
- Reviewer of Open Journal of Energy Efficiency (OJEE), an openly accessible peer reviewed journal, ISSN No: 2169 – 2637.

- Guest Editor of 3D- IBA Journal of Leadership ISSN No: 2230-7524, Vol. 3.2, July-Dec 2012. The electronic version could be accessed at <http://iba.ac.in/faculty-research/iba-publications/>.
- Member Editorial Board, International Journal of Operations Management (IJOM), a peer-reviewed journal.
- Reviewed Enterprise Resource Planning: Text & Cases, Rajesh Ray, TMH, 2010.
- Reviewed Information Technology for Management, Ramesh Behl, TMH, 2010.

PRESENTATIONS/ INVITED LECTURES (16 nos)

- Discussant at the National Seminar titled North East India since 1947: Society, Polity and Economy with Special Reference to the State of Tripura organized by Economic Science Society Tripura in association with OKD Institute of Social Change and Development (An Autonomous Research Institute of ICSSR, MHRD GOI and Government of Assam), 22-23 January 2017.
- Track Chair at International Conference on "Innovations in Technology: A Roadmap for Achieving Global Competitiveness (ICIT-2K16) organized by GLBIMR Greater Noida, 10th September, 2016.
- Track Chair of Social Science & Human Resources track at the International Case Conference, FLAME University, Pune, 14 – 16 July 2016.
- Keynote address at the National Conference titled Emerging Trends in Business and Management held by RBMI, Greater Noida on 27th February 2016.
- An invited talk at **Indian Institute of Technology BHU** titled India 2030: Issues and Opportunities on 15th February 2016 during KashiYatra: Business Talk Series.
- Track Chair in the National Seminar on Human Rights : Trends and Issues In Contemporary World organized School of Law, IMS Noida, 6th November, 2015. <http://www.imslawcollege.com/news-details11.php>
- Delivered talk and judged a National Summer Training Programme Competition organized by Institute of Technology and Science, Ghaziabad, UP on September 2014.
- An invited talk on Technology usage in Tertiary Education in India, 1st National Conference on Education and Health: Special Focus on Uttar Pradesh, 25th & 26th October, 2013 at The Glocal University, UP, India. <http://www.enhfoundation.in/speakers-at-the-conference-2/>
- A talk of Innovations in Supply Chain Management Strategies, 5th National Conference on Management of Innovation & Supply Chain Strategies (NCMIS) 2013 at Galgotias Business School, 9th March 2013 at Greater Noida, UP, India.
- A talk on Green Supply Chain Strategies –Future and challenges, National Conference titled Technology to Common Man – Green Supply Chain Strategies for Sustainable Development in partnership with Global Compact Network, India (An United Nations

organization) at Galgotias Business School, 17th February, 2012 at Greater Noida, UP, India.

- An invited talk on Potential impact of using MWBIS tools in Management Education in India given to faculty members of Galgotias Educational Institutions, UP, India, 26th July 2011.
- A talk on ICT practices facilitating skill building for tourism industry from Indian perspective, International Conference on Tourism in Global Village, IIM Lucknow, April 2009, UP, India.
- Chaired a Technical Session on Indian Management in the International Conference organized by AIMS International 28th – 31st Dec 2008, IBA GN, UP, India.
- A talk on potential impact of ICT practices in Indian unorganized tourism sector, during the National Seminar on Marketing Innovations for Reaching Consumers by Institute of Technology & Science, Ghaziabad, UP, India, 5th December 2008.
- A talk on ‘Technology Innovation in Management Education’ during National Conference on Technology to Common Man – emerging Trends and Practices in Management of Technology by Indian Business Academy, UP, Indian on 1st & 2nd August 2008 and also edited the Conference Proceedings.
- A talk on ‘eLearning initiatives in corporate sector & its potentiality in Management Education’ during National Seminar on Changing Landscape of Management Education in India – An eLearning Perspective by Indian Business Academy, UP, Indian on 19th January 2008.

NATIONAL CONFERENCE/SEMINAR ORGANIZED

- Conference Co-Chair, 5th National Conference on Management of Innovation & Supply Chain Strategies (NCMIS) 2013 at Galgotias Business School, 9th March 2013 at Greater Noida, UP, India.
- Joint Convener, National Symposium on E-Commerce 2012, E-Commerce: Benefits, Opportunities & Challenges at Galgotias Business School, 15th December 2012 at Greater Noida, UP, India.
- Conference Co-Chair, National Conference titled Technology to Common Man – Green Supply Chain Strategies for Sustainable Development in partnership with Global Compact Network, India (An United Nations organization) at Galgotias Business School, 17th February 2012 at Greater Noida, UP, India.
- Conference Co-Chair, National Conference titled Technology to Common Man – Emerging Trends and Practices in Management of Technology at Indian Business Academy held on 1st & 2nd August 2008 at Greater Noida Campus, UP, India.
- Convener, National Seminar titled Changing Landscape of Management Education in India – An eLearning Perspective at Indian Business Academy on, 19th January 2008, at Greater Noida Campus, UP, India.

ACHIEVEMENTS

- Nominated as a panel member for IT & Software Services by Confederation of Indian Industries (CII) for Western U.P. Zonal Council for 2003 – 2004, UP, India.
- Received best paper award in the International Conference on Innovations in Technology: A Roadmap for Achieving Global Competitiveness (ICIT- 2K16), GLBIMR, September 2016.
- Received 2nd prize and Rs. 10,000/- cash prize in the 4th International Case Conference, Managing Business in VUCA World by ICBM School of Business Excellence supported by IIMP & AMDISA, 17th December 2016, Hyderabad.

Mr. Nirmalya Debnath, Assistant Professor

Research Publications:

- Kumar A., Debnath N. (2016) ‘Agriculture and Inclusive Growth: A North East India Perspective’ The Indian Economic Journal, special issue, pp 12-22, ISSN: 0019-4662
- Kumar, A., Debnath, N., ‘Factors affecting mobile banking adoption in Agartala’(accepted for publication as book chapter in an edited volume)
- Debnath, N., Kumar, A., Das, B. (2016) ‘Consumer Need Based Model “VICS”: A New Approach to Financial Inclusion’, Globalization, Growth, Governance and Goal (4G), book chapter published by Global Publishing House India, ISBN 978-93-81563-79-3, pp 130-149.
- Kumar, A., Das, B., Debnath, N. (2015) ‘Value Based Sustainable Development through Cultural Rejuvenation, Human Development and Economic Growth’, The Indian Economic Journal, Special Issue, PP 71-78
- Chakraborty, K.S., Das, M., Krisnankutty, R., Debnath, N., (2013) ‘Consumer Ethnocentrism in Backward Regions of India: A Case Study of Tripura’, Review of Management Innovation and Creativity, Vol. 6, Issue 19
- Debnath, N., (2013) ‘Marketing of a Green Product: Bamboo, a very special product of Tripura’ The Rural marketing Journal, Vol.7, Issue 3, pp10-12

Seminar/Conference Participation:

- 2 Day National Seminar on “Institution Business & Economy: A North-East Perspective” on 10th – 11th September 2016 organized by Economic Science Society of Tripura (ESSOT)
- National Seminar on “Current Trends of Development in Communication, Innovation and Creativity in India” on 27-28th February 2016 organized by BBA Department of Holycross College, Agartala, Tripura
- 9th National Management Convention on “Sustainable Agribusiness in India” on 19-20 February, 2016 organized by KIIT School of Management, Bhubaneswar, Odisha, India
- 98th Annual Conference of the Indian Economic Association on 27th to 29th December 2015 organized by The Indian Economic Association and Centre for Economic and Social Studies (CESS), Hyderabad

- National Seminar on Inclusive Growth through Financial Inclusion-A Paradigm Shift on 5-6 October 2015, Ujjain, Madhya Pradesh organized by School of Studies in Economics, Vikram University, Ujjain & The India Economic Association
- National Seminar on Development Policy for North-East India: Rationale, Initiatives and Impact on 8th March 2014 organized by Economic Science Society of Tripura (ESSOT) in collaboration with Department of Management, Tripura
- UGC-Sponsored National Seminar on Inclusive Developmental Strategy and North-East India on 11th to 12th January, 2014 organized by Department of Commerce and Department of Economics, Ramthakur College, Agartala, Tripura
- International conference by intellect base international academic consortium on 14-16 March 2013, Thailand, Bangkok organized by Intellect base international consortium
- National Seminar on "Pedagogy-Trends in Teaching and Learning" on June 3-4 2011 organized by Faculty of Education, ICFAI University Tripura
- One Day International Seminar on "Higher Education And Sustainable Livelihood" on 17th December 2010 organized by Assam University (A Central University) & CCLP Worldwide

Mr. Manish Das, Assistant Professor

Research Project:

- ‘Consumer Demographics, Consumption Habits, Acculturation of the Global Consumer Culture and Consumer Ethnocentrism: A Rural India Perspective with special reference to Tripura’, funded by Indian Council for Social Science Research (ICSSR), MHRD, Govt. of India. Expected fund mobilization is **Rs. 7, 00,000/-** for two years duration (**Ongoing**).

Journal Publications:

- Das, M., and Saha, V. (2017), Ethnocentrism (CET), Social Comparison (ATSCI) and Marketing Strategy: Evidence From Rural India, **South Asian Journal of Management (SAJM)**, 24(1) [Accepted for Publication].
- Das, M. (2015), Reflection of Attention to the Social Comparison Information (ATSCI) Consumption Habit on Facebook (FB) Status Updates: An Empirical Investigation in Rural India, **International Journal of Marketing and Business Communication (IJMBC)**, 4(2), 1-8.
- Das, M. (2013), Dynamic yet Static: A boon for high performance organizations, **Prabandhan: Indian Journal of Management**, 6(1), ISSN: 09752854
- Das, M. (2014), Effects of Values and Business Ethics Course on Students’ Perception of ethics in Business: An empirical investigation of Management students in Tripura, **Prabandhan: Indian Journal of Management**, 7(3), ISSN: 09752854

- Das, M. (2013), Consumer Demographics and Environmental Responsibility: An Empirical Investigation of the Consumers in Tripura, **Prabandhan: Indian Journal of Management**, 8(5), ISSN: 09752854
- Das, M. (2013), Factors Affecting the Purchase of Staple Goods: An empirical study of edible oil purchase in Tripura, **Indian Journal of Marketing**, 43(6), 47-53.
- Chakraborty, K.S., Das, M., Krishnankutty, R., and Debnath, N. (2013), Consumer Ethnocentrism in Backward regions of India: A case study of Tripura, **Review of Management Innovation and Creativity (RMIC)**, 6(19), ISSN: 1934-6727.
- Chakraborty, K.S., Krishnankutty, R., Das, M., and Debnath, N. (2013), Determinants of Current Ratio: A study with respect to large listed companies in India, **Journal of International Business Management and Research (JIBMR)**, 4(12), ISSN: 1940-185X
- Das, M., and Debnath, N. (2013), Socio-Economic segmentation of the households of auto rickshaw owners: A case study of Tripura, **International Journal of research in Commerce, Economics and Management(IJRCM)**, 3(8), ISSN: 0976-2183.
- Das, M. (2011), Communication strategies to make a brand iconic: A descriptive study of selected dominant brands in their categories, **Vedaang**, 2(2), ISSN:09757961
- Das, M. (2014), Consumer Ethnocentrism and Fashion Apparel Purchase: a study with reference to Tripura, a small North-Eastern state if India, **Development Dynamics**, 2(1), ISSN: 2347-6524.

Research Paper in Edited Books:

- Das, M. (2012), Surviving Globalization: Socio-Cultural Glocalization strategy for Brands with special focus to India, Halдар et.al. (Eds.), *Contours of Globalization*, 2012, Global Publishing House, 374-384, ISBN: 9789381563137.
- Das, M., Acculturation to the global consumer culture (AGCC) and Food Consumption Behavior: An investigation of rural consumers in Tripura. (Accepted for Publication in upcoming edited book as proceedings of National Seminar on "Current Trends of Development in Communication, Innovation and Creativity in India" on 9th-10th February, 2016 by Holy Cross College, Tripura.

Awards:

- **Third best paper** among all conference papers in the 7th International Conference on **Excellence in Research and Education (CERE 2016)** organized by **IIM Indore** with a

cash award of **Rs. 10,000/-**. For more, <http://www.iimidr.ac.in/news-events/cere-2016-concludes-at-iim-indore/>

Conference Participation:

- **4th** International Conference on Spirituality and Skill for Leadership and Sustainable Management by **SMS Varanasi with Claflin University, USA and California State University, USA** on 18th -19th Feb, 2017. Presented Paper on ‘Construction of Personality Measurement Scale based on the ‘Guna-Traya’ Concepts of the Bhagavad-Gita.
- **7th** international conference on Excellence in Research and Education (**CERE 2016**) by **IIM Indore**, 5th - 8th May, 2016. Presented paper on ‘Acculturation to the global consumer culture, consumer ethnocentrism and food consumption habits: An investigation of rural Indian consumers’ with focus to Tripura.
- International conference by **Intellect base International Academic Consortium (IIAC)**, 14th - 16th March, 2013, Bangkok, Thailand. Presented paper on ‘Consumer ethnocentrism in backward regions of India: A case study of Tripura’
- International Seminar on “Globalization: Issues and Challenges”, by **Holy Cross College & Tripura University**, 29th& 30th Oct., 2011. Presented paper on ‘Surviving Globalization: Socio-Economic Glocalization strategy for brands with special reference to India’.
- International Conference on “Agricultural Education & Knowledge Management”, Organized by: **IGNOU & IFPRI (Washington, DC) USA**, 24th -26th Aug., 2010. Presented paper on ‘Role of Knowledge Management in development of Agricultural Value Chain’.
- **XIMB-TISS** National seminar on ‘Corporate Social Responsibility’, 9th -11th Feb, 2012. Presented Paper on ‘Price Empowerment: The most Important Corporate Social Responsibility’.
- **UGC sponsored** National Seminar on ‘Management of Environment: North-East India Perspective’, by **ICVC, Tripura** on 11th& 12th Sept., 2010. Presented paper on ‘Micro level Implementation of Kyoto Protocol for Environmental Sustainability in North-East India’.
- **UGC sponsored** National Seminar on ‘Inclusive Development Strategy and North-East India’, By **RTC, Tripura** on 11th&12th Jan, 2014. Presented paper on ‘Development Strategy in Tripura: Quest for Financial Inclusion’.

Workshops:

- Participated on 7 days Workshop on **Statistical Data Analysis Method** organized jointly by **ISI Kolkata and Tripura University**, 18th -24th Nov. 2015.

Ms. Anjana Kalai, Assistant Professor

Publications:

- Mukherjee, D., Kalai, A.,(2017), Technology Adoption Among The Students of Management Studies: An Empirical Study on Tripura university, Optimization- Journal of Research in Management,9(1).
- Mukherjee, D., Kalai, A.,(2017),‘Impact of Culture on ICT in Tertiary Management Education of Tripura university- An Empirical Study’ in 17th International Business Horizon- INBUSHERA World Summit, 2017. Conference Proceeding of 1st International Conference on Management And Business Practices – Millennium Management Paradigm and Contemporary Business Practices Organized by Department of Management and Business Administration, Aliah University, Kolkata from 11th – 12th January, 2017. ISBN. 97893863305
- Mukherjee, D., Kalai, A.,(2017),‘Impact of Culture on ICT in Tertiary Management Education of Tripura university- An Empirical Study’ Conference Proceeding of 17th International Business Horizon- INBUSHERA World Summit, 2017. Organized by Amity University, Uttar Pradesh in Association With The University of Northampton from 8th – 10th February, 2017.

Seminars/Conference:

- Presented a paper title ‘Impact of Culture on ICT in Tertiary Management Education of Tripura university- An Empirical Study’ in 17th International Business Horizon- INBUSHERA World Summit, 2017. Organized by Amity University, Uttar Pradesh in Association With The University of Northampton from 8th – 10th February, 2017
- Presented a paper title ‘Influence of Culture on Adoption of E-learning Technologies Among the Students of Management Studies in Tripura- An Empirical Study’ in 1st International Conference on Management And Business Practices – Millennium Management Paradigm and Contemporary Business Practices Organized by Department of Management and Business Administration, Aliah University, Kolkata from 11th – 12th January, 2017.
- Presented a paper title ‘Technology Adoption Among The Students of Management Studies: An Empirical Study on Tripura University’ in International Conference on Innovations in Technology- A Road Map For Achieving Global Competitiveness on 10th September, 2016.

Ms. Mahasweta Das Saha, Assistant Professor

Research Papers/Conference proceedings publications:

- Selected & invited to present a paper at **PAN IIM International World Conference, MHRD sponsored, at Marriot, Goa** on ‘Future of Management Education: Feasibility study on integrating CSR and Sustainability in Management Education. Paper published in the

conference proceedings under the title “Emerging issues in Management” (ISBN: 9780992680008).

- Das Saha, M. (2017). Influence of family and social media on the consumer decision making of high involvement products. In S. Dash, A. Goyal, & D. Das Gupta, & K. Bardhan Gupta (Eds.), Reaching Consumers of Emerging markets. Paper presented at the Emerging markets conference board (EMCB) at IIM Lucknow, Noida Campus, 5th -7th Jan 2017. (pp.112- 116). IIM Lucknow, Noida Campus, Professional consultancy by B.T. Printer 284/ 2, Mehrauli, New Delhi. ISBN No: 978-81-928560-2-5

Seminar/ Conference participation:

- Selected & invited to present a paper at **PAN IIM International World Conference, MHRD sponsored, at Marriot, Goa on ‘Future of Management Education: Feasibility study on integrating CSR and Sustainability in Management Education.**
- Selected and presented a paper in the annual conference of **Emerging markets conference board (EMCB) at IIM Lucknow, Noida Campus conference on “Reaching Consumers of emerging markets” (5th -7th Jan 2017).**

Mr. Tamal Choudhury, Assistant Professor (Contract):

Paper Presentation in the Seminar:

Conference/ Seminar/ Workshop	Duration/ date	Organized By	Title of the paper Presented
Presented paper in National Seminar on Issues of the Marginalized Tribals in Tripura.	20-22 January, 2012.	Government Degree college, Kamalpur, Dhalai, Tripura-799285, India.	Challenges in social Inclusion of Hrangkaws in Tripura.
Presented paper in National Conference on Contemporary Issues of Cooperative societies in India with special reference to its north east region.	19-21 April 2013.	Department of Commerce, Tripura University with Collaboration of Institute Cost Accounts of India, Calcutta.	Cooperative Development and Renewable Energy in Tripura.
Presented paper in 2 days National Seminar on “INSTITUTION, BUSINESS & ECONOMY A NORTH- EAST PERSPECTIVE”.	10-11 th September 2016.	Economics Science society of Tripura (ESSOT).	Sustainable livelihood in a tourist place- A study on Mawlynnong, Meghalaya.

Paper Publications:

Paper Publication	Year	Organized By	Title of the paper.
Issues of the Marginalized Tribals in Tripura, page no. 157 to 163. ISBN No. 97881909143-5-2.	2013	Government Degree college, Kamalpur, Dhalai, Tripura.	Challenges in social Inclusion of Hrangkawls in Tripura.
Development dynamics vol-II, no. 1, January '2015 A journal of Economics Science Society of Tripura (ESSOT), ISSN 2347-6524 (Page no. 104-116).	2015	Economics Science Society of Tripura (ESSOT).	Contribution of Renewal Energy Program for development of Human Resource in Rural Tripura.
International Journal of Business Marketing and Management (IIN: 2456-4559), Vol-I, Issue 4, (Page no. 1 to 6).	2016	International Journal of Business Marketing and Management.	Consumer Preference and selection for renewable energy scheme- A study in Southern Tripura.