

J.D. BIRLA INSTITUTE
Departments of Science, Commerce & Management
PUBLICATIONS, SESSION 2021-2022

RESEARCH PAPER PUBLICATIONS

1. An in vitro comparative analysis of properties of probiotic bacteria present in beverages. **Journal of Advanced Scientific Research**, 12 (2), July 2021, p 76-81, (ISSN No 0976-9595, Impact factor 0.56) by Anindita Deb Pal (Assistant Professor, FSNM Department).
2. Antioxidant & prebiotic potential of cultured mushroom (*Agaricus bisporus*) extract. **Journal of Advanced Scientific Research**, 12 (2), July 2021, p 267-272, (ISSN: 0976-9595) by Manika Das (Assistant Professor, FSNM Department).
3. Effect of maturity stages on the nutritional content of *Hygrophilaspinoso* and *Chenopodium album* leaves. **Journal of Scientific Research**, 13 (3), September 2021, p 1011-1023, (ISSN No 2070-0245) by Anindita Deb Pal (Assistant Professor, FSNM Department).
4. A study to develop a malted beverage for young adults (aged 18-35 years). **International Journal of Advanced Research (IJAR)**, 10 (5), May 2022, p 205-209, (ISSN No 2320-5407) Uttiya Jana (Assistant Professor, FSNM Department) and Devyani Sarraf (M.Sc student).
5. A review on the extraction methods of food colors from natural sources. **Annals. Food Science and Technology**, 23(2), May 2022, p 274-286, (ISSN: 2344-4916) by Dr. Adrija Saha (Assistant Professor-II, FSNM Department) and Ms. Humairah Ayman. UGC-CARE List I
6. Adaptation of Animal Motifs Sourced from Sculptures of Ancient Indian Monuments to Cartoon Prints Appropriate for Children Wear and Accessories. **Journal of the Textile Association**, 82(3), September - October 2021, p 155-165, (ISSN No 0368-4636, Impact Factor: 0.24) by **Deepali Singhee** (Principal, JDBI), Heena Sachdeva (Assistant Professor, TCFS Department) and Krishnakali Bhattacharyya (Assistant Professor, HD Department).
7. Eco-friendly dyeing of silk with *Saraca Asoca*. **Asian Dyer**, 18(5), October - November 2021, p 24-31, (ISSN No 0972-9488, Impact Factor: 0.24) by Deepali Singhee (Principal, JDBI), Yamini Dhanania (Assistant Professor, TCFS Department) and Nidhi Gupta (former M.Sc. student).
8. Effect of Formic Acid pretreatment on the dyeing of bamboo fabric with reactive dyes. **Journal of the Textile Association**, 82 (4), November- December 2021, p 202-208, (DOI: <http://doi.org/10.17605/OSF.IO/BG9V4>, ISSN No-0368-4636) by Shweta Tuteja Rakshit (Assistant Professor, TCFS Department) and Shally Agarwal (former M.Sc. student).
9. Silk: The queen of fibers and its varieties with special reference to India. **Indian Journal of Natural Fibers**, 8(2), January 2022, p 1-16 (ISSN No 2348-7445) by Deepali Singhee (Principal, JDBI).
10. Adaptation of animal motifs sourced from ancient Indian sculptures to cartoon figures. Part-2: Development of prints for children-wear. **Journal of the Textile Association**, 8(5), January- February 2022, p 252-259, (DOI No: <https://doi.org/10.17605>, ISSN No. 0368-4636, Impact factor 0.08) by **Deepali Singhee** (Principal, JDBI), Heena Sachdeva (Assistant Professor, TCFS Department) and Krishnakali Bhattacharyya (Assistant Professor, HD Department).
11. Printing with natural and synthetic thickeners on silk fabric with reactive dyes. **Asian Dyer**, 19(1) February- March 2022, p 56-60, (ISSN No-0972-9488) by Shweta Tuteja

Rakshit (Assistant Professor, TCFS Department) and Ria Agarwal (former M.Sc. student).

12. Multiple re-cycled dyeing of silk with de-oiled red sandalwood waste using different mordants to achieve dark shades and improved colour fastness. **Man Made Textiles in India**, 50(3), March 2022, p 84-89, (ISSN No 0377-7537) by Deepali Singhee (Principal, JDBI), Ipshita Chatterjee and Asis Kumar Samanta.
13. Effect of application of selective UV-absorbers/ antioxidants on raw and bleached jute fabrics by pad-batch-dry process for reduction of its photo- degradation and photo-yellowing character. **Journal of Natural Fibers**, April 2022, p 1-19, (DOI: 10.1080/15440478.2022.2051669) by Asis Kumar Samanta and Deepali Singhee (Principal, JDBI).
14. Product diversification and enhancement of Kotpad textiles through printing with natural dyes. **Journal of the Textile Association**, 82 (2), July-August 2021, p 96-105, (ISSN No 3684636, Impact factor 8.08) by Amita Dutta (Assistant Professor, ID Department).
15. Emoji a form of social interaction: A sociological study. **Asiatic Society of Mumbai**, 95(5), May 2022, p 141-149, (ISSN No 0972-0766) by Payal Sen (Assistant Professor, HD Department).
16. Adaptation of Animal Motifs Sourced from Sculptures of Ancient Indian Monuments to Cartoon Prints Appropriate for Children Wear and Accessories. **Journal of the Textile Association**, 82(3), September - October 2021, p 155-165, (ISSN No 0368-4636, Impact Factor: 0.24) by Deepali Singhee (Principal, JDBI), Heena Sachdeva (Assistant Professor, TCFS Department) and **Krishnakali Bhattacharyya** (Assistant Professor, HD Department).
17. Adaptation of animal motifs sourced from ancient Indian sculptures to cartoon figures. Part-2: Development of prints for children-wear. **Journal of the Textile Association**, 8(5), January- February 2022, p 252-259, (DOI No: <https://doi.org/10.17605>, ISSN No. 0368-4636, Impact factor 0.08) by Deepali Singhee (Principal, JDBI), Heena Sachdeva (Assistant Professor, TCFS Department) and **Krishnakali Bhattacharyya** (Assistant Professor, HD Department).
18. Economic empowerment analysis of women in West Bengal using multivariate techniques. **Journal of Rural Development**, 40(4), March 2022, p 548-562, (ISSN No-0970-3357 (p), 2582-4295) by Swapnapriya Sethy (Assistant Professor, Commerce Department) and Chinmoy Jana.
19. A study on consumer's perception on plastic money: Boon or bane. **International Journal of Research and Analytical Reviews (IJRAR)**, 9(1), March 2022, p 666-680, (ISSN No 2349-5138 (p), 2348-1269 (o), Impact factor 7.17) by Shreya Bagani (former M.Com. student) and Promita Mukherjee (Assistant Professor, Commerce Department).
20. Identifying the major determinants of female workforce participation in India: A study based on census data. **International Journal of All Research Education and Scientific Methods (IJARESM)**, 10(3), March 2022, p 1532-1540, (ISSN No 2455-6211, Impact factor 7.429) by Promita Mukherjee (Assistant Professor, Commerce Department) and Madhvi Agarwal (former M.Com. student).
21. A study on the level of financial literacy and its impact on investment decisions among graduates. **International Journal of Research and Analytical Reviews (IJRAR)**, 9(1) March 2022, p 555-565, (ISSN No 2349-5138 (p), 2348-1269 (o), Impact factor 7.17) by Lakshmi Nair (former M.Com. student) and Pooja Sinha Roy (Assistant Professor, Commerce Department).
22. Driving factors of crowd funding investment in India. **International Journal of Research and Analytical Reviews (IJRAR)**, 9(1), March 2022, p 302-318, (ISSN No 2349-5138 (p), 2348-1269 (o), Impact factor 7.17) by Pratibha Sharma (Assistant Professor, Commerce Department).

23. A Comparative study of customer approach towards digital banking in pre and post pandemic situation. **International Journal of Research and Analytical Reviews (IJRAR)**, 9(1), March2022, p 48-56, (ISSN No 2349-5138 (p), 2348-126 (o), Impact factor 7.17) by Priya Mishra (former M.Com. student) and Sucharita Basak (Assistant Professor, Commerce Department).
24. Impact of e-commerce trends in retail and food & beverage Industry. **International Journal of Research and Analytical Reviews (IJRAR)**, 9(1) March2022, p 171-221, (ISSN No 2349-5138 (p), 2348-1269 (o), Impact factor 7.17) by Priyambada Singh (former M.Com. student) and Sucharita Basak (Assistant Professor, Commerce Department).
25. Marketing strategies of nestle and its impact on consumer buying behaviour. **International Journal of Research and Analytical Reviews (IJRAR)**, 9(1), March 2022, p 973-992, (ISSN No 2349-5138 (p), 2348-1269 (o), Impact factor 7.17) by Palak Kakarania (former M.Com. student) and Sayoni Biswas (Assistant Professor, Commerce Department).
26. Impact on Covid-19 on consumer perception and technology development on Indian banking system. **Journal of Emerging Technologies and Innovative Research (JETIR)**, 9(3), March2022, p 800-822, (ISSN No 2349-5162, Impact factor 7.95) by Ishika Jalan (former M.Com. student) and Riddhi Jain (Assistant Professor, Commerce Department).
27. Corporate social responsibility in banking industry. **International Journal of Science & Engineering Development Research**, 7 (3), March 2022, p 293-298,(ISSN No 2455-2631, Impact factor 5.47) by Priya Mishra (former M.Com. student) and Sayoni Biswas (Assistant Professor, Commerce Department).
28. A study on investors' awareness towards commodity market in India: With reference to Kolkata. **International Journal of All Research Education and Scientific Methods**, 10(3), March 2022, p 2041-2051, (ISSN No 2455-6211, Impact factor 7.429) by Preksha Sethia (former M.Com. student) and Pratibha Sharma (Assistant Professor, Commerce Department).
29. Determinants of financial literacy: A study based on primary data. **International Journal of All Research Education and Scientific Methods**, 9(3), March 2022, p 2099-2107, (ISSN No-2455-6211, Impact factor 7.429) by Ankita Sinha (former M.Com. student) and Promita Mukherjee (Assistant Professor, Commerce Department).
30. Is social media a boon for small business and women entrepreneurs? An Empirical Study. **EPRA International Journal Economics, Commerce and Educational Management**, 9(4), April 2022, p 1-6, (ISSN No-2348-814X), by Shreya Bagani (former M.Com. student), Promita Mukherjee (Assistant Professor, Commerce Department).
31. Impact of working capital management on firms' performance: An empirical study on selected FMCG companies in India. **International Journal of Creative Research Thoughts (IJRCT)**, 10(4), April 2022, p c21-c30, (ISSN No 2320-2882) by Bhargavi Agarwal (former M.Com. student) & Pratibha Sharma (Assistant Professor, Commerce Department).
32. Corporate governance practices in Indian banking sector. **International Journal of Business and Management Invention**, 11(4), April 2022, p 57-64, (ISSN No 2319-8028, Impact factor 4.72) by Gulshan Kaur (former M.Com. student) and Sucharita Basak (Assistant Professor, Commerce Department).
33. The financial world of bonds- A study on bond portfolio management strategies. **International Journal of Research and Analytical Reviews (IJRAR)**, 9(2), May 2022, p 751-761, (ISSN No 2349-5138-p, 2348-1269-o) by Sreshtha Banerjee (former M.Com. student) and A. S. Manjulakshmi (Assistant Professor, Commerce Department).

34. A study on the start-up ecosystem in India. **International Journal of Innovative Science and Research Technology**, 7(6), June 2022, p 237-249, (ISSN: 2456-2165) by Muskan Ghani (former M.Com. student) and Promita Mukherjee (Assistant Professor, Commerce Department).
35. Generation Z- The marketing norms breaker and the trend setter. **Journal of Emerging Technologies and Innovative Research (JETIR)**, 9(6), June 2022, p 94-102, (ISSN No 2349-5162) by Namrata Maheshwari (Assistant Professor, Commerce Department).
36. New opportunities and challenges to information researchers and professionals due to Covid-19. **Journal of Engineering, Science and Management**, 4(9), September 2021, p 63-66, (ISSN No 2581-5792) by Mahua Pal (Assistant Professor, Commerce Department).
37. An experimental case study on generation of bio-energy as clean technology initiative in a food industry, **Asian Journal of Physical and Chemical Sciences**, 10(1), April 2022, p 60-66, (ISSN No. 2456-7779) by **Rishiparna Guha** (Assistant Professor, Science & Commerce Departments), Susanta Podder, Tania Bhattacharjee, Sayantani Ghosh and Amitlal Bhattacharya.
38. Handling of remote workers in the 'New Normal' work environment: Are managers ready for the challenge? **Globsyn Management Journal**, 15(1-2), January-December, 2021, p 56-59, (ISSN No 0973-9181) by Manjishtha Sur Roy Chowdhury (Assistant Professor, Management Department).
39. A study on the Agri startups in Indian scenario. **The Management Accountant**, 57(6), June 2022, p 49-52, (ISSN No 0972-3528) by Arindam Banerjee (Assistant Professor, Management Department).
40. A study on employability and skill gap in India: Private & public sector in higher education. **International Journal of Advances in Multidisciplinary Topics**, 2(6), June 2022, p 116-118, (ISSN No 2582-7839) by Paramita Sarkar (Assistant Professor, Management Department).
41. Effectiveness and management of disruptive teaching innovations amid turbulent times: A study on scope of traditional vs. pandemic pedagogy in academic management as an arena of business management. **NSHM Journal of Management Research and Applications**, 9(1), June 2022, p 15-27, (ISSN No 0975-2501) by Oindrilla Chakraborty (Assistant Professor, Management Department).

BOOK

1. Understanding Human Development Through MCQs by Authors Press (ISSN No- 978-93-5529-283-4) by Swati Tulshan (Assistant Professor, HD Department).

CHAPTER PUBLICATIONS

1. Colorimetric measurement and functional analysis of selective natural colourants applicable for food and textile products, in the book, **Colorimetry**, published by Intechopen (UK) (DOI: 10.5772/intechopen.102473) February 2022 by Deepali Singhee (Principal & Professor, TCFS Department) and Adrija Sarkar (Assistant Professor, FSNM Department).
2. Mental health prognosis, development and combat strategies in the COVID-19 pandemic, in the book, **COVID-19: Impact and Response Volume X**, published by Bhumi Publishing, Kolhapur, June 2022, p 1-5 (ISBN No 978-93-91768-46-1) by Swati Tulshan (Assistant Professor, HD Department).
3. CSR and role of employee volunteerism in CSR: A company perspective study of Tech Mahindra and Infosys, in the book, **Emerging Issues in Business Research**, published by Vandana Publication, August 2021, p 236-246 (ISBN No 978-93-90728-48-0) by Sucharita Basak (Assistant Professor, Commerce Department).

4. Crowd funding in India: Existing scenario and future prospects, in the book, **Management & IT Practices in the Era of Industry 4.0**, published by World Lab Publication, p 141-156 (ISBN No-978-93-90734-40-5) by Pratibha Sharma (Assistant Professor, Commerce Department).
5. Shakespeare in nineteenth-century Bengal: An imperative of 'New Learning, in the book, **Shakespeare survey 74, Shakespeare and Education**, published by, Cambridge University Press, UK, (DOI: <https://doi.org/10.1017/9781009036795>), August 2021, p 139-150 by Madhumita Saha (Assistant Professor, Science & Commerce Departments).
6. Nostalgia: The new paradigm of modern marketing, in the book, **System Reboot: The Life after Covid**, published by S. Sharda Global Research Publications, (ISBN 978-81-954790-5-4) by Soma Sinha Roy (Assistant Professor, Management Department).
7. The impact of corona disease on consumer buying behavior and lifestyle in Indian context, in the book, **Innovative Management Practices - An Interdisciplinary Approach - With Special Reference to the New Normal**, published by Allied Publishers Pvt. Ltd., New Delhi and co-published by Aliah University, December 2021, (ISBN Number: 978-93-90951-08-6) by Manjishtha Sur Roy Chowdhury (Assistant Professor, Management Department).
8. Covid-19 reactions, responses, and ramifications for the future of education, in the book, **Mobile and Sensor-Based Technologies in Higher Education**, published by IGI Global Publisher by Oindrila Chakraborty (Assistant Professor, Management Department).
9. Information literacy for rural communities vis-a-vis open access to information: Designing a panchayat-based e-governance model for rural Bengal, in the book, **Panorama of Open Access: Progress, Practices and Prospects**, March 2022, (ISBN No: 978-93-92594-36-6) p 245-262 by Mayuri Das Biswas (Head Librarian, JDBI, Main Campus).

CASE STUDY PUBLICATIONS

1. SoaPen- A new product development for social good, The Case Centre, 29th November, 2021, 521-0117-1 by Dr. Seema Lall (Assistant Professor, Management Department).
2. SoaPen- The pen to hygienic hand-washing, The Case Centre, 29th November, 2021, 521-0118-1 by Dr. Seema Lall (Assistant Professor, Management Department).
3. Organic Foods- Organic Farming to Improve Farmers' Life (Case), The Case Centre, 8th March, 2022, 522-0016-1 by Dr. Seema Lall (Assistant Professor, Management Department).
4. Rangsutra: Enriching Women through Cooperative Business Model (Case), The Case Centre, 11th March, 2022, 822-0026-1 by Dr. Seema Lall (Assistant Professor, Management Department).