



## NSHM Knowledge Campus, Durgapur,

### PUBLICATIONS

- **“An Analytical Study on Effectiveness of Market Capitalization and NIFTY on Investors”**, by Anita Nandi Barman, Amrita Bhattacharya and Gargi Banerjee, accepted in XVI International Conference on Business Management and Behavioral Sciences, 30-31<sup>st</sup> December 2017, Haridwar, Uttarakhand.
- Research Paper entitled *“Predicting a Model for the financial risk tolerance of retail investors of Durgapur city on their demographic factors using Multiple Discriminant Analysis”* was **accepted** for oral presentation at the **3<sup>rd</sup> International conference on Smart Computing and Informatics (SCI 2018)** during **December 21-22, 2018** organised by KIIT, **Bhubaneswar** in association with Springer India Limited. **Full paper published in Springer indexed by Scopus.**  
Smart Intelligence and Computing 2010  
Volume I  
Published – September 2019
- Research paper entitled **“Demographic factors impact the risk taking ability of urban investors living in three major cities of West Bengal, India”** is published by Indian Journal of Finance indexed by Scopus.  
Volume 13  
Issue 9  
Published – September 2019
  - Research paper entitled **“Analyzing the efficiency of employees and interns during covid19”** is **published** by Gradiva Review Journal indexed by Scopus in 2021.
  - Research paper entitled **“DOES DEMOGRAPHICS INFLUENCE THE RISK BEHAVIOUR OF URBAN INVESTORS? A MACHINE LEARNING MODEL BASED APPROACH: ASSESSING INFLUENCE OF DEMOGRAPHICS ON INVESTMENT RISK”**.” Is published by Operational Research in Engineering Sciences: Theory and Applications indexed by Scopus in 2022.
- Research paper entitled **Analysis on Effect of COVID -19 on Property Valuation In Real Estate Market”**.” is **published** by International Journal of Research in Applied Science and Engineering Technology: Theory and Applications indexed by UGC in 2022.
- Research paper entitled Analysis on **“An Systematic Research Analogy on Human Resource (HR) Policies and its Implementation at BPO in India”** is published in International Journal of Scientific Research in Engineering and Management (IJSREM) Volume 06, Issue 01 January 2022.
- Research paper entitled Analysis on **“Retainment and Retrenchment of Employees in the Education Sector in India in comparison to FMCG sector during Covid 19”** is published in International Journal of Scientific Research in Engineering and Management (IJSREM) Volume 06, Issue 02 February 2022.

- Research paper entitled Analysis on **“The Impact of Supply Chain Management on overall performance of Retail e-Commerce”** is published in Journal of Xian University of Architecture and Technology in March 2022.
- Research paper entitled Analysis on **“Analysis on development of a cashless economy and digital transformation in audit & tax function”** got published in **“Journal of Emerging Technologies and Innovative Research”** is published in Journal of Journal of Emerging Technologies and Innovative Research in March 2022.
- Paper Published on **“Impact of Covid 19 on the Financial Risk Tolerance of Retail Investors in West Bengal”** International Conference on Recent Developments in Social Science and Business Management (ICRDSSBM), 2023
- Paper Published on **“Roles and Responsibilities of an Underwriter: A Comparative Study of Aditya Birla Finance with Kotak Bank and Bajaj Finance”** in World Journal of Advance Research and Reviews , 2025
- Paper Published on **“A Study on the Scope and Investment Opportunities of Nirmal Bang Company With Respect to Current Market Trends”** in World Journal of Advance Research and Reviews , 2025
- Paper Published on **“HRM Performance in Indian Hospital Industry in West Bengal: Current Impact towards Future Directions”** in International Journal of Scientific Research in Engineering and Management , 2025

### **Conference Papers Guided**

- **“Effect of COVID-19 on Graphite Industry with Forecasting Future Growth A case study on Graphite India Limited”** at International Conference on Emerging Technologies Leading Towards Sustainable Entrepreneurship, Economics, Tourism, Healthcare, Media, Education Supporting Green Environmental Practices and Business Growth" on 8<sup>th</sup> and 9<sup>th</sup> December 2023.
- **“A Case Study on the Financial Performance Analysis at GE Power Boilers Services Limited ”** at International Conference on Emerging Technologies Leading Towards Sustainable Entrepreneurship, Economics, Tourism, Healthcare, Media, Education Supporting Green Environmental Practices and Business Growth" on 8<sup>th</sup> and 9<sup>th</sup> December 2023.

### **FDP Organized**

- Name of the FDP: Essentials of Research Publications in SCOPUS/ABDC/Web of Science. Date of the FDP: 11/05/2022 and 12/05/2022  
Resource Person: Prof Anuj Kumar, Apeejay School of Management, Delhi.  
Co ordinator: Prof Amrita Bhattacharya, NSHM Business School, Durgapur.

### **FDP Attended**

- 7 day Faculty Development Programme using FUNDAMENTAL RESEARCH USING APPLICATION SOFTWARE to be conducted by the Faculty of Management Studies of Dr. B.C. Roy Engineering College, Durgapur in association with the Operational Research Society of India, Durgapur (ORSID) with effect from 20th June, 2022

### **Conference Organized**

#### **Designation: Convener**

- International Conference on Emerging Technologies Leading Towards Sustainable, Entrepreneurship, Economics, Tourism, Healthcare, Media, Education Supporting Green Environmental Practices and Business Growth, Durgapur, West Bengal on 8<sup>th</sup> and 9<sup>th</sup> December 2023.  
In association with Confab 360 degree.

**Short Term Courses/ Summer Schools/ winter Attended**

Sl. No.	From	To	Institute/Industry	Sponsored by	Name of the course
1	31 <sup>st</sup> August 2021	1 <sup>st</sup> September 2021	NSE Academy	Tcs Ion	Online FDP on Investments and Trading
2	2 <sup>nd</sup> Jan 2021	2 <sup>th</sup>	1 Harappa Online Certification	NSHM	Listening Actively
3	1 <sup>st</sup> Dec 2020	2 <sup>th</sup>	0 Harappa Online Certification	NSHM	Building Presence
4	1 <sup>st</sup> September 2020	29 <sup>th</sup> September 2020	Coursera	University of Toronto	Mind Control : Managing your Mental Health during Covid 19
5	3 <sup>rd</sup> Dec 2018	9 <sup>th</sup> Dec 2018	NIT Durgapur	TEQIP III sponsored Winter School	Advanced Research Methods in Econometrics and Statistics"
6	17 <sup>th</sup> Jan 2020	22 Jan 2020	AICTE	AICTE	Universal Values and Ethics
7	17 <sup>th</sup> Jan 2021	22 Jan 2021	AICTE	AICTE	Universal Values and Ethics
8	7 <sup>th</sup> March 2022	12 <sup>th</sup> March 2022	AICTE	AICTE	Mentorship Program and its benefits in Technical Institutions
9	30 <sup>th</sup> June 2018	21 <sup>st</sup> July 2018		MHRD	Faculty Induction Program
10	23 <sup>rd</sup> Oct 2021	23 <sup>rd</sup>	al Bhalotia	Central Lib. And Dep of Commerce	IPR
11	18 <sup>th</sup> Sept 2021	18 <sup>th</sup> Sept 2021	NSS College of Commerce and Economics	Research Cell	IPR

**Research Projects / Sponsored project:**

Sponsoring Agency	Title of the Project	Period	Amount	Status(Completed/ ongoing)
NSHM Academy	Corporate Communication	2022-2023	16000	Completed