

J.D. BIRLA INSTITUTE

Departments of Science, Commerce & Management

PUBLICATIONS, SESSION 2023-2024

RESEARCH PAPER PUBLICATIONS

1. A KAP study on the dietary habit and health status of female students (7-12 Years) in private schools of Kolkata, West Bengal. **International Journal of Innovative Science & Research Technology**, 8(8), August 2023, p 618-622, (ISSN 2456-2165) by Dr. Uttiya Jana (Assistant Professor, FSNM Department) and Ms. Upasana Ghosh.
2. Analysis of physicochemical and functional properties of oat-based synbiotic beverage enriched with phytonutrients. **Journal of Scientific Research**, 15(3), September 2023, p 769-781, (ISSN: 2070-0245) by Dr. Anindita Deb Pal (Assistant Professor-II, FSNM Department) and Ms. Shreyashi Bhowal- (UGC- CARE List Group I).
3. Unused portions of vegetables can void malnutrition: Production, acceptability, and nutritional analysis. **Food Nutrition Chemistry Journal**, 1(2), September 2023, p 1-9 (ISSN: 2972-4309), doi: 10.18686/fnc.v1i2.74 by Dr. Manika Das (Assistant Professor, FSNM Department) and Ms. Banhishikha Roy.
4. A comparative study on several meat analogues and development of a nutritionally enriched meat analogue. **The Indian Journal of Nutrition and Dietetics (IJND)**, 60(3), September 2023, p 398-411, (ISSN: 0022-3174) by Ms. Sweta Rani Rai (Assistant Professor, FSNM Department) and Ms. Ushashee Gorai- (UGC- CARE List Group I).
5. Comparative analysis of KAP regarding the Weaning between working and non-working mothers, residing in Kolkata. **Research Highlights**, 33(4): December 2023, p 280-287, (ISSN 2231-2374) by Dr. Uttiya Jana (Assistant Professor, FSNM Department) and Ms. Priya Shukla.
6. Nutritional and functional properties of prebiotic enriched chocolates. **Indian Journal of Science and Technology**, 17(5), January 2024, p 426-435, (ISSN 0974-6846) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department), Ms. Poulami Chakraborty and Ms. Radhika Jitesh Gandhi- (UGC- CARE List Group II: *Web of Science*)
7. Assessment of functional status and risk of malnutrition amongst the working and non-working older adults in Kolkata. **Indian Journal of Gerontology**, 38(1), January 2024, p 1-20, (ISSN 0971-4189) by Ms. Sweata Rani Rai (Assistant Professor, FSNM Department) and Ms. Samina Mandsaurwala- (UGC- CARE List Group I).
8. Fabric waste generation in readymade garment units of Kolkata. **The Indian Journal of Home Science**, 36(1), January 2024, p 90-100, (ISSN 0970-2733) by Mrs. Samita Gupta (Assistant Professor-III, FSNM Department), and Prof. Suman Pant- (UGC- CARE List Group I).
9. Attitude towards psychoactive substances among emerging adults. **The Indian Journal of Home Science**, 35(2), July 2023, p 380-387, (ISSN: 0970-2733) by Ms. Geetika Sachdeva (Assistant Professor, HD Department) and Ms. Simran Kaur- (UGC- CARE List Group I).
10. Understanding lifelong learning tendencies and English achievement among postgraduate students. **International Journal of Applied Home Science**, 60(7 & 8), September 2023, p 235-242, (ISSN: 2394-1413) by Ms. Swati Tulshan (Assistant Professor, HD Department) and Ms. Susmita Neogi.
11. Body surveillance and self-objectification: A study among female collegiate students. **National Journal of Education**, 22(1), January 2024, p 187-202, (ISSN No: 0972-9569) by Ms. Geetika Sachdeva and Ms. Payel Sen (Assistant Professors, HD Department)- (UGC- CARE List Group I).
12. Body surveillance and self-objectification: A study among female collegiate students. **National Journal of Education**, 22(1), January 2024, p 187-202, (ISSN No: 0972-9569) by Ms. Geetika Sachdeva and Ms. Payel Sen (Assistant Professors, HD Department)- (UGC- CARE List Group I).

13. Traditional story-telling practices and their representation in contemporary India. **International Journal of Research and Analytical Review (IJRAR)**, 11(1), March 2024, p 413-420, (ISSN: 2348-1269) by Ms. Treasa Sona Almeida (Assistant Professor, HD Department) 2024.
14. Depiction of romantic relationships in bollywood films and their impact on viewers. **International Journal of Creative Research Thoughts (IJCRT)**, 12(4), April 2024, p 915-925, (ISSN: 2320-2882) by Ms. Treasa Sona Almeida (Assistant Professor, HD Department) 2024.
15. Does ESG improve firm performance? Evidence from Indian companies. **International Journal of Scientific Research in Engineering and Management (IJSREM)**, 7(8), August 2023, p 1-7, (ISSN 2583-3930) by Ms. Somali Deb (Assistant Professor, Commerce Department), Mr. S.K. Sajit and Mr. Biki Diger.
16. A study on the pattern of acute child undernutrition in the states of India. **The Indian Economic Journal**, 2, December 2023, p 192-202, (ISSN 0019-4662) by Dr. Basudha Mukhopadhyay (Assistant Professor-II, Commerce Department)- (UGC- CARE List Group I).
17. Investment behavior of young adults in Kolkata - An in-depth analysis. **International Journal of Management and Commerce**, 6(1), March 2024, p 32-40, (ISSN 2664-6846) by Ms. Sneha Saha, Ms. Somali Deb (Assistant Professor, Commerce Department) and Mr. Biki Diger.
18. An XAI model for malignancy detection of the pulmonary nodules building trust by reducing AL risk. **PriMera Scientific Surgical Research and Practice**, 2(1), July 2023, p 20-28, (ISSN: 2836-0028) by Ms. Mahua Pal (Assistant Professor, Commerce Department).
19. Antecedents of sustainability-oriented entrepreneurial intentions: A comprehensive model and empirical evidence. **Sustainable Development**, 32(3), September 2023, p 1-18 (Online ISSN: 1099-1719), doi: 10.1002/sd.2747 by Ms. Mayuri Srivastava, Ms. Shradha Shivani and Dr. Sraboni Dutta (Dean, Management)- (UGC-CARE List Group II: *Web of Science & Scopus*).
20. Sustainability-oriented entrepreneurial intentions: Work values and the theory of planned behavior, **Journal of Small Business and Enterprise Development**, 31(19) December, 2023, p 1-56, doi: 10.1108/JSBED-03-2023-0105 by Ms. Mayuri Srivastava, Ms. Shradha Shivani and Dr. Sraboni Dutta (Dean, Management)- (UGC-CARE List Group II: *Web of Science*)
21. An analysis of underwriting performance of non-life insurance sector in India. **Journal of Insurance Institute of India**, 11(4), April-June 2024, p 84-92, (ISSN No- 2278-6759) by Dr. Madan M. Dutta (Assistant Professor, Management Department)- (UGC-CARE List Group I).

CHAPTER PUBLICATIONS

1. Nutrition for female athletes in the book, **Essential of Physical Education, Vol 1**, published by Weser Publications, Germany (Chapter-2, August 2023, p 15-73, ISBN 978-3-96492-288-1) by Ms. Sudeshna Pramanik (Assistant Professor, FSNM Department) and Ms. Falah Ismail
2. Ergogenic aids for optimum exercise performance in the book, **Essential of Physical Education, Vol 1**, published by Weser Publications, Germany (Chapter-3, August 2023, p 39-63, ISBN 978-3-96492-288-1) by Ms. Sudeshna Pramanik (Assistant Professor, FSNM Department) and Ms. Falah Ismail.
3. Female athlete triad: A comprehensive report in the book, **Essential of Physical Education, Vol 1**, published by Weser Publications, Germany (Chapter-4, August 2023, p 65-88, ISBN 978-3-96492-288-1) by Ms. Sudeshna Pramanik (Assistant Professor, FSNM Department) and Ms. Falah Ismail.
4. A review on the therapeutic potential of fish, commonly consumed in West Bengal in the book, **Advanced Studies in Multidisciplinary Research, Vol. 6**, published by Bright Sky Publication, New Delhi (Chapter 8, August 2023, p 119-129, ISBN No: 978-93-92804-91-5) by Dr. Uttiya Jana (Assistant Professor, FSNM Department).

5. Genetically modified food: Application of engineered microorganisms for food production in the book, **Recent Trends in Microbiology** published by Shriyanshi Prakashan, Agra (Chapter 12, September 2023, p 157-178, ISBN No: 978-3-81247-22-8) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department).
6. Functional properties and health benefits of pistachio nuts (*Pistacia vera* L.): The green superfood in the book, **Current Research in Food Science, Vol. 5**, published by Integrated Publication, New Delhi (Chapter 4, November 2023, p 57-73, ISBN No: 978-93-5834-292-5) by Ms. Sudeshna Pramanik (Assistant Professor, FSNM Department) and Ms. Hadia Khurshid.
7. Understanding food labels: A communication tool for packaged foods in the book, **Current Research in Food Science, Vol. 5**, published by Integrated Publication, New Delhi (Chapter 6, November 2023, p 93-113, ISBN No: 978-93-5834-292-5) by **Ms. Parnasree Sadhukhan & Ms. Sudeshna Pramanik** (Assistant Professors, FSNM Department).
8. Probiotics: Beneficial microbes for health and the food industry in the E-book, **Microbial Essentialism – An Industrial prospective** published by Academic Press, Elsevier, United States (Chapter 2, March 2024, p 47-86, ISBN No. 978-0-443-13932-1) by Dr. Anindita Deb Pal (Assistant Professor-II, FSNM Department).
9. Taro – An underutilized edible green with nutritional and therapeutic potential in the book, **Common Medicinal Plants of our Surroundings** published by Shashwat publications, Bilaspur, Chhattisgarh (Chapter 1, June 2024, p 1-11, ISBN 978-81-19908-30-1) by Dr. Anindita Deb Pal (Assistant Professor, FSNM Department) and Ms. Falah Ismail.
10. Harnessing algae for sustainable textile production: A promising approach in the book, **Recent advances in Home Science, Vol 6**, published by Integrated publications, New Delhi (Chapter 6, May 2024, p 91-103, ISBN 978-93-5834-615-2) by Mrs. Samita Gupta (Assistant Professor-III, TCFS Department) and Ms. Deboshakhi Basu.
11. Simultaneous dyeing and finishing of bio-mordanted cotton in the book, **Functional Textiles and Clothing 2023** published as Proceedings of 3rd International Conference on Functional Textiles and Clothing 2023 by Springer Proceedings in Materials (p 171-193, ISBN No. 978-981-99-9982-8) by **Ms. Yamini Dhanania** (Assistant Professor, TCFS Department) and **Prof. Deepali Singhee** (Principal, JDBI).
12. Study on the compatibility of a binary mixture of babul bark and other natural dyes used on gallnut pre-mordanted cotton fabric for developing compound shades in the book, **Advances in Colorimetry**, published by IntechOpen, UK (June 2024, p 1-26, ISBN No. 978-1-83769-183-8), doi: 10.5772/intechopen.114123 by **Prof. Deepali Singhee** (Principal), **Ms. Yamini Dhanania** (Assistant Professor, TCFS Department) and Prof. A.K. Samanta.
13. Plasma Technology in Textiles in the book, **Advances in Multidisciplinary Research and Development, Vol. 11**, published by Scripown Publications, New Delhi (Chapter 7, June 2024, p 67-94, ISBN: 978-93-94375-80-2) by Dr. Shweta Tuteja Rakshit Assistant Professor-II, TCFS Department) & Ms. Ragini Mukherjee
14. Relationship dynamics: Marriage cohabitation and commitment among young adults in the urban setup in the book, **Urban Transformations: Social Consequences in a Changing Landscape**, published by Redshine Publications, Sweden (Chapter 1, March 2024, p 1-8, ISBN 978-91-7308-054-5, ISBN-10: 91-7308-054-3) by Ms. Swati Tulshan (Assistant Professor, HD Department) and Ms. Gunjan Singhee.
15. Organizational development (OD) frameworks and models: An exploration of OD d COVID-19 for enhancing organizational effectiveness in the book, **Measuring the Effectiveness of Organizational Development Strategies During Unprecedented Times** published by IGI Global Publishing, Pennsylvania, USA (Chapter 3, July, 2023, p 40-66, ISBN- 13: 9781668483923) by Dr. Oindrila Chakraborty (Assistant Professor, Management Department).
16. Entrepreneurial self-efficacy of Indian youth: family climate as a driver in the book, **Handbook of research on Designing Sustainable Strategies to Develop Entrepreneurial Intention** published by IGI Global Publishing, Pennsylvania, USA (Chapter 14, August, 2023, p 303-325, ISBN: 9781668483923) by Ms. Mayuri Srivastava, Ms. Shradha Shivani and Dr. Sraboni Dutta (Dean, Management)
17. Dark tourism: A novel trending sector in tourism – A study in the Indian subcontinent in the book, **Exploring Niche Tourism Business Models, Marketing, and Consumer Experience** published by IGI Global Publishing, Pennsylvania, USA (Chapter 7, August, 2023, p 158-186, ISBN- 13: 9781668472422) by Dr. Oindrila Chakraborty (Assistant Professor, Management Department).

18. Market entry strategies in the book, **Origin and Branding in International Market Entry Processes** published by IGI Global Publishing, Pennsylvania, USA (Chapter 2, September, 2023, p 11-50 ISBN-13: 9781668466131) by Dr. Oindrila Chakraborty (Assistant Professor, Management Department).
19. Nurturing and empowering of women in leadership positions: A study with special reference to the Indian Subcontinent in the book, **Stabilizing and Empowering Women in Higher Education: Realigning, Recentering, and Rebuilding** published by IGI Global Publishing, Pennsylvania, USA (Chapter 9, September, 2023, p 161-192, ISBN-13: 9781668485989) by Dr. Oindrila Chakraborty (Assistant Professor, Management Department).
20. Perceptions and assumptions about women from backward and minority class in Indian educational leadership positions in the book **Minority Women in K-12 Education Leadership: Challenges, Resilience, and Support** published by IGI Global Publishing, Pennsylvania, USA (Chapter 8, March 2024, p 126-160, ISBN- 13: 979 83 69317730, e- 9798369317747) by Dr. Oindrila Chakraborty (Assistant Professor, Management Department).
21. Introduction to Metaverse: Concept and evolution in the book, **New Business Frontiers in the Metaverse** published by IGI Global Publishing, Pennsylvania, USA (Chapter 2, May 2024, p 14-33, ISBN 9798369324226) by Dr. Oindrila Chakraborty (Assistant Professor, Management Department).
22. The convergence of services and AI: The opportunities and challenges with special reference to the Indian market in the book, **AI Innovation in Services Marketing** published by IGI Global Publishing, Pennsylvania, USA (Chapter 9, May 2024, p 201-225, p-ISB ISBN- 13: 9798369321539; e- ISBN13: 9798369321546) by Dr. Oindrila Chakraborty (Assistant Professor, Management Department).