

J.D. BIRLA INSTITUTE
Departments of Science, Commerce & Management
PUBLICATIONS, SESSION 2022-2023

RESEARCH PAPER PUBLICATIONS

1. A cross-sectional study on the prevalence of thyroid associated disorders in people (aged >30 years) of Kolkata. **Research Highlights**, 32(4), October 2022, p 194-201 (ISSN: 2231-2374) by Sweata Rani Rai (Assistant Professor, FSNM Department).
2. Nutritional and functional quality of mustard and coriander greens at different phases of development. **Current Research in Nutrition and Food Science**, 11(1), February 2023, p 153-163 (ISSN: 2347-467X, Online ISSN: 2322-0007; DOI: <https://dx.doi.org/10.12944/CRNFSJ.11.1.10>) by Manika Das (Assistant Professor, FSNM Department).
3. Analytical review on natural flavour vs artificial flavor. **International Journal of Research and Analytical Reviews (IJRAR)**, 10(1), March 2023, p 871-874 (e-ISSN 2348-1269, p-ISSN 2349-5138) by Uttiya Jana (Assistant Professor, FSNM Department).
4. A pre-post intervention study on millet usage among adult (30-50 years) of Kolkata and development of a multi-millet flavoured rice. **Research Highlights**, 3(2), April 2023, p 162-170, (ISSN 2231-2374) by Ms. Sudeshna Pramanik (Assistant Professor, FSNM Department) and Ms. Rachaita Jalan.
5. Adaptation of zardozi embroidery on yokes designed for your girls 'ethnic wear. **The Indian Journal of Home Science**, 35(1), January 2023, p 23-33 (ISSN: 0972-2733) by Samita Gupta (Assistant Professor-III, TCFS Department).
6. Union fabrics developed with Soybean fibers. **Asian Dyer**, 20(1), March 2023, p 30-36 (ISSN: 0972-9488) by Samita Gupta (Assistant Professor-III, TCFS Department).
7. A study on adaptation of Traditional Yakshagana Art Form to its Digital printing on t-shirts. **The Indian Journal of Home Science**, 35(1), January 2023, p 34-48 (ISSN: 0972-2733) by Shweta Tuteja Rakshit (Assistant Professor, TCFS Department) & Rajasi Das (Assistant Professor, TCFS Department & former M.Sc. student).
8. Crease resistant finishing of hemp fabric. **Asian Dyer**, 20(3), June- July 2023, p 53-58 (ISSN: 0972-9488) by Shweta Tuteja Rakshit (Assistant Professor, TCFS Department).
9. Review on sources and sustainable methods of natural colouration of textiles. **Current Trends in Fashion Technology and Textile Engineering (CTFTTE)**, 7 (5), December 2022, p 049 - 0016, (ISSN: 2477-2929, DOI.10.19080/CTFTTE.7.2022.555721) by Yamini Dhanania (Assistant Professor, TCFS Department).
10. Dyeing of cotton fabric with babul bark extract as a bio-mordant and *Bixa Orellana* extract as a colourant. **Indian Journal of Natural Fibres**, 9 (1), July 2022, p 45 - 62, (ISSN: 2348-7445) by Yamini Dhanania (Assistant Professor, TCFS Department).
11. A study on adaptation of Traditional Yakshagana Art Form to its Digital printing on t-shirts. **The Indian Journal of Home Science**, 35(1), January 2023, p 34-48 (ISSN: 0972-2733) by Shweta Tuteja Rakshit (Assistant Professor, TCFS Department) & **Rajasi Das** (Assistant Professor, TCFS Department & former M.Sc. student).
12. Anxiety about Ageing: A Comparative Study between Young and Middle Adults. **Indian Journal of Gerontology**, 37(1), January 2023, 92-106 (ISSN: 0971-4189) by Geetika Sachdeva (Assistant Professor, HD Department).
13. The role of human resource development for socio-economic growth. **International Journal of Science and Engineering Development Research**, 7(11), November 2022, p 208-212, (ISSN: 2455-2631, Impact factor 5.47) by Pritha Sen (Assistant Professor, Commerce Department).

14. Exploring the Link between Kanyashree Prakalpa and Girl Child. International. **Journal of Advanced Research**, 2(2), February 2023, p 30-36 (ISSN: 0972-9488) by Promita Mukherjee (Assistant Professor, Commerce Department).
15. Identifying the major demographic factors determining unified payments interface usage: A study based on West Bengal. **Asian Journal of Managerial Science**, 12(1), March 2023, p 1-5 (ISSN: 2249-6300) by Promita Mukherjee (Assistant Professor, Commerce Department).
16. Factors influencing female workforce participation in urban India: A case study. **International Journal of Indian Economic Light**, 11(2), April 2023, p 1-7 (ISSN: 2277-3142) by Promita Mukherjee (Assistant Professor, Commerce Department).
17. An XAI model of malignance detection of the pulmonary nodules: Building trust by reducing AI risk. **PriMera Scientific Surgical Research and Practice**, 2(1), June 2023, p 20-28 (ISSN: 2836-0028), DOI: 10.56831/PSSRP-02-041) by Mahua Pal (Assistant Professor, Commerce Department).
18. An Empirical contribution towards measuring sustainability-oriented entrepreneurial intentions: A study of Indian youth. **Environment, Development and Sustainability**, February 2023 (DOI: 10.1007/s10668-023-03010-9) by Sraboni Dutta (Dean, Management Department).
19. Disclosure of social sustainability parameters by Indian firms: An empirical analysis. **International Journal of Research in Commerce and Management**, 13(9), September 2022, p 1-3, (ISSN: 0976-2183) by Sraboni Dutta (Dean, Management Department).
20. Perception of buyers of comprehensive passenger carrying vehicle insurance in the state of West Bengal. **BIMAQUEST- Journal of Insurance, Pension and Management**, 23(1), February 2023, p 75-92 (ISSN No. 0974-0791) by Madan M. Dutta (Assistant Professor, Management Department).
21. Are social media advertisement gaining popularity over traditional newspaper advertisement among new age job Seekers? **Globsyn Management Journal**, 16(1 & 2), Jan-Dec 2022, 13-18 [ISSN No. 0973-9181) by Manjishtha Sur Roy Choudhury (Assistant Professor, Management Department).
22. Empirical study on the tourism industry in the state of West Bengal during ongoing pandemic. **International Journal of Advance and Innovative Research**, 9(2), September 2022, p 48-53, (ISSN: 2394- 7780) by Manjishtha Sur Roy Choudhury (Assistant Professor, Management Department).
23. Effectiveness & management of disruptive teaching innovations in India 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), November 2022, p 15-27, (ISSN: 0975-250) by Oindrila Chakraborty (Assistant Professor, Management Department).
24. A study on customer relationship management of rapido bike and uber. **International Research Journal of Management Science and Technology**, 14(6), June 2023, p 105-117 (e-ISSN No. 2250-1959, p- ISSN No. 2348-9367) by Ranjan Bhardwaj (Assistant Professor, Management Department).

BOOK

1. A Handbook of Climatologically Behavior of Tropical Cyclones in Northern Hemisphere published by Ideal International E-Publication Pvt Ltd (ISSN No-978-93-89817-73-7) by Rishiparna Guha (Assistant Professor, Sciences & Commerce Departments).
2. Digital Marketing in Consumer Goods Business published by Crescent Publishing Corporation, July 2022 (ISBN - 978-93-91771-55-3) by Soma Sinha Roy (Assistant Professor, Management Department).

CHAPTER PUBLICATION

1. Extraction methods of food colours from natural sources, in the book, **Recent Trends in Food Technology & Nutrition**, published by Akinik publication, New Delhi, Vol 22, November 2022, p 13-38 (ISBN No-978-93-5570-432-0) by Adrija Saha (Assistant Professor, FSNM Department).
2. Nanoencapsulation systems for bioactive compounds, in the book, **The Handbook of Nanotechnology in Functional Foods**, published by Scrivener publication, Wiley USA, p 61-86 (ISBN No. 978-1-119-90482-3) by Anindita Deb Pal (Assistant Professor, FSNM Department).
3. Kokum- The superfood of India, in the book, **Current Trends in Health, Wellness and Lifestyle Management**, published by Kripa Dristhi Publication (ISBN No-978-93-94570-35-1) by. Sweata Rani Rai (Assistant Professor, FSNM Department).
4. Black Soybean: The Vegan Jewel, in the book, **Multidisciplinary Review Book**, published by Taurean Publication, Delhi p 158-163, July 2022 (ISBN No-978-93-91074-40-1) by Uttiya Jana (Assistant Professor, FSNM Department) & Tanima Paul (Former M.Sc. Student)
5. Sources, application, and analysis of natural colorants: An Indian perspective, in the book, **Handbook of Natural Colorants**, 2nd Edition, published by Wiley, USA by Deepali Singhee (Principal, JDBI).
6. Cultivation, nutrition, nutraceutical properties & health benefits of little millets: An Overview, in the book, **Current Trends in Multidisciplinary Research** published by Rubicon Publication (Vol 10, June 2023, p 71-94, ISBN 978-1-80433-974) by Ms. Sudeshna Pramanik (Assistant Professor, FSNM Department) and Ms. Debdipa Guja Roy.
7. Perception of gender dysphoria, in the book, **Advances in Literature, Social Science, Commerce and Management**, Vol-II published by Bhumi Publication (ISBN No-978-93-91768-49-2) by Krishnakali Bhattacharyya (Assistant Professor, HD Department).
8. Digital literacy, technology and adolescents, in the book, **Recent Advances in Management, IT & Social Sciences**, published by National Press Associates, New Delhi, Vol 2, p 16-21 (ISBN No 978-93-90863-48-8) by Krishnakali Bhattacharyya (Assistant Professor, HD Department).
9. Perception and expectations about academic performance and moral behavior among parents and their daughters, in the book, **Recent Advances in Management, IT & Social Sciences**, published by National Press Associates, New Delhi, Vol 2, p 39-43 (ISBN No 978-93-90863-48-8) by Punam Mehra (Assistant Professor, HD Department).
10. Situational risk-taking tendency among adolescents and young adults, in the book, **Recent Trends in Multidisciplinary Research**, published by Akinik publication, New Delhi, Vol 40, November 2022, p 101-111 (ISBN No-978-93-5570-493-1) by Geetika Sachdeva (Assistant Professor, HD Department).
11. Perception of gender dysphoria in the book, **Advances in Literature, Social Science, Commerce and Management**, Vol-II, published by Bhumi Publication (ISBN No-978-93-91768-49-2) by Swati Tulshan (Assistant Professor, HD Department).
12. Mental health prognosis, development and combat strategies in the Covid-19 pandemic, in the book **COVID 19: Impact and Response**, published by Bhumi Publication, Vol X, p 1-5 (ISBN No-978-93-91768-46-1) by Swati Tulshan (Assistant Professor, HD Department).
13. Economics of gender in resource dependent communities, in the book, **Oxford Research Encyclopedia of Environmental Science**, published by Oxford University Press, November 2022, p 1-31 (ISBN: 9780199389414) by Promita Mukherjee (Assistant Professor, Commerce Department).
14. Breaking barriers- Mandating female board representation in the book, **Gender Diversity in Corporate Boardrooms: Myths, Realities, Experiences and**

- Expectations** published by Bharti Publications, New Delhi (p 168-180, ISBN 978-93-94779-71-6) by Mrs. A.S. Manjulakshmi (Assistant Professor, Commerce Department), Ms. Sreshtha Banerjee and Ms. Lahoma Biswas.
15. Interpretability approaches of explainable AI in analyzing features for lung cancer detection, in the book, Mandal, J.K., De, D. (eds) **Frontiers of ICT in Healthcare. Lecture Notes in Networks and Systems**, published by Springer Nature, Singapore, Vol. 519, April 2023, https://doi.org/10.1007/978-981-19-5191-6_23 by Mahua Pal (Assistant Professor, Sciences & Commerce Departments).
 16. Explainable AI model to minimize AI risk and maximize trust in malignancy detection of the pulmonary nodules, in the book, **Machine Intelligence Techniques for Data Analysis and Signal Processing** (Proceeding of the 4th International Conference MISP 2022), published by Springer Nature, Singapore, Vol. 1, May 2023, ISBN: 978-981-99-0084-8 by Mahua Pal (Assistant Professor, Sciences & Commerce Departments).
 17. Intrinsic rewards and sustainability-oriented entrepreneurial intentions: Reflections from two case studies in India, in the book, **Handbook of Research on Promoting an Inclusive Organizational Culture for Entrepreneurial Sustainability** published by IGI Global (USA), November, 2022, p 131-147 (ISBN-13: 9781668452165) by Sraboni Dutta (Dean, Management Department).
 18. 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 Publishing, November, 2022 (ISBN-13: 9781668454008) by Oindrila Chakraborty (Assistant Professor, Management Department).
 19. Theories and application of organizational change for change management during unprecedented times, in the book, **Change Management during Unprecedented Times**, published by IGI Global, USA, April, 2023 (ISBN-13: 9781668470596) by Oindrila Chakraborty (Assistant Professor, Management Department).
 20. Inflation and Covid-19 supply chain disruption, in the book, **Managing Inflation and Supply Chain Disruptions in the Global Economy**, published by IGI Global Publishing, August, 2022, ISBN-13: 9781668458778) by Oindrila Chakraborty (Assistant Professor, Management Department).
 21. Artificial neural network and perceptron model, in the book, **Advances in Computer Science**, published by AkiNik Publications, Volume-15, p 17-29 (ISBN 978-93-5570-421-4) by Anupam Purkait (Assistant Professor, Management Department).

CASE STUDY PUBLICATIONS

1. Blinkit- Grofers' instant commerce with 10- minute delivery (Case) with product No. 522-0094-1 dated 15th November, 2022 by Dr. Seema Lall (Assistant Professor, Management Department).
2. MasterG- An initiative to break patterns (Case) with product No. 522-0094-1 dated 15th November, 2022 by Dr. Seema Lall (Assistant Professor, Management Department).
3. RannaBanna - Ethnicity Retained by Delivering Experience (Case) with reference number 523-0006-1 dated 2nd February, 2023 by Dr. Seema Lall (Assistant Professor, Management Department).
4. Menstrupedia – Storytelling in communication to break the taboo (Case) with reference number 823-0003-1 dated 23rd February, 2023 by Dr. Seema Lall (Assistant Professor, Management Department).