

Title of paper	Name of the author/s	Department of the teacher	Name of journal	Year of publication	ISBN/ISSN number
"Forecasting Stock Performance in Indian Market using Multinomial Logistic Regression"	Upadhyay Arun, Bandyopadhyay Gautam, Dutta Avijan	NSHM College of Management & Technology DOMS.NIT,Durgapur DOMS,NIT, Durgapur	Journal of business studies quarterly	2012	ISSN 2152-1034
Factors affecting customers satisfaction in Airline Sectors	Chatterjee Dr. Seabrata, Upadhyay Dr. Arun	i.NBS,Durgapur	Journal of Commerce and Management Research	2014	ISSN: 2249-0442
Factors affecting in-patient satisfaction in super-speciality private hospitals – a case study of Burdwan district in West Bengal	Seabrata Chatterjee, Somroop Siddhanta	NSHM Business School	International Journal of Marketing & Financial Management	2014	2349-2546
The impact of promotional mix on profit in the B2B sector	Somroop Siddhanta, Neelotpaul Banerjee	NSHM Business School	Marketing Intelligence and Planning	2014	0263-4503
An Empirical Investigation on the Impact of Marketing Communication Expenditure on Firm's Profitability: Evidence from India	Neelotpaul Banerjee, Somroop Siddhanta	NSHM Business School	Global Business Review	2015	0972-1509
Demographic Variables affecting Consumer Buying Behaviour in FMCG	Seabrata Chatterjee	NSHM Business School	Indian Journal of Marketing	2013	0973- 8703
Factors affecting Customer Satisfaction in Airlines Sector	Seabrata Chatterjee& Arun Upadhyay	NSHM Business School	Journal of Commerce & Management Research	2014	2249 – 0442
Factors affecting Patients' Satisfaction in health care sector	Seabrata Chatterjee &Somroop Siddhanta	NSHM Business School	International Journal Marketing & Financial Management	2014	2349 – 2546
Factors affecting Customer Satisfaction in After Sales Service in Electronic Goods	Seabrata Chatterjee	NSHM Business School	International Journal of Exclusive Management Research	2014	2249 – 8672
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Role of eBusiness - Challenges & Opportunities in an Indian Economy	Dr Anand Mohan	NSHM Business School	International Journal of Advanced Research in Computer Science and Software Engineering (IJARCSSE) UGC Approved	2015	ISSN:2277 128X
Implication of Knowledge Management in Information Technology	Dr Anand Mohan	NSHM Business School	Management EFFIGY RNI-MPENG/2011/36768	2015	ISSN:2249-1643
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Application and Usefulness of Management Tools - Human Resource Information Systems (HRIS)	Dr Anand Mohan	NSHM Business School	International Journal of Management and Social Science Research Review (IJMSRR)	2015	ISSN 2349-6738
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Biomedical Application of Microstrip Patch Antenna Detection of Skin Cancer Using Artificial Neural Network	Nishu Rani, Manisha Nalam & Anand Mohan	NSHM Business School	International Journal of Innovation Science & Modern Engineering	2014	ISSN : 2319 - 6386
Detection of Skin Cancer Using Artificial Neural Network	Nishu Rani, Manisha Nalam & Anand Mohan	NSHM Business School	International Journal of Innovation & Advancement in Computer Science	2014	ISSN 2346 -8816
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Business Turnaround leadership in India during Liberalisation: Role of V. P. Shetty in Changing Work Culture of UCO Bank	Dr. Arunava Narayan Mukherjee	NSHM Business School	International Refereed Journal of Management (PIRJMs)	2013	ISSN 0975-475X
Steve Jobs to Narayana Murthy: Readdressing the Conceptual Metaphor of Leadership	Dr. Arunava Narayan Mukherjee	NSHM Business School	The International Journal of Management Research & Review (IJMRR)	2012	ISSN 2249 7196
HRD in SME: A Study in Inculcation of the Practice of Conscious Competence Learning in Moonlight Engineering Company	Dr. Arunava Narayan Mukherjee, With Sabyasachi Basu, Bushra Faiz, Prasanta Paul	NSHM Business School	International Journals of Management, IT & Engineering" (IJMIE)	2012	ISSN 2249-0558