

DR. DEBARUN CHAKRABORTY

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<https://www.scopus.com/authid/detail.uri?authorId=57204477529>

<https://scholar.google.com/citations?user=mkQjIAIAAAAJ&hl=en>

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<https://www.publicationranking.net/?ranking=19&since=2021&countries=IN>



OBJECTIVE:

Intend to build a career with a leading institute of hi-tech environment with experienced & dedicated people, which will help me to explore myself fully, realize my potential & work as a key player in a challenging & creative environment.

HIGHLIGHTS:

- ⇒ More than 14 years of work experience (12 years+ in Academics and 2 years in Industries)
- ⇒ Presently working as, a **Deputy Director & Associate Professor in Symbiosis Institute of Business Management (SIBM), Nagpur**, Constituent of Symbiosis International (Deemed University), Pune.
- ⇒ Guiding **Four Research Scholars (Ph.D.) under the Faculty of Management**, Symbiosis International (Deemed University), Pune.
- ⇒ **UGC NET qualified in Management (twice)**, June 2012 & December 2012.
- ⇒ Completed Ph.D. in Management (Marketing) titled "A Contemporary Study on Consumer Behavior towards Mobile Network Operators with Special Reference to Western Part of Rural West Bengal" under Vidyasagar University (A State University of West Bengal), Midnapore.
- ⇒ **Written six books on Management** with different reputed publishers namely Kalyani Publishers, Abhijeet Publications, Atlantic Publishers, Ane Books & Crescent Publications.
- ⇒ **Written more than sixty research articles** on the field of marketing in various reputed national & international Journals & also participated in **forty-five international & national seminars/conferences**.

EDUCATIONAL QUALIFICATIONS:

D.Litt. in Management under Faculty of Arts & Commerce (Pursuing)

Vidyasagar University, Midnapore

Ph.D. in Management (Marketing), Jan 2017

Vidyasagar University, Midnapore

UGC NET in Management (Twice), June 2012 & December 2012

University Grants Commission, New Delhi

MBA (Marketing), 2009

Institute of Engineering and Management (IEM), Kolkata

West Bengal University of Technology (WBUT), Kolkata (Presently MAKAUT)

Bachelor of Engineering (Chemical), 2006

Siddaganga Institute of Technology (SIT), Tumkur, Karnataka

Visveswararajah Technological University, Belgaum

HSC, 2001

Sree Sree Mohanananda Vidyamandir, Midnapore

West Bengal Council of Higher Secondary Education, Kolkata

SSC, 1999

Midnapore Collegiate School, Midnapore

West Bengal Board of Secondary Education, Kolkata

WORK EXPERIENCES:

ACADEMIC EXPERIENCES:

1. **Organization:** Symbiosis Institute of Business Management (SIBM), Nagpur, Constituent of Symbiosis International (Deemed University), Pune (UGC Approved Deemed University, Category I & NAAC Accredited with 'A').
Designation: Deputy Director & Associate Professor in Symbiosis Institute of Business Management (SIBM), Nagpur
Duration: 17th May 2019 to till date

2. **Organization:** Haldia Institute of Technology, Haldia (AICTE approved; Accredited with 'A' Grade by NAAC; An Autonomous Institution)
Designation: Assistant Professor in the Department of Management & Social Sciences
Duration: 14th March 2016 to 13th May 2019
3. **Organization:** SRM University, Sikkim (UGC approved)
Designation: Senior Assistant Professor in the School of Management & Commerce
Duration: 01st August 2015 to 08th March 2016
4. **Organization:** NIPS School of Management (NIPS Group), Kolkata (AICTE approved)
Designation: Assistant Professor in the Department of Management Studies
Duration: 10th August 2009 to 31st May 2014

INDUSTRY EXPERIENCES:

5. **Organization:** Satwik Group, Kolkata [Satwik Metals Pvt. Ltd. & Satwik Cemcast Pvt. Ltd. (previously Sri Shankar Suwan Estate Pvt. Ltd.)]
Designation: Assistant Manager - Marketing
Duration: 2nd June 2014 to 30th July 2015
6. **Organization:** Kanak Solvo Pvt. Ltd., Midnapore
Designation: Process Engineer
Duration: 01st August 2006 to 30th July 2007

SPECIAL ACHIEVEMENTS/AWARDS/RECOGNITIONS:

- ⇒ UGC NET **qualified** in Management, December 2012
- ⇒ UGC NET **qualified** in Management, June 2012
- ⇒ Stood First in PhD Course Work Examination
- ⇒ **Received Honoris Causa D.Litt in Management (August 2018)** from Commonwealth Vocational University, Kingdom of Tonga
- ⇒ Won **"Best Paper" Award** in 2-Day UGC Sponsored International Seminar on Dynamic Evolution of Management Paradigm (February 26th & 27th, 2016) organized by Department of Business Administration, Vidyasagar University, Midnapore.
- ⇒ Won the **"Best Thesis Award (Ph.D.)"** for the year 2017 in the National Conference on "SMART SUMMIT – 2017" (Science, Medicine, Agriculture, Research and Technology) organized by the PEARL Foundation for Educational Excellence, Madurai on 10th December 2017.
- ⇒ Won the **"GRABS Best Young Researcher 2018"** award from the GRABS Educational Charitable Trust, Chennai.
- ⇒ Won the **"Best Ph.D. Dissertation Award"** in 6th International Conference on Green, Growth, Globalization, Governance and GST (5G): Challenges and Opportunities on February 2 - 4, 2018, organized by Institute of Management, J K Lakshmi Pat University, Jaipur, India with St. Cloud State University, USA.
- ⇒ Won the **"Best Researcher of 2018"** award from IJRULA & IDAMAS Learning Centre, Malaysia.
- ⇒ Won **"Best Paper" Award** in 23rd International Conference on "Multidisciplinary Research and Practice in the Era of Digital Innovation and Academic Intelligence: A Futuristic Approach" on 8th – 9th September 2018 organized by RDA & RDRF.
- ⇒ The book named "Consumer Behavior towards Mobile Network Operators" (ISBN: 978-93-5074-274-7) written by Dr Debarun Chakraborty, with Abhijeet Publications, New Delhi has been reviewed by Prof. S. K. Dhara and the **"Book Review" has been successfully published in the journal named JSSGIW Journal of Management, Volume-V, Issue No. II, Apr. - Sept., 2018.**
- ⇒ Won **"INDAM Best Paper of the Track Award"** (Track: Consumer Behavior & Retail Management) in 23rd International Conference in Sixth Biennial Conference of the Indian Academy of Management on Architecting Indian Management Scholarship in The Era of Disruption on 2nd – 4th January 2020 **organized by Indian Institute of Management, Tiruchirappalli (IIM, Trichy).**
- ⇒ Won **"MTC Global Outstanding Researcher Award 2020"** during 10th World Edu Summit on 12th September 2020, organized by MTC Global at Bengaluru.
- ⇒ Won **"Amity Excellence Award for Best faculty in the area of Marketing"** during International Business Summit and Research Conference INBUSH ERA WORLD SUMMIT 2020 on 18th - 20th February 2020, organized by Amity University, Noida.
- ⇒ Won **"Best Paper of the Track Award"** (Track: Marketing & Strategy) in the International Conference on 'Emerging Challenges and Opportunities in Business and Economy: Lessons from Covid 19 Pandemic' on 1st – 2nd September 2021 organized by ICAFI University Tripura & IUBAT Bangladesh.

- ⇒ My Interview on “Heart work: New exigency, will have strongest effect on staff” is **Published in Times of India** (Nagpur Edition) on 25th July 2021.
- ⇒ Won “**Best Paper Award – Faculty**” (**1st Prize with Rs. 10000 Cash Award**) in the National Conference on ‘Paradigm Shift in Emerging Trends & Competitive Strategies’ on 4th – 5th February 2022 organized by D Y Patil Institute of Management Studies, Pune.
- ⇒ My recent article on healthcare apps has been covered and published by **Times of India (Nagpur Edition)** on 18th of March 2022 with heading “City scholar researches role of healthcare apps”.

EDITORIAL BOARD/REVIEWER:

- ⇒ Editorial Board Member of Journal of Computer Information Systems (ABDC ‘A’, WoS/SSCI, IF: 3.4, T&F)
- ⇒ Editorial Advisory Board Member of Management Decision (Emerald, ABDC ‘B’, Scopus, WoS/SSCI, IF: 2.723, ABS 2)
- ⇒ Editorial Board Member of International Journal of Organizational Analysis (Emerald, ABDC ‘B’, Scopus, WoS/ESCI, ABS 1)
- ⇒ Editorial Board Member of Conflict Resolution Quarterly (Wiley, ABDC ‘B’, Scopus, WoS/ESCI)
- ⇒ Consulting Editor of Journal of Education for Business (Taylor & Francis, ABDC C, ESCI, Scopus)
- ⇒ Editorial Board Member of Academy of Marketing Studies Journal (ABDC ‘B’, Allied Business Academies).
- ⇒ Editorial Advisory Committee Member in Services Marketing Quarterly (Taylor & Francis, ABDC B, ABS 1, Scopus)
- ⇒ Editorial & Review Board Member of International Journal of Technology and Human Interaction (IGI Global, ABDC ‘C’, Scopus, WoS/ESCI)
- ⇒ Editorial & Review Board Member of Business Perspectives and Research, Sage publications (Scopus, ABDC ‘C’, UGC Care List ‘A’)
- ⇒ Editorial Review Board Member of International Journal of Electronic Government Research, IGI Global publishers (Scopus, ABDC ‘C’, WoS/ESCI)
- ⇒ Associate Editor of International Journal of Information and Communication Technology Education (IGI Global, Scopus, ABDC ‘C’, WoS/ESCI)
- ⇒ Editorial Board Member of Indian Journal of Marketing (ABDC ‘C’, Scopus Indexed).
- ⇒ Editorial Advisory & Review Board Member of Journal of Promotion Management (ABDC ‘B’, Scopus).
- ⇒ Editorial Board Member of ARTHSHAstra: Indian Journal of Economics & Research.
- ⇒ Reviewer of “Journal of Global Operations and Strategic Sourcing” (Emerald, Scopus, ESCI, ABDC ‘B’)
- ⇒ Reviewer of “Asia Pacific Journal of Marketing and Logistics” (Emerald, Scopus, ABDC ‘B’ Category)
- ⇒ Reviewer of “FIIB Business Review” (Scopus, ESCI, Sage publications)
- ⇒ Reviewer of “Prabandhan: Indian Journal of Management” (Scopus Indexed)
- ⇒ Reviewer of “Journal of Applied Research in Higher Education” (Emerald, Scopus, ESCI indexed)
- ⇒ Reviewer of “Journal of Hospitality & Tourism Insights” (Emerald, ESCI Indexed)
- ⇒ Reviewer of International Journal of Knowledge Management, IGI Global (Scopus, ABDC ‘B’, WoS/ESCI)
- ⇒ Reviewer of International Journal of Technology Marketing (Inderscience, Scopus, ABDC ‘C’)
- ⇒ Reviewer of International Journal of Indian Culture and Business Management (Inderscience, WoS/ESCI)
- ⇒ Reviewer of Journal of Public Affairs (Wiley, ABDC ‘B’, Scopus, WoS/ESCI)
- ⇒ Reviewer of International Journal of Consumer Studies (Wiley, ABDC ‘A’, Scopus, SSCI, IF-3.2)
- ⇒ Reviewer of Technovation (Elsevier, ABDC ‘A’, Scopus, SSCI, IF-7.8)
- ⇒ Reviewer of Journal of Hospitality Marketing & Management (Elsevier, ABDC ‘A’, Scopus, SSCI, IF-7.02)

RESEARCH PROJECTS:

- ⇒ Title: Transition to E-learning: By Choice or by Force: A Cross-cultural and Trans-National Assessment
Funding Agency: Saudi Electronic University, Riyadh
Fund Sanctioned: SR 22700 (INR 4,56,989)
Role: Co-investigator
Status of the Project: Submitted on 11th March 2021
- ⇒ Title: A Study on Adoption of E-Health Services: Developing an Integrated Framework in A Multinational Context
Funding Agency: Saudi Electronic University, Riyadh
Fund Sanctioned: SR 434000 (INR 8,64,719)
Role: Co-investigator

Status of the Project: Ongoing (Started on 22nd March 2021)

- ⇒ Title: A Study on Adoption of Mobile Learning Apps (MLA): Development of an Integrated Framework in A Multinational Context
Funding Agency: Saudi Electronic University, Riyadh
Fund Sanctioned: SR 434000 (INR 8,64,719)
Role: Co-investigator
Status of the Project: Ongoing (Started on 13th December 2021)

CONSULTANCY:

- ⇒ Title of the Project: Data Analysis on HE Deo & Facewash
Client: Emami Ltd
Duration: 6 months
Status: Completed on 18th July 2021
Role: Principal Consultant
- ⇒ Title of the Project: Revamping the Purti Superbazar stores in Nagpur
Client: Purti Superbazar, Nagpur
Duration: 1 year
Status: Ongoing (Started on 17th January 2022)
Role: Principal Consultant

RESEARCH GUIDANCE:

Guiding **Four PhD Research scholars under the Faculty of Management**, Symbiosis International (Deemed University):

1. Debarati Ghosh Banerjee (SCRI ID: 200501017)
2. Rohan Deshpande (SCRI ID: 200500716)
3. Swarn Priya (SCRI ID: 200500617)
4. Vaibhav Aaradhi (SCRI ID: 200500561)

WRITTEN WORKS:

BOOKS WRITTEN/WRITING:

1. Assisted Prof. Susanta Kumar Bhowmik in writing a book named "Management Information System-I" (ISBN: 978-81-272-6419-2) with Kalyani Publishers, 2011.
2. Assisted Prof. Susanta Kumar Bhowmik in writing a book named "Management Information System-II" (ISBN: 978-93-272-2850-2) with Kalyani Publishers, 2013.
3. Written a book titled "Consumer Behavior towards Mobile Network Operators" (ISBN: 978-93-5074-274-7) with Abhijeet Publications, New Delhi, 2017.
4. Written a book titled "Rural Marketing in India- Texts & Cases" (ISBN: 978-81-269-2857-6) with Atlantic Publishers and Distributors, New Delhi, 2018.
5. Written a book titled "Agricultural Marketing" (ISBN: 978-93-882-6449-5) with Ane Books, Delhi, 2019.
6. Written a book titled "Human Resource Planning & Utilization" (ISBN: 978-93-87537-84-2) with Crescent Publishing Corporation, New Delhi, 2021.

BOOKS EDITED:

1. Worked as an Editor of an Edited Book named "Recent Trends in Management", (2019), Published by Abhijeet Publications (ISBN: 978-93-888685-08-1), New Delhi, 2019.

ARTICLES WRITTEN FOR JOURNALS (SELECTED):

ABDC 'A''

1. Chakraborty, D et al. How are Smart Tourism Technology Attributes (STTAs) affecting consumers' intention to Revisit their Travel Destinations? (Under Evaluation in ABDC "A'" category, WoS/SSCI, Scopus)
2. Chakraborty, D et al. "What drives Brand Love for Over-the-top (OTT) services? Theory of Consumption Value Perspective. (Under Evaluation in ABDC "A'" category, WoS/SSCI, Scopus)

ABDC 'A'

3. Kumar, S., Dhir, A., Talwar, S., Chakraborty, D., & Kaur, P. (2021). What drives brand love for natural products? The moderating role of household size. **Journal of Retailing and Consumer Services**, 58, 1-10. (ABDC "A" category; WOS/SSCI; SSCI: Q1; Impact Factor: 7.135; ABS 2; Scopus; Cite Score: 9)
4. Chakraborty, D et al. (2021). Consumers' Usage of Food Delivery App: A Theory of Consumption Values, **Journal of Hospitality Marketing & Management** (ABDC "A", WoS/SSCI, IF: 7.022, SSCI: Q1, Scopus)

5. Chakraborty, D et al. (2022). Exploring Consumer Purchase Intentions and Behavior of Buying Ayurveda Products using SOBC Framework, **Journal of Retailing & Consumer Services**, 65(March), 1-16 (ABDC A Category journal, Scopus, SSCI/WoS, IF: 7.135, SSCI: Q1).
6. Chakraborty, D et al. Mobile Payment Apps Filling Value Gaps: Integrating Consumption Values with Initial Trust and Customer Involvement. **Journal of Retailing & Consumer Services** (ABDC A Category journal, Scopus, SSCI/WoS: Q1, IF: 7.135, ABS 2)
7. Chakraborty, D et al. Healthcare apps' purchase intention: A consumption values perspective, **Technovation** (ABDC A, SSCI: Q1, IF: 6.606, ABS 3, Elsevier).
8. Chakraborty, D et al. (2022). Can initial trust boost intention to purchase Ayurveda products? A theory of consumption value (TCV) perspective on the mediating effect of initial trust. **International Journal of Consumer Studies** (ABDC "A", WoS/SSCI, IF: 3.864, SSCI, Scopus)
9. Chakraborty, D et al. What drives consumers to adopt m-payment apps during Covid-19? A Stimulus-Organism-Response (S-O-R) Perspective. (Under Evaluation in ABDC "A" category, WoS/SSCI, Scopus)
10. Chakraborty, D et al. Revival of Tourism Post-COVID-19: Mediating Role of Familiarity. (Under Evaluation in ABDC "A" category journal, WoS/SSCI, Scopus)
11. Chakraborty, D et al. Watching is Valuable: A Consumer's Perspective on Content Consumption of OTT platforms (Under Evaluation in ABDC A Category journal, Scopus, SSCI/WoS).
12. Chakraborty, D et al. Refinement and Validation of Marketing 4.0 Scale: Impact on Online Repurchase Intention and Mediating Role of Online Customer Experience (Under Evaluation in ABDC A category journal, Scopus, SSCI/WoS).
13. Chakraborty, D et al. Why I love grocery delivery apps (GDA)? – A moderated approach using S-O-R framework and theory of consumption values (Under evaluation in ABDC A category journal, WoS/SSCI)
14. Chakraborty, D et al. Modern marketing revisited after seven decades: Glorious past, fast-moving present, and promising future (Under evaluation in ABDC A category journal, WoS/SSCI)
15. Chakraborty, D et al. Fitness Apps's Purchase Behaviour: Amalgamation of Stimulus-Organism-Behaviour-Consequence framework (S-O-B-C) and the Innovation Resistance Theory (IRT) (Under evaluation in ABDC A category journal, WoS/SSCI)
16. Chakraborty, D et al. What is Driving Consumers use of Mobile Travel Apps (MTA)? Investigating Consumption Values and Trust (Under evaluation in ABDC A category journal, SSCI, Scopus)
17. Polisetty, A & Chakraborty, D. Ethical Concerns in Tourism - A Perspective from Social Exchange Theory (Under evaluation in ABDC A category journal, SSCI, Scopus)
18. Chakraborty, D et al., "Medicines at your Door-step": Utilizing the perspectives of S-O-R Framework & IRT theory (Under evaluation in ABDC A category journal, SSCI, Scopus)
19. Chakraborty, D et al. The rise of Natural Food Products in Emerging Economy (Under evaluation in ABDC A category journal, SSCI, Scopus)
20. Chakraborty, D et al., What drives parents to purchase the services from Online Education Platforms? (Under evaluation in ABDC A category journal, SSCI, Scopus)
21. Chakraborty, D et al., What drives customers to buy Agro-Food Products? Moderating role of Age, Gender & Income (Under evaluation in ABDC A category journal, SSCI, Scopus)
22. Chakraborty, D et al. Determinants of Big Data Acceptance and Adoption: A Systematic Literature Review. (Under Evaluation in ABDC "A" Category Journal; WoS/ SSCI; Scopus)

ABDC 'B'

23. S, Hari Babu., & Chakraborty, D. (2021). I have the bank in my pocket: Theoretical evidence & perspectives, **Journal of Public Affairs**. <https://doi.org/10.1002/pa.2568> (ABDC "B" category; ESCI; Scopus, Wiley)
24. Chakraborty, D., Siddiqui, A., Siddiqui, M. (2021). Factors associated with the adoption of Health Apps: Evidence from emerging economies, **Journal of Electronic Commerce in Organization**, 19(4) (Accepted) (ABDC "B" category; ESCI; Scopus; ABS 1).
25. Chakraborty, D., Biswas, W., Dash, G. (2021). Marching towards 'Heart Work': Connecting in New Ways to Thrive Amidst COVID 19 Crisis. **Conflict Resolution Quarterly**, 39(1), 7-27 (ABDC 'B'; WoS/ESCI; Scopus; Wiley)
26. Chakraborty, D. (2021). Exploring the Meteoric Rise of Online Food Ordering Apps (OFOA): The Moderating Role of Visibility, **British Food Journal** (ABDC 'B' Category Journal, WoS/SSCI, IF: 2.518, Scopus)
27. Chakraborty, D et al. Can Entrepreneurial Spirit accelerate Local Agri-food Consumption: A Mediation Moderation Analysis using Theory of Consumption Values, **Journal of International Food & Agribusiness Marketing** (ABDC 'B' Category journal, Scopus/Q2, T&F).
28. Chakraborty, D et al. Using the Consumption Values to investigate consumer purchase intentions towards Natural Food Products, **British Food Journal** (ABDC 'B' Category Journal, WoS/SSCI, IF: 2.518, Scopus)
29. Chakraborty, D et al. The Growing Use of Big data in Food: A Systematic Literature Review. (Under Evaluation in ABDC "B" category journal; WoS/SSCI; Scopus)

30. Chakraborty, D et al. Citizen's adoption intention towards contact tracing and tracking (Aarogya Setu App) – An Analysis using Innovation Resistance Theory (Under Evaluation in Journal of Public Affairs, ABDC B, Scopus, ESCI/WoS).
31. Chakraborty, D et al. Counterproductive Work Behavior in Response to Job Burnout, Interpersonal Conflict at Work, and Leader-Member Exchange: A Moderation and Mediation Analysis (Under Evaluation in Management Decision, ABDC B category journal, Scopus, SSCI/WoS).
32. Chakraborty, D et al. Dating Dilemma: Predicting the barriers to adoption of Online Dating Apps (ODAs) applying Innovation Resistance Theory (Under evaluation in Service Marketing Quarterly, ABDC 'B' Category Journal, Scopus)

ABDC 'C'

33. Chakraborty, D. (2018). Impact of Celebrity Endorsed Advertisements on Rural Consumers' Purchase Intention towards Mobile SIM Cards: A Study Conducted in West Bengal. *Indian Journal of Marketing*, 49(10), 52-63. (Scopus Indexed, ABDC 'C')
34. Chakraborty, D. (2021). Factors Influencing the Passengers Purchase Intention towards App-Cab Services in Metro Cities of India: A Study on Smartphone Users. *Indian Journal of Marketing*, 51(1), 41-54 (Scopus, ABDC 'C').
35. Chakraborty, D. (2020). Elements impacting the utilization expectation of various health-care apps in India: a study conducted on smartphone users. *Foresight*, 22(3), 385-400. (Emerald, ABDC 'C', Scopus, ABS 1, ESCI/WOS).
36. Chakraborty, D. (2019). Factors responsible for making young urban consumers brand loyal. *Journal of Management Development*, 38(7), 616-636 (Emerald, WoS/ESCI, ABDC 'C', ABS 1, Scopus).
37. Biswas, W., & Chakraborty, D. (2018). Impact of Organizational Trust, Commitment and Team Orientation on Industrial Disputes- An Empirical Study on Selected Manufacturing Companies of West Bengal. *International Journal of Business & Globalization (Inderscience, Scopus Indexed, ABDC 'C')*. 10.1504/IJBG.2021.10034268
38. Chakraborty, D., Santra, A., Dhara, S. K. (2018). Mounting of Stress on Management Graduates and Its Effect on their Performance. *International Journal of Business & Globalization (Inderscience, Scopus Indexed, ABDC 'C')*. 10.1504/IJBG.2021.10034267
39. Chakraborty, D. (2020). Elements Impacting the Adoption of M-App among the Travel Companies in India. *International Journal of Business Excellence (Inderscience, ABDC 'C', ABS 1, Scopus)*. 10.1504/IJBEX.2020.10023288
40. Chakraborty, D., & Biswas, W. (2020). Articulating the value of human resource planning (HRP) activities in augmenting organizational performance toward a sustained competitive firm. *Journal of Asia Business Studies*, 14(1), 62-90 (Scopus, ABDC 'C', ESCI, ABS 1, Emerald).
41. Chakraborty, D., & Biswas, W. (2020). Think Love, Think Peace, Think Harmony: Rethinking on Industrial Tranquility. *Business Perspectives and Research*, 9(1), 92-110. (Scopus, ABDC 'C', ABS 1, Sage)
42. Chakraborty, D., & Biswas, W. (2020). Enlivening Workplace Climate through Strategic Human Resource Management Initiatives- Unleashing Its Efficacy. *Business Perspectives & Research*. <https://doi.org/10.1177/2278533720983069> (Scopus, ABDC 'C', ABS 1, Sage).
43. Chakraborty, D et al. (2021). Website Design and its Impact towards Gaining Customer Loyalty: A Study on E-Tailers in Emerging Economy, *Information Resources Management Journal (ABDC 'C' category, Scopus, ESCI/WoS indexed journal, ABS 1, IGI Global)*.
44. Chakraborty, D et al. (2021). Stop Hailing, Start Apping: Adoption of App-Cab Services in an Emerging Economy. *Foresight (ABDC 'C', WOS/ESCI, ABS 1, Scopus, Emerald)*
45. Chakraborty, D et al. (2021). What drives people to use Grocery Apps? The moderating & mediating role of customer involvement & trust, *Indian Journal of Marketing (ABDC C, Scopus)*, 51(11), 23-37.
46. Chakraborty, D et al. (2022). 'The New Normal' And The Strategies of Marketers to Attract Consumers, *Indian Journal of Marketing (ABDC C, Scopus)*, 52(1).
47. Chakraborty, D et al. (2021). Why people use grocery apps: Theoretical perspectives and evidences. *Business Perspective & Research (ABDC 'C' category journal, Scopus, Sage, ABS: 1)*
48. Chakraborty, D et al. (2021). The Subtle Art of Effecting a Four-Day Workweek to Drive Performance. *Management & Labor Studies (ABDC "C", ABS 1, Scopus, Sage Publications)*.
49. Chakraborty, D et al. (2022). The Pandemic, Financial Struggles and Mental Health of Students, *Indian Journal of Finance (ABDC C, Scopus: Q2)*.
50. Dash, G., Akmal, S., & Chakraborty, D. (2022). A Study on Adoption of E-Health Services: Developing an Integrated Framework in A Multinational Context, *Indian Journal of Marketing (ABDC C, Scopus: Q3)*.

WoS/SSCI/SCI

51. Dash, G., Chakraborty, D. (2021). Digital Transformation of Marketing Strategies during Epidemic: Evidences from an Emerging Economy during Covid-19. *Sustainability*, 13 (12), 1-19 (**WoS/SSCI: Q2, IF: 3.251, Scopus**)

52. Dash, G., Chakraborty, D., Alhathal, F. (2022). Assessing Repurchase Intention of Learning Apps during COVID-19: A Theory of Consumption Values Perspective. *Electronics (WoS/SSCI: Q3, IF: 2.397; Scopus: Q2)*
53. Chakraborty, D et al. Refinement and Validation of E-Learning Adoption Scale: A Moderation-Mediation Approach in a Multi-National Context (Under Evaluation in SSCI/WoS, Scopus).

WoS/ESCI

54. Chakraborty, D. (2019). Adoption of M-Banking Service Apps for Rural Consumers: An Empirical Analysis. *NMIMS Management Review*, 37(3), 34-52. (WoS/ESCI Indexed)

Scopus

55. Chakraborty, D. (2019). Customer Satisfaction towards Food Service Apps in Indian Metro Cities. *FIIB Business Review*, 8(3), 245-255. (Scopus Indexed, ABS 1, Sage publishers)
56. Chakraborty, D., Santra, A., & Dhara, S. K. (2019). Factors affecting the liquid workforce in different organizations and its effectiveness. *Prabandhan: Indian Journal of Management*, 12(4), 44-60. (Scopus)
57. Biswas, W., & Chakraborty, D. (2019). Impact of organizational values, compassion, and well-being on industrial disputes: An empirical study. *Prabandhan: Indian Journal of Management*, 12(1), 36-51. (Scopus)
58. Biswas, W., & Chakraborty, D. (2018). Effect of HRM Practices in Implementation and Adoption of Human Resource Information System (HRIS) in Some Selected Manufacturing Industries of Midnapore District of West Bengal – An Empirical Analysis. *International Journal of Innovative Technology and Exploring Engineering*, 8(2S), 246-250. (Scopus Indexed)
59. Chakraborty, D., & Biswas, W. (2019). Motivating factors in a teacher's research and developmental activities and their impact on effective quality teaching in higher education institutions. *Journal of Applied Research in Higher Education*, 12(4), 609-632. (Scopus, WoS/ESCI, Emerald)
60. Chakraborty, D., & Biswas, W. (2019). A Contemporary Study on Factors Influencing Customer Satisfaction towards Services Provided by Indian Banks. *International Journal of Engineering & Advanced Technology*, 8 (4C), 103-109. (Scopus Indexed)
61. Chakraborty, D., & Biswas, W. (2019). Evaluating the impact of human resource planning programs in addressing the strategic goal of the firm. *Journal of Advances in Management Research*, 16(5), 659-682. (Scopus, ESCI/WoS, Emerald)
62. Chakraborty, D., Biswas, W. (2020). Going Green with Green HRM practices – A Strategic Initiative for Reinvigorating Performance Optimization in Companies. *Prabandhan: Indian Journal of Management*, 13(10-11), 8-26 (Scopus Indexed).
63. Khatua, A. K., Chakraborty, D., Das, J. R., Mishra, U. S. (2019). Men's Attitude towards Consuming Skin Care Products: An Empirical Study. *Journal of Advanced Research in Dynamical and Control Systems*, 11(10S), 189-196 (Scopus Indexed).
64. Dash, G., Chakraborty, D. (2021). Transition to E-learning: By Choice or by Force – A Cross-cultural and Trans- National Assessment. *Prabandhan: Indian Journal of Management*, 14(3), 8-23. (Scopus Indexed).
65. Chakraborty, D et al. (2021). Work from Home (WFH), Covid 19, and Its Impact On Women, *Prabandhan: Indian Journal of Management (Scopus Indexed)*, 14(9), 22-29.

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66. Chakraborty, D. (2019). Comparison on online shopping apps: a study conducted on smartphone users of West Bengal. *International Journal of Society Systems Science*, 11(3), 239-256. (Inderscience Publishers)
67. Chakraborty, D. (2019). Indian Shoppers' Attitude Towards Grocery Shopping Apps: A Survey Conducted on Smartphone Users. *Metamorphosis*, 18(2), 83-91. (Sage Publishers, ABS 1, Journal of IIM, Lucknow)
68. Chakraborty, D. (2019). Components Affecting Intention to Use Online Dating Apps in India: A Study Conducted on Smartphone Users. *Asia-Pacific Journal of Management Research and Innovation*, 15(3), 87-96. (Sage Publishers)

PAPERS PRESENTED ON SEMINARS (SELECTED):

1. Presented a paper named "Consumers' Reaction after Purchasing Mobile Services Provided by Various Mobile Network Operators: A Study Conducted at Western Part of Rural West Bengal" in the 6th International Conference on Green, Growth, Globalization, Governance and GST (5G): Challenges and Opportunities on February 2 - 4, 2018, organized by JKL University, Jaipur.
2. Presented a paper named "Impact of organizational trustworthiness, commitment and team orientation on industrial disputes- An empirical study on selected manufacturing companies of West Bengal" in 6th International Research Conference on "Emerging Trends and Challenges in Globalised Digital Era" scheduled on May 25 - 26, 2018 at Chitkara University.
3. Presented a paper named "Mounting of Stress on Management Graduates and Its Effect on their Performance" in 6th International Research Conference on "Emerging Trends and Challenges in Globalised

Digital Era" scheduled on May 25 - 26, 2018 at Chitkara University, Punjab.

4. Presented a paper named "Exploring the reasons for the growth of business startup companies owned by the youth in the state of Gujarat: An empirical analysis" in "International Conference" on 10th – 14th October 2018 at Sheraton Dubai Creek Hotel & Towers, Dubai, UAE.
5. Presented a paper named "The Impact of Inventive Teaching on Performance of Indian Students: A Case Study" in 4th International Conference on 'Interdisciplinary Research Innovations in Science and Humanities' at Bali, Indonesia on 26th & 27th November 2018 organized by Nehru Arts & Science College Coimbatore.
6. Presented a paper named "A Study on Recent Growth & Challenges of Medical Tourism in India" in 7th International Conference on "Contemporary Issues in Management" on 22nd & 23rd February 2019 organized by International School of Management & Excellence, Bangalore.
7. Presented a paper named "Impact of website design on customer buying satisfaction: An exploratory study of e-tailers in India" in 3rd International Conference on Challenges and Opportunities in Digital Era: Management & IT Practices on 30th August 2019 organized by IIMT.
8. Presented a paper named "Why people use grocery apps: Theoretical perspectives and evidences" in 13th Annual ISDSI International Conference on Managing Industry Transformation in Post-Digital Era on 27th - 30th December 2019 organized by IIM Samabalpur.
9. Presented a paper named "Sender in Focus: Impact of Tie-Strength of Service Provider-Sender and Sender-Receiver on Word of Mouth" in Sixth Biennial Conference of the INDAM on Architecting Indian Management Scholarship in The Era of Disruption on 2nd – 4th January 2020 organized by IIM Trichy.
10. Presented a paper named "Model for Technology Based Health Applications Adoption by Indian Consumers During Covid-19 Pandemic" in the International Conference on 'Emerging Challenges and Opportunities in Business and Economy: Lessons from Covid 19 Pandemic' on 1st – 2nd September 2021 organized by ICAFI Tripura & IUBAT Bangladesh.
11. Presented a paper named "Investigating the growth and success of Ayurveda Products using SOBC Framework" in the 7th Biennial Conference of the Indian Association of Management on 'Triple Bottom Line Developing Business Resilience, Ecological Sustainability and Social Well-being in Post- Pandemic World' on 7th – 9th January 2022 organized by IIM Rohtak.
12. Presented a paper named "Exploring the meteoric rise of M-Payment Apps from the perspective of Stimulus-Organism-Response (S-O-R) Framework: Mediating & Moderating role of Openness to Change and User Involvement" in the National Conference on 'Paradigm Shift in Emerging Trends & Competitive Strategies' on 4th – 5th February 2022 organized by D Y Patil Institute of Management Studies, Pune.

SEMINARS/WORKSHOPS ORGANIZED:

1. Worked as an Organizing Committee Member in National Seminar on "Importance of Gandhian Thoughts and Philosophy in the New Era of Globalization" held on 21st May 2016 at HIT, Haldia.
2. Worked as an Organizing Committee Member in International Seminar on "Aspects of Digitizing India in the New Era of Globalization" held on 11th & 12th April 2017 at HIT, Haldia.
3. Worked as an Organizing Committee Member in National Conference on "GST & Commodity Markets" held on 11th October 2017 at Haldia Institute of Technology, Haldia.
4. Worked as a Conference Team Member in "International Conference on Digitization, Analytics, Crypto Currency and Block Chain Technology for Future Business Transformation" held on 20th December 2017 at Haldia Institute of Technology, Haldia.
5. Worked as a Convener in the 1st International Conference (SYMBICON-21) on "Challenges and Prospects in Management in the VUCA World" which was held on 11-13th January 2021 at SIBM, Nagpur.
6. Worked as a Convener in the 2nd International Conference (SYMBICON-22) on "Neo Business Practices for the Evolving World" which was held on 4th-6th April 2022 at SIBM, Nagpur.

DELIVERED LECTURES AS A RESOURCE PERSON/ACTED AS A SPEAKER/SESSION CHAIRED:

1. Delivered Lecture as a "Resource Person" at Institute of Management Study, Kolkata (AICTE Approved) on the topic "Application of SPSS and AMOS in Research" on 22nd September 2017.
2. Delivered Lecture as a "Resource Person" at Institute of Management Study, Kolkata (AICTE Approved), on the topic "Fundamentals of SPSS and AMOS" on 05th August 2017.
3. Acted as a Speaker in "International Conference on Digitization, Analytics, Crypto Currency and Block Chain Technology for Future Business Transformation" held on 20th December 2017 at HIT, Haldia.
4. Chaired a Session in an International Conference on "Emerging Trends in Commerce, Management, Economics, Computer Science and Microbiology" held on 02nd February, 2018, organized by Tagore College of Arts & Science, Chennai.
5. Delivered Lecture as a "Resource Person" on Two Days Workshop on Total Dealership Management for IOCL Dealers, organized by IOCL, Haldia Division & Dept. of Management, HIT, Haldia on 15th – 16th January 2019.

6. Delivered Lecture as a “Resource Person” on Six Days MDP on Business Development for L&T Chennai organized SIBM, Nagpur on 16th – 21st December 2019.
7. Delivered lecture as a “Resource Person” in the 7-Day Online Course on “Research Methodology” jointly organized by GRABS Educational Charitable Trust and Tamilnadu Association of Intellectuals & Faculty from 05th May 2020 to 11th May 2020.
8. Delivered Lecture as a “Resource Person” on Six Days MDP on Strategic Management & Business Development for Western Coalfields Ltd., Nagpur organized by WCL, Nagpur & SIBM, Nagpur on 22nd – 27th November 2021.
9. Delivered Lecture as a “Resource Person” on Three Days MDP on Strategic Management & Business Development for Powergrid Corp. organized by SIBM, Nagpur on 02nd – 04th February 2022.
10. Delivered a speech as a “Plenary Speaker” in the FABS Virtual Conference on “Issues, Challenges and Opportunities in Indian Agri-Business (FCAB-22) organized by Food & Agri Business School (FABS), Hyderabad on 24th February 2022.
11. Delivered a speech as a “Guest Speaker” in the 12th International Business Research Conference on the theme, “Business Trends Ensuring Growth, Sustainability, Innovation, Happiness, and Well-being in the Next Normal” in association with AMDISA and organized by IES MCRC, Mumbai on 4-5th March 2022.
12. Delivered a speech as a “Plenary Speaker” in the 10th International Conference on “Technology, Innovation and Management for Sustainable Development” organized by ITM University Gwalior on 25th-26th March 2022.
13. Delivered a speech as a “Resource Person” in 2-Day Blended Mode International Conference on “Sustainable Economic Development in India: Challenges for Sectorial Growth” organized by Department of Commerce, Economics & IQAC Anandrao Dhonde Alias Babaji Mahavidyalaya, Kada on 30th April & 01 May 2022.

MEMBERSHIP OF PROFESSIONAL BODIES/ORGANIZATIONS:

1. Lifetime Member of MTC Global Trust (Management Teachers’ Consortium Global Trust).

DECLARATION:

I hereby declare that the information furnished above is true to the best of my knowledge.

Date:

Name: Dr. Debarun Chakraborty