

**BOOKS PUBLISHED  
2010-2013 (March)**

Sr. No.	Author(s)	Year of Publication	Title of Publication	Name of Publisher
1	Sadhukhan, I.; Agrawal, Dr. K. M.; Santra, Dr. S.C. and Mitra, Dr. S.	2012	Handbook on Industrial Ecology - Waste Management Strategies	Discovery Publishing House Pvt. Ltd, New Delhi
2	Dr. Soma Roychowdhury	2012	6. <i>Inferential Statistics</i> (2012)	U.N. Dhur & Sons Pvt. Ltd.
3	Dr. Soma Roychowdhury	2011	1. <i>Managerial Statistics</i> (2011).	U.N. Dhur & Sons Pvt. Ltd.
4	Dr. Soma Roychowdhury (Edited)	2011	1. <i>Statistics in Social Science and Agricultural Research</i> (2011)	Concept Publishing Company Pvt. Ltd.
5	Maiti Prasenjit (Ed.)	2010	Environmental Politics: From Sociability to Sustenance	Discovery, 2010 New Delhi
6	Nag Dulali	2010	Manipur: Between Justice and Law	Akansha Publishing House
7	Roychowdhury Soma	2010	Probability and Statistical Inference	U.N. Dhur & Sons Pvt. Ltd.
8	Roychowdhury Soma	2010	Practical Statistics (2010), 2 <sup>nd</sup> edition	U.N. Dhur & Sons Pvt. Ltd. (ISBN 978-93-80673-00-4)
9	Roychowdhury Soma	2010	Probability and Statistical Inference (2010), 2 <sup>nd</sup> edition	U.N. Dhur & Sons Pvt. Ltd. (ISBN 978-93-80673-01-1)
10	Roychowdhury Soma	2010	Statistics: Theory and Practice (2010), 3 <sup>rd</sup> edition	U.N. Dhur & Sons Pvt. Ltd. (ISBN 978-93-80673-02-8)

## Chapters in Books

Sr. No.	Author(s)	Year of Publication	Title of Publication	Name of the Publisher	Chapter No.	Page
1	Banerjee, S.	2013	Assessing the impact of mass media :an empirical study for polio vaccination	Excel India Publishers, New Delhi	Himalaya Publishing House Pvt Ltd. (ISBN:978-93-5097-412-4)	76-83
2	Roychowdhury Soma	2013	A Quantitative Approach to Assessing Stress-Strength Stability	<i>Economic Reforms: Problems and Prospects before Indian Industries</i>	Himalaya Publishing House Pvt. Ltd. ISBN: 978-93-5097-574-9	95-99
3	Roychowdhury Soma	2013	On Comparison of Performances of Competing Supply Chain System Designs	<i>Blazing Trails with Strategic Management</i> ISBN: 978-81-921232-1-9		242-248
4	Roychowdhury Soma	2013	Managing Risk of failure of a Coherent System using Component Redundancy	<i>Challenges and Opportunities in Business Management and Information Technology</i>	Himalaya Publishing House Pvt. Ltd. ISBN Number: 978-93-5097-528-2	
5	B.K. Choudhury	2012	Sustainable energy issues and options: the case of India in Sustainable Development: Asia-Pacific Perspectives	Cambridge University Press (CUP), U		

6	Sikdar, P.K.	2012	Arsenic Contamination in Groundwater of Bengal Basin – Source, Migration and Mitigation, in Coping with Disasters: Mitigation Strategy, preventive Action and Recovery	Ed. Mamata Desai and Sandip Halder, Abhijeet Publications, New Delhi,	106-132	
7	Roychowdhury Soma	2012	Assessing Risk of Failure of a Parallel Series System under Dependent Set-up	<i>Innovation for Organizational Excellence</i>	Himalaya Publishing House ISBN 978-93-5051-684-3	3-11
8	Roychowdhury Soma	2012	Performance Management of a Coherent System under Field Conditions	<i>Technology and Business Innovation</i>	Wright Publication Wright Academic Series (ISBN 978-3-659-27554-8)	20-26
9	Roychowdhury Soma	2012	Exploratory Data Analysis in Data Mining	<i>Statistics in Social Science and Agricultural Research</i>	Concept Publishing Company Pvt. Ltd. ISBN 978-81-8069-822-4	
10	Banerjee, S.	2012	Tracing the evolution and history of Internet and its implication on media, in Issues of journalistic ethics and freedom in the contemporary age of digital media	Subarnarekha, Kolkata & Journalism Congress, Calcutta University	ISBN : 81-86263-004	148-158

11	Mitra, Dr. Sarbani, and Agrawal, Dr. K. M.	2012	Evaluation of Corporate Green Initiatives Towards Sustainability: An Empirical Study of Selected Industries in India. In Chugan, P. K.. and Pingle, S. S. (2012) (ed.), <i>Global Recession to Global Recovery: Macro and Micro Dynamics of Trade, Finance and Investment</i> , January.			
12	Banerjee, K., Dey, N., and Mohanty, M.	2011	‘Gender Discrimination and Atrocities against Women Employees – Violation of Basic Human Rights in Post Liberalisation Era.’	Deep & Deep Publications Pvt. Ltd., New Delhi.	(319-335)	
13	<b>B.K. Choudhury</b>	2011	Cogeneration Opportunities in India” in the Encyclopedia of Energy Engineering and Technology	Taylor & Francis Group, New York		
14	<b>B.K. Choudhury</b>	2011	Ocean Thermal Energy Conversion (OTEC): By- Product Availability	Taylor & Francis Group, New York		
15	<b>B.K. Choudhury</b>	2011	Ocean Thermal Energy Conversion (OTEC): By- Product Availability	Taylor & Francis Group, New York		

16	<b>Banerjee, S.</b>	<b>2011</b>	Impact of traditional media on Internet news: An Empirical Study in Managing in turbulent times, Business ecosystem and Macro perspectives	Excel India Publishing, New Delhi		403-414
17	<b>Banerjee, S.</b>	<b>2011</b>	Impact of Internet on political outcome: a case study in e-Governance , Techno-behavioural implications.	Excel India Publishers, New Delhi	ISBN: 978-93-81361-43-6)	141-151
18	Roychowdhury Soma	2011	Risk of System Failure under Dependent Set up: A <i>New Blue Print for Management in 21<sup>st</sup> Century</i>	Himalaya Publishing House Pvt. Ltd.		99-105
19	Roychowdhury Soma	2011	Estimating Risk of Failure of Systems with Positively Dependent Component Failures	<i>Rousing Challenges of Management Systems and Practices</i>	Himalaya Publishing House Pvt. Ltd.	101-105
20	Roychowdhury Soma	2011	Managing Change in System Reliability with Change in Environmental Variable	<i>Information Technology Management</i>	Right Publishing & Press	87-92

21	Roychowdhury, Soma	2010	An Approach to Improving System Reliability of Coherent Systems by Rearranging the Components, Operations and Management Sciences	Excel India Publishers		453-458
22	Roychowdhury, Soma	2010	Risk Management in System Performance, Project Risk Management: Identifying, Forecasting and Mitigating Project Risk	Wright Publication		106-113
23	Mitra, Sarvani, Sadhukhan, I. and Agrawal, K. M.,	2010	Green Marketing – A Sustainable Business Strategy for Competitive Advantage. Proc. of National Seminar on Environmentally Sustainable Development – A Bag of Green Profits, February 6, 2010, Jagan Institute of Management Studies, New Delhi	Excel India Publishers, New Delhi.	[ISBN: 93 - 80043 - 78 - 3]	249 - 256

### List of Publication in International Referred Journal

Sr. No.	Author(s)	Year of Publication	Title of Publication	Name of the Journal	Vol.	No.	Page
1	Soma Roychowdhury	2013	Reliability of a Coherent System in a Multi-component Stress-strength Model	<i>American Journal of Mathematical and Management Sciences</i> (USA)	Vol.32, No.1 ISSN 0196-6324 (DOI:10.1080/01966324.20		
2	Sikdar, P.K., Chakraborty, S., Sahu, P. and Biswas, T.	2013	An approach to an integrated micro-watershed management plan of Outer Himalayan Range of Himachal Pradesh, India	Environmental Earth Sciences (DOI 10.1007/s12665-012-1860-3), Published Online: 28 July, 2012, Springer, Impact Factor – 1.059			
3	Banerjee Sudeepa & Basu Tapati	2013	Impact of Internet on delivery of critical cardiac health care: A case study from India'	, The Journal of Community Informatics, (ISSN No:1712-4441 ), Special issue :Community Informatics for Improving Health ,Canada, (Canada)	9(2)	2	1-9
4	<b>Banerjee Sudeepa &amp; Basu Tapati</b>	2012	Impact of Internet on rural economy: a case study	Presidency University Journal, Presidency University, Bangladesh (ISSN No: 2224-7610). (Bangladesh)	1(1)	1	79-87

5	Banerjee, Sudeepa	2012	Assessing farmer perception towards Internet based intervention: an empirical study'	Research journal for commerce and behavioural science, (ISSN No:2251-1547) (Singapore)	1(8)	8	17-21
6	Roy, P., <b>Sikdar, P. K.</b> , Singh, G. and Pal, A. K.,	2012	Source apportionment of ambient PM10 – a case study from a mining belt of Orissa	Atmosfera, vol. 25(3), p. 311-324	(Impact Factor – 0.49)		
7	Jana, R.K.	2012	A Simulation Based Fuzzy Programming Approach to Solve Discrete	<i>Journal of Fuzzy Mathematics</i>	20	2	473-480
8	Dutta, A.	2012	Process Automation of Cement Plant	International Journal of Information Technology, Control and Automation (IJITCA),	Volume 2, NO 2, April 2012, p p-63-73,ISSN 1839-6682		
9	McArthur, J.M., <b>Sikdar, P.K.</b> , Hoque, M.A. and <b>Ghosal, U.</b>	2012	Wastewater impacts on groundwater: Cl/Br ratios and implications for arsenic pollution of groundwater in the Bengal Basin	Science of the Total Environment (in press). Elsevier Science Ltd. Impact Factor – 3.286			
10	Hoque, M.A., McArthur, J.M. and <b>Sikdar, P.K.</b> ,	2012	The palaeosol model of arsenic pollution of groundwater tested along a 32 km traverse across West Bengal, India	Science of the Total Environment, vol. 431, p. 157-165. doi: <a href="https://doi.org/10.1016/j.scitotenv.2012.05.038">10.1016/j.scitotenv.2012.05.038</a> , Elsevier Science Ltd. Impact Factor – 3.286			

11	McArthur, J. M., <b>Sikdar, P.K.</b> , Nath, B., Grassinau, N., Marshall, J. D. and P.	2012	Sedimentological control on Mn, and other trace elements, in groundwater of the Bengal delta,	Environmental Science and Technology; ACS Publications DOI: 10.1021/es202673n • Web Publication Date : 08 Dec 2011. Impact Factor- 5.228.	Vol. 46, No. 2, p. 669-676.		
12	Dr. Soma Roychowdhury	2012	Reliability Comparison of Systems of Different Orders Using Pseudo-signatures	<i>Electronic Journal of Applied Statistical Analysis</i>	scheduled in Vol. 5, No. 2.		
13	Soma Roychowdhury	2012	Reliability Comparison of Systems of Different Orders Using Pseudo-signatures	<i>Electronic Journal of Applied Statistical Analysis</i> (Italy)	Vol.5, No.2, pp. 199-212 (ISSN: 2070-5948, DOI 10.1285/i20705948v		
14	Roy, P., Sikdar, P. K., Singh, G. and Pal, A. K.	2012	Source apportionment of ambient PM10 – a case study from a mining belt of Orissa,	Atmosfera, (Impact Factor – 0.49).	vol. 25(3), p. 311-324		
15	Hoque, M.A., McArthur, J.M. and Sikdar, P.K.	2012	The palaeosol model of arsenic pollution of groundwater tested along a 32 km traverse across West Bengal, India	Science of the Total Environment. DOI:10.1016/j.scitotenv.2012.05.038, Elsevier Science Ltd. Impact Factor – 3.286	vol. 431, p. 157-165.		

16	Banerjee, Sudeepa	2011	An empirical study of the impact of Internet news on the habit of newspaper reading and watching TV news	Research Journal of Social Science and Management, (ISSN No:2251-1571) (Singapore)	1(4)	4	220-229
17	Banerjee,K ,, <b>Mohanty, M.</b>	2011	Social Cost of Reforms in Post Liberalization Era in India: In Analysis till 2000	<i>Social Science International</i> Volume- 27, No-2	158-176		
18	Dutta, A.	2011	Energy Saving in Building by Automation	Journal of TIDEE (TERI Information Digest on Energy and Environment), 7589(Online) ISSN 0972-6721(Print), ISSN 0975-	10	1	1-10
19	Roychowdhury Soma	2011	Improving System Reliability using Conditional Reliability Importance	Journal of Risk and Reliability (UK)	225	DOI 10.1177/1748006XJRR384	
20	Roychowdhury Soma	2011	Effect of Dependence of Components on the System Performance	International Journal of Pure and Applied Mathematics (Bulgaria)	66	1	91-112
21	Roychowdhury Soma	2011	A Warehouse Selection Problem based on Random Delivery Times	Model Assisted Statistics and Applications (USA)	6	DOI 10.3233/MAS-2010-0177	
22	Roychowdhury Soma	2011	On Estimation of Regression Parameter under Asymmetric Loss	Journal of Applied Probability and Statistics (Australia)	5	2	

23	Sikdar, P. K and Sahu Paulami	2011	Groundwater Potential Zonning of a peri-urban wetland of South Bengal Basin, India	Environmental Monitoring and Assessment	174	1-4	119-134
24	<b>De, Jayanti,</b> Roy, Sudip Kr., and Dutta Madhumati	2011	Management of Transportation System and Prioritization of Transport Infrastructure Projects	<i>International Journal of Marketing and Technology (e-journal)</i>	Volume 1, Issue 4.		
25	Dr. Soma Roychowdhury	2011	Comparison of Lifetimes of Coherent Systems using a Stochastic Ordering Criterion	<i>Model Assisted Statistics and Applications (USA)</i>	Vol. 6, No. 4, pp. 287-305.		
26	Dr. Soma Roychowdhury	2011	On the Selection of a Best System from a Group of Systems with Mutually Dependent Component Lives	<i>Statistical Methods in Optimization and Operations Research (USA)</i>	Vol. 6, No. 3, pp. 239-247.		
27	<b>Pal, Soubarna</b>	2011	Productivity differential and the bilateral real exchange rate between India and US	<i>Journal of Quantitative Economics</i>	Vol. 9 No.(1), January, 2011.		
28	Roychowdhury Soma	2010	A Generalized Approach to Comparing the Systems of Different Order	Advanced Modeling and Optimization (Romania)	12	1	57-69
29	Mallick Soumitra Kumar, Roy K. K., Sarkar A., Chakraborty A and Duttachaudhuri T	2010	Dynamics of Emerging India's Banking Sector Assets, A simple model	Journal of Asset Management	11		62-70

30	Chowdhury B.K	2010	Assessment of Carbon-di-Oxide Mitigation Potential through Implementation of Energy				
31	Choudhury B K and Sengupta Piyali	2010	Efficiency and Energy Conservation Measures in Power Sector of West Bengal	Asia-Pacific Business Review	VI	1	105 – 114
32	Pons Paula and Choudhury Binoy K	2010	Research, Education, Training and Public Awareness	Climate Change E-discussions of the Asia Pacific Human Development Networkon			
33	Dhar, Dr. Satyajit and Mitra, Dr. Sarbani	2010	Extent and Determinants of Corporate Social Reporting in India	Indian Accounting Review, A Bi-Annual Refereed International Journal	14	2 (December, 2010) [ISSN 0972-1754]	57-78
34	Mitra, Dr. Sarbani; Agrawal, Dr. K. M. and Dr. S. N. Ray	2010	Greening the Supply Chain: Prospects & Implementation Strategy	Journal of IMS Group, Institute of Management Studies, Ghaziabad [Listed in Cabell's Management Directory, USA]	7	1 (Jan-July, 2010) [ISSN: 0973-824X]	25-42

35	Sadhukhan, I; Mitra, Dr. Sarbani; Agrawal, Dr. K. M. and Santra, Dr. S. C.	2010	Development of Empirical Model for Assessment of Air Pollution Load in Sponge Iron Industries	Indian Journal of Environmental Protection, Kalpana Corporation, Varanasi	30	12 (K 20) (Dec '10) ISSN : 0253 - 7141 Regd .	999 – 1010
36	Jana R. K. and Sharma Dinesh K	2010	Genetic Algorithm based Fuzzy Goal Programming for Class of Chance Constrained Programming Problems	International Journal of Computer Mathematics	87(4)		733-742
37	Mukherjee Srabanti	2010	A Study on Effectiveness of NRHM in Terms of Reach and Social Marketing Initiatives in Rural India	European Journal of Scientific Research	42	4	
38	Mallick Soumitra Kumar, Krichel Thomas and Novarese Marco	2010	Subscription to digital libraries and corresponding journal impact: A value-based approach to demand for digital research data	Digital Asset Management	6		336-343
39	Biswas Jhumoor. Zuber Farooqui and Kuruvilla John	2010	A perspective on Development of Effective Control Strategies in urban regions of South and Central Texas	Air pollution Modeling and its Applications	XX	2.19	213-217
40	Sikdar P. K and Sahu P.	2010	Threat of land subsidence in and around Kolkata City and East Kolkata Wetlands, West Bengal, India	Journal of Earth System Science	Impact Factor - 0.819		

41	Jana Chinmoy	2010	Decomposition Analysis on CO <sub>2</sub> Emission from Road Transport in Taiwan	EnergyPolicy, Elsevier, USA	Comm unicat ed after revisio n		
42	Jana Chinmoy	2010	A Comparative Evaluation of Household Preferences for Solar Photovoltaic Stand- Alone and Min- Grid Systems: An Empirical Study in a Costal Village of	Renewable Energy, Elsevier	35		283 5 - 283 8
43	Jana, R. K. and Sharma, Dinesh K.	2010	Genetic Algorithm based Fuzzy Goal Programming for Class of Chance Constrained Problems	International Journal of Computer Mathematics	87	4	733- 742.
44	Roychowdh ury, Soma	2010	A Generalized Approach to Comparing the Systems of Different Order	Advanced Modeling and Optimization (Romania),	12	1	57- 69.
45	Hari P. Sharma, Dinesh K. Sharma and <b>R.K. Jana</b>	2010	A Varying Domain Fuzzy Goal Programming Approach to Mutual Fund portfolio Selection,	<i>International Journal of Finance</i>	22(2), 6394- 6412		
4 6	Ghoh, S., <b>Mohant y, M.</b>	2010	Comparative Analysis of the Training Process, Impact of Training and Performance of Front- line Workers in Three Retail Companies: Spencer's, Big Bazaar, and 'More'	<i>Social Science International</i>	Volume- 26, No-2; 229- 252		
4 7	<b>Choudh ury B.K. and Sengupt</b>	2010	Assessment of Carbon-di-Oxide Mitigation Potential through Implementation of	<i>Asia-Pacific Business Review</i>	Vol. VI, Number 1, January- March 2010, pp 105 - 114.		

	<b>a Piyali</b>		Energy Efficiency and Energy Conservation Measures in Power Sector of West Bengal.		
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## NATIONAL JOURNALS PUBLICATION

Sr. No.	Author(s)	Year of Publication	Title of Publication	Name of the Journal	Vol.	No.	Page
1	Majumder, Indrani	2012	<b>Self Help Group— A Dominant form of Microfinance Empowering Indian Women</b>	Vidyasagar University Journal of Commerce (ISSN 0973- 5917), Department of Commerce with Farm Management, Vidyasagar University	Vol. 17		
2	Jana, Chinmoy	2012	A Goal Programming Approach with Fuzzy Logic for Optimum Allocation of Works under MGNREGA in India	Socio- Economic Planning Sciences	In Press.		
3	Jana, Chinmoy	2012	Factual Achievement of MGNREGA calls for An Optimal Planning using Fuzzy Logic, Chapter-10 in Book “Micro Finance, Risk-taking Behaviour and Rural Livelihood” , vol:2, Issue: 2.	Springer (India) Pvt Ltd., 2012, In Press.			

4	Singh, R., & Mohanty, M.	2012	Impact of Training Practices on Employee Productivity: A Comparative Study	The paper accepted for publication in <i>Interscience Management Review</i> (ISSN: 2231-1513IMR)			
5	Mohanty, M., Banerjee, A., Dam, P., & Biswas, R.	2012	Leadership in Women: A Right-Brain Activity.	<i>Manav</i>			Page 1-3
6	<b>Gairik Das</b>	2012	CRM and e-CRM: A spearhead to retain customers in Indian hypermarkets	<i>Survey</i> July – Dec. 2012	Vol 52	Nos .3-4	35-47.
7	<b>Madhab Milan Ghosh</b>	2012	The state of hockey in India – A critical look.	<i>Survey</i> July – Dec. 2012	Vol 52	Nos .3-4	Pp. 128-138
8	<b>P. K. Sikdar</b> , Paulami Sahu and Mohit Roy.	2012	Sustainable water management of a moribund pond in Kolkata	<i>Survey</i>	Vol. 52	Nos .3&4	pp. 63-69
9	<b>Surajit Chakraborty</b> , Tanima Dutta and <b>P. K. Sikdar</b>	2012	Understanding the control of geology, geomorphology and landuse/landcover on arsenic distribution in groundwater of Bengal Basin using RS, GIS and PCA	<i>Survey</i>	Vol. 52	Nos .3 & 4	p. 70-85
10	<b>Kumkum Mukherjee</b>	2012	Identifying the Level of Motivation of Employees in the IT Industry in Kolkata.	<i>Indian Journal for Training &amp; Development</i>	Vol. XXX XIII	No. 4 October-December	

11	Majumder, Indrani	2011	<b>Viewers' Perception of Celebrity Endorsed TV Advertisements: A study in West Bengal</b>	NICE Journal of Business (ISSN: 0973-449X), Shobhit University, Meerut	Vol. 6	No. 2 July - December	
12	Banerjee, K., Mohanty, M. & Maiti, S.	2011	Study to determine State of Application of Indian Labour Welfare Statutes in Manufacturing Organizations in India.	<i>Survey-Management Journal</i>	vol. 51	No. 3 & 4, July - December	Page 122-134.
13	Pal, Soubarna	2011	Generalised Purchasing Power Parity Among the Real Exchange Rates Between India and Japan Vis-a-vis US Dollar	<i>Indian Journal of Economics</i>	Vol. XIIC	No. 365	
14	<b>Sikdar, P. K.</b>	2011	A Report of the 2-day Workshop on 'Arsenic Contamination in Groundwater – Source, Migration and Mitigation: Future Research Needs' organized by Indian Institute of Social Welfare and Business Management and sponsored by Department of Science and Technology	Indian Journal of Geology	vol. 81	Nos. 1-4	p.39-51
15	<b>Chakraborty, S. And Sikdar, P. K.</b>	2011	Groundwater Resource Assessment and Management of	Hydrology Journal	Vol. 34	Nos. 1 & 2	p. 55-64.

			Arsenious Aquifer of English Bazar Block, Malda District, West Bengal				
16	<b>Sahu, P. and Sikdar, P. K.</b>	2011	Threat of land subsidence in and around Kolkata City and East Kolkata Wetlands, West Bengal, India	J. Earth System Sciences  Impact factor - 0.820	Vol. 120	No. 3	p. 435–446
17	<b>Banerjee Sudeepa &amp; Basu Tapati</b>	2011	'Effect of Telemedicine on rural healthcare services: an empirical case based analysis'	ASBM Journal of Management (listed in Proquest)	Vol. 4(1)		pp. 91-100
18	<b>Banerjee Sudeepa &amp; Basu Tapati</b>	2011	Impact of traditional news media on Internet news :an empirical study	Nirma University Journal of Business and Management Studies	Vol.5	3&4	73-85
19	<b>Soubarna Pal</b>	2011	'Productivity differential and the bilateral real exchange rate between India and US'	Journal of Quantitative Economics	Vol. 9	No. (1) January	
20	<b>Soubarna Pal</b>	2011	'Generalised Purchasing Power Parity Among the Real Exchange Rates Between India and Japan Vis-a-vis US Dollar'	Indian Journal of Economics	Vol. XIIC	No. 365 October	

21	Majumder, Indrani	2011	Project Shakti – A Public Private Partnership for Rural Consumers' Welfare	Indian Journal of Commerce & Management Studies (ISSN 2229-5674)	vol 2	Issue 1	
22	Jana, Chinmoy	2010	A Comparative Evaluation of Household Preferences for Solar Photovoltaic Stand-Alone and Min-Grid Systems: An Empirical Study in a Coastal Village of Indian Sundarban	Renewable Energy, Elsevier, 2010.	Vol 35		Pp 2835 – 2838
23	Dhar, Dr. Satyajit; Mitra, Dr. Sarbani and Sadhukhan, I.	2010	Environmental Compliance and Stakeholders' Value	Chartered Secretary, The Journal for Corporate Professionals, The Institute of Company Secretaries of India, New Delhi	XL	10 [IS SN 097 2-198 3]	1398 – 1404
24	Dhar, Dr. Satyajit and Mitra, Dr. Sarbani	2010	Corporate Social Reporting: Evidence from Listed Companies in India	The Chartered Accountant, Institute of Chartered Accountant of India, New Delhi	59	6 (Dec'10) [IS SN 000 9-188 X]	110 - 116
25	Mitra, Sarbani, Agrawal,	2010	Leveraging Business	Gitam Journal of			

	K. M. and Dhar Satyajit		Bottom Line through Operationalizing Environmentally Sustainable Strategies	Management (GITAM)			
26	Mitra, Dr. Sarbani and Agrawal, Dr. K. M.	2010	Sustainable Marketing Strategies for the Micro, Medium and Small Scale Industries of West Bengal – An Empirical Study on Bamboo Artifacts	SDMIMD Journal of Management, Mysore	1	2 (Sept'10) [IS SN: 0976-0652]	26-36
27	Mitra, Sarbani, Agrawal, Dr. K. M. and Dhar, Dr. Satyajit	2010	Leveraging Business Bottom Line through Operationalizing Environmentally Sustainable Strategies	Gitam Journal of Management, GITAM Institute of Management, GITAM University, Visakhapatnam, Andhra Pradesh	8	2 (April-June 2010) [IS SN: 0972-740X]	77-95
28	Mukherjee Srabanti	2010	Influence of Celebrity Endorsement in Brand Positioning - A Study on Shampoo Market in Kolkata	GITAM Journal of Management	Accepted		
29	Mukherjee Srabanti and Purkayastha P	2010	A Planned Model for a Sustainable Self-Help Group - An Analytical Hierarchical Process	Vilakshan, the Journal of XIMB	Accepted		

30	Mukherjee Srabanti	2010	Initial Marketing Design To Enter In The Pickle Business-A Case Study On An Aspiring Women Group In Hooghly	The Icfaiian Journal of Management Research	Vol. IX, No. 1, pp. 64-77, January 2010
31	Sikdar, P. K., Sahu, P., Chakraborty, S., Adhikari, A., Halder, P. and Majumder, T	2010	An approach to minimize the drinking water problem through wetland management and artificial recharge of arsenic contaminated aquifer of Dasdia mouza, Haringhata – I block, Nadia district, West Bengal	Bhujal News	Published
32	Chakraborty, S. and Sikdar, P. K	2010	Groundwater Resource Assessment and Management of Arsenious Aquifer of English Bazar Block, Malda District, West Bengal	Hydrology Journal	Accepted, in press
33	Banerjee, K. and Mohanty, M.	2010	Social Cost of Reforms in Post Liberalization Era in India: An Analysis till 2000.	Survey- A Management Journal	Accepted
34	Chakraborty , S., and Sikdar, P. K.	2010	Groundwater Resource Assessment and Management of the Arsenious Aquifer of English Bazar Block, Malda District, West Bengal English Bazar Block, Malda District, West Bengal	Indian Association of Hydrologists Journal	In press

35	Das, Gairik	2010	Exploring the Consumer's Brand Selection Pattern in the Organised Retail Sector: Private Label	Proficient	Accepted		
36	Mitra, Sarbani; Agrawal K. M. and S. N. Ray	2010	Greening the Supply Chain: Prospects & Implementation	Journal of IMS Group Institute of Management Studies Ghaziabad	Accepted		
37	Mukherjee Srabanti,	2010	"Initial Marketing Design To Enter In The Pickle Business- A Case Study On An Aspiring Women Group In Hooghly District"	The Icfaiian Journal of Management Research	IX	1	64 - 77
38	Mukherjee Srabanti,	2010	"Initial Marketing Design To Enter In The Pickle Business- A Case Study On An	The Icfaiian Journal of Management Research	IX	1	64 - 77
39	Nag, Dulali	2010	"Border Trading Through Manipur: A Historical in a Context".	<i>Policies and Practices</i> Series Editor Ranabir Samaddar, Mahanirban	Vol. 31	March	

### Proceedings of conference

1	<b>Sudeepa Banerjee</b>	2012	Assessing farmer perception towards e-choupal:an empirical study	Proceedings of the National Seminar on rural marketing,J.D Birla Institute, Department of Management., Feb 24-25,2012	53-59
2	<b>Sudeepa Banerjee</b>	2013	Understanding the drivers of citizens' use of e-government as a service provider : an empirical study .	Proceedings of the International conference on 'Leveraging Information Technology for Competitive Advantage' , Asia-Pacific Institute of Management, New Delhi, 21-22 February 2013.	143-147
3	<b>Sudeepa Banerjee</b>	2013	'Assessing urban citizens' attitude towards e-Government in: India an empirical study'	16 <sup>th</sup> National e-Governance conference on 'Towards an Open Government', Department of Administrative Reforms and Public Grievances, Government of India, Department of Information Technology, Government of India and State Government of Rajasthan , Jaipur, 11-12 February 2013.	7-13