

Faculty Profile

Name: Dr. Namrata Chatterjee
Designation: Assistant Professor
Teaching Areas: Human Resource Management
Human Resource Analytics
Technology in HRM
Leadership and Change management
Human Values and Professional Ethics
Principles of Management
Research Interests: Entrepreneurship development
Human – computer interaction
Contemporary HRM practices
HR Analytics
Education: PhD, IIT (ISM) Dhanbad, Jharkhand in 2016
MBA, NSHM Durgapur (WBUT) in 2011



Research/Selected Publication:

1. Srivastava N.K., Chatterjee N., A.K. Subramani, N. Akbar Jan and Singh P.K. "Is health consciousness and perceived privacy protection critical to use wearable health devices? Extending the model of goal-directed behavior", *Benchmarking: An International Journal* Emerald Publishing Limited, <https://doi.org/10.1108/BIJ-12-2020-0631> (December 2021), (Scopus, ABDC- "B", ABS- 1)
2. Chatterjee N., Das N., Srivastava N.K., A.K. Subramani and N. Akbar Jan (2021) "Measuring the level of entrepreneurial drive of Indian micro-entrepreneurs using psychological variables and Carland Entrepreneurial Index", *Academy of Marketing Studies*, Vol 25, Issue 3, pp.1-16. (ABDC- "B")
3. Shaheen, M., Zeba, F., Chatterjee, N., Krishnankutty, R. (2020) "Engaging Customers through Credible and Useful Reviews: The Role of Online Trust", *Young Consumers*, Vol. 21, Issue: 2, pp. 137-153. Emerald Publishing Limited. (Scopus, ESCI & ABDC- "B")
4. Chatterjee, N., Das, N., Srivastava, N. (2019). "A Structural Model Assessing Key Factors Of Women Entrepreneurial Success: Evidence from India", *Journal of Entrepreneurship in Emerging Economies*, Vol. 11 Issue: 1, pp.122-151. Emerald Publishing Limited. (Scopus, ESCI & ABDC- "C")
5. Chatterjee, N., Das, N. (2016). "A Study of Key Entrepreneurial Skills for Indian Micro-Entrepreneurs- A Case of Jharkhand Region", *Global Business Review*, Vol. 17, Issue: 1, pp. 226-237. Sage Publishing (Scopus & ABDC- "C")