

# FACULTY PUBLICATIONS



**Department of Commerce**  
**RAMA DEVI WOMEN'S UNIVERSITY**

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# DEPARTMENT OF COMMERCE

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## List of Faculty publications : ( 2018-2024)

Sl no.	Name of Faculty	Year					2023-2024	Total no. of Publications
		2018-19	2019-20	2020-21	2021-22	2022-23		
1	Dr. Sabat kumar Digal	3	4	5	4	5	3	24
2	Dr. Gouri Prava Samal	-	4	1		5	3	13
3	Dr. Jayashree Jethy	1	-	-	2	3	5	11
Year-wise Total Publications		4	8	6	6	13	11	48

**HOD**  
**Department Of Commerce**

**Dr. Sabat Kumar Digal:**

SL No	Authors	Title of the Paper	Journal Title	Year	ISSN	Link to the article (DOI /Website)
1	Dr. Sabat Kumar Digal	Women Entrepreneurship through One Product in One Panchayat (OPOP): A Study into its Sustainability in Odisha	The Orissa Journal of Commerce	2018	0974-8482	<a href="https://ojcoca.org/oct_2018.pdf#page=90">https://ojcoca.org/oct_2018.pdf#page=90</a>
2.	Dr. Sabat kumar Digal	Demonetization and the Micro Entrepreneurs of Odisha: A Study	The Orissa Journal of Commerce	2018	0974-8482.	
3.	Dr. Sabat kumar Digal	Women Entrepreneurship through Micro Finance and Tourism: A Study of Rural Odisha	The Orissa Journal of Commerce and Management	2018	0976-8599	<a href="https://shodhganga.inflibnet.ac.in/handle/10603/118289">https://shodhganga.inflibnet.ac.in/handle/10603/118289</a>
4	Dr. Sabat Kumar Digal	Impact of Borrowings on Stock Prices: Evidence from Listed Manufacturing Firms in India		2019		<a href="https://www.researchgate.net/publication/333079809_Impact_of_Borrowings_on_Stock_Prices_Evidence_from_Listed_Manufacturing_Firms_in_India">https://www.researchgate.net/publication/333079809_Impact_of_Borrowings_on_Stock_Prices_Evidence_from_Listed_Manufacturing_Firms_in_India</a>
5	<b>Dr. Sabat Kumar Digal</b>	Corporate Governance under the New Companies Act, 2013: A Comparative Study of Six Top Ranking Companies in		2019		

		India				
6	<b>Dr. Sabat Kumar Digal</b>	Women Entrepreneurship and its Sustainability: A Study into its Viability in Odisha-		2019		<a href="https://scholar.google.co.in/scholar?q=Women+Entrepreneurship+and+its+Sustainability:+A+Study+into+its+Viability+in+Odisha-&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholart">https://scholar.google.co.in/scholar?q=Women+Entrepreneurship+and+its+Sustainability:+A+Study+into+its+Viability+in+Odisha-&amp;hl=en&amp;as_sdt=0&amp;as_vis=1&amp;oi=scholart</a>
7.	Dr. Sabat kumar Digal, Dr. Sumitra Murmu	Tax Reforms in India and Goods and Services Tax (GST): Emerging Challenges and The Road Ahead	International Multidisciplinary E- Research Journal	2019	2348-7143	
8.	Dr. Sabat kumar Digal, Dr. Sumitra Murmu	Capital Markets and the Human Resource: A Peek into its Issues and Perspectives during Lockdown	Shodh Sanchar Bulletin	2020	2229-3620	
9.	Dr. Sabat kumar Digal, Mrs. Basuli Dasgupta	Factors Affecting Operational Efficiency: A Comparative Study between Private and Public Sector Banks in India	Dogo Rangsang Research Journal	2020	2347-7180	
10	<b>Dr. Sabat Kumar Digal</b>	Challenges and Opportunities of Young Entrepreneurs in MSME Sector: An Empirical Study of Cuttack and Khurda	Orissa Journal of Commerce	2020	0974-8482	<a href="http://hdl.handle.net/10603/419820">http://hdl.handle.net/10603/419820</a>

		Districts of Odisha				
11	<b>Dr. Sabat Kumar Digal</b>	Market Efficiency and Systematic Risk: Evidence from BSE Sensex	Orissa Journal of Commerce	2020	0974-8482	<a href="https://www.researchgate.net/publication/354210090_MARKET_EFFICIENCY_AND_SYSTEMATIC_RISK_EVIDENCE_FROM_BSE_SENSEX">https://www.researchgate.net/publication/354210090_MARKET_EFFICIENCY_AND_SYSTEMATIC_RISK_EVIDENCE_FROM_BSE_SENSEX</a>
12	Dr. Sabat kumar Digal, Ms. Sarita Kumari Singh	Impact of CSR on Brand Equity and Financial Performance: A Study on FMCG Companies	Dogo Rangsang Research Journal	2020	2347-7180	
13	Dr. Sabat kumar Digal	Impact of Environmental Initiatives on the Environmentally Sensitive Industries: A Study of Selected Indian Companies	Journal of International Business and Economy	2021	2347-7180	<a href="https://www.hilari-publisher.com/open-access/environment-performance-of-environmentally-sensitive-industries-a-study-on-selected-indian-companies.pdf">https://www.hilari-publisher.com/open-access/environment-performance-of-environmentally-sensitive-industries-a-study-on-selected-indian-companies.pdf</a>

14	Dr. Sabat kumar Digal	Covid-19 Impact on Nifty Banks: An Event Study Methodology	Journal of International Business and Economy	2021	1527-8603	<a href="https://doi.org/10.51240/jibe.2021.14">https://doi.org/10.51240/jibe.2021.14</a>
15.	Dr. Sabat kumar Digal	Pre and Post Merger Financial Performance of Indian Commercial Banks: A Comparative CAMEL Model Analysis	Dogo Rangsang Research Journal	2021	2347-7180	
16.	Dr. Sabat kumar Digal	Impact of Covid-19 Pandemic on Young Entrepreneurs: An Empirical Investigation on MSMEs of Odisha	Journal of Emerging Technologies and Innovative Research	2021	2349-5162	<a href="https://www.jetir.org/papers/JETIR2106505.pdf">https://www.jetir.org/papers/JETIR2106505.pdf</a>
17	Dr. Sabat Kumar Digal	Silk Samagra and Atma Nirbhar Bharat: A Study on Import Substitution of Silk Industry	<i>International Journal for Research Trends and Innovation</i>	2022	2456-3315	<a href="https://www.ijrti.org/papers/IJRTI211087.pdf">https://www.ijrti.org/papers/IJRTI211087.pdf</a>
18	Dr. Sabat Kumar Digal	Institutions and Policy Support Satisfaction of Young Entrepreneurs in Micro and Small Enterprises in Odisha State	<i>Splint International Journal of Professionals</i>	2022	2583-3561	<a href="http://dx.doi.org/10.5958/2583-3561.2022.00011.X">http://dx.doi.org/10.5958/2583-3561.2022.00011.X</a> ,  <a href="https://search.proquest.com/openview/aedb9385a1549045b4c82d8598bdfce8/1?pq-">https://search.proquest.com/openview/aedb9385a1549045b4c82d8598bdfce8/1?pq-</a>

						<a href="#">origsite=gscholar &amp;cbl=2044944</a>
19.	Dr. Sabat Kumar Digal	Environmental Performance of Environment Sensitive Industries: A Study on Selected Indian Companies	<i>Business Studies</i> (UGC - CARE Listed Journal Group I)	2022	0970-9657	<a href="https://www.caluniv.ac.in/dj/BS-Journal/V-43-I&amp;II/PM.pdf">https://www.caluniv.ac.in/dj/BS-Journal/V-43-I&amp;II/PM.pdf</a>
20.	Dr. Sabat kumar Digal	The Evolution of Indian Journal of Finance: A Retrospective Review and Future Directions	Indian Journal of Finance	2022	0973-8711	<a href="https://www.indianjournaloffinance.co.in/index.php/IJF/article/view/169172">https://www.indianjournaloffinance.co.in/index.php/IJF/article/view/169172</a>
21	Dr. Sabat Kumar Digal	Ownership Structure and the Quality of Corporate Social Responsibility Disclosure: A Study on Selected Indian Pharmaceutical Industries	<i>International Journal of Commerce and Management Research (IJCMR)</i>	2022	2455-1627	<a href="https://www.managejournal.com/archives/2022/vol8/issue6/8-5-44">https://www.managejournal.com/archives/2022/vol8/issue6/8-5-44</a>
22.	Dr. Sabat kumar Digal, Dr. Sakti Ranjan Dash, Dr. Maheswar Sethi, Ranjeeta Nayak & Dr. Chandrika Prasad Das	Exploring Global Research Trend on SME Exchange: A Bibliometric Analysis	co-authored in the Journal of Informatics Education and Research	2023	1526-4726	Scopus -Q2 & UGC – CARE

23.	Dr. Sabat kumar Digal , N. S. Prakash and Suman Chakraborty	Assessing Awareness Level of a Public Health Scheme in India: An Empirical Study	Prabandhan: An Indian Journal of Management	2023	0975-2854	<a href="http://dx.doi.org/10.17010/pijom%2F2023%2Fv16i7%2F172925">http://dx.doi.org/10.17010/pijom%2F2023%2Fv16i7%2F172925</a>
24.	Dr. Sabat kumar Digal, Prarthana Mishra	Sustainability Reporting Practices in India: A Comparative Study of Housing Finance Corporation and State Bank of India	Emerging Technologies and Innovative Research (JETIR)	2024	2349-5162	

**Dr. Gouri Prava Samal:**

S L N o.	Authors	Title of the Paper	Journal Title	Year	ISSN	Link to the article (DOI /Website)
1	Dr. Gouri Prava Samal, Miss Pranjali Das	Sustainable Production Practices and Firms' Financial performance: An Empirical Analysis	International Journal for Multidisciplinary Research (IJFMR)	2019	2582-2160	
2.	Dr. Gouri Prava Samal	A study on effect of demonetization on the performance of gold futures in	International Journal of Research and Analytical Reviews	2019	2349-5138	



		India				
3.	Dr. Gouri Prava Samal	Impact of food subsidy on socio-economic status of Odisha	International Journal of Economic Studies	2019	2393-9125	<a href="https://scholar.google.co.in/citations?view_op=view_citation&amp;hl=en&amp;user=V2hN3VQAAAAJ&amp;citation_for_view=V2hN3VQAAAAJ:Tyk-4Ss8FVUC">https://scholar.google.co.in/citations?view_op=view_citation&amp;hl=en&amp;user=V2hN3VQAAAAJ&amp;citation_for_view=V2hN3VQAAAAJ:Tyk-4Ss8FVUC</a>
4.	Dr. Gouri Prava Samal	A study on impact of merger and acquisition on the performance of Facebook	International Journal of Research in Engineering, Science and Management	2019	2581 – 5792	<a href="https://scholar.google.co.in/citations?view_op=view_citation&amp;hl=en&amp;user=V2hN3VQAAAAJ&amp;citation_for_view=V2hN3VQAAAAJ:zYLM7Y9cAGgC">https://scholar.google.co.in/citations?view_op=view_citation&amp;hl=en&amp;user=V2hN3VQAAAAJ&amp;citation_for_view=V2hN3VQAAAAJ:zYLM7Y9cAGgC</a>
5	Dr. Gouri Prava Samal	Price discovery efficiency of futures derivatives market in India- With Special reference to gold	Asian Journal of Economics and Finance	2020		<a href="https://www.researchgate.net/publication/362888112_Price_Discovery_Efficiency_of_Futures_Derivatives_Market_in_India-with_Special_Reference_to_Gold">https://www.researchgate.net/publication/362888112_Price_Discovery_Efficiency_of_Futures_Derivatives_Market_in_India-with_Special_Reference_to_Gold</a>
6.	Ms. Susmita Patra,	Covid-19 Impact on Nifty Banks: An Event Study Methodology	International Journal of Research and Analytical Reviews (IJRAR)	2022	2349-5138	
7.	Dr. Gouri Prava Samal	Weather Derivatives in India - A proposed model	Emerging Technologies and Innovative Research	2022		<a href="https://doi.org/10.51240/jibe.2021.14">https://doi.org/10.51240/jibe.2021.14</a>
8	Dr. Gouri Prava	Factors influencing commodity	<i>International Journal of Research and</i>	2022	2348-1269	<a href="https://www.researchgate.net/profil">https://www.researchgate.net/profil</a>

	Samal	market investment: An empirical analysis with special reference to Odisha's twin city	<i>Analytical Reviews</i>			<a href="#">e/Gouri-Samal</a>
<b>9</b>	Dr. Gouri Prava Samal	The Future Of Accountancy Profession In The Light Of Digitalization: Evidences From Odisha	International Journal of Research and Analytical Reviews	2022	2348-1269	<a href="http://www.ijrar.org/viewfull.php?&amp;p_id=IJRAR22D1218">http://www.ijrar.org/viewfull.php?&amp;p_id=IJRAR22D1218</a>
<b>10</b>	Dr. Gouri Prava Samal	An Analysis Of The Millennial Generation's Understanding in Odisha State Towards Sovereign Gold Bond, A Key Long-Term Gold Instrument For The Indian Economy	International Journal of Scientific Research in Engineering and Management	2022	2582-3930	DOI: 10.55041/IJSRE M15825
<b>11</b>	Dr. Gouri Prava Samal, Ms. <a href="#">Susmita Patra</a>	Impact of Macro-Economic Factors on Indian Commodity Futures	Orissa Journal of Commerce	<b>2023</b>	0974-8482	DOI: <a href="https://doi.org/10.54063/ojc.2023.v44i04.11">10.54063/ojc.2023.v44i04.11</a>
<b>12</b>	Dr. Gouri Prava Samal, Ms. Arundhati Mahapatra	Empirical analysis of rainfall variability and rice production in coastal Odisha	Agricultural Economics Research Review	<b>2023</b>	0974-0279	
<b>13</b>	Dr. Gouri	An Empirical Analysis Of Price	International Journal of	<b>2023</b>	2320-	<a href="http://dx.doi.org/10.21474/IJAR01/1661">http://dx.doi.org/10.21474/IJAR01/1661</a>

	Prava Samal	Discovery Efficiency Of The Maize Futures Market In India	Advanced Research		5407	<a href="#">4</a>
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**Dr. Jayashree Jethy:**

SL N O.	Authors	Title of the Paper	Journal Title	Year	ISSN	Link to the article (DOI /Website)
1	Dr. Jayashree Jethy	Role of Business Education in Improving Skills, Competencies and Employability.	The Orissa Journal of Commerce	2018	0974-8482	
2	Dr. Jayashree Jethy	Students' Perception on Covid-19- A Paradigm Shift in Teaching and Learning Process .	International Journal of Advance and Innovative Research	2021	2394-7780	
3	Dr. Jayashree Jethy	An Overview Of Women Entrepreneurs In 21st Century India: Challenges And Initiative taken By Government	International Journal of Creative Research Thoughts - IJCRT	2021	2320-2882	<a href="https://ijert.org/papers/IJCRT2104334.pdf">https://ijert.org/papers/IJCRT2104334.pdf</a>
4.	Dr. Jayashree Jethy	Impact of HRM Practices on the Telecom Sector in Odisha	EPRA International Journal of Economics, Business and Management Studies(EBMS),	2022	2347-4378	<a href="https://doi.org/10.36713/epra9377">https://doi.org/10.36713/epra9377</a>
5		The impact of covid 19 pandemic on Indian organic foods industry and buying behaviour	EPRA International Journal of Economics, Business and	2022	2347-4378	<a href="https://doi.org/10.36713/epra10959">https://doi.org/10.36713/epra10959</a>

		of organic foods consumers: Geographically in Bhubaneswar city, Odisha	Management Studies			
6	Dr. Jayashree Jethy	A Study of Consumer Perception towards Online Shopping during Covid -19 Pandemic.	Journal of Emerging Technologies and Innovative Research	2022	2349-5162	
7	Dr. Jayashree Jethy	Symmetrical Internal Communication and the Performance of Hotel Employees: An Assessment of the Mediating Role Played by Identification with the Organisation.	informatics Education and Research	2023	1526-4726	
8	Dr. Jayashree Jethy	Artificial Intelligence Based Framework For Human Resource Development By Employing Chatbots	World Journal of Management and Economics	2023	1819-8643	
9	Dr. Jayashree Jethy	Deep Learning-Based Operational Risk Prevention and Control Monitoring of Smart Financial Systems	International Conference on Advances in Computing, Communication and Applied Information	2023		<a href="https://doi.org/10.1109/ACCIAI58.221.2023.10199687">DOI:10.1109/ACCIAI58.221.2023.10199687</a>
10	Dr. Jayashree Jethy	Environmental Performance of Environment Sensitive Industries: A Study on Selected	<i>Business Studies</i> (UGC - CARE Listed Journal Group I)	2023	0970-9657	<a href="https://www.caluniv.ac.in/dj/BS-Journal/V-43-">https://www.caluniv.ac.in/dj/BS-Journal/V-43-</a>

		Indian Companies				<a href="#">I&amp;II/PM.pdf</a>
<b>11</b>	Dr. Jayashree Jethy	Digitalisation: An Enabler of Gig Economy	International Journal for Research Trend and Innovation	2023	2456-3315	<a href="https://www.ijrti.org/papers/IJRTI2303056.pdf">https://www.ijrti.org/papers/IJRTI2303056.pdf</a>