

DR. KAUSATV SENGUPTA LIST OF PUBLICATIONS

1. SenGupta K and Manohar Anitha (2013), "Colour Emotion and Colour Image Association of Black and White: A Study among Indian Urban Youth", 12th Congress of International Colour Association, Newcastle, UK
2. SenGupta K (2012), "Designing Fashion through Social Media using Collective Intelligence", Fashion Colloquia by London College of Fashion, UK
3. <https://process.arts.ac.uk/content/designing-fashion-through-social-media-using-collective-intelligence/>
4. SenGupta K (2018), "Blending of the Worlds: Fashion Consumption in India through Millennial perspective", Images Yearbook 2018
5. SenGupta K (2017), "Fashioning the Future: Swimming beyond the big wave", Images Yearbook 2017
6. SenGupta K (2014), "Expansion, Collaboration And Up- Gradation of a Social Media Based Collaborative Creative Learning Swarm", Fashion Colloquia by London College of Fashion, UK.
7. SenGupta K (2014), "The Dynamics of Denim", Book Chapter (page no. 78), The Denim Bible India, Vol I.
8. SenGupta K (2012), "The denimization of Youth", Sportswear International, India
9. SenGupta K (2011), "Youth in India and their mutating consumer behaviour", Images Business of Fashion.
10. Dr. SenGupta's 'theory of adopted differentiation' and the division of Indian youth into '3 distinct psychographic segments' are cited in multiple research oriented international books including Gayle Kimball's 'Brave: Young Women's Global Revolution, Volume 2'; Ashraf Patel's The Ocean in a Drop: Inside-Out Youth Leadership; Ray Titus's Yuva India: Consumption and Lifestyle Choices of a Young India.