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Research Area: *Bank Merger, Digital & cashless Banking, Corporate Restructuring, Job Satisfaction, Micro finance, Trade Union & Leadership conflicts etc.*

Journal Publications:

Published:

1. *Neelanjan Mitra, Soma Bose Biswas, Nidhi Singh. A Study on the different influencing factors toward customer retention & loyalty – A case study on Standard Chartered bank* on National Conference ELT for Management and Technology: Recent Trends (NCEMT 2017) (ISBN: 978-93-86675-14-9)
2. *Neelanjan Mitra, Soma Bose Biswas. Importance and Growth of Microfinance in India - A Review* on JIS Management Vista. (ISSN: 0974-0872)
3. *Neelanjan Mitra, Nidhi Singh. Role of Major Financial Institutions to Growth of Micro Finance in India – A Review* on National Conference on Science, Technology & Communication Skills (NCSTCS 2K18). (ISBN No: 978-93-86675-47-7)
4. *Neelanjan Mitra, Nidhi Singh. Growth and Importance of Mobile Banking in Indian Perspective – A Review* on National Conference on Science, Technology & Communication Skills (NCSTCS 2K18). (ISBN No: 978-93-86675-47-7)
5. *Bijaya Roy, Anirban Hazra, Neelanjan Mitra. Exploring organizational challenges and psychological wellbeing among remote working employees during the COVID-19 pandemic: A general linear model approach.* International Journal of Research in Human Resource Management 2024;6(1):42-46.
DOI: [10.33545/26633213.2024.v6.i1a.168](https://doi.org/10.33545/26633213.2024.v6.i1a.168) P-ISSN: 2663-3213, E-ISSN: 2663-3361, Impact Factor: RJIF 5.6
6. *Anirban Hazra, Neelanjan Mitra. Economic analysis of household savings behaviour: Insights from India.* International Journal of Financial Management and Economics. 2024;7(1):121-125.
DOI: [10.33545/26179210.2024.v7.i1.271](https://doi.org/10.33545/26179210.2024.v7.i1.271) E-ISSN: 2617-9229, P-ISSN: 2617-9210
7. *Souvik Dutta, Anirban Hazra, Neelanjan Mitra. Exploring the current consumer market status of chemical fertilizer Vs biofertilizer industries in West Bengal, India: An on-site investigation.*
South Asian Journal of Agricultural Sciences 2024; 4(1): 147-153
DOI: <https://doi.org/10.22271/27889289.2024.v4.i1b.124> E-ISSN: 2788-9297 P-ISSN: 2788-9289

8. *Neelanjan Mitra, Nidhi Singh, Anirban Hazra. Acceptance of Cash less banking in Post Covid Era in Indian perspective - A Review.*
International Journal of Applied Research 2024; 10(4): 197-201
DOI: <https://doi.org/10.22271/allresearch.2024.v10.i4c.11686> P-ISSN Print: 2394-7500 E-ISSN: 2394-5869 Impact Factor (RJIF): 8.4
9. *Neelanjan Mitra, Soma Bose Biswas, Malini Mazumder. Navigating Consolidation: Understanding Objectives, Legislation, and Phases of Banking Mergers in the Indian Financial Sector – A Review.*
International Journal of Research in Finance and Management 2024; 7(1): 242-253
DOI: <https://doi.org/10.33545/26175754.2024.v7.i1c.306> P-ISSN: 2617-5754, E-ISSN: 2617-5762
10. *Neelanjan Mitra, Nidhi Singh, Anirban Hazra. Bitcoin in Indian Context: A study on challenges & future scopes.*
International Journal of Financial Management and Economics 2024; 7(1): 192-195
DOI: <https://doi.org/10.33545/26179210.2024.v7.i1.286> P-ISSN: 2617-9210 E-ISSN: 2617-9229
11. *Neelanjan Mitra, Nidhi Singh, Anirban Hazra. Attitude of the customers towards online banking and its implication on customer relationship management in the banks – an analytical study.*
International Journal of Advanced Academic Studies 2024; 6(4): 91-99
DOI: <https://doi.org/10.33545/27068919.2024.v6.i4a.1150> E-ISSN: 2706-8927 P-ISSN: 2706-8919
12. *Anirban Hazra, Neelanjan Mitra. Unlocking the Potential India & Informal Financial Sector: Implications, Characteristics, and Policy Perspectives.*
International Journal of Research in Finance and Management 2024; 7(1): 254-260
DOI: <https://doi.org/10.33545/26175754.2024.v7.i1c.307> P-ISSN: 2617-5754 E-ISSN: 2617-5762

Publication Awaited:

1. *Ananya Dey, Neelanjan Mitra, Anirban Hazra. Impact of COVID-19 Pandemic on Job Shifting of Subordinate Staffs Community - A Study on the Selected Districts of West Bengal.*
Presented in: International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023)
2. *Swaswata Banerjee, Neelanjan Mitra, Anirban Hazra. Assessing the Evolution of Unified Payment Interface (UPI) Usage: A Comparative Analysis of Pre and Post-COVID-19 Pandemic Trends.*
Presented in: International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023)
3. *Neelanjan Mitra, Soma Bose Biswas, Malini Mazumder. Effects of Bank Merger on the Job Satisfaction of Bank Employees in India: A Case Study on PNB, UBI, & OBC Merger.*
Presented in: International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023)

4. *Susmita Bakshi, Neelanjan Mitra, Anirban Hazra. Advertising influence on childhood food consumption behaviour and it's health consequences: An in-depth examination.*
Presented in: International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023)
5. *Anirban Hazra, Neelanjan Mitra. Transforming Trash to Cash: Harnessing the Potential of Organic Waste in India.*
Presented in: International Conference on Innovation and Advancements in Management and Social Science (ICIAMS-2023)
6. *Neelanjan Mitra, Anirban Hazra. Exploring the Future Scenarios of 5G Adoption and Its Consequences on Society, Culture, and Human Behaviour in the Indian Context.*
Presented in: International Conference on Transformations and Sustainable Growth for Business Development (ICTSGBD)-2024
7. *Neelanjan Mitra, Anirban Hazra. Occupational Structures and Livelihood Choices: A Case Study of Birbhum District.*
Presented in: International Conference on Transformations and Sustainable Growth for Business Development (ICTSGBD)-2024
8. *Neelanjan Mitra, Nidhi Singh, Anirban Hazra. Chatbots vs. Mobile Apps: A Comparative Analysis of User Preferences in Banking Transactions.*
Presented in: International Conference on Transformations and Sustainable Growth for Business Development (ICTSGBD)-2024
9. *Neelanjan Mitra, Nidhi Singh, Anirban Hazra. Exploring the Adoption Factors of Chatbots in the Banking Industry.*
Presented in: International Conference on Transformations and Sustainable Growth for Business Development (ICTSGBD)-2024
10. *Neelanjan Mitra, Anirban Hazra. Growth of Agricultural Labourers in India with Special Reference to West Bengal since Independence.*
Presented in: International Conference on Transformations and Sustainable Growth for Business Development (ICTSGBD)-2024
11. *Anirban Hazra, Kinkini Bhattacharjee, Neelanjan Mitra & Agnidepto Datta. Economic Ideals of the French Revolution and Their Reflection in Rabindranath Tagore's Thought and Literature*
Presented in: International Conference on Nation, Internation and Transnation: Culture, Society and Politics in Tagore and his Contemporaries.
12. *Neelanjan Mitra, Soma Bose Biswas, Anirban Hazra. Rabindrik Values: A Pathway to Enhanced Self-Management Skills.*
Presented in: International Conference on Nation, Internation and Transnation: Culture, Society and Politics in Tagore and his Contemporaries.

Book Chapter:

Published:

1. *Neelanjan Mitra. Unlocking the Potential of Big Data Analytics for Contemporary Business Judgement Making Processes.* Application of Data Analytics in Modern Business Decisions. Issue: I, Page No. 19-33 ISBN: 978-93-5980-076-9
<https://doi.org/10.5281/zenodo.11181360>
2. *Neelanjan Mitra. Importance and Challenges of Organizational Transformation and Collaboration in the Present VUCA World.* Exploring the Dynamics of Business Decisions in Present VUCA World. Issue: I, Page No. 3-21, ISBN: 978-93-3406575-6

Text Book:

Published:

1. *Neelanjan Mitra, Anirban Hazra. Principles and Practices of Management.* Published by Blue Hill Publication. (ISBN No: 978-93-5829-729-4)
Google Book Link:
<https://play.google.com/store/books/details?id=4dQEEQAAQBAJ>
Amazon Link:
https://www.amazon.in/dp/B0CXMJDNFZ?ref_=cm_sw_r_apan_dp_MANA3E24KR_ZMVM379GWD&language=en-IN

Patent:

Published:

1. “**Analysis of Student's Time Spending for Newspaper Reading to Attain Effective English Communication**”, *Neelanjan Mitra & Others*, Intellectual Property India, Office of the Controller General of Patents, Design and Trade Marks, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. [Patent Application Number 202331042374 A]
2. “**Blockchain and IOT's role in the Indian banking sector's digital transition**”, *Neelanjan Mitra & Others*, Intellectual Property India, Office of the Controller General of Patents, Design and Trade Marks, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. [Patent Application Number 202331044074 A]

Granted:

3. “**Wearable Sociometric Device**”, *Neelanjan Mitra & Others*, Intellectual Property India, Office of the Controller General of Patents, Design and Trade Marks, Department of Industrial Policy and Promotion, Ministry of Commerce and Industry, Government of India. [Patent Number: 409213-001, Serial Number: 167380]

