



ENLIGHTENMENT TO EXCELLENCE

UNIVERSITY OF NORTH BENGAL

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Raja Rammohunpur, Dist- Darjeeling, West Bengal, Pin-734013, India.

Department of Commerce

Print



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**Subject specialization:** Finance and Marketing**Areas of Research Interest:** Marketing, Tourism, Organizational Behavior**No. of Ph.D. students:** (a) Supervised: 2 (b) Ongoing: 1 .**No. of M.Phil. students:** (a) Supervised: 1 (b) Ongoing: 0 .**No. of Publications:** (a) Journal(s) : 30**Member of Editorial Board:**

- Managing Editor, SIT Journal of Management
- Member, Editorial Board, Anweshan, Journal of Department of Commerce, University of North Bengal.

**Achievement & Awards:**

- Bachelor of Commerce: Gold Medalist
- Master of Commerce: Gold Medalist
- Master of Business Administration: Gold Medalist

**Professional experiences:**

- 30 years experience in Post Graduate Teaching & Research
- Managing Editor, SIT Journal of Management
- Member, Editorial Board, Anweshan, Journal of Department of Commerce, University of North Bengal.

**Administrative Experiences:**

- 15 Years (HOD, Commerce; Chairman-BBA; Ex- Coordinator-Post Graduate Diploma in Marketing Management)

**Selective List of Publications:**

1. Stress and Job Induced Tension of BPO Employees: An Empirical Exploration of Intention to Leave the Job, International Research Journal of Human Resource and Social Sciences, ISSN: 2349-4085, 2016. Coauthors S Dey, Dr. M K Haldar (Accepted for publication)
2. A comparative assessment of Eco-tourism orientation of adventure and leisure tourist visiting Darjeeling, GE- International Journal of Management Research (GE-IJMR) ISSN: 2394-4226, 2016(Accepted for publication)
3. Impact of different facets of product involvement and consideration set on teen's family purchase decision making: A multivariate analysis, African Journal of Marketing Management, ISSN: 2141-2421; vol7(3), pp 32-41, March, 2015, coauthored by Mr. D Saha.
4. Spousal purchase decision making in metropolis incorporating the moderating effect of product involvement and brand trust: A binary logistic approach, GE- International Journal of Management Research (GE-IJMR) ISSN: 2394-4226, 2016 coauthored by Mr. D Saha. (Accepted for publication)
5. A Comparative Assessment of Two Important Destinations in India in an IPA Framework, Journal of Exclusive Management Science-JEMS (ISSN-2277 5684)Vol. 4 No. 2, pp 1-7 Impact Factor: 2.78, 2015, Co author: Mr . S. Dey
6. How Satisfied are our bank customers? An Analysis of Performance of Banks in an IPA Framework, Indian Journal of Scientific Research-IJSR –(ISSN-2277- 8179) Vol. 4 No. 2, pp 15-17, Impact Factor:1.8651, 2015, Co author: Mr . S. Dey
7. Do Store Attributes Discriminate Between Store Formats? A Binary Logistic Approach Using Dummy, vol.4(11), 2015, ISSN: 2277-8160, Co author: Mr . S. Dey.
8. Store Loyalty Behavior of Urban Shoppers: A Cluster Analytic Approach, Indian Journal of Applied Research-IJAR (ISSN - 2249-555X) Vol. 4 No. 10, pp 331-333, Impact Factor: 2.1652, 2014, Co author: Mr . S. Dey
9. A Comparative Analysis of Perceived Service Quality of Private Sector Banks: A Factor Score regression Model Approach, Paripex: Indian Journal of Research (ISSN – 2251 1991) Vol. 3 No. 9, pp 81-83, Impact Factor: 1.6714, 2014, Co author: Mr . S. Dey.

10. Customer Perception Towards Public and Private Sector banks: A Binary Logistic Regression Model, Indian Journal of Applied Research-IJAR (ISSN - 2249-555X), Vol. 4 No. 9, pp 113-115, Impact Factor: 2.1652, 2014, Co author: Mr . S. Dey.
11. A Comparative Assessment of Service Provided by Private and Public Sector Banks: A Multivariate Analysis, Global Journal of Research Analysis-GJAR (ISSN- 2277 8160), Vol. 3, No. 9, pp 68-70, Impact Factor: 1.5408, 2014, Co author: Mr . S. Dey.
12. Linking Commitment and Job Satisfaction of Social Service Employees of Regional Nonprofit Organizations, Indian Journal of Applied Research-IJAR (ISSN - 2249-555X ) Vol. 4 No. 2, pp 11-14, Impact Factor, 0.8215, 2014, Co author: Mr . S. Dey.
13. Evaluation of Store Patronage Behavior of Shoppers: A Multivariate Approach, Indian Journal of Applied Research-IJAR (ISSN - 2249-555X), Vol.4 No. 4, pp 89-91, Impact Factor: 2.1652, 2014, Co author: Mr . S. Dey.
14. Antecedents and Measurement of Store Loyalty behavior of Urban Shoppers of India, Anweshan (ISSN: 2321 0370), Vol 2 No. 1, 2014, Co author: Mr . S. Dey.
15. Assessment of Park Tourist Satisfaction: A Logistic Regression Model Approach, SIT Journal of Management, ISSN: 2278-9111, Vol 4(1), 44-51, 2014. Investigating the Impact of Locus of Control on Customer Orientation Behavior of Sales Personnel in Services Sector; APJMRI (Sage Journal); 2319-510X, Vol,9 No,3, 2014, pp:283-289, coauthored by Mr. D Saha.
16. Pre-disposition of travelers to qualify as eco-tourists: A comparative assessment of behavior of domestic and international tourists. International Journal of Social Sciences and Interdisciplinary Research (vol 1, issue 12, 2013) ISSN 2277-3630.
17. Survival Strategies of the Unorganized Retail Sector: A Multivariate Investigation of Unorganized Retailers, SIT Journal of Management, ISSN: 2278-9111, Vol 3(Special), 96-118, 2013.
18. A Study of Impulsive Buying Behavior towards Private Label Brands at Organized Retail Stores: A Multivariate Analysis. Paripex-Indian Journal Research. ISSN 2250-1991, July 2013
19. FDI in Multi Brand Retail: Indian Perspective in the Global Context. Anweshan, Journal of Department of Commerce, University of North Bengal. ISSN 2321-0370, 2013
20. Antecedents of Information Search Behavior of Investors in the Secondary Market, International Journal of Contemporary Research in Management & Social Sciences, Vol. 2 January-March 2013 co-author: Asim Mitra
21. Consumer Involvement Profile Incorporating the Moderating Effect of Brand Loyalty & Brand Trust. APJMMR. Vol. 2 Issue 2 2013 ISSN 2319-2836 (Co author D. Saha)
22. Spousal purchase decision making in India: The moderating effect of Involvement and Brand Trust. IJSSIR; ISSN 2277 3670; 2013
23. Pre-disposition of travelers to qualify as eco-tourists: A comparative assessment of behavior of domestic and international tourists. International Journal of Social Sciences and Interdisciplinary Research (vol 1, issue 12, 2013) ISSN 2277-3630 (Co author: Mr . S. Dey)
24. A Study of Impulsive Buying Behavior towards Private Label Brands at Organized Retail Stores: A Multivariate Analysis. Paripex-Indian Journal Research. ISSN 2250-1991, July 2013 (Co author: Mr . S. Dey)
25. Ecotourism for sustainable development: A study on Environmental Awareness of Tourists, Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal, Excel International Journal of Multidisciplinary Management Studies (ISSN:2249 8834), Vol 3 Issue 4, pp 274-288 2013
26. Spousal purchase decision making in India: The moderating effect of Involvement and Brand Trust. Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal and Mr. Dipak Saha, Asst. Professor, Siliguri Institute of Technology International Journal of Social Science and Interdisciplinary Research (ISSN: 2277 3630) Impact Factor: 0.407, Vol 2 Issue 10 2013
27. Locus of Control and Perceived Stress Behavior of Students: An Exploratory Investigation, Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal International Journal of Social Science and Interdisciplinary Research (ISSN 2277 3630), Impact Factor: 0.407, Vol 2 Issue 10, 2013.
28. A Study of Impulsive Buying Behavior towards Private Label Brands at Organized Retail Stores: A Multivariate Analysis, Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal, Paripex-Indian Journal of Research (ISSN:2250 1991) July 2013 Issue, Impact Factor:0.3208, 2013.
29. Perception of Physicians' Ethical Behavior: An Exploratory Investigation, Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal, Conference Proceeding of National Conference on Swami Vivekananda's Exposition of Practical Vedanta, September 10th -11th, 2013, St. Anthony's College, Shillong, (ISBN No. to be intimated shortly), 2013.
30. An Assessment of Foreign Tourists' Perceptions of Darjeeling as A Tourism Destination: A Factor Analytic Approach Paripex-Indian Journal Research Volume : 2, Issue : 9, Sept 2013, ISSN - 2250-1991 Asim Mitra.
31. Investigating the impact of Locus of Control on customer orientation behavior of sales personnel in services sector, Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal and Mr. Dipak Saha, Asst. Professor, Siliguri Institute of Technology, APJMRI (ISSN: 2319-510X), Accepted for Publication in December 2013 Issue.
32. Marketing of Private Label Brands: An Innovative Retail Management Practice, Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal, Conference Proceeding of UGC Sponsored National Seminar on "Economic Reforms in India with Special reference to the Socio-Economic Development of North Bengal", Siliguri College of Commerce, 16th & 17th March 2013 (ISBN: 81-902236-0-7), 2013.
33. PLB Patronage: The Mediating Effect of Brand Loyalty, Trust and Involvement, Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal, International Journal of Marketing, Financial Services and Management Research (IJMFSMR) July-Sept. 2013 Print Issue (2277 6788) Impact Factor: 0.468, 2013.
34. Predicting Brand Loyalty and Product Involvement Behavior of Indian Teenagers Incorporating the Moderating Effect of Brand Influence Score. World Journal of Social Sciences (Vol 2, No. 1, 2012) ISSN 1839-1184 (Co Authors Mr. D. Saha & Mr. S. Dey)
35. Pre-disposition of travelers to qualify as eco-tourists: A comparative assessment of behavior of domestic and international tourists Dr. Debasis Bhattacharya, Associate Professor, University of North Bengal Asia Pacific Journal of Marketing and Management Review (ISSN: 2319 2836), Vol 1 Issue 4, pp 1-15 2012
36. A Comparative Assessment of Rural and Urban Consumers' Attitude towards the Practice of Marketing Concepts by Marketers' IJRCM Vol. 3 No.6 2012 ISSN 0976-2183 (Co Author Mr. D. Saha)
37. Irresponsible ecotourism practices flanking the best national park in India: a multivariate analysis, SIT Journal of Management Vol:1 June 2012 ISSN: 2278-9111 (Co-authors Ranjan Sarkar, Bhaskar Chowdhury)
38. Linking Commitment and Job Satisfaction of Health Care Management Employees: Insights from the Job Characteristics Model. SIT Journal of Management (Vol. 1, 2012) ISSN 2278-9111 (Co Authors Mr. D. Saha & Mr. S. Dey)
39. Motivating Retail Sales Personnel Customer Orientations: An Empirical Study Indian Journal of Marketing, Volume 41, Number 8, August 2011 (Co Author Mr. S. Ray)
40. Marketing of Dooras as a tourism destination: identification of pre-visit expectations and post-visit satisfaction of tourists. CALYX-Journal of Business Management. Vol-1, No-1, December 2010 ISSN 2229 - 4260 Co-author: Bhaskar Chowdhury
41. Linking employee performance and customer orientation: investigating the impact of key job dimension. All India Management Association Journal of Management Research. Article No: 188 ISSN 0974 - 9497 Year: February 2010 Volume 4, Issue ¼. Co-author: Ranjan Sarkar
42. Exploring relationship between core job dimensions and retail sales personnel customer orientation, AIMA Journal of Management Research (e-journal), Referred journal (ISSN No: 0974-9497), November, 2009. Volume 3, Issue 4/4, Article No: 179.