



ICFAI was established in 1984 as a not-for-profit society with the broad objective of empowering citizens through world class quality education. The Institute announced its arrival into the Indian education arena by launching a high end, innovative professional program in financial analysis in 1985. The Program was first-of-its-kind in India, aimed at equipping students and working professionals with cutting-edge knowledge in contemporary areas of finance. Since its establishment, ICFAI Group has made a significant mark in the Indian educational field with a pan-Indian network and presence. Innovation has been the mainstay of ICFAI Group with innovation prevalent in its programs and even its culture. Subsequently, there was a big leap when ICFAI Group started its chain of business schools (IBS) across India in 1995 to offer management program. Since its inception, IBS has been consistently ranked among the top ranked B-Schools of India providing excellent academic delivery and infrastructure to its students and transforming them into leaders for the future.

Another example that is a testimony to the culture of innovation is the introduction of Case Study methodology at IBS. The Case Research Center at IBS has become a center of excellence and has won several accolades across the world.

ICFAI Group has 2 Strategic Institutional Units, the ICFAI Universities and the ICFAI Business Schools. In all the programs offered across these units, the emphasis is on adherence to academic rigor and differentiated curriculum that bridges the industry-academia gap.

ICFAI Group focuses on learning rather

than instruction. In addition, the institute is engaged in important areas of research covering environmental sustainability, agricultural economics, health policy, financial economics, banking, intellectual property rights etc. There have been path-breaking research and good quality publications in these areas.

Flexible and tech enabled learning also plays an important role in ICFAI's teaching methodology. The delivery takes place with the use of hi-tech learning management system at campus programs and content delivery for distance learning through online medium.

ICFAI Group practices the value of academic integrity at all levels. As a policy, admissions are purely based on merit and there is nothing like capitation fee et al. The fee payable is published

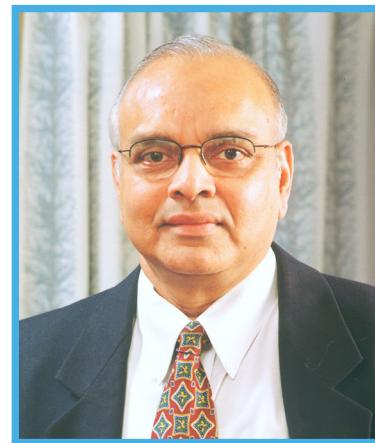
in the application material and that remains unchanged.

The ICFAI Group's culture of teaching and learning supports and fosters intellectual and personality development among its graduating students. They carry an attitude of ownership of their work. ICFAI Group strives to make the students - DOERS. The programs are designed such that the students & professionals graduating from the institution have the ability to take risks, make decisions and own the work. ICFAI Group system, strongly believes in developing an 'entrepreneurial mindset' among its graduating students.

At ICFAI, students inculcate research and analytical orientation due to its institutional strength and support for the research and development activities. Holistically, the student undergoes a transformative change.

**The alumni of ICFAI Group are working in renowned companies world-wide. Collectively, ICFAI Group alumni contribute significantly to the growth story of India.**

# Founder's Profile



**N J Yasaswy**  
(1950-2011)

Mr. N. J. Yasaswy (1950-2011), founder of the ICFAI Group of educational institutions and a pioneer in promoting higher education in the private sector had a brilliant academic career: B.Com (Andhra University 1969 – First Rank), CA Inter (May 1971 – First Rank), CA Final (May 1973 – First Rank), ICWA Inter (July 1970 – First Rank) and ICWA Final (July 1972 – First Rank). He was the recipient of the Basu Foundation Award for the Best Student of the Year from both – The Institute of Cost and Works Accountants of India (in 1972) and The Institute of Chartered Accountants of India (in 1973). During 1974-1980, Mr. Yasaswy was associated with the Administrative Staff College of India as a Faculty Member. In 1981, he started his consultancy firm, Yasaswy Management Associates Private Limited. Hyderabad.

Mr. Yasaswy was appointed by the Government of Andhra Pradesh as Chairman, Andhra Pradesh State Trading Corporation (1985-88), and Vice-Chairman, Public Enterprises Management Board (1986-88). He was a visiting faculty member at the Indian Institute of Management-Ahmedabad (1986-88) and was nominated as a Member on the SEBI Committee on Accounting Standards. He was a member of the Board of Directors of the Association of Certified International

Investment Analysts (ACIIA), Switzerland. He authored several books on finance and investments.

Mr. Yasaswy set up the ICFAI as a single institute in 1985 without governmental sops or institutional funding, in an era where government support was the norm. He chose to spend all his energy on the fledgling institution which over the years grew to become a monument to what ambition can deliver. He was instrumental in building several business schools and universities in the developing states of India, particularly in the North-East region. He stood for professional management, excellence in the quality of education offered in the ICFAI institutions, and absolute discipline.

He was charismatic, a great teacher, an institution builder, a visionary and a genius who was years ahead of his time. His vision will continue to guide ICFAI forever.

# The ICFAI Universities



ICFAI Foundation for Higher Education,  
Hyderabad



ICFAI Foundation for Higher Education,  
Bengaluru

ICFAI has established 11  
Universities across India.

- ▶ [The ICFAI Foundation for Higher Education (IFHE), which is a Deemed-to-be University]
- ▶ Dehradun
- ▶ Himachal Pradesh (Baddi)
- ▶ Jaipur
- ▶ Jharkhand
- ▶ Meghalaya
- ▶ Mizoram
- ▶ Nagaland
- ▶ Raipur
- ▶ Sikkim
- ▶ Tripura



The ICFAI University, Dehradun



The ICFAI University,  
Himachal Pradesh (Baddi)



The ICFAI University, Jaipur



The ICFAI University, Jharkhand



The ICFAI University, Meghalaya



The ICFAI University, Mizoram



The ICFAI University, Nagaland



The ICFAI University, Raipur



The ICFAI University, Sikkim



The ICFAI University, Tripura

## Message from the Vice Chancellor

The University maintains a fine balance between academic, co-curricular and extracurricular Institutional and social activities aimed at enabling our students, especially you, to develop well-rounded personalities with the due concern for work, home, our country and human society at large.



**Prof. L. S. Ganesh**

### Greetings and good wishes!

I am delighted to welcome you to the ICFAI Foundation for Higher Education (IFHE) a Deemed-to-be University established under Section 3 of the UGC Act, 1956. It has evolved a comprehensive student-centric learning approach consisting of several stages, designed to add significant value to the learner's understanding in an integrated manner, covering relevant professional competencies (knowledge and skills) and character (consistently revealed behavior patterns driven by human values, habits and dispositions, even genetically primed!). The IFHE is a premier educational institution which is accredited by NAAC with the coveted 'A++' grade. It is dedicated to the cause of teaching and research of global standards. It offers programs in Management, Science & Technology, Architecture, Law and Economics at undergraduate, postgraduate and doctoral levels. The students are from all parts of India. In fact, there is a mini India on the campus. The University has a student strength of about 8,000 and a faculty strength of over 320.

We work to continually and effectively develop a cadre of professionals who will command a high level of domain proficiency and demonstrate the ability to integrate diverse knowledge and activities for creative and effective problem-solving and setting laudable work standards. The quality of the programs offered at the University is ensured by the following five Institutional strengths:

- ▶ Designing a cutting-edge curriculum including soft skills and internship programs.
- ▶ Offering student-centric education by duly encouraging peer learning.
- ▶ Continuous evaluation and feedback on extent of learning.
- ▶ Focus on high-quality research by the faculty.
- ▶ Industry and foreign collaborations.

IBS Hyderabad has a dedicated Case Research Center (CRC) to produce case studies. Our CRC, which is presently ranked No.2 globally, only behind Harvard Business School, develops contemporary and thought-provoking case studies which provide great learning experiences to the students. More than 900 B-schools from over 80 countries use the very large compendium of CRC cases. Some of the leading Business Schools that use CRC cases include London Business School, London School of Economics, Said Business School of Oxford, Judge Business School of Cambridge, HEC Paris, HEC Montreal, etc.

Welcome to the IFHE Institutional Family.

## Message from the Director

Students are exposed to the latest body of knowledge through the contemporary, industry focused curriculum. IBS has a well-qualified team of faculty members with the latest business knowledge, research and industry experience.



**Prof. K S Venu Gopal Rao**

ICFAI Business School (IBS) is a constituent of the ICFAI Foundation for Higher Education (IFHE) a Deemed to be University u/s 3 of the UGC Act 1956. IBS is one of the top business schools in India. It offers BBA, MBA, Exe MBA and Ph.D programs. IBS Hyderabad has been ranked 32<sup>nd</sup> among the Management Schools in India in 2022 by National Institutional Ranking Framework (NIRF), Ministry of Human Resource Development. IBS Hyderabad received the prestigious international accreditation in March 2020 from the Association to Advance Collegiate Schools of Business (AACSB) International, USA for three of its programs – BBA, MBA, and PhD. It is the highest standard of achievement for business schools worldwide. It was also re-accredited by SAQS (South Asian Quality Systems), AMDISA (Association of Management Development Institutions of South Asia) for five years from August 2020-August 2025. IBS has received a grade of A\*\*\* at the national level and A\*\*\* at the state level from CRISIL and ICRA. The grades indicate high academic standards.

IBS is known for excellence in management education. This is achieved by a socially relevant curriculum, student focused teaching, continuous performance evaluation of the students, selecting and training faculty with excellence in research and teaching. IBS believes in transforming common students into extraordinary professionals through its rigorous learning management system powered by technology and driven by values. It has a unique and innovative approach to business education that focuses on providing the right knowledge, imparting the right skills for enduring success in management careers and shaping the right attitudes.

IBS uses a blend of classroom instruction, cases, leadership development workshops, soft skills labs, projects, internships, games, simulations, etc. Through the IBS's Summer Internship Program (SIP), the students get exposure to the dynamics of the corporate environment which develops their cognitive skills. Case-based learning helps students develop good analytical and problem solving skills.

There are a number of Student Clubs which encourage the students to participate in co-curricular and extra-curricular activities. Participation in activities of these clubs develops team spirit and leadership qualities. Students will have the opportunity to interact with leading management thinkers, corporate leaders and entrepreneurs at various forums organized by Student Clubs.

I wholeheartedly welcome all prospective BBA students to IBS.



The ICFAI Foundation for Higher Education is a deemed-to-be-University established under section 3 of UGC Act, 1956. IFHE's comprehensive student-centric learning approach provides relevant knowledge, imparts practical skills and inculcates a positive attitude among the students. Today, IFHE is one of the largest multi-disciplinary universities in the country accredited by NAAC with A++ grade. The Faculty of Management, Faculty of Science and Technology, Faculty of Law, Faculty of Social Sciences and School of Architecture are the constituent units of the University. IFHE has been permitted by the Ministry of Education, Government of India, to start an Off-Campus Centre at Bangalore, Karnataka.

The University is a member of (1) Association of Indian Universities (AIU) and (2) Association of Commonwealth Universities (ACU). IFHE has put in place robust processes for governance, academic excellence, industry interface and student centricity.

Some of the best minds in the country are closely associated with the governance and oversight of IFHE.

**Going forward, the focus areas of IFHE are :**

- ▶ To offer the students relevant and updated curriculum that prepares them for rewarding careers.
- ▶ To promote a culture of research that advances knowledge in the field of management, technology and law.
- ▶ To collaborate with the industry and be relevant to their needs.
- ▶ To partner with the government and various government bodies for nation building.

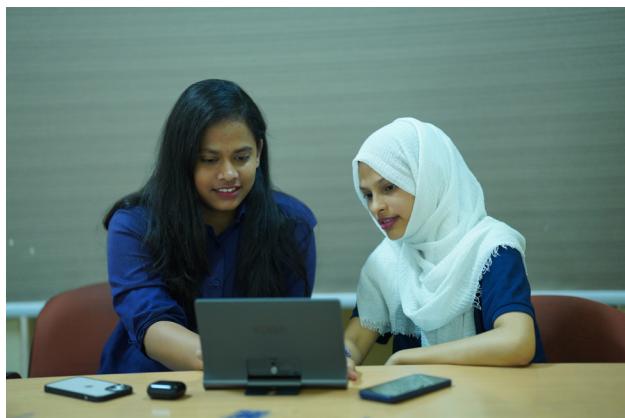
# ICFAI Foundation for Higher Education

(Deemed-to-be University under Section 3 of the UGC Act, 1956)

Category I Autonomous Institution • Accredited by NAAC with 'A++' Grade



The University is spread over 92 acres lush green campus with built up areas of over 16 lakh sq.ft. The campus is equipped with the state-of-the-art teaching, sports and recreational facilities. Complete academic monitoring and control is done through the Intranet - the Campus Net and the Faculty Zone. Entire campus is Wi-Fi enabled.



## Programs

### ICFAI Business School (IBS) (Faculty of Management)

- ▶ BBA
- ▶ MBA
- ▶ Executive MBA
- ▶ PhD

### ICFAI School of Social Sciences (Faculty of Social Sciences)

- ▶ BA (Economics)
- ▶ B.Com
- ▶ MA (Economics)
- ▶ PhD (Full-time & Part-time)

### IcfaiTech (Faculty of Science & Technology)

- ▶ B.Tech
- ▶ B.Sc (Mathematics)
- ▶ B.Sc (Physics)
- ▶ B.Sc (Data Analytics)
- ▶ B.Sc (Computer Science)
- ▶ BCA
- ▶ M.Sc
- ▶ Ph.D (Full-time & Part-time)

### ISArch (ICFAI School of Architecture)

- ▶ B.Arch

### ICFAI Law School (Faculty of Law)

- ▶ BBA-LLB (Hons.)
- ▶ BA-LLB (Hons.)
- ▶ LLM | PhD (Full-time & Part-time)



## Academic Networking and Industry Collaborations

## Memberships

IBS, Hyderabad is a member of:

- ▶ The Association to Advance Collegiate Schools of Business (AACSB), USA
- ▶ Accreditation Council for Business Schools and Programs (ACBSP), USA
- ▶ The European Foundation for Management Development (EFMD), Belgium
- ▶ PRME (Principles for Responsible Management Education)
- ▶ Association of Management Development Institutions in South Asia (AMDISA), India

## Networking with International Academic Institutions

 <p>George Mason University, Fairfax, Virginia, USA</p>	 <p>Syracuse University, NY, USA</p>	 <p>UNIVERSITY OF MARYLAND</p> <p>University of Maryland, Washington, USA</p>
 <p>Virginia Commonwealth University, Richmond, VA, USA</p>	 <p>Oklahoma State University, USA</p>	 <p>Western Connecticut State University, Connecticut, USA</p>
 <p>ICN Business School, Paris</p>	 <p>Zagreb School of Economics and Management, Croatia</p>	 <p>Universidad Católica Del Uruguay Dámaso Antonio Larrañaga, Uruguay</p>
 <p>University of Newcastle, Australia</p>		 <p>University of Delaware, USA</p>

## Industry Collaborations

 <p>Bombay Stock Exchange</p>	 <p>The Indian Econometric Society (TIES)</p>	 <p>Indian Railways</p>
 <p>Indira Gandhi Institute of Development Research (IGIDR)</p>	 <p>National Stock Exchange</p>	 <p>National Bank for Agriculture and Rural Development – NABARD</p>
	 <p>National Mineral Development Corporation (NMDC)</p>	

# ICFAI Business School, Hyderabad

Established in 1995, IBS Hyderabad has grown impressively and achieved widespread recognition from business and industry, academic circles and professional bodies. IBS offers high-quality programs in different areas of management to a cross-section of students, executives and professionals across India. IBS Hyderabad is reputed for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications. IBS, Hyderabad has a growing alumni base of around 22,000 who are currently pursuing fast track careers with 1,000 plus companies in India and abroad. IBS Hyderabad, a constituent of the ICFAI Foundation for Higher Education (IFHE) a deemed to be University today offers the four year UG (BBA and BCom) the two year MBA, Executive MBA and Doctoral Programs with more than 5500 students on rolls.

The BBA, MBA and Phd programs of IBS Hyderabad are accredited by the globally renowned AACSB signifying commitment to learner success and thought leadership. IBS Hyderabad has about 180 full time faculty members and more than 30 visiting faculty who teach courses across different programs, conduct applied research, author books, cases studies and participate in internationally acclaimed conferences. Scholar alumni from the Phd program are working with leading business schools in India and abroad indicating the rigor of the doctoral program.



The academic infrastructure is well designed to cater to the learning requirements.



Lecture theatres and classrooms are equipped with latest audio visual equipment.



Twelve Bloomberg Terminals have been installed to provide latest data, analytics, news and updates on financial markets.



# ICFAI Business School, Hyderabad Rankings & Accreditations



The BBA, MBA and Ph.D programs of the ICFAI Business School (IBS), Hyderabad is accredited by the prestigious Association to Advance Collegiate Schools of Business (AACSB). AACSB accreditation is globally synonymous with the highest standards of achievement for business schools. Less than 5% of business schools worldwide have met the rigorous standards for this significant achievement.

Rankings / Ratings / Awards	Magazine/Agency
► 3.59/4.00 A++ Grade	NAAC
► Ranked 10 <sup>th</sup> among Top Pvt. B Schools	Careers360 – 2024
► Ranked 2 <sup>nd</sup> among top 20 B Schools of South India	Times B-School Survey – 2024
► Ranked 6 <sup>th</sup> among Top 100 B Schools of India (Govt. & Pvt.)	
► Ranked 3 <sup>rd</sup> among top 50 Pvt. B Schools	

**Award**  
The Indian Institution of Industrial Engineering (IIIE), Navi Mumbai, has conferred the Performance Excellence Award (Organisation) on The ICFAI Foundation for Higher Education, for its Outstanding contribution made towards excellence

# ion for Higher Education



Ministry of Human Resource Development  
Government of India

Ranked

**40**

On Overall basis among Management Institutes all over India (2023)

## Accreditations



SAQS Accredited



NAAC A++ Accredited



CRISIL



ICRA Rating

IBS, Hyderabad is among the top Business Schools to be graded.

- ▶ CRISIL National Level Rating - A\*\*\*
- ▶ CRISIL State Level Rating - A\*\*\*
- ▶ ICRA National Level Rating - EB2 IN
- ▶ ICRA State Level Rating - EB1 TS



Sri Pranab Mukherjee, Honourable Former President of India presenting the "Visionary Edupreneur of India Award" to Smt. Sobharani Yasaswy, Chairperson, ICFAI Group, at the Fifth Estate National Convention of Eduleaders and Edupreneurs in Higher Education, 2018.



H.E. Dr. Akima Umezawa, The Consul General of Japan in Dubai, presenting the World's Greatest Brands & Leaders Asia & GCC 2017-18 Award to Smt. Sobharani Yasaswy, Chairperson, ICFAI Group.



Sri Gaur Gopal Das, renowned motivational speaker presenting The Extraordinaire - Brand in Education award to ICFAI Group at the Brand Vision Summit 2019

# ICFAI Business School, Bangalore



IBS Bangalore remains firmly committed to transforming the students as they enter a new phase in their lives as young adults waiting in the wings to take up professional responsibilities. You will discover for yourself that preparation meets opportunity here.

## Rankings of IBS Bangalore

- ▶ ICFAI Business School (IBS), Bengaluru-Ranked 40th and State Ranking (Karnataka)-Ranked 7th
- ▶ Category - Private B-Schools - Top Eminent B-Schools of Super Excellence
- ▶ All India 4th position (Published in Competition Success Review – November – 2020 issue)
- ▶ All India 5th position and South Zone 3rd position

## Magazine/Agency

Education World - EW India Higher Education Rankings 2023

GHRDC – CSR B-School Survey – 2020

SILICON INDIA

# Campus

The ICFAI Business School (IBS) Bangalore has remained an attractive destination over the years for thousands of students from different parts of the country seeking a rich and rewarding experience. With a state-of-the art campus off Mysore Road in Southwest Bangalore, the Institute has excellent facilities for academic enrichment, professional development and sports. In its vicinity, students have plentiful choices for housing depending on their preferences. A multi-specialty hospital, retail outlets and restaurants near the campus are conveniences that the students value. The proximity of the campus to NICE Road, an expressway, and the Namma Metro provide fast connections to the heart of the city and beyond.

The architecturally designed inside the campus takes the shape of a loop. The spacious classrooms facilitate interaction between the students and the faculty. When not in class, the students can get together in the food court to meet up over a quick snack or a leisurely lunch. The library has an extensive collection of periodicals, journals, and a wide assortment of books to support academic activity, including research. A health clinic with a doctor on duty remains open during working hours for faculty, staff, and students. Bangalore is home to the IT services industry, the pride of India, and a flourishing base for innovative start-ups. IBS benefits from access to a large pool of entrepreneurs and corporate professionals in the city. Most of the students are happy to start their careers in Bangalore, where abundant opportunities and dynamism co-exist.

The IBS periodically invites speakers from the various sectors of industry to address the students on a range of relevant and exciting topics beyond the regular courses, over and above the regular courses. The IBS arranges specialized courses such as Artificial Intelligence and Mechanical Learning, leading the valid certification. Students can join any of several clubs based on their interests and activities such as photography, sports, social responsibility and public speaking, to name a few. The students primarily run these clubs with the guidance of a faculty member. They form close bonds with one another outside the classroom through peer connect. Of special mention is an inter-college management fest that the students organize and conduct with great zeal & zest. The students get real lessons in management through such events with generous support from the IBS.

The curriculum also includes courses such as soft skills and career management that prepare the students for placement and success in their careers. Many of the students find immense value in these courses which help them in their final placements (verification process). The students are trained intensively in crafting a resume, participating in a group discussion and speaking confidently and coherently in a personal interview.

The faculty members include experienced academicians and industry professionals who teach students in the classroom and guide them closely on projects and internships. They extensively use the case method of teaching and simulations to bring abstract concepts and corporate situations to life. Thus, the students build skills in situational analysis and express their perspectives in context. By consulting with companies, some of the faculty bring contemporary issues from the industry to discuss in the classroom. Other faculty members regularly research topics at the intersection of theory and practice in management. Many students need counseling and guidance while making countless decisions ranging from choosing their academic specialization to applying for positions during the placement season. The IBS designates faculty as mentors for students, who find such an arrangement reassuring and impactful.

The placement cell has a dedicated team of managers and staff who work through out the year to cultivate relationships with corporate recruiters and arrange recruitment events. The students engage with the placement cell during their preparation for recruitment. Every student gets advice, tips, and personalized feedback to perform one's full potential. The faculty rely on critical and timely inputs from the placement office to intervene in the development and preparation of the students. The IBS leaves no stone unturned to provide the students with the best chance for success. IBS Bangalore's placement record for its management graduates has consistently exceeded 90% over the years.

As a member of the network of IBS campuses, IBS Bangalore enjoys a symbiotic relationship with the other IBS campuses in the shared mission of preparing students for successful careers. The collective strength of more than 5687 alumni bears testimony to the proud legacy of the network of institutions.



# The BBA Program

The world of business is undergoing rapid transformation due to rapid technological changes. This tectonic shift, popularly termed as Industry 4.0 will witness rapid transformation of the economic, social and technological landscape. Businesses will be forced to alter their manufacturing, procurement, supply chains, distribution and service operations in a very big way and reconfigure their business models. These changes will lead to a spiraling demand for qualified manpower that is not easily available. A report by leading consulting organization McKinsey predicts that by the year 2030 more than 20 to 50 million jobs will be created worldwide as a result of Industry 4.0.

Considering the changes taking place, IBS Hyderabad, a pioneer in management education for nearly three decades is launching two new undergraduate programs along with regular **BBA** (Hons.)

- ▶ **BBA** (Artificial Intelligence & Data Science)
- ▶ **BBA** (Cloud Computing & Cyber Security)

These programs are uniquely designed to equip students desirous of pursuing careers in technology and management oriented roles. Students will gain required knowledge and skills in areas such as data science, cloud computing, cyber security, data analysis, data visualization, data driven decision making, management reporting and operating in virtual environments. Students get the best inputs – Technology and Management.

IBS has modeled and aligned its Undergraduate programs with the New Education Policy 2020 guidelines suggested by the University Grants Commission, Govt of India. It is offering these programs based on a flexible structure. Students have the opportunity to pursue a four year honors program and a four year honors with research program. Those desirous of completing their education at the UG level in three years will be eligible for a three-year degree. In all the programs students have to meet the prescribed criteria for graduating. Students pursuing the four year with or without honors can look forward to careers in different management and technology domains as well as go on for higher studies in India and abroad including PhD, in top-rated institutions in India and abroad.

**BBA (Hons.)**  
**(Artificial Intelligence & Data Science)**  
**4 years (with and without research)**

**BBA (Hons.)**  
**(Cloud Computing & Cyber Security)**  
**4 years (with and without research)**

**Duration:** 3 years / 4 years (with and without research)

**Eligibility :** Pass in Class XII or equivalent examination with an aggregate of 50% and above marks (any discipline) with English as medium of instruction.

**Selection Process:** The Selection is based on merit and personal interview. The applicant should fulfil the minimum age requirement as prescribed by the respective board through which the applicant has appeared for the qualifying examination.

# BBA (Hons.)

## Program Structure

- ▶ BBA (Hons.) Program is divided into 8 Semesters spread over four years.
- ▶ Students can opt to exit after the third year with a BBA Degree.
- ▶ The 4-year Program consists of core management (including electives) minor in IT courses, inter-disciplinary courses, Ability Enhancement, Skill Enhancement courses and 4 Value Added Courses.
- ▶ Students undertake Summer Internship Program, after the second year for a period of 8 weeks to provide corporate exposure.
- ▶ On completion of third year of BBA, the program gives a choice to the students to opt for Research Project in Management, that concludes with submission of Dissertation. Such students will be awarded BBA(Hons. with Research).

Program Structure	
Semester I	Semester II
<ul style="list-style-type: none"> <li>▶ Principles of Management</li> <li>▶ Computer Applications in Business Processes</li> <li>▶ Statistics</li> <li>▶ Effective English Communication</li> <li>▶ Fundamentals of Soft Skills</li> <li>▶ Personal and Family Health &amp; Wellness</li> <li>▶ Understanding India</li> </ul>	<ul style="list-style-type: none"> <li>▶ Business Economics</li> <li>▶ Fundamentals of Information security</li> <li>▶ Introduction to Psychology</li> <li>▶ Functional English</li> <li>▶ Digital Skills</li> <li>▶ Human Values and Professional Ethics</li> <li>▶ Human Society in the Natural Environment: Sustainability Issues</li> </ul>
Semester III	Semester IV
<ul style="list-style-type: none"> <li>▶ Fundamentals of Accounting</li> <li>▶ Introduction to Marketing</li> <li>▶ Knowledge Management</li> <li>▶ Introduction to Philosophy</li> <li>▶ Academic Reading and Writing</li> <li>▶ Impactful Presentations</li> </ul>	<ul style="list-style-type: none"> <li>▶ Financial Management</li> <li>▶ Organizational Behavior</li> <li>▶ Quantitative Business Methods</li> <li>▶ Database Management System</li> <li>▶ Business Process Re-Engineering</li> <li>▶ Introduction to Modern Indian Language (SWAYAM)</li> </ul>
Summer Internship Program	
Semester V	Semester VI
<ul style="list-style-type: none"> <li>▶ Management Accounting</li> <li>▶ Human Resource Management</li> <li>▶ Business Environment</li> <li>▶ Project Management</li> <li>▶ Emerging Technologies for Future Managers</li> </ul>	<ul style="list-style-type: none"> <li>▶ Business Strategy</li> <li>▶ Operations Management</li> <li>▶ Leadership and Change Management</li> <li>▶ Industrial and Business Domain Analysis</li> <li>▶ Decision Support Systems</li> </ul>
Semester VII	Semester VII
BBA (Hons.)	BBA (Hons.) with Research
<ul style="list-style-type: none"> <li>▶ Management Control Information System</li> <li>▶ Management Research Project-I</li> <li>▶ DSE-1</li> <li>▶ DSE-2</li> </ul>	<ul style="list-style-type: none"> <li>▶ Research Methods-I</li> <li>▶ DSE - 1</li> <li>▶ DSE-2</li> <li>▶ DSE-3</li> </ul>
<ul style="list-style-type: none"> <li>▶ Advanced Computing Techniques/Basics &amp; Applications of AI in Business Environment</li> </ul>	
Semester VIII	Semester VIII
<ul style="list-style-type: none"> <li>▶ Design Thinking</li> <li>▶ Management Research Project-II</li> <li>▶ DSE-3</li> <li>▶ DSE-4</li> </ul>	<ul style="list-style-type: none"> <li>▶ Research Methods-II</li> <li>▶ Research Project/Dissertation</li> </ul>
<ul style="list-style-type: none"> <li>▶ Managing IT enabled Services / Machine Learning for Future Managers</li> </ul>	

*Program structure is tentative, subject to change*

# **BBA (Hons.)**

## (Artificial Intelligence & Data Science)

### 4 years (with and without research)

#### **Program Structure**

The 4-year Program, with option to exit after three years, consists of core management courses (including electives) courses in AI & Data Science, inter-disciplinary courses, Ability Enhancement courses, Skill Enhancement courses and Value Added Courses.

Students undertake an internship program for a period of 8 weeks in summer term after the second year to provide adequate corporate exposure.

On completion of third year of BBA, the program gives a choice to the students to opt to pursue fourth year for Honour's Degree, with Research Project in Management Studies that concludes with submission of Dissertation. Such students will be awarded BBA (Honours with Research).

<b>Program Structure</b>	
<b>Semester I</b>	<b>Semester II</b>
<ul style="list-style-type: none"> <li>▶ Principles of Management</li> <li>▶ Fundamentals of Data Analytics</li> <li>▶ Statistics</li> <li>▶ Effective English Communication</li> <li>▶ Fundamentals of Soft Skills</li> <li>▶ Personal and Family Health &amp; Wellness</li> <li>▶ Understanding India</li> </ul>	<ul style="list-style-type: none"> <li>▶ Business Economics</li> <li>▶ Introduction to Data Analytics using R</li> <li>▶ Introduction to Psychology</li> <li>▶ Functional English</li> <li>▶ Digital Skills</li> <li>▶ Human Values and Professional Ethics</li> <li>▶ Human Society in the Natural Environment: Sustainability Issues</li> </ul>
<b>Semester III</b>	<b>Semester IV</b>
<ul style="list-style-type: none"> <li>▶ Fundamentals of Accounting</li> <li>▶ Introduction to Marketing</li> <li>▶ Introduction to AI for Managers</li> <li>▶ Introduction to Philosophy</li> <li>▶ Academic Reading and Writing</li> <li>▶ Impactful Presentations</li> </ul>	<ul style="list-style-type: none"> <li>▶ Financial Management</li> <li>▶ Organizational Behavior</li> <li>▶ Quantitative Business Methods</li> <li>▶ Data Science with Python</li> <li>▶ Fundamentals of Machine Learning-I</li> <li>▶ Introduction to Modern Indian Language (SWAYAM)</li> </ul>
<b>Summer Internship Program</b>	
<b>Semester V</b>	<b>Semester VI</b>
<ul style="list-style-type: none"> <li>▶ Management Accounting</li> <li>▶ Human Resource Management</li> <li>▶ Business Environment</li> <li>▶ Operations Management</li> <li>▶ Advanced Machine Learning-2</li> </ul>	<ul style="list-style-type: none"> <li>▶ Business Strategy</li> <li>▶ Project Management</li> <li>▶ Leadership and Change Management</li> <li>▶ Industrial and Business Domain Analysis</li> <li>▶ Data Management and Administrations</li> </ul>
<b>Semester VII</b>	<b>Semester VII</b>
<b>BBA (Hons.)</b>	<b>BBA (Hons. with Research)</b>
<ul style="list-style-type: none"> <li>▶ Management Control Information System</li> <li>▶ Management Research Project-I</li> <li>▶ Discipline Specific Elective-1</li> <li>▶ Discipline Specific Elective-2</li> <li>▶ Business Intelligence and Data Analytics</li> </ul>	<ul style="list-style-type: none"> <li>▶ Research Methods-I</li> <li>▶ Discipline Specific Elective - 1</li> <li>▶ Discipline Specific Elective-2</li> <li>▶ Discipline Specific Elective-3</li> <li>▶ Business Intelligence and Data Analytics</li> </ul>
<b>Semester VIII</b>	<b>Semester VIII</b>
<ul style="list-style-type: none"> <li>▶ Design Thinking</li> <li>▶ Management Research Project-II</li> <li>▶ Discipline Specific Elective-3</li> <li>▶ Discipline Specific Elective-4</li> <li>▶ Cyber Security for Business Leaders</li> </ul>	<ul style="list-style-type: none"> <li>▶ Research Methods-II</li> <li>▶ Research Project/Dissertation</li> <li>▶ Cyber Security for Business Leaders</li> </ul>

*Program structure is tentative, subject to change*

## BBA (Hons.)

(Cloud Computing & Cyber Security)

4 years (with and without research)

### Program Structure

The 4-year Program, with option to exit after three years, consists of core management courses (including electives) courses in Cloud Computing & Cyber security, inter-disciplinary courses, Ability Enhancement courses, Skill Enhancement courses and Value Added Courses.

Students undertake an internship program for a period of 8 weeks in summer term after the second year to provide adequate corporate exposure.

On completion of third year of BBA, the program gives a choice to the students to opt for pursuing Research Project in Management Studies, that concludes with submission of Dissertation. Such students will be awarded BBA (Hons. with Research).

Program Structure	
Semester I	Semester II
<ul style="list-style-type: none"><li>▶ Principles of Management</li><li>▶ Introduction to Computer Architecture</li><li>▶ Statistics</li><li>▶ Effective English Communication</li><li>▶ Fundamentals of Soft Skills</li><li>▶ Personal and Family Health &amp; Wellness</li><li>▶ Understanding India</li></ul>	<ul style="list-style-type: none"><li>▶ Business Economics</li><li>▶ Fundamentals of Operating Systems</li><li>▶ Introduction to Psychology</li><li>▶ Functional English</li><li>▶ Digital Skills</li><li>▶ Human Values and Professional Ethics</li><li>▶ Human Society in the Natural Environment: Sustainability Issues</li></ul>
Semester III	Semester IV
<ul style="list-style-type: none"><li>▶ Fundamentals of Accounting</li><li>▶ Introduction to Marketing</li><li>▶ Data Communication &amp; Networks</li><li>▶ Introduction to Philosophy</li><li>▶ Academic Reading and Writing</li><li>▶ Impactful Presentations</li></ul>	<ul style="list-style-type: none"><li>▶ Financial Management</li><li>▶ Organizational Behavior</li><li>▶ Quantitative Business Methods</li><li>▶ Cloud Computing Foundations and Applications</li><li>▶ Information Security and Monitoring Methods</li><li>▶ Introduction to Modern Indian Language (SWAYAM)</li></ul>
Summer Internship Program	
Semester V	Semester VI
<ul style="list-style-type: none"><li>▶ Management Accounting</li><li>▶ Human Resource Management</li><li>▶ Business Environment</li><li>▶ Operations Management</li><li>▶ Cyber Security and Cyber Laws</li></ul>	<ul style="list-style-type: none"><li>▶ Business Strategy</li><li>▶ Project Management</li><li>▶ Leadership and Change Management</li><li>▶ Industrial and Business Domain Analysis</li><li>▶ Cryptography for Cyber Laws</li></ul>
Semester VII	Semester VII
BBA (Hons.)	BBA (Hons. with Research)
<ul style="list-style-type: none"><li>▶ Management Control Information System</li><li>▶ Management Research Project-I</li><li>▶ Discipline Specific Elective -1</li><li>▶ Discipline Specific Elective-2</li><li>▶ Data Warehousing and Data Mining</li></ul>	<ul style="list-style-type: none"><li>▶ Research Methods-I</li><li>▶ Discipline Specific Elective - 1</li><li>▶ Discipline Specific Elective-2</li><li>▶ Discipline Specific Elective-3</li><li>▶ Data Warehousing and Data Mining</li></ul>
Semester VIII	Semester VIII
<ul style="list-style-type: none"><li>▶ Design Thinking</li><li>▶ Management Research Project-II</li><li>▶ Discipline Specific Elective-3</li><li>▶ Discipline Specific Elective-4</li><li>▶ Applications Development on cloud computing</li></ul>	<ul style="list-style-type: none"><li>▶ Research Methods-II</li><li>▶ Research Project/Dissertation</li><li>▶ Applications Development on cloud computing</li></ul>

Program structure is tentative, subject to change

### Discipline Specific Electives (DSE)

VII Semester		VIII Semester
<b>Finance</b>	▶ Banking and Financial Services	▶ Strategic financial management
	▶ Financial statement Analysis	▶ Portfolio Management
	▶ Financial Analytics	▶ FinTech
<b>Marketing</b>	▶ Introduction to Marketing Analytics	▶ Strategic Marketing
	▶ Brand Management	▶ Marketing Technology
	▶ Marketing Communication	▶ Managing Business Platform
	▶ Introduction to Sales Management	▶ Introduction to Digital Marketing
<b>HR</b>	▶ HR Analytics	▶ Organizational Development
	▶ Introduction to Labor Codes	▶ International HRM
	▶ Diversity and Inclusion	▶ Technology in HR
	▶ Compensation and Benefits	▶ The future of Work
<b>Operations</b>	▶ Operations Research	▶ Supply Chain Management
	▶ Business Analytics	▶ Industrial Safety and Maintenance Management
	▶ Product Design & Development	▶ Warehouse Management



### **Deeksharambh**

We believe in inclusion in diversity. Our comprehensive induction program, "Deekshaarambh," aims to put to ease students who face challenges when transitioning from school to University education. We have a comprehensive 'Deeksharambh' Program to provide a smooth transition and acclimatized students into the new academic environment, fostering community building, providing an introduction to available resources, understand our processes, practices, values and culture and motivation on skill development.

### **Horizontal Academic Mobility**

With the implementation of Multiple Entry –Multiple Exit (ME-ME) horizontal mobility through the Academic Bank of Credit (ABC), students can design their academic journey with flexible learning pathways, seamless credit transfers, personalized education, and enhanced opportunities across various programs and institutions.

### **Blended learning**

Blended learning options from SWAYAM and MOOCs combine traditional classroom learning with online courses, offering a comprehensive learning experience, flexible schedules, access to expert knowledge, and skill enhancement opportunities. Additionally, aligning with the National Credit Framework, we will offer academic credits for national and international extracurricular achievements, recognizing and rewarding students' efforts outside the classroom, promoting holistic development, and motivating them to excel in various fields. These initiatives reflect IBS's commitment to providing a well-rounded education, preparing our students for successful careers in their chosen fields.

### **Value Added Courses**

The value-added courses are intended to give additional skills or information beyond the conventional curriculum, and are frequently geared towards improving employability, boosting entrepreneurship, or strengthening personal and professional abilities. The primary aim of the Value Added Courses (VAC) is to foster the all-round development of students' personalities and cultivate their character. These courses, such as Understanding India, Personal, Family, Social Health & Wellness, Human Values and Professional Ethics, Human Society in the Natural Environment: Sustainability Issues, are created in collaboration with experts from various regions of the country, aim to instil ethical, cultural, and constitutional values, encourage critical thinking, promote Indian Knowledge Systems and scientific temper, enhance communication and presentation skills, and foster teamwork.

### **Ability Enhancement Courses**

Ability enhancement courses such as Effective English, Functional English, Academic Reading and Writing, Impactful presentation and Modern languages are aimed to enhance communication and complements to students understanding, thinking and problem solving abilities required to integrate knowledge with application.

### **Skill Enhancement Courses**

The purpose of the Skill Enhancement Courses (SEC) is to increase students' employability by improving their practical skills, hands-on training, soft skills, and inter personal skills. SECs focus on practical skills, making graduates more job-ready and improving their employability. These courses encourage multidisciplinary learning, fostering creativity and critical thinking beyond traditional subjects. SECs emphasize communication, teamwork, and adaptability—essential skills for professional success. SECs allow students to explore diverse interests, enhancing their overall learning experience. With courses like Soft Skills, Digital Skills, students also gain insights into industry trends and practices, aligning their personal developmental and technical knowledge to transit into the corporate world.

### **Blended knowledge with Skills**

IBS is committed to equipping BBA students with essential skills, providing a comprehensive perspective that prepares them for the corporate world. Students have the opportunity to choose subjects that enhance their corporate readiness, such as Emerging Technologies for Future Managers, Project Management, Industrial and Business Domain Analysis, Leadership and Change Management, and Writing, and Digital Skills.

What sets IBS apart from other institutions is its dedication to aligning its courses with industry requirements, ensuring that students are well-prepared for the evolving job market. These specially designed courses aim to provide students with the knowledge and skills needed to excel in their future careers. Some of these innovative subjects include Management Research Projects, Advanced Computing Techniques, Basics and Applications of AI in Business Environments, and Machine Learning for Future Managers. IBS focus on cutting-edge topics such as artificial intelligence and machine learning not only meets the current demands of the business world but also prepares students for future advancements in technology. By offering courses that integrate practical applications and theoretical knowledge, IBS ensures that its graduates are not only academically proficient but also industry-ready. This unique approach helps students gain a competitive edge, making them highly sought-after by employers in various sectors.



## Mentorship and Counseling Program

**Our Mentoring and Counselling Program (MAC Program)** is to support and provide the students with an environment conducive to academic and non-academic pursuits in their under graduation. This is done through establishment of a unique bond built on trust, respect and accountability between the mentees with their mentors. It helps the smooth transition of first year students coming from diverse background, and from multicultural settings.

Through this program, the mentees are set to graduate successfully with the right knowledge, nurture the right attitude, behavior and cultivate the right skills required to face the real world. In addition to clarity on role as student, and clarity on coursework and other academic related tasks, mentees are set to appreciate the core values of university and appreciate the need for academic integrity.

The mentors guide the mentees and help them in areas of both professional and personal development. They help mentees to set their priorities right, plan and implement, and face the challenges with a positive mind frame.

### Our Bloomberg Lab:

ICFAI Business School (IBS) is providing innovative opportunities for BBA students, designed to enhance their academic experience and prepare them for the business world. Our initiatives aim to provide students with advanced skills, a smooth transition into the program, and flexible learning options. The Bloomberg Certification at the BBA level offers students advanced financial skills, market insights, industry recognition, and practical experience with real-time data, preparing them for careers in finance, investment banking, and asset management, which is equipped with an exclusive Bloomberg lab consisting of 12 Bloomberg terminals.

## Institution's Innovation Council

Institution's innovation council (IIC) formed as a part of the Ministry of Education's Innovation Cell (MIC) promotes innovation in the institution through various channels leading to the building of an innovation ecosystem in the campus. IIC has established its own Incubator for incubating startups and entrepreneurs and has become a hub for innovative activities that will help entrepreneurs and startups to emerge and contribute extensively – both individually and collaboratively – in making India an economic superpower and become a developed economy.

Through annual Ahaava Program (Hackathon Challenge program), Anvikshana (pre-Incubation program), Its Udvikaasa Program (one-on-one mentoring for each startup Program), and Under Pravega, validation of ideas, creating Proof of Concept, services like Investor and network connect, strategy mentoring and market access are provided to the startups.

Externship and Internship program, is designed to provide as many opportunities as possible for students to experience 'learning by doing.' While internships have academic credits attached to them and are available only for certain set of students at a particular time of the year, externships are available to anyone at any time. Entering into Collaborations and Partnerships, IIC in addition to professional guidance and support it also provides funding for Student Startup/Ventures.



## Our Centers of Excellence

**Center of Excellence through Digital transformation (CeDT)**, is established to leverage the information and communication technologies for the benefit of the underserved. Towards fulfilling this, the center continuously engages with key human and nonhuman stakeholders across industry, academia and society through research, consultancy, training/ teaching and outreach.

**The Centre for Women Development** plays a proactive role towards empowering women both at home and at work place. The center aims to address issues confronted by women and go beyond on a positive note. Socially constructed gender differences continue to assign stereotypical roles for men and women, confining women to subordinate and inferior positions in society. The centre with its commitment to sensitize women of

their rights, address and resolve issues faced by them and take a proactive role towards empowering women both at home and at work place, collaborates, and coordinates, with women's cells in other Universities and institutions in Telangana and in the country.

**The Centre of Excellence in Banking and Finance** at IFHE undertakes contemporary, relevant, and actionable research in the area of Banking and Finance, and aims to promote impactful knowledge creation through mentoring by Practicing Professionals and nurtures future thought leaders.

In fulfilling the objective, the centre also provides an unbiased platform for facilitating sharing of best practices, for deliberating on emerging issues, and for articulating multi-stakeholder perspectives, related to Banking and Finance.

# Knowledge Resources

IBS Hyderabad has a large team of full-time faculty members drawn from diverse fields, most of them being doctorates, with a unique blend of rich academic, research and industrial experience. Our faculty members are also involved in case development, management research and consultancy.

The library is well-equipped with latest software packages, books, CDs, videos, Indian and International journals/magazines and research reports. IBS subscribes to several academic online databases like EBSCO and Emerald Management Xtra, World Development indicators, Prowess/Accord, Reuters, Business Insights and Marketline. : The campus provides the latest hardware and software infrastructure, State-of-art computer lab with high speed internet to cater to all the computing needs of the students.



## Education Methodology

Our pedagogy is student-centric. It is designed to create an enhanced learning experience at every stage.

- ▶ Classroom instruction
- ▶ Courseware for independent study
- ▶ Assignments
- ▶ Lab Sessions
- ▶ Language Development Sessions
- ▶ IT Training
- ▶ Soft Skills
- ▶ Seminars on current topics
- ▶ Internships
- ▶ Projects
- ▶ Continuous Evaluation

# Case-Based Learning



The case method is a key component of the academic program at IBS, which is one of the few institutions in India that have made case-based learning a critical component of pedagogy.



Almost all the courses at IBS are taught through case studies - the case studies being tailor-made to the requirements of different areas and topics. Student evaluation is based on class participation and written reports. Students go through the cases individually, discuss in small groups and participate in the case discussion in the class. Both Indian and international case studies are used extensively.

IBS, Hyderabad has an in-house Case Research Center that develops case studies on contemporary topics. These case studies based on Indian and International organizations are used extensively in the programs at IBS Hyderabad. IBS case studies have won recognition at various international case writing competitions. More than 300 case studies from the Case Research Center have featured in international textbooks like Crafting & Executing Strategy: The

Quest for Competitive Advantage: Concepts and Cases, 21st Edition (McGraw-Hill Education), Strategy: An International Perspective (Cengage Learning, USA), International Management: Managing Across Borders and Cultures, Text and Cases, 9th Edition (Pearson, USA), Exploring Corporate Strategy (Financial Times/ Prentice-Hall), Strategic Management (Thomson Learning), Strategic Management: A Casebook (Ivey Publishing), International Business (McGraw-Hill Irwin), Strategic Management Competitiveness and Globalization: Concepts and Cases (Thomson Southwestern), Strategy: An International Perspective (Cengage Learning - Europe, Middle East & Africa [EMEA]).

In addition, IBS Hyderabad has a licensing arrangement with Harvard Business School Publishing to use HBS cases.

# Users of IBS Case Studies

Cases developed by IBS Case Research Center are used by 890 institutions in 90 countries. The following is a partial list of regular users of case studies developed by IBS faculty:

## Organizations

- ▶ Ernst & Young Advisory Ltd, Hungary
- ▶ McKinsey & Company, USA
- ▶ Boston Consulting Group, USA
- ▶ KPMG Slovensko spol.s r.o., Slovakia (Slovak Republic)
- ▶ Booz & Company, Japan
- ▶ Hewlett Packard, USA
- ▶ Johnson & Johnson, USA
- ▶ M&C Saatchi, United Kingdom
- ▶ Bain & Company Korea, Inc.
- ▶ Booz & Company, Russia
- ▶ PricewaterhouseCoopers South Korea
- ▶ Deloitte & Touche, France
- ▶ Goldman Sachs, USA
- ▶ HayGroup, USA
- ▶ Bain & Company Germany, Inc., Germany
- ▶ Novo Nordisk A/S, Denmark
- ▶ Bain & Company, Inc. United Kingdom
- ▶ Quartz + Co, Sweden
- ▶ Tata Management Training Center, India
- ▶ SCBernstein LLC, USA
- ▶ CIMA Chartered Institute of Management Accountants, United Kingdom
- ▶ The Chartered Institute of Marketing, United Kingdom
- ▶ F. Hoffmann-La Roche AG, Switzerland
- ▶ The Customer Framework, United Kingdom
- ▶ Swiss Finance Institute, Switzerland
- ▶ FUNITEC - La Salle, Spain
- ▶ Oxford Strategic Marketing, United Kingdom
- ▶ XanEdu Publishing Services, USA
- ▶ Monday Morning srl, Italy
- ▶ International Air Transport Association, Switzerland
- ▶ MCI Management Center Innsbruck, Austria
- ▶ Corporate Transformations Limited, Kenya
- ▶ Serta International, USA
- ▶ British Telecom, United Kingdom
- ▶ Coca-Cola, USA
- ▶ Eli Lilly, USA
- ▶ Alltech, USA
- ▶ Deutsche Bank AG, Germany
- ▶ Procter & Gamble, USA
- ▶ Caterpillar S.A.R.L., Switzerland
- ▶ Samsung Economic Research Institute, Korea Republic
- ▶ Siemens AG, Germany
- ▶ Cadbury Schweppes, United Kingdom
- ▶ Warner Home Video, USA
- ▶ Churchill Insurance, United Kingdom

## Universities / Business Schools

- ▶ HEC Montreal, Canada
- ▶ Oxford Said Business School Limited, United Kingdom
- ▶ Cambridge Judge Business School, United Kingdom
- ▶ Amsterdam Business School, Netherlands
- ▶ London Business School (LBS), United Kingdom
- ▶ London School of Economics & Political Science (LSE), United Kingdom
- ▶ Helsinki School of Economics, Ireland
- ▶ Yale University, USA
- ▶ HEC Paris, France
- ▶ SDA Bocconi School of Management, Italy
- ▶ HEC Geneva, Switzerland
- ▶ Manchester Business School (MBS), United Kingdom
- ▶ Massachusetts Institute of Technology (MIT), USA
- ▶ Melbourne Business School, Australia
- ▶ Michigan State University, USA
- ▶ Middlesex University, United Kingdom
- ▶ China Europe International Business School (CEIBS), China
- ▶ New York University (NYU), USA
- ▶ Concordia University, Canada
- ▶ Copenhagen Business School, Denmark
- ▶ University of Oxford, United Kingdom
- ▶ Thunderbird School of Global Management, USA
- ▶ Cranfield University, United Kingdom
- ▶ Hong Kong University of Science and Technology (HKUST), Hong Kong
- ▶ IIM Ahmedabad, India
- ▶ Berlin School of Creative Leadership, Germany
- ▶ Berlin School of Economics and Law, Germany
- ▶ Bern University of Applied Sciences, Business & Administration (BFH), Switzerland
- ▶ Cardiff Business School, United Kingdom
- ▶ Cardiff University, United Kingdom
- ▶ Ernst & Young Academy of Business, Poland
- ▶ ESIC Business & Marketing School, Spain
- ▶ Frankfurt School of Finance & Management, Germany
- ▶ IESE Business School, Switzerland
- ▶ Loyola Marymount University, USA

"I would like to congratulate ICMR on the excellent selection of cases available for students, professors and authors. The selection encompasses cases with a range of geographic locations, business topics, and cultural issues. I have been particularly pleased with the willingness of the ICMR case authors to update and tailor cases to my needs."

– **Helen Deresky,**  
Professor Emerita, State University of New York, Plattsburgh, NY; Author of International Management: Managing Across Borders and Cultures, 7ed. (Upper Saddle River, NJ: Prentice Hall, 2011).

# Case Research Center

The Case Research Center (CRC) is a center of excellence at IBS, Hyderabad developing high quality internationally benchmarked case studies. The case studies are marketed under two brands – IBS Center for Management Research (ICMR) and IBS Case Development Center (IBSCDC). A dedicated and dynamic team works toward fulfilling the institution's mission of developing high quality case studies.



- ▶ IBS is the third largest contributor of cases to The Case Centre repository next only to Harvard and INSEAD B-Schools.
- ▶ The No. 1 Best selling author of Management case studies is from IBS. Late Dr. Debapratim Purkayastha claimed the position for three consecutive years – a list dominated by Harvard, Stanford, INSEAD, etc.
- ▶ Late Dr. Debapratim Purkayastha also won the 'Outstanding Contribution to the Case Method' in 2015 – A lifetime achievement award only won by select professors from Harvard, INSEAD, London Business School, IMD and Ivey School of Business. He also received the "Faculty Research Award" from the Union Minister of HRD, Government of India, Shri Prakash Javadekar, for his contribution to Case Research.
- ▶ The UK-based The Case Centre Impact Index 2023, an annual ranking of 50 organisations based on the global reach and impact of their case writing, has placed ICFAI Business School second in the Index, next only to Harvard Business School.
- ▶ IBS is the third largest contributor of cases to The Case Centre repository next only to Harvard and INSEAD B-Schools.
- ▶ IBS Cases were taught in more than 890 B-Schools across 90 countries in the world.

CRC distributes its case studies through the two websites:

[www.icmrindia.org](http://www.icmrindia.org) and [www.ibscdc.org](http://www.ibscdc.org)

# IBS Cases in International Textbooks

## (A Partial List)

- ▶ Managing Sustainable Business- An Executive Education Case and Textbook, Lenssen, Gilbert G., Smith, N. Craig, Springer
- ▶ Crafting & Executing Strategy, Arthur Thompson, Margaret Peteraf, John Gamble, A. J. Strickland III, McGraw Hills Education, 21st Edition 2019
- ▶ Business Creativity and Innovation, Leonard Alan Ferman, Cognella Inc , August 2018
- ▶ Cultural Influences on Global Marketing, Constantine Polychroniou, Cognella Inc, August 2018
- ▶ Understanding Retirement Planning, Heather Castle, Cognella Inc, Sep 2018
- ▶ Acting Strategically, Thinking Critically: Concepts, Cases, and Tools for Business Students, Michael J. Merenda, Cognella Inc, Nov 2018
- ▶ A Guide to Problem Solving and Creativity, Ben Martz and Jim Hughes, Cognella, Inc, 2017
- ▶ Strategy: An International Perspective, 6th edition, Bob de Wit, Cengage Learning EMEA, 2017
- ▶ International Management: Managing Across Borders and Cultures, Text and Cases, 9th edition, Helen Deresky, Pearson, USA, 2017
- ▶ Strategic Management: Concepts and Cases, 12th edition, Arthur Hitt Ireland Hoskisson, Cengage Learning, USA, 2015
- ▶ Strategic Management and Business Analysis, 2nd edition, Dr Wyn Jenkins and Professor David Williamson, Routledge, 2015
- ▶ Organization Theory and Design, 12th edition, Richard L. Daft, 2nd edition, Cengage Learning/Nelson Education, 2015.
- ▶ Business Management for the IB Diploma, Peter Stimpson and Alex Smith, Cambridge University Press, 2015.
- ▶ Strategy: Process, Content, Context, 5th edition, B De Wit, Cengage Learning EMEA, 2014.
- ▶ What's the Story? The Art of Writing and Communication, Beth Jannery and Daniel Walsch, Cognella, Inc, 2014.
- ▶ International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8th edition, 2014, USA.
- ▶ Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA.
- ▶ Strategic Management: An Integrated Approach Theory & Cases, 11th edition, Hill/Jones, Cengage Learning, 2013.
- ▶ Case Studies in Social Entrepreneurship and Sustainability, The Oikos Collection Volume III, 2013.
- ▶ Introduction to Business, Lesley Le Meunier-FitzHugh, 5th edition, Pearson UK Custom Book, 2013.
- ▶ Strategic Management: An Integrated Approach Theory & Cases, Charles Hill, Gareth Jones, Melissa Schilling, 11th edition, Cengage Learning, 2013.
- ▶ Strategy: Process, Content, Context, Bod de Wit and Ron Meyer, 5th edition, Cengage Learning EMEA, 2013.
- ▶ Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw-Hill/ Irwin, 18th edition, 2011.
- ▶ Cases in Social Entrepreneurship and Sustainability, Volume 2, JostHamschmidt, Michael Pirson, Greenleaf Publishing, 2011
- ▶ Strategy: Process, Content, Context, 4th edition, Bob de Wit and Ron Meyer, Cengage Learning EMEA, 2010.
- ▶ International Marketing, 3rd edition, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, U.K., March, 2010.
- ▶ Strategic Management 10th edition, John Pearce, Richard Robinson, McGraw-Hill's publication, 2010.
- ▶ Business Ethics and Corporate Social Responsibility, Paul Griseri, Nina Seppala, Cengage Learning EMEA, 2010.
- ▶ Multinational Management, 5th edition, Cullen and Parboteeah, Cengage Learning, Inc./Nelson Education Ltd, 2010.
- ▶ Strategic Management Formulation, Implementation, & Control, 12th edition, Pearce & Robinson, McGraw-Hill / Irwin, January 2010.
- ▶ Strategic Management, Carpenter, Rice, Pearson Australia, 2010.
- ▶ Strategic Information Systems Management, Kevin Grant, Ray Hackney, and David Edgar, 1st edition, Cengage Learning EMEA, 2009.
- ▶ Cases in Strategic Management: An Integrated Approach, 9th edition, Charles W.L. Hill, Gareth R. Jones, Cengage Learning, Inc. Nelson Education Ltd, 2009.
- ▶ Strategic Management and Competitive Advantage, 3rd edition, Barney-Hesterly, Prentice Hall, 2009.
- ▶ International Strategy, Susan Segal-Horn and David Faulkner, Cengage Learning EMEA, 2009.
- ▶ Strategic Management Competitiveness and Globalization: Concepts and Cases, 7th edition, Hitt, Ireland, -Hoskisson, Thomson Southwestern, 2007.
- ▶ Foundations of Marketing, 8th edition, Dale Beckman, John Rigby, Thomson Nelson, Canada, 2003.

# Placements



IBS Hyderabad has an impeccable track record of achieving excellent placements every year, with top companies visiting the campus to recruit our students. Our rigorous curriculum is designed to train our students to acquire talent in multiple disciplines and their choices of careers also reflect the same. Our students find careers in various sectors including banking, and financial services, FMCG, technology, media, research, sales and marketing, legal practice, business contracts etc.



## Internships and Projects

Internships and Projects are institutionalized as very important processes that provide a platform where the students handle real-life projects. It provides hands on experience in the chosen areas of interest and helps the students to apply theories and concepts learnt in the classroom in real life situations. Our internships mould students into effective managers.

# RECRUITERS @ IBS HYDERABAD

- |  |  |  |
|--|--|--|
| <ul style="list-style-type: none"> <li>▶ ABSYZ Software Consulting</li> <li>▶ Aditya Birla Fashion and Retail</li> <li>▶ Adrosonic IT Consultancy Services</li> <li>▶ Air Charter Service India</li> <li>▶ Amazon Development Centre India</li> <li>▶ ANZ Support Services</li> <li>▶ Apollo Pharmacy</li> <li>▶ Arcesium</li> <li>▶ Atluri Holdings</li> <li>▶ Atria Convergence Technologies</li> <li>▶ Awfis Space Solutions</li> <li>▶ AXA Business Services</li> <li>▶ Bajaj Allianz Life Insurance</li> <li>▶ Bajaj Capital</li> <li>▶ Bajaj Finserv</li> <li>▶ Be the Change Media</li> <li>▶ Bharti Airtel Services</li> <li>▶ Bharti AXA General Insurance</li> <li>▶ Birlasoft</li> <li>▶ Broadridge Financial Solutions</li> <li>▶ Business Octane Solutions</li> <li>▶ Cavinkare</li> <li>▶ CBRE</li> <li>▶ CloudPact Software Technologies</li> <li>▶ Coffee Day Global</li> <li>▶ Cogniz Capital</li> <li>▶ Cognizant Technology Solutions</li> <li>▶ Colliers International</li> <li>▶ CoreEL Technologies</li> <li>▶ CRISIL</li> <li>▶ Cushman &amp; Wakefield</li> <li>▶ Darwinbox Digital Solutions</li> <li>▶ Deloitte Consulting</li> <li>▶ DMV</li> <li>▶ E.I. Dupont Service Centre India</li> <li>▶ Earlypad Consulting Services</li> <li>▶ eClerx</li> <li>▶ Edelweiss Financial Services</li> <li>▶ Entertainment Network India</li> <li>▶ Envision Financial Systems</li> <li>▶ Ernst &amp; Young</li> </ul> | <ul style="list-style-type: none"> <li>▶ Evaluerse</li> <li>▶ Exide Life Insurance</li> <li>▶ EXL Services</li> <li>▶ Eze software</li> <li>▶ FA Fin Advisors Consulting Private Limited</li> <li>▶ Factset</li> <li>▶ Federal Bank</li> <li>▶ FinEdge Advisory</li> <li>▶ Fluent Grid</li> <li>▶ Food Panda</li> <li>▶ Franchise India Brands</li> <li>▶ GE Capital Business Process Management Services</li> <li>▶ Gemini Edibles &amp; Fats</li> <li>▶ Genpact Analytics</li> <li>▶ Global Placements Consultancy</li> <li>▶ GMMCO</li> <li>▶ Golden Hill Capital</li> <li>▶ Goldratt Consulting</li> <li>▶ Gramener Technology Solutions</li> <li>▶ Hamstech</li> <li>▶ Hansa Research</li> <li>▶ HCL Technologies</li> <li>▶ HDFC AMC</li> <li>▶ HDFC Bank</li> <li>▶ HDFC</li> <li>▶ Hero FinCorp</li> <li>▶ Hettich</li> <li>▶ Hicare Services</li> <li>▶ Highorbit Careers Private</li> <li>▶ HSBC Technology Services</li> <li>▶ ICICI Bank</li> <li>▶ ICICI Lombard General Insurance Co</li> <li>▶ ICICI Prudential (AMC)</li> <li>▶ ICICI Prudential Life Insurance</li> <li>▶ IDFC</li> <li>▶ iNautix</li> <li>▶ Incor Infrastructure</li> <li>▶ Indusind Bank</li> <li>▶ Industry ARC</li> <li>▶ Infiniti Research Marketing Solutions</li> <li>▶ InfoEdge India</li> <li>▶ Invesco</li> <li>▶ Ixoreal Biomed</li> </ul> | <ul style="list-style-type: none"> <li>▶ J.P. Morgan Services India.</li> <li>▶ Janalakshmi Financial Services</li> <li>▶ Jones Lang LaSalle</li> <li>▶ JSW</li> <li>▶ Kaara info systems</li> <li>▶ Karvy</li> <li>▶ Ken Research</li> <li>▶ Kenscio Digital Marketing</li> <li>▶ Khimji Ramdas India</li> <li>▶ Knowcraft Analytics</li> <li>▶ Knowledge Crystals</li> <li>▶ Kotak Mahindra Bank</li> <li>▶ Kotak Securities</li> <li>▶ KPMG Global Services</li> <li>▶ Lanco Hills Technology Park</li> <li>▶ Laugh Out Loud Ventures</li> <li>▶ LG Electronics</li> <li>▶ Living Talent</li> <li>▶ Mahindra Finance</li> <li>▶ Marico</li> <li>▶ Maruti Suzuki</li> <li>▶ Magic Pin</li> <li>▶ mFino</li> <li>▶ MGH Group</li> <li>▶ Modak Analytics</li> <li>▶ MOP Networks</li> <li>▶ Mordor Intelligence</li> <li>▶ Mount Hill Realty</li> <li>▶ Music Broadcast</li> <li>▶ National Payments Corporation of India</li> <li>▶ National Stock Exchange</li> <li>▶ Novartis Healthcare</li> <li>▶ Novire Technologies</li> <li>▶ NTT Data</li> <li>▶ Odd Jobs India</li> <li>▶ Odessa Technologies</li> <li>▶ Oracle India</li> <li>▶ Oravel Stays</li> <li>▶ Orient Cement</li> <li>▶ P&amp;S Market Research</li> <li>▶ Pacifica Companies</li> <li>▶ Panasonic India</li> <li>▶ Pantaloons Fashion &amp; Retail</li> <li>▶ Pathfinder Publications</li> <li>▶ PharmaACE Analytics Private</li> </ul> |
|--|--|--|

# Recruiters @ IBS Hyderabad

- ▶ PI Datacenters.com
- ▶ PNB Housing Finance
- ▶ Process Master Technologies
- ▶ Printvenue
- ▶ PuyVast Maritime India
- ▶ Radiant Solar
- ▶ Railtel
- ▶ Ramky Enviro Engr
- ▶ RCI Logistics
- ▶ ReportGarden Technologies
- ▶ Rev Eye Technologies
- ▶ Rockwell Industries
- ▶ Royal Sundaram General Insurance
- ▶ S&P Capital IQ India
- ▶ Sajix Software Solutions
- ▶ Sarthena Advisors
- ▶ Selling Simplified India
- ▶ Shore Group
- ▶ Soctronics Technologies
- ▶ Spandana Sphoorty Financial Services
- ▶ Spark Infra Advisors
- ▶ Spencers Retail
- ▶ Square Yards
- ▶ Step2Strategy
- ▶ Strategi Solutions India
- ▶ Sunera Technologies
- ▶ Swagene
- ▶ SysArc Infomatix

- ▶ Taj Hotels
- ▶ Talent Logic
- ▶ TalentSprint
- ▶ Tamada Media
- ▶ Tata AIG General Insurance
- ▶ Tata Technologies
- ▶ TBRC
- ▶ TCS
- ▶ Tech Mahindra
- ▶ Techolution
- ▶ Tega Industries
- ▶ The Smart Cube
- ▶ Thirumalai Chemicals
- ▶ Tolaram Group
- ▶ UAS International
- ▶ Unicorp Technology
- ▶ UpX Academy
- ▶ Value Prospect Consulting
- ▶ Valuefy Solutions

- ▶ Verity Knowledge Solutions
- ▶ Vernalis Systems
- ▶ Vision Mechatronics
- ▶ Wedurkids
- ▶ Wells Fargo
- ▶ Wemakescholars
- ▶ Wingify Software
- ▶ Wipro Consumer Care & Lighting
- ▶ Wipro Technologies
- ▶ Women Store Web
- ▶ Xion Advertising
- ▶ Xmpus Financial Services
- ▶ Zeta
- ▶ Zenoti
- ▶ ZMOT PRO
- ▶ Zomato Media
- ▶ Zumpu Software Solutions
- ▶ Zucus Infotech



# ICFAI BUSINESS SCHOOL ADVANTAGE

**The NJY Library** is well-equipped with the latest software packages and a comprehensive collection of books, CDs, videos, Indian and international journals/magazines and research reports, relating to management and allied subjects. ICFAI Business School subscribes to several academic online databases like EBSCO and Emerald Management Xtra, which are the storehouses of around 3000 leading journals in all areas of management. IBS also subscribes to industry databases like the World Development Indicators, and the CMIE's databases Prowess/Accord. In addition, IBS subscribes to business and research oriented online databases like Reuters Business Insights and Marketline.

**Pedagogy** It is student-centric and designed to create an enhanced learning experience in every stage.

**Continuous Learning** The program offers students an opportunity for continuous learning, so that their knowledge and skills remain current and relevant.

**Classroom Sessions** Students receive regular classroom instruction, which help them to learn and internalize their understanding of subjects.

**Case based Learning** Most of the courses are taught through real life cases, designed to help students appreciate real life situations.

**Curriculum** Students are exposed to the latest body of knowledge through the contemporary, market-oriented curriculum.

**Projects** Students are encouraged to take up projects on contemporary topics as part of their independent study.

**Student Centered Learning** IBS uses learning outcomes which focus attention on explicit and detailed statements of what students learn: the skills, understanding and abilities students seek to develop in them. IBS then uses rubrics to assess the learning.

**Using Rubrics** Rubrics are tools used to assist in the measurement process. Rubrics define the various levels of each of the components of learning in a measurable way. Rubrics assist both the student and the faculty to clearly identify and measure the learning outcome. IBS uses Rubrics for assessing the soft skills and internships.

**Continuous Evaluation** Students are evaluated on the basis of tests, home assignments, case analysis, seminars, projects, etc., continuously throughout the duration of the program.

**Computing Facilities** IBS provides the latest hardware and software infrastructure including high speed internet to cater to all the computing needs of the students and the training requirements of the information technology courses. The entire campus is Wi-fi enabled.

**Soft-skills** The compulsory soft-skills course, provides students the opportunity to develop their personality and hone their interpersonal skills. IBS has appointed full time qualified professional counsellors to assess

the psychological profile of students and help them achieve attitudinal changes required for today's dynamic corporate life. The counsellors conduct relevant psychometric tests and give constructive feedback and identify opportunities for improvement.

## Strong Industry Interface

IBS has a strong, active and growing interface with business and industry, with experts from a range of leading companies delivering regular guest lectures, and serving as members of various advisory boards.



# Student Activities



Students organize and participate in extra-curricular activities such as sports, games, social and cultural events and also celebrate different regional festivals. Students organize seminars on contemporary management issues, arrange guest lectures and participate in inter-business school competitions.

# Campus Life

Our campus is designed to stimulate learning and creating a positive experience for our students. Since memories from college remain forever in our minds, we have made extra efforts to ensure that the campus provides for great interaction between students, faculty members and everyone who comes in contact with the student community on campus. Campus also features extensive interaction spaces, communication centers, academic blocks and cafeterias which serve tasty, hygienic food.

# Faculty Profiles@HYDERABAD

**Dr.G.Geethanjali**

M.A (English), M.Ed, MPhil, PhD

Soft Skills

Dr. Geethanjali teaches and trains students and has 25 years of experience. Her areas of interests include Business Communication, Soft Skills, Career Management, English Language and Literature. She conducts workshops for engineering students, pre-service and in-service teachers, corporate training and is the guest faculty for IGNOU, Hyderabad. She attended nearly twenty conferences and workshops both National and International and presented papers and published articles in books and journals of repute.

**Prof. Sindhu Ravindranath**

MBA (HR &amp; Marketing), PhD (Pursuing)

Soft Skills

Prof. Sindhu has over 16 years of experience in HR, Training and Entrepreneurship. Previously she was heading a Training organisation and is a founding director for two organisations. In India, she first joined as AGM – HR for JCB and then moved on to be a part of INC (ICFAI group). She has been abroad almost all her life and hence has been exposed to many cultures. She is also a part of the Startup India movement. Currently with IBS, she is pursuing PhD and has been working with different management schools as visiting professor for past 10 years. She also has been a corporate trainer, training innumerable national and international professionals to achieve better prospects in life. She has been a trainer and presenter for NHRD. She is also an active member of Breast Cancer Association (Oman). She is one of the foremost members of the SHRM India chapter.

**Prof. Vasundhara T**

M.Com., PGDM (PM&amp;IR), ISTD

Soft Skills

Prof Vasundhara is a University rank holder. She conducts training and workshops for in-service and pre-service teachers and is the guest faculty of English and Soft skills at IGNOU and N.G.Ranga Agricultural University. She has presented papers and organized National and International seminars and workshops. She has an experience of 19 years in academics and 5 years in corporate training.

**Prof. Mahesh Kumar Soma**

MBA, Ph.D

Soft Skills

Prof Mahesh Kumar has an experience of 18 years in FMCG industry and 22 years in teaching. He teaches Soft Skills and Business Communication. He conducts guest lectures at reputed national institutions like National Academy of Construction, NIMSME (National Institute of Micro, Small & Medium Enterprises), NFC (Nuclear Fuel Complex), NALSAR, ESCI (Engineering Staff College of India) and workshops & MDPs (Management Development Programs) for corporates.

**Prof. Mustakhosen S.M.**MA (English), MPhil. (English), B.Ed.,  
MBA, Ph.D (Pursuing)

Soft Skills

Prof. Mustakhosen is a Faculty in Business Communication & Soft Skills with 13 years of experience in teaching and industry. His areas of teaching interest include Business Communication, Soft Skills, Training & Development, Corporate Communication, Business Report Writing, Principles of Management, etc. His research interests are Employability Skills, Training and development, English for Specific Purposes, etc.

**Prof. Chethana G Krishna**

BE (EEE), PGDBM, PGDCEHR

Soft Skills

Prof Chethana has over 13 years of experience in handling training and development activities, management development programs, soft skills, behavioral skills, Americanisms, English language labs, in organizations and B-Schools. She has handled and implemented innovative training activities and was instrumental in preparation of project reports, and conduction of seminars. She has published articles in career guide magazines and national journals.



**Prof. M. Showry**  
PGDBM, M.Sc. (Psy.), UGC-NET  
HR

Prof Showry's areas of interest include HR, Business Strategy, Emotional Intelligence, Neuro Linguistic Programming. He is also the Consulting Editor of IUP Journal of Soft Skills. He is pursuing PhD on the topic "Attrition and Performance in IT Sector". He has done a Diploma in Educational Psychology from Jeevan Soft and Hyderabad Psychologists Association and NLP Certification from Richard Bandler.



**Dr. M. Sitamma**  
MA, PhD  
HR

Dr Sitamma's interests include Leadership and Human Decision processes, Organizational Theory and Behavior, Competency Mapping, and Gender & Diversity in groups.



**Prof. Kalaa Chenji**  
M.Com, PGHRM, DCFA  
HR

Prof. Kalaa Chenji is a faculty in HR with 16 years of experience in teaching and research. Her areas of teaching interest include Human Resource Management, Entrepreneurship Development, Organizational Behavior, Motivation and Leadership, Corporate Law, Business Statistics, International Finance, Marketing Management etc. Her research interests are Work Life Balance, Work Life Conflict, Emotional Intelligence, Emotional Labour, Motivation, Communication, Performance Appraisal, etc.



**Dr. Niraj Kishore Chimote**  
B.E (Mechanical), MBA, MPhil, PhD  
HR

Dr. Niraj is an Associate Professor and has completed his PhD in the area of Work-Life Balance (Organizational Behavior) from The ICFAI University, Dehradun. He has worked as a Relationship Manager at Axis Bank Ltd for three years. His research interests include Training and Development and Work-Life Balance. His research work has been published in national journals of repute and he has been awarded with Best Research Paper at a national conference of an institute. His teaching interests include Organizational Behavior, Human Resources Management, Business Communication, Training and Development, Performance Management and Reward Systems, Business Ethics and Corporate Governance, Business Strategy, etc. He has been a member of the Organizing Committee of in-house HRM conference and presented papers at national conferences in many institutions.



**Dr. M. Bhaskara Rao**  
B.E. (Mech)(AU), PGDSQC&OR (ISI-K),  
PGDRM (IRMA), Ph.D  
HR

Dr. Bhaskara Rao is Professor and completed his PhD in the area of Human Resource Management from University of Hyderabad. He has nine years of experience in ICFAI Group, besides 21 years of industry experience and 4 years of academic experience. He has held several leadership positions in higher educational institutions. His research interest includes issues relating to the Base of the Pyramid, Higher Education, Teacher Motivation, Operations Management, Technology Management, Online Marketing, Behavioral Finance, etc. His research work has been published in international refereed journals of repute. His teaching interest includes Organizational Behavior, Training & Development, Operations Management, Supply Chain Management, Technology Management, Management of Intellectual Property, Healthcare Management, Business Strategy, etc. He has trained many faculty members through one month intensive faculty training in the area of management, conducted several workshops on Academic Management, FDPs for faculty members and MDPs for industry in the area of managerial effectiveness.



**Prof. Smita Kulkarni**  
MBA, M.Sc. (Psychology), (Ph.D)  
HR

Prof Smita teaches Organizational Behavior and HRM. She has contributed articles in the magazines and cases in OB and HR. She has also conducted several sessions in different Management Development Programs (MDPs) for Corporate Executives and Faculty members.



**Dr. Chetna Priyadarshini**  
MBA, PhD  
HR

Dr. Chetna Priyadarshini is an Associate Professor and her PhD thesis is in the area of 'Career Planning and Job Search Behavior.' She teaches Human Resource Management, Organizational Behavior and Organization Theory. Her research interest areas include e-recruitment, job search behavior, and mixed method research design. She has published research articles in journals of international repute including ABDC-A category and Scopus listed journals and has presented papers in many international conferences. She has written case studies in the area of HR Analytics and she serves as editorial review board member for ABDC and Scopus listed journals.

# Faculty Profiles@HYDERABAD



**Dr. Radha Mohan Chebolu**  
MA, MPhil., MBA, UGC-NET, Ph.D  
HR

Dr Radha Mohan is a Certified Learning and Development (L&D) Manager, Carlton Advanced Management Institute, USA and a Professor in HRM and OB with 21 years of experience in industry and academics. He has 70 Research Publications to his credit. He is the Consulting Editor of IUP Journal of Management Research (IJMR) and Dean for Management Development Programs.



**Dr. Ashok Kumar Goute**  
MBA, PhD  
HR

Dr.Ashok Kumar has a work experience of more than 31 years. He has worked as senior branch manager with public sector banks. He was associated with prominent B-schools such as Indian School of Business (ISB) as senior researcher. His teaching interests include HRM, Banking Management, Corporate & SME Banking, and Organizational Behvior.



**Dr. S. Raghavendra**  
MBA (HR), UGC-NET, Ph.D  
HR

Prof. Raghavendra is faculty in HR over 9 years of experience in teaching, research and industry. His areas of teaching interest include Principles of Management, Organizational Behaviour, Human Resource Management, Strategic Human Resource Management, Soft Skills, and Business Communication etc. His research interests are Sustainability Development, Social Entrepreneurship, Employee Engagement, Work Life Balance, Socio-Economic issues, etc.



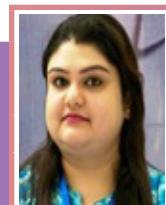
**Dr. Mohd. Abdul Nayeem**  
MBA, PhD  
HR

Dr. Nayeem is an Associate Professor and completed his PhD in the area of Human Resource Outsourcing from IBS, Hyderabad, IFHE. His key areas of interest and research include Human Resource Outsourcing, Leadership, Learning and Development, Recruitment and Compensation, Personality, Job Satisfaction, Work Life Balance, Governance and Ethics etc. He has been involved in various capacities in teaching, research and institution building.



**Dr. Prerna Chhetri**  
M.A (Applied Psychology), PhD  
HR

Dr. Prerna's areas of interest are research in employee behavior in organizations and teaching. Her PhD Thesis was on investigating the role of trust in an organizational setting in enhancing Organizational Citizenship Behavior in employees of the service sector in India.



**Dr. Namrata Chatterjee**  
M.Tech, PhD  
HR

Dr. Namrata is currently working as an Assistant Professor, completed her PhD from Indian Institute of Technology (ISM), Dhanbad in the area of Entrepreneurship in 2016. She has worked as a Project Fellow under UGC sponsored project from IIT- ISM, Dhanbad in MSMED. She has 38 months experience including teaching and research prior to joining IBS. Her Research interest lies in entrepreneurship studies, Behavioral science and HRM. Her teaching areas are Human Resource Management, Principles of Management, Organizational Behavior, Career Management, Business Ethics and Corporate Governance. She has publications in reputed journals indexed in Scopus, ABDC and Web of Science. She has presented papers in International and National Conferences also.



**Dr. A. Kranthi Kumar**  
M.Sc (Organic Chm), MBA, UGC-NET,  
PhD  
HR

Dr. A. Kranthi Kumar has over three years of industrial experience and two years of teaching experience. His areas of interests include Leadership, Learning organization, Emotional Intelligence and Organizational identification. He has conducted several workshops on SEM using LISREL, AMOS, Smart PLS and R. He was invited as a resource person at FDP's Held at premier institutes across the country. He has published several papers in various International journals/ conferences and has attended many workshops at premier institutes.



**Dr. Asha Binu Raj**  
MBA, PhD  
HR

Dr. Asha Binu Raj's Ph.D. in the area of 'employer branding'. She has won best paper awards in international conferences and has more than 10 years of experience in HR consulting, organizational restructuring, talent acquisition, and human resource management. Her teaching interests include Organizational Behavior, and Strategic Human Resource Management.



### Dr. N. Akbar Jan

Ph.D

HR

Dr. N. Akbar Jan has total experience of 19 years which includes 5 years of industry and 15 years of teaching and research. His areas of teaching interest include Human Resource Management, Organizational Behavior and Leadership. He has contributed around 20 national and international articles out of which 10 are in Scopus indexed Journals.



### Dr. Preshita Neha Tudu

Ph.D

HR

Dr. Preshita holds a PhD degree from IIT Dhanbad in the area of stress management. She has publications in journals indexed in Scopus, ABDC and SCI/SSCI. She has around 4 years of teaching and 4.5 years of research experience. Her area of interest includes organizational behavior, human resource management, stress management and sustainability development. Apart from academics, she has also been engaged in extra-curriculum activities. She has won several debate and essay competitions and she was the first lady to be selected as a JRF Representative of IIT Dhanbad for the year 2014-15.



### Dr. Neha Gahlawat

MBA, UGC NET-JRF, Ph.D,

HR

Dr. Neha Gahlawat is an Assistant Professor at ICFAI Business School, Hyderabad in Department of Human Resources. Her Ph.D. thesis was on examining the effects of innovative HR practices on firm performance in Indian context. She has published several research papers in international journals of repute including Employee Relations, Journal of Management & Organization, Human Resource Development International, and International Journal of Organizational Analysis. Her areas of research interest are Progressive HRM Systems, Work-Family Integration, and Employee Attitudes.



### Dr. Sireesha Mamidenna

Ph.D

HR

Dr. Sireesha Mamidenna is a gold medallist with a Masters in Psychology, a degree (LLB) in Law and PhD in Management. She has more than 2 decades of teaching, training and consultancy experience in the corporate world and with various institutions. Her academic interests focus on topics which are at the intersection business, law, governance and society.



### Dr. K N Viswanatham

MBA, Ph.D

HR

Dr. K N Viswanatham works as Professor at IBS, Hyderabad. He has Ph.D in Clinical Psychology from National Institute of Mental Health & Neuro Sciences (NIMHANS), Bangalore. He has more than two decades of experience in the broad domains of consulting, coaching, mentoring, training, and teaching. He has extensive experience in offering customized executive development programmes to several Government of India Organizations, PSUs, MNCs, software companies, and academic institutes. His areas of interest include interventions for emotional intelligence; leadership development through coaching and mentoring; leadership and mental health.



### Dr. KBS Kumar

MSc (App. Psy), Ph.D

HR

Dr. Kumar is an Assistant Professor at IBS Hyderabad, IFHE in the Department of Human Resource Management. He comes with about 10 years of corporate experience with organizations like Mercer HR Consulting, UBS (Switzerland), Cognizant Technologies Solutions. He brings hands on experience in Learning and Development vertical of the organizations. Dr. Kumar secured his PhD in the area of Emotional Intelligence in 2019. He has been teaching at IBS Hyderabad since 2018. His key areas of research include Leadership, Emotional Intelligence, Entrepreneurship and Innovation. He is a prolific Management case study author, with more than 70 published cases and about 15 International awards and recognitions from some of the most prestigious Universities and academic bodies in the world. He has works published in international publications of repute. Dr. Kumar has authored three books, all focusing on Leadership and Entrepreneurship. His writings are predominantly in the areas of Entrepreneurship, Strategy, Innovation and Leadership. His interests include reading entrepreneurial autobiographies, corporate biographies, and devising value-adding tools of learning in B-School space. He has designed several learning and assessment tools in the management domain which are widely embraced by the management students.



### Dr. Surajit Saha

BE, MBA, Ph.D

HR

Dr. Surajit Saha is an Assistant Professor in the area of HR. He has 6 years of professional experience in teaching and research. He has obtained his Ph.D from IIT Kanpur. He is teaching Organizational Behavior, Human Resource Management, Human Resource Analytics, Business Research Methodology. His research interest lies in Innovation, Creativity, Bibliometric and systematic review, Educational psychology, Personality, and Cognitive styles. He has published in various journals.

# Faculty Profiles@HYDERABAD



**Dr. Yamini Meduri**

B.Tech, PGDM-PM&HRD, MLL&LW,  
PGDID, Ph.D  
HR

Dr. Yamini Meduri currently works as an Assistant Professor at the ICFAI Business School, India with experience in teaching, training and consulting in the HR and OB related areas. A Design Thinking professional from MIT Sloan School of Management, Yamini has 8 indexed publications to her credit along with talking her research in National & International Conferences. A recipient of 'Young Scientist' research grant from Dept. of Science & Technology, Govt. of India for her research in Disaster Recovery study, Yamini actively pursues research in the area of Humanitarian Logistics with focus on relief workers.



**Dr. Swati Hans**

MBA, Ph.D  
HR

Dr. Swati Hans is an Assistant Professor in the Department of Organizational Behavior and Human Resource Management at ICFAI Business School, Hyderabad (IFHE), India. She is certified in HR Analytics from IIM - Rohtak. She has completed her PhD in the area of "Generational diversity and knowledge sharing". Her current research interests include shared leadership, generational diversity, generational differences, satisfaction with work-family balance, and workplace spirituality. She teaches courses on principles of management and organizational behavior. Her research works have been published in international journals of repute such as Leadership and Organization Development Journal, International Journal of Work Organisation and Emotion, and Industrial and Organizational Psychology. She has four years of industry experience working with [24]7.ai in the recruitment domain.



**Dr. Anjali Rai**

MBA, PhD  
HR

Dr. Rai is working as an assistant professor (OB&HR) at the IBS Hyderabad. With a rich experience of more than 13 years in academics, research, teaching, training, and consulting. She has worked in various colleges in Hyderabad, Bangalore, and Delhi-NCR. Dr. Rai has published research papers and case studies in various national and international journals and conferences. Besides, she has presented a research paper at an international conference in Madrid, Spain. Dr. Rai has organised national and international conferences, MDP, workshops, and training programmes for corporate professionals, research scholars, students, and academicians. Dr. Rai is actively involved in guiding and performing research on various facets of HR.





**Dr. Padmavathi V**  
MA, MPhil, PGDPR, FIII, PhD  
Economics

Dr. Padmavathi V has more than 29 years of experience in teaching subjects of Economics, Life Insurance and Risk Management at postgraduate and graduate levels. She earlier worked as core faculty and Research Coordinator at IIRM (Inst.of Insurance & Risk Mgmt.) and Faculty member of IIIF (International Institute for Insurance & Finance). ICAI has published her book titled "Principles and Practice of Life and Health Insurance" and study material for their course DIRM (Diploma in Insurance and Risk Management). Her articles were published in the International and national journals including Think Piece, Fact File- CII, UK. She has presented more than twenty papers in international and national conferences including APRIA (Asia Pacific Risk and Insurance Association); Conferences in Beijing, Singapore, Tokyo, Seoul and New York.



**Dr. Shylajan C S**  
MA, PhD, PDF (IIM, Calcutta)  
Economics

Dr. Shylajan teaches macroeconomics & business environment, international finance & trade, and managerial economics. His research areas are international economics, macroeconomics, international trade & environment, environmental economics, exchange rate dynamics, etc. Before joining IBS Hyderabad, he was with IIM Calcutta as Post Doctoral Fellow. He was also a Visiting Research Fellow at ICTP, Italy as part of Environmental Economics Program sponsored by UNESCO and Beijer Institute, Sweden. He has authored a book titled "Economic Instruments for Managing Municipal Solid Waste in India". He has published research papers in national and international journals. He was the Consulting Editor of IUP Journal of Public Finance from 2006 to 2012. He is currently Associate Editor of International Journal of Ecology & Development. He is a member of Indian Economic Association and The Indian Econometrics Society.



**Dr. Rashmi Ranjan Paital**  
MA, MPhil & PhD  
Economics

Dr. Paital completed a PhD in economics (financial economics) from University of Hyderabad. His research interests are in market microstructure, credit risk and high frequency data analysis. He has more than 8 years of industry experience in financial sector. He served as a Statistician (Credit Risk Manager) at Credit Pointe Services Pvt. Ltd., Pune and Research Analyst at Roulac India Investment Advisory Pvt. Ltd., Hyderabad. Prior to this, he worked as a Teaching Assistant at International Institute of Information Technology (IIIT), Hyderabad. He has authored academic research papers both in national and international journals. His teaching interests are in managerial economics, macroeconomics and international trade & finance.



**Dr. Koti Reddy T**  
MA, MPhil, PhD  
Economics

Dr. Koti Reddy teaches courses in business finance and managerial economics. He has authored three books titled: Indian economy and contemporary issues in rural India; Interview manual and Indian economy. His area of interest is development economics.



**Dr. Subhendu Dutta**  
MA, PhD  
Economics

Dr. Subhendu Dutta is a Gold Medalist in MA and PhD in Economics from Assam Central University. He has been teaching economics for the last 21 years and his teaching interests include managerial economics, macroeconomics and agricultural economics. His research areas include rural credit, poverty, micro finance, and economic development in general. He has presented papers in both national and international conferences and has two books and a number of research publications to his credit, both in national and international journals.



**Dr. Laila Memdani**  
MA, PGDM, UGC-NET, SLET, PhD  
Economics

Dr. Laila Memdani is an Associate Professor with total teaching experience of 30 years in Economics and Finance. She is the recipient of three gold medals at UG Level for highest marks in Osmania University. She also received merit scholarship in HCU for highest marks in entrance exam at master's level. She has presented papers in national and international conferences and publications in national and international journals.



# Faculty Profiles@HYDERABAD



**Dr. I.R.S. Sarma**  
PhD  
Economics

Dr. I.R.S. Sarma teaches managerial economics, macroeconomics and business environment. His research areas of interest are development economics and econometrics.



**Dr. Aruna M**  
MA, PhD  
Economics

Dr. Aruna teaches managerial economics and applied economics. She has published and presented research papers in national and international journals and international seminars and conferences in the area of applied economics.



**Dr. Tallury Syama Sundar**  
MA, MPhil, UGC-NET, PhD  
Economics

Dr. Sundar completed PhD from School of Social Sciences, Jawaharlal Nehru University, New Delhi. He has done Master of Philosophy from the North Eastern Hill University, Shillong. He has been teaching post-graduate courses in Management, & Economics for over a decade-and-a-half at different institutions of repute. His areas of interest within Economics are Macroeconomics, & Economic Governance. He has been an editor for the Journal of Managerial Economics, of the Icfai University Press for about five years. He has written research papers for conferences & journals in India & abroad.



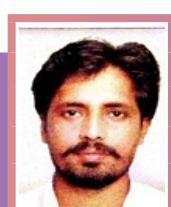
**Dr. Vighneswara Swamy P M**  
MBA, Ph.D  
Economics

Dr. Swamy is a Professor in Finance at IBS. He has a perfect blend of industry experience and meritorious educational background. He is amongst the toppers in the UGC-NET exam. Being a Certified Associate of Indian Institute of Bankers (CAIIB) which is equivalent to masters in banking, he holds Post-CAIIB Special Diploma in Banking. His research interests are in the areas of Risk Management in Banks, Financial Intermediation, Management of Banking and Financial Institutions and Microfinance. He has published several research papers in international and Indian journals. He has authored a customized text book titled "Risk Management in Financial Institutions". He has participated in various international and national conferences in business economics and finance. He has been selected for the Post-Doctoral Research Fellowship by the UGC. He is also the winner of the Macro Research Award of Indian Institute of Banking & Finance (IIBF). He is also selected for the Sri Ratan Tata Visiting Fellowship for pursuing research at Institute of Social and Economic Change (ISEC).



**Dr. Lagesh M.A.**  
M.A, M.Phil, PhD  
Economics

Dr. Lagesh has 6 years of corporate and research experience and presently teaches Macroeconomics and Managerial Economics. His research interests lie in Empirical macroeconomics, Business Cycle research, Development studies, financial markets, Applied Econometrics etc. He has published several articles in reputed national and international journals like Journal of Quantitative Economics, Global Business Review, Finance India etc. He has presented papers in both national and international conferences.



**Dr. Neeraj Kumar**  
Ph.D  
Economics

Dr. Neeraj Kumar teaches micro and macroeconomics, industrial economics and managerial economics. His research interest includes automobile industry, higher education, environmental issues, etc. He holds a Ph.D degree from Guru Nanak Dev University (GNDU), Punjab. He qualified UGC-NET in June 2010. He was worked as UGC SAP project fellow in Punjab School of Economics from September, 2010 to November, 2011. He has published a number of research papers in refereed national and international Journals, edited volumes and conference proceedings. He has authored a book titled "Indian Automobile Industry under SCP Paradigm". Besides, he has presented several papers in international and national level seminars/conferences.



**Dr. Aruna Kumar Dash**  
MA, MPhil., PhD  
Economics

Dr. Aruna Kumar has five years of industry experience and his areas of interest are International trade & international economics, Thematic research, Macroeconomic research, Demography, Econometric analysis, Micro economics and Managerial economics. He has published articles in national and international journals. He started his career with Epitome Global services, worked as Analyst in Credit Suisse Business and Analytics and was Senior Manager, Economics, in Centrum Broking.



**Dr. Brajaraja Mishra**  
M.A; M.Phil. PhD  
Economics

Dr. Brajaraja Mishra has 9 years of research and teaching experience, particularly on the areas of inclusive development, poverty and inequality, agriculture development, and Monitoring & Evaluation of government welfare programmes. Presently he teaches Calculus and Macroeconomics. He has many publications of national and international repute with strong evidences of application of statistical and econometrics models. He closely associated with the National and State Governments of Andhra Pradesh and Telangana for impact evaluation of major welfare schemes.



**Dr. Topunuru Kaladhar**  
M.A, M.Phil, UGC-NET, PhD  
Economics

Dr. Topunuru Kaladhar is currently working as a Faculty Associate in the department of Economics at ICFAI Business School (IBS) – Hyderabad. Before joining IBS, He worked as a guest faculty in University PG Colleges O.U. Secunderabad. He completed Ph.D. from University of Hyderabad and M.Phil. from IIT Hyderabad in the area of Economics. His promising teaching areas are Macroeconomics, International Finance, and Microeconomics. And his research focuses on International Finance, Monetary Economics, Macroeconomics and Time Series Modelling.



**Dr Pooja Choudhary**  
Ph.D (Economics)  
Economics

Dr. Pooja Choudhary teaches Micro Economics, Macro Economics, Quantitative Techniques. Mathematical Economics and Managerial Economics. Her research interest includes Indian Economic Issues, Development Economics, Agriculture Economics, Environmental Economics etc. She has been a university merit holder and passed her masters with distinction. She holds a Ph.D degree from Guru Nanak Dev University (GNDU), Punjab. She qualified UGC-NET in June 2010. She has worked in BBK DAV College for Women, Amritsar, Punjab school of Economics and School of Social Sciences, Guru Nanak Dev University, Amritsar, Punjab. She has published a number of research papers in refereed national and international Journals, edited volumes and conference proceedings. Besides, she has presented several papers in international and national level seminars/conferences.



**Dr. Harvinder Pal Singh**  
Ph.D (Economics)  
Economics

Dr. Harvinder Pal Singh currently works as an Assistant Professor at IBS Hyderabad. He completed his Doctorate from IBS Hyderabad in the area of energy efficiency at the firm level. He also worked as a relationship executive at India Mart. His area of interest includes innovation, energy efficiency, sustainable development, and climate change.



# Faculty Profiles@HYDERABAD



**Dr. Sushanta Kumar Mahapatra**  
MA, M. Phil, ECEM, PDF (Italy), Ph.D  
Economics

Dr. Mahapatra teaches, micro and macroeconomics, economic and environment policy, environmental management and sustainable development, public policy. His research areas are development and environmental economics, agricultural economics, international economics, water governance, institutions and policies, climate change and sustainable development, microfinance and livelihood. He has collaborated in research projects supported by organizations like ILO Geneva, Harvard School of Public Health, Sir Ratan Tata Trust, Ministry of Rural Development, Human Resource Development of Govt of India, ICSSR, SBI and NABARD. He has worked as a Consultant to World Bank, Japan International Co-operation Agency (JICA). He has published his research ideas in books, Scopus and ABDC indexed journals. Besides, he has presented several papers in international and national level seminars and acted as reviewer for several journals. He is the recipient of Malcolm Elizabeth Adiseshiah doctoral merit fellowship from Madras Institute of Development Studies (MIDS), Chennai and European Commission Erasmus Mundus Post-Doctoral Fellowship (PDF), from University of Bologna, Italy. He is a member of European Association of Environmental and Resource Economics (EAERE), South Asian Network for Development and Environmental Economics (SANDEE), Indian Society for Ecological Economics (INSEE) and Indian Economic Association (IEA).



**Dr. Perini PraveenaSri**  
Ph.D  
Economics

Dr. Perini PraveenaSri is a University First Rank Holder and Gold medallist from Nagarjuna University, Andhra Pradesh at Post Graduation Level. She is a recipient of Post Doctoral Fellow in Economics from Indira Gandhi Institute of Development Research Mumbai, India and completed her Doctor of Philosophy in Economics from Institute of Eminence, University of Hyderabad, Telangana India. She is commendably possessed with 20 years of Professional Experience in teaching and research at Ph.D., Post Graduation level and worked as Professor and Associate Professor in reputed Educational Institutions and Universities both in India and Abroad (East Africa) . She had completed 5 independent research projects of Central Ministry sponsored, Government of India in the areas of Energy Economics and Rural Development and encompassed with numerous research publications and presentation of papers in reputed International Journals, Book Publications and International Conferences /Seminars. She received well renowned Scientist Award titled "Kalpana Chawla "along with silver medal from Government of India and Best Teaching Appreciation Award for stellar performance in Teaching from Ministry of Human Resource Development. Value added to this has been accredited by United Kingdom British Council Appreciation Award for Innovative design of Academic Curriculum. Currently pursuing as Assistant Professor in Economics at IFHE, Faculty of Social Sciences





**Dr. Dwarakanath Siriguppi**  
MBA, PhD  
Marketing and Strategy

Dr. Dwarakanath is a Doctorate in Management from Osmania University, Hyderabad and an MBA from Sri Krishna Devaraya University, Anantapur, Andhra Pradesh. He has 15 years of experience in teaching besides a seven year stint in advertising and telecom industry. He teaches courses in Marketing Management and Sales and Distribution Management. He takes interest in Research and has published in national journals and presented papers in national and international conferences.



**Dr. Mukesh Kumar Mishra**  
MBA, PhD  
Marketing and Strategy

Dr Mishra is a dynamic research oriented faculty in Area of Marketing, Currently working as Asst. Professor and done Ph.D from North Orissa University, Baripada. He is having 5 years of rich Corporate experience in Direct sales and Channel Sales and 8 years of academic experience. He is very passionate about training and consultancy. He has trained people from reputed organizations in private sectors as well as public sectors.



**Prof. Sriram Rajann**  
PGDBM, MIPL  
Marketing and Strategy

Prof. Sriram has over two decades of corporate experience in Marketing Management and International Business and Operations, in multi product, multi locational groups operating in highly competitive environments. He has 16 years of full time teaching experience where he teaches subjects like Marketing, Brand Management, Business ethics and Corporate Governance, Strategy and Retailing.



**Prof. JSK Chakravarthi**  
MBA  
Marketing and Strategy

Prof. Chakravarthi has overall 13 years of experience in teaching and four years of industry experience. He teaches courses in Services Marketing, Sales and Distribution, Marketing Management and CRM. He has published research papers in journals and attended conferences for presenting his papers.



**Dr. Sunny Bose**  
MBA, PhD  
Marketing and Strategy

Dr. Bose is Professor and completed his PhD in the domain of place brand equity from the ICFAI University, Dehradun. Before joining the PhD program he was associated with Axis Bank Ltd in the capacity of Relationship Manager – Business Banking. His research interests include customer based place brand equity (CBPBE), customer based brand equity (CBBE), country of origin (COO) effects and international marketing. His research works have been published in peer reviewed international journals of repute. He has taught various courses in the domains of marketing and strategy that include Business Strategy, Product Management, Brand Management and Marketing Management. He has conducted FDPs on Structural Equation Modelling (SEM) at IBS Hyderabad and has been associated as a consultant to a Bengali publication house.



**Dr. Vijayudu Gnanamkonda**  
MBA, PhD  
Marketing and Strategy

Dr. Vijayudu has done MBA and PhD in Management Studies from SVU, Tirupati. He has an overall 12 years of teaching experience and two years of industry experience. Has published 7 papers in international journals, 2 in national journals and 6 in edited books.



**Dr. Sweta Singh**  
MBA, PhD  
Marketing and Strategy

Dr. Sweta Singh is an Assistant Professor and completed her doctorate degree in Management (Marketing) from IBS Hyderabad (IFHE). She has authored case and research paper in the area of marketing and strategy in reputed journal indexed in Scopus and presented many research articles in national and international conferences such as those conducted by IIM Lucknow, IIM Ahmedabad, XLRI Jamshedpur etc. She teaches basic Marketing courses and other Marketing allied courses. Earlier, she had worked for Reliance Money, Tata AIG and Future Generali for 2.6 years before entering into Academics. Her research interest includes Brand Management, Digital Marketing, Consumer Behavior and Luxury Marketing.

# Faculty Profiles@HYDERABAD



**Prof. G Madhavi**  
MBA  
Marketing and Strategy

Prof. Madhavi has 21 years of combined experience in Industry, Academics, Research & Training. Worked with Dr.Reddy's Group & RPG Group. She has written,edited books on CRM, Branding and Marketing and published several research papers. She is the recipient of "Best Professor in Marketing Management" Award by 20<sup>th</sup> Business School Affaire & Dewang Mehta Business School Awards. Received IBSAF"Best Teacher" Award for Overall Performance. Received "B-School Professors / Teachers who continuously innovate in Style & Substance for Academic Excellence" Award at 7<sup>th</sup> DNA Innovative B-school Awards. Teaches Business Strategy, Services Marketing, Marketing Management, CRM, Marketing Communications& Consumer Behaviour. Her current areas of interest for research are Social Media, Services Marketing & Consumer Behavior.



**Prof. Shailendra Singh Bisht**  
MBA, PhD  
Marketing and Strategy

Prof. Shailendra teaches basic courses in marketing management and electives in marketing including brand management and business to business marketing. His recent research work has been in the areas of affordability, accessibility and acceptance in micro-finance, health care and education services marketing. As an academic and researcher in management, he has managed and disseminated research in education, healthcare and micro-finance interventions in India. He has presented his work at various research and public policy conferences and subsequently published in peer reviewed publications including Telecom Policy Journal, Social Indicator Research, International Journal of Bank Management, etc.



**Dr. Mohandas J Menon**  
M.Sc., PhD  
Marketing and Strategy

Dr. Menon has more than three decades of hard-core Marketing & Sales experience apart from 15 years of full-time teaching experience. Has worked in the most competitive environment both in India and abroad. He has worked in companies like Indian Oxygen, Philips India, and MRF apart from working abroad. He teaches Marketing Management and allied areas. He has presented papers and has written several publications. He has been Visiting Faculty Member for Post Graduate Degree/Diploma Courses in Marketing Management at prestigious Institutes (from 1988 onwards).



**Dr. Purna Prabhakar Nandamuri**  
MA, M.Sc., MBA, PhD  
Marketing and Strategy

Dr. Purna Nandamuri is a doctorate in Management. Besides a Masters in Business Administration he has completed his masters' in Psychology & English Literature. He has been into academic career for the past 9 years and prior to that in Indian Railways for 20 years. He has published one book and about fifty research papers in various national and international journals. His areas of interest are Business Strategy, Brand Management and Entrepreneurship. At IBS he conducts courses in Business Strategy and Advanced Strategy to PhD students.



**Dr. K.S. Venu Gopal Rao**  
MBA, PhD  
Marketing and Strategy

Dr. K.S. Venu Gopal Rao is the Director, ICFAI Business School. He has a combined experience of 33 years in academics and industry. He moved on to Academics, Training and Consulting after a stint in Industry spanning 11 years. He teaches courses in Marketing Management, Sales & Distribution Management and Strategic Marketing Management in the MBA Program and Seminar courses in the Doctoral Program. He takes active interest in Training Programs for management teachers and in Executive Education. He has handled training programs for Senior and Middle management professionals and loves to try new pedagogies such as Simulations to make classroom instruction interesting and effective. He takes interest in Research and has published in national and international journals and presented papers in International Conferences besides guiding five Ph.D Scholars.



**Dr. Vaibhav Shekar**  
MBA, PhD  
Marketing and Strategy

Dr. Vaibhav Shekar is Professor and was the Visiting Research Scholar at Bentley University Boston, USA (2009-10). He has 11 years of teaching experience in which he has taught courses in Services marketing, Retail management, Marketing research and Quantitative Methods for business. He has also conducted training sessions in various management development programs organized by ICFAI Business School. He has published research papers in various national and international journals like International Journal of Bank Marketing, Journal of Global Marketing, Marketing Management Journal and Vikalpa (Journal of IIM-Ahmedabad). He has also presented his research work at international conferences such as those conducted by IIM-Lucknow, Academy of Indian Marketing, and American Marketing Science.



**Dr. Santosh Kumar**  
PhD  
Marketing and Strategy

Dr. Santosh Kumar is an Assistant Professor and obtained PhD from Central University of Karnataka. He is recipient of Indian Council for Social Science Research Fellowship. He has published articles in International Journal of Communications and Engineering, KHOJ-Journal of Indian Management Research and Practices. He has presented few research articles in national level conferences. He has four years of industry and four years of teaching experience. His areas of research interest are store attributes, relationship marketing and impulse buying.



**Dr. Pankaj Kumar Singh**  
MBA, M.Sc, Ph.D  
Marketing and Strategy

Dr. Pankaj Kumar Singh is Associate Professor and has obtained his PhD from IIT (ISM) Dhanbad in marketing area. His research interests are in the area of brand management and organic food products. He has published research papers in national and international journals which are indexed in Thomson Reuters, Scopus and ABDC journal quality list. Before joining IFHE, he has worked with some of the best B schools in India. Prior to academics, he also worked with Wipro Lightning a lightning division of Wipro Ltd as a brand consultant.



**Dr. Gaurav Bhatt**  
MBA, PhD, UGC-NET  
Marketing and Strategy

Dr. Gaurav is Associate Professor and completed his PhD in the area of Retail Marketing from IBS Hyderabad. His research interests include Brand Management, Retail Marketing and Advertising. His research work has been published in international refereed journals. He has also authored several case studies which are archived in reputed repositories such as The Case Center and Economic Times Cases. He has presented his research work in several international conferences. His teaching interest includes Retail Marketing, Services marketing and Sales and Distribution and Marketing Management.



**Prof. Srikanth G K**  
BE, PG.D. (IIFT)  
Marketing and Strategy

Prof. Srikanth is a Post Graduate in Foreign Trade from Indian Institute of Foreign Trade. Prior to joining IBS he was an Export consultant for ten years. Since last 12 years he is with IBS Hyderabad and teaches courses in Business Strategy, Marketing. He teaches courses in Business Strategy and Entrepreneurship. He takes active interest in student activities and training programs for managers.



**Dr. Debajani Sahoo**  
MBA, PhD  
Marketing and Strategy

Dr. Debajani is a professor in Marketing with 15 years of experience in academics. Her areas of interest are Services Marketing, Customer Relationship Management, Marketing Management and Consumer Behavior. Her research focuses on customer satisfaction, customer equity customer lifetime value, customer loyalty programme. She has published in many national and international journals and presented papers in various conferences. She is a reviewer for the Journal of Services Research, Journal of Case Research, and Apeejay Journal of Management.



**Dr. Amar Raju**  
PhD  
Marketing and Strategy

Dr Raju is an Assistant Professor and he has a few years of corporate experience in sales. He has done his PhD from IBS Hyderabad. He has been teaching at IBS Hyderabad since 2013. He has won awards for his research papers and case studies. His key areas of interest and research include electronic word of mouth communication, webcare and online reviews. He has been actively involved in teaching, research and institution building.



**Dr. Sudeepa Pradhan**  
M.Com, ML, PhD  
Marketing and Strategy

Dr. Sudeepa is Masters in Commerce and Masters in Business Laws. To her credit she has publication record in a few B category journals (ABDC) and several reputed national and international journals. She has also authored chapters in books published by Tata McGraw Hill, Abramis Publishing House (UK) and Excel publishers to name a few. She has also published several cases in ECCH and in journals as well. She handles courses in Business Strategy, Ethics and Legal Environment of Business.

# Faculty Profiles@HYDERABAD



**Dr. Souvik Roy**  
MBA, PhD  
Marketing and Strategy

Dr. Roy is an Assistant Professor and done Post Graduation (MBA) in Marketing from NSHM Kolkata (MKU University) and completed his PhD from IBS Hyderabad in the year 2016. He has a corporate experience of thirty months where he worked in reputed organizations like Shriram Group, HDFC Bank. His research interests are in the areas of Online marketing, Brand management, Retailing, Consumer behavior and CRM. He has a good record of publications in international and national journals. At IBS Hyderabad he teaches Marketing Management and Internet Marketing courses.



**Dr. Achyut Telang**  
MBA, PhD, UGC-NET  
Marketing and Strategy

Dr. Achyut is Associate Professor and completed his PhD in the area of Online Advertising from IBS Hyderabad. His research interests include Advertising, Online Marketing and Promotions. His research work has been published in international refereed journals of repute. He has authored multiple case studies which have won awards and are archived in reputed repositories such as The Case Center and Economic Times Cases. He has also presented his research work at various international conferences. His teaching interest includes Internet Marketing, Advertising and Sales Promotion, and Marketing Management.



**Dr. Rishi Dwesar**  
MBA, Ph.D  
Marketing & Strategy

Dr. Rishi Dwesar completed his PhD from IBS Hyderabad in the year 2014. He has worked in the industry in the area of Advertising and CRM in India and Malaysia. He teaches subjects like Digital Marketing, Customer Relationship Management, Marketing Analytics, Integrated Marketing Communication, and Advertising. He has published several research papers and case studies. In his free time he loves to mentor young entrepreneurs and budding managers.



**Dr. Anitha Acharya**  
PGDBA, PhD  
Marketing and Strategy

Dr. Anitha Acharya is an Assistant Professor and completed her PhD in the area of customer engagement behavior. She has 10 years of industry experience and 4 years of academic experience. She has contributed 6 articles in Scopus Indexed journals. Currently she is editing one special issue. Her research work includes customer engagement, branding and services marketing. Her teaching interest includes Business Strategy, Entrepreneurship and Family Business, Sales and Distribution, and Business Ethics and Corporate Governance.



**Dr. Rachita Kashyap**  
MBA, PhD  
Marketing and Strategy

Dr. Rachita Kashyap is an Assistant Professor and completed MBA from UHF, Nauni (H.P) and completed her PhD in the area of online reviews on the e-tailer websites from IBS, Hyderabad in 2018. Her teaching interest includes online marketing, marketing management, marketing research and consumer behavior. Her research revolves around the topics on electronic word of mouth, formative measures and index development. Her work has been presented in various national and international conferences (ISB, IISC, IIM-T, IBS etc). She has been actively involved in research, teaching and institution building activities.



**Dr. Aditi Sarkar**  
M.Sc, Ph.D  
Marketing

Dr. Aditi is an Assistant Professor in Department of Marketing and Strategy at IBS Hyderabad. Articles authored by her are published in reputed international journals such as Journal of Business Research and International Journal of Bank Marketing. She was a visiting scholar at University of Memphis, USA. Her book chapter is published with Springer International Publishing. She has presented papers in international conferences of great repute, namely AMA and AMS conferences. One of her research papers was awarded as the most commendable paper in International Journal of Emerging Markets. Her research interests lie in the area of services marketing, consumer behavior, user generated online contents and experimental designs. She teaches courses in services marketing and marketing management at post graduate level.



**Dr. Rashmita Saran**  
MSc, MBA, MPhil, Ph.D  
Marketing

Dr. Rashmita Saran is an Assistant Professor at IBS Hyderabad, in the Department of Marketing and Strategy. She completed her PhD in the area of Brand Experience Marketing from IBS, Hyderabad, IFHE in 2016. She has 2.5 years of industry experience. She has been teaching at IBS Hyderabad since 2012. Her key areas of interest and research include Experiential Marketing, Brand Switching Models, Services Marketing, Personality and Co-creation etc. Her research works are published in Scopus and ABDC listed journals such as Journal of Fashion Marketing and Management, Indian Journal of Marketing, and International Journal of Retail and Distribution. She teaches Statistics, Business Research Methods, Marketing Management, Entrepreneurship and Family Business Management etc. She has presented her research works in various national and international conferences, and has been involved in various capacities in teaching, research and institution building activities.



**Dr. Vikas Gautam**  
MBA, MPhil, Ph.D  
Marketing

Dr. Vikas Gautam is an Associate Professor of Marketing and Strategy at IBS Hyderabad. He completed his PhD in the domain of Service Marketing from the ICFAI University, Dehradun in 2013 (May). He is UGC NET qualified with JRF score and editorial board member of 6 international journals. His research interests include consumer psychology in retail (offline & online), Social Media Marketing, Relationship Marketing. His research works have been published in double blind reviewed international journals of repute indexed in ABDC 'A\*', & A. He has 37 research publications (national and international) to his credit. He has taught various courses in the domains of marketing that include Marketing Management, Marketing Research, Marketing Analytics, Quantitative Methods, Business Research Methods, Consumer Behavior, Customer Relationship Management etc. He has conducted FDPs on Structural Equation Modelling (SEM) across various Business Schools, Central & State Universities.



**Dr. Jitendra Yadav**  
Ph.D  
Marketing

Dr. Jitendra Yadav is an Assistant Professor in Marketing at ICFAI Business School, Hyderabad, India. He obtained his Ph.D. from Indian Institute of Information Technology Allahabad in marketing domain. His research interests include consumer behavior, social media analytics, influencer marketing, functional analysis of behavior, socio-cybernetics, data mining & knowledge discovery, and information strategy & IT-enabled services. He has been an active member of the academic community for many years, contributing both as an author and a reviewer. He has a number of articles published in reputable publications as well as contributions to multiple books. His work has been published in academic journals such as: Behavior & Information Technology (Taylor and Francis), Information Technology & People (Emerald), International Journal of Sports Marketing & Sponsorship (Emerald), and International Journal of Blockchains and Cryptocurrencies (Inderscience). He has presented his research at key international conferences: Academy of Marketing Boston, TEMSCON-Europe, Sixth Biennial Supply Chain Management Conference, 7th PAN IIM World Management Conference, PAN IIT International Management Conference, 6th Management Doctoral Colloquium (IIT-Kharagpur). He also holds a position of Editorial Board Member in the International Journal of Blockchains and Cryptocurrencies, International Journal of E-Business Research, International Journal of Gaming and Computer-Mediated Simulations, International Journal of E-Adoption, International Journal of Cyber Behavior, Psychology and Learning, and International Journal of Technology and Human Interaction



**Dr. Shiv Ratan Agrawal**  
B.Sc., MBA, UGC-NET, Ph.D  
Marketing

Dr. Shiv Ratan Agrawal is an Assistant Professor in the Department of Marketing & Strategy, IBS Hyderabad, a Constituent of IFHE, Deemed to be University, India. He has been awarded Ph.D. as a full-time research scholar by Moulana Azad National Institute of Technology (MANIT), Bhopal. His doctoral dissertation focused on CRM. He has spent around three years in industry and seven years in education sector. He has also worked in Indian Institute of Management (IIM), Bangalore, India. His research interest is in Services Marketing and CRM. He has published research papers in Journal of Global Information Management (IGI Global), Journal of Retailing and Consumer Services (Elsevier Publication), International Journal of Bank Marketing (Emerald Group Publishing Limited), Journal of Research in Interactive Marketing (Emerald Group Publishing Limited), International Journal of Environment and Waste Management (Inderscience Enterprises Ltd.), and International Journal of Customer Relationship Marketing and Management (IGI Global).



# Faculty Profiles@HYDERABAD



**Dr. Farrah Zeba**  
MBA, UGC-NET, Ph.D  
Marketing & Strategy

Dr. Farrah Zeba teaches graduate and post-graduate level courses in Marketing and Management. She has many published articles and cases and presented numerous works at national and international conferences. She won an award for her PhD work when she was the visiting scholar at the University of Memphis, TN, USA. She is also a Fellow of the AIM-Sheth Doctoral Consortium. Her industry, teaching and research experience spans over 11 years. Her research interests and case writing won her several awards in the areas of service marketing, consumer behavior, and customer-employee relationships.



**Dr. Vikas Chauhan**  
MBA, Ph.D., UGC NET- JRF  
Marketing

Dr. Vikas is working as an Assistant Professor of Marketing at IBS Hyderabad. He holds a PhD degree in the area of Marketing Management (Technology Adoption). His PhD thesis was adjudged as "Best PhD Thesis" in an International Conference. He has published various research papers in reputed journals indexed in ABDC, SSCI and Scopus List. He has also presented his research work in various national and international conferences. His area of teaching interest includes Marketing Management, Service Marketing, Business Research Methods. His research interest includes Consumer psychology in digital domain, Marketing communication and Pro-environmental behavior.



**Dr. Pradeep Krishnatray**  
Ph.D  
Marketing & Strategy

Dr. Pradeep Krishnatray teaches consumer behaviour, consumer research and marketing research to doctoral and MBA students. He has over 40 years of teaching and research experience. He has taught at MICA, IIIMT, Puducherry, Hyderabad Central, Dr. Harisingh Gour and Osmania universities. His last professional assignment was with Johns Hopkins Center for Communication Programs in India. He is the founding editor of the SAGE's Journal of Creative Communications.



**Dr. Keerthi Police**  
MBA(ABM), Ph.D in Management (Marketing)  
Marketing

Dr. Keerthi Police is an Assistant Professor in Department of Marketing and Strategy at IBS Hyderabad. She holds her Ph.D in Management (Marketing) from IBS Hyderabad and MBA (Agribusiness Management) from PJTSAU Hyderabad. She has published research articles in the area of marketing and strategy in reputed journals indexed in Scopus and presented many research ideas in national and international conferences of repute which includes AIM AMA consortium, GCIMB, etc. Prior to her Ph.D. Keerthi was associated with a semi-government unit, NCCF of India Ltd., for a period of 2 years. Her research interests include Consumer Behavior, Agricultural Marketing, and Services Marketing.



**Prof. Rajashekhar Reddy P**  
MBA  
Marketing & Strategy

Prof. Rajashekhar Reddy P has an MBA from Kakatiya University and is pursuing his Ph.D. at Lovely Professional University (Thesis Submitted). He carries with him a teaching experience of over 14 years. He teaches Services Marketing, Supply Chain Management, Sales and Distribution Management, Retail Management, Marketing Management, and Business Environment. His research interests are Social Media Marketing, Green Marketing, and Consumer Behavior. He has published a number of research papers in refereed national and international Journals and conference proceedings.



**Dr Rhulia Nukhu**  
Ph.D  
Marketing & Strategy

Dr Rhulia Nukhu is a faculty in Marketing and Strategy. She has submitted her Ph.D. thesis at the University of Hyderabad. Her thesis focused on place branding and sustainability. She has also done diplomas in labor law and PGDIM. Her teaching interest includes Entrepreneurship and Marketing Management. Besides teaching, she is interested in research relating to sustainability, branding, big data, and social change. She has published papers in national and international journals of repute (Scopus index and ABDC).



### Dr. Richa Gupta

M.Com. MBA, UGC-NET, PhD  
Finance

Dr. Richa is an Assistant Professor and received her Doctorate from Banaras Hindu University in the field of Company Takeovers in 2013. She holds M.Com. in Finance from Banaras Hindu University and MBA in Marketing from IGNOU. She has 7 years of teaching experience. Her research work has been published in many refereed national and international journals. Her research interest is in the area of women empowerment and social issues. She has also presented papers in several conferences and seminars. She has attended various workshops in research methodology and statistical softwares. She is a life-time member of Indian Commerce Association.



### Prof. Koya Raghu Nadh

M.Sc (Chemistry), CAIIB, CFA (ICFAI)  
Finance

Prof. Raghu Nadh is an Associate Professor in the area of Finance. He successfully completed Harvard Manage Mentor course. He is a retired professional banker with 37 years of service with State Bank of India, State Bank of Hyderabad and State Bank of Indore. He also served as General Manager, Emirates India International Exchange, Dubai for 4 years (2001-05) on an overseas assignment from State Bank of India. He has a rich experience in all spheres of commercial banking, more particularly in Corporate Finance, Treasury Management, Industrial Rehabilitation, International Banking and Finance etc. He was a Visiting Faculty with TAPMI, Manipal where he taught Trade Finance to MBA students.



### Dr. S. Vijaya Lakshmi

M.Com, PhD  
Finance

Dr. Vijaya Lakshmi is a Professor in Accounting and Finance area and Registrar, IFHE. She has done M.Com and PhD from Andhra University, Visakhapatnam. Her research interests are Forensic accounting and valuations. She has published several research papers in both national as well as International journals. She has participated in various national and international conferences in the area of business and finance. She has publications in Scopus listed Journals. She has been with IBS since 18 years.



### Prof. T S Rama Krishna Rao

MBA  
Finance

Prof. Rama Krishna Rao is an Associate Professor in Finance. He has over 23 years of experience in the banking industry. His research interests are in the areas of Credit Scoring and Retail Credit.



### Dr. M V Narasimha Chary

MBA, MA (Psy.), LLM, FIII, PhD  
Finance

Dr. Narasimha Chary is a Associate Professor in Finance with more than 16 years of teaching experience besides a seven year stint in industry. His areas of teaching include Corporate Finance, Security Analysis, Portfolio Management, International Financial Management, Project Management, Business Law. He has done doctoral research from Kaktiya University, Warangal in the area of Behavioural Finance. His areas of research interest are Market Efficiency, Behavioural Biases, Mutual Funds, Special Economic Zones etc.



Hyderabad | Bengaluru  
BBA Program - 2025

# Faculty Profiles@HYDERABAD



**Prof. Satish D**  
MCom, CFA  
Finance

Prof. Satish is Professor in Finance. He is a CFA and has rich industry and teaching experience. He teaches courses in finance. He has more than 14 years of experience in Consulting and Executive Training. He was a regular columnist with Financial Times edition of the Times of India. He also worked earlier as consultant and associate editor.



**Prof. Nitya Nand Tripathi**  
MS (Finance), CFA (India)  
Finance

Prof. Tripathi is an Assistant Professor in Finance. He has submitted his thesis at IBS, IFHE (Hyderabad). His area of research in PhD is related party transactions and corporate governance. He teaches Accounting and other Finance allied courses. He has authored research papers and cases in the area of accounting and finance in reputed journals and presented papers in international conferences in India.



**Prof. D. Sreenivasa Chary**  
MBA, Ph.D  
Finance

Prof. Chary is Professor in Finance. He has 31 years of experience in banking industry. His areas of interest are Finance & Banking. He teaches Project Appraisal & Finance, Financial Management, Strategic Financial Management, Investment Banking and Financial services, Treasury Management, Risk Management in Banks, Management Control Systems, Business Ethics and Corporate Governance, Retail Banking, International Banking, Banking Management, Credit Management and allied areas.



**Prof. Anita C**  
MBA, CTM, UGC-NET, Ph.D  
Finance

Prof. Anita is an Assistant Professor in Finance. She has been associated with content development in the areas of financial markets, treasury and forex management, fixed income analysis and valuation and other allied areas of finance. She facilitated mock dealing training program at Business Schools. Mock dealing trades were conducted using live Forex, Capital and Debt markets through live technical software. (Iris Spider soft, Newswire-18, Reuters and ITMS).



**Prof. Velagala D M V Lakshmi**  
MBA (Finance), MS (Finance), CFA,  
UGC NET  
Finance

Prof. Velagala Lakshmi is a faculty in Finance with around 17 years of experience in teaching and research. Her areas of teaching interest include Corporate Financial Management, Security Analysis, Portfolio Management, Financial Risk Management, Fixed Income Securities etc. Her research interests are Asset Pricing, Mutual Fund Performance Analysis, Market Efficiency, Event Studies etc.



**Prof. K. Rajyalakshmi**  
LLB, FCA, Ph.D  
Finance

Prof. K. Rajyalakshmi is Associate Professor in Finance. Her area of teaching interest is Financial management, Financial accounting, Project management and Management accounting. She has published research articles, case studies in various journals and magazines.



**Dr. P. Bhanu Sireesha**  
MBA, PhD  
Finance

Dr. Bhanu Sireesha is an Assistant Professor in Finance. She has done master in Commerce from Osmania University. She did her PhD in Finance on "Stock Market Volatility" from Osmania University. She was associated with a major UGC Research Project at Osmania University, titled, "Implications of IFRS adoption on Corporate Reporting Practices in India – an Empirical Investigation". She has 17 years of teaching and research experience and handled courses on Financial Management, Financial Accounting and Business Statistics and Quantitative Techniques.



**Dr. T Sita Ramaiah**  
PhD, M.Phil, M.Com, PGDMM  
Finance

Dr. T.Sita Ramaiah, currently working as Assistant Professor in the department of Finance and Accounting. He has 24 years of academic experience in various capacities. He holds a Masters Degree and Doctorate in Commerce and Management. He has published around 20 research papers, articles on diverse subjects of Commerce and Management in national journals / magazines and conferences. He teaches core courses in finance and accounting.



**Dr. Md Sikandar Azam**  
M.Com, PGDIM, M.Phil, PhD  
Finance

Dr. Sikandar Azam is an Assistant Professor and earned his M.Phil and PhD in the area of Agricultural economics from Pondicherry University. During his PhD, he has represented Pondicherry University at MHRD, GOI and contributed to the upcoming "New Education Policy". His research interest includes Economic viability of organic agriculture, Agribusiness, sustainable agriculture and rural development. His research work has been published in the international and national journals of his research merit. He also presented many research papers in the international and national conferences organized by reputed research consortia. His teaching interest includes Financial Accounting, Management Accounting, Principle of Management and International Business.



**Dr Abhishek Sinha**  
Ph.D  
Finance

Dr Abhishek Sinha is a Faculty in Finance Department, He has done his PhD from UPES Dehradun, He has also qualified UGC Net in the year 2012 in Management. He has over 16 years of experience in teaching and industry. His expertise include Financial Accounting, Financial Risk Management, Financial Statement Analysis, Project Finance. His research Interests are corporate finance and Pedagogical Research.



**Dr. Subrahmanya Prasad D**  
MBA, PhD  
Finance

Dr. Subrahmanya Prasad is an Assistant Professor in Finance. He teaches Financial Management, Security Analysis, Strategic Financial Management, Mergers and Acquisitions (M&A). He is having wide ranging experience in banking industry and allied areas. He has contributed several articles to research journals.



**Prof. Pavana Jyothi**  
M.Com., C.S.  
Finance

Prof. Pavana Jyothi is a qualified company secretary and a member of Institute of company secretaries of India. She worked as an Associate Company Secretary for around 4 years at Y.V.Rao & Associates and worked as a guest faculty for various institutions in the area of law & finance. She is pursing her PhD in the area of Corporate Governance.



**Dr. Rajneesh Ranjan Jha**  
MBA, Ph.D  
Finance

Dr. Rajneesh Ranjan Jha's Ph.D. thesis is in the area of 'Cash Holdings'. He has contributed 4 articles to international journals which are listed in Scopus and ABDC indexed Journals. He has published 2 articles in ABDC-A indexed journals. He has also published a case with U.K. case center. His research interests include corporate finance and corporate governance. His teaching interests include Financial Econometrics, Financial Analytics using SAS, Financial Management and Corporate Governance.



**Dr Abdul Rishad**  
Ph.D  
Finance

Dr Abdul Rishad is a Faculty in Finance Department, He has done his PhD from Central University of Himachal Pradesh Dharamshala. He has over 09 years of experience in Academics. His expertise include Financial Management, International Finance and trade, corporate finance, Wealth Management, Management of financial institutions and market. His research Interests are Foreign exchange market, Corporate finance and Central Banking and monetary policy.



**Dr M.V.S Kameshwar Rao**  
Ph.D  
Finance

Dr M.V.S Kameshwar Rao is a Faculty in Finance Department, He has done his PhD from IBS Hyderabad. He has more than 30 years of experience in Academics and Industry. His expertise include International Finance, Corporate Finance, Currency Risk Management, Security analysis and Portfolio Management, Corporate Valuation, Working Capital Management and Management Accounting. His research Interests are currency exposure risk and its management, Behavioral Finance.



**Dr Divya Mittal**  
Ph.D  
Finance

Dr Divya Mittal is a Faculty in Finance Department, She has done her PhD from Barkatullah University Bhopal. She has over 9 years of experience in teaching, Her expertise include Financial Management, Management Accounting, Cost Accounting and Financial Accounting. Her research Interests are Financial Services. She has publications in national and International Journals.

# Faculty Profiles@HYDERABAD

**Dr. M. Saritha**

M.Com (Fin), MBA(Fin), MPhil, UGC JRF/NET, Ph.D  
Finance

Dr. Saritha is a faculty in Finance with around 13 years of experience in teaching and research. Her areas of teaching include Financial Management, Financial institutions, markets and services, Security Analysis and Portfolio Management, Capital markets etc. Her research interests are Private equity, Venture capital, Project finance, etc.

**Dr. Jyothi Chittineni**

MBA, Ph.D (Finance)  
Finance

Dr.Jyothi, is an Assistant professor at IBS, Hyderabad in Finance and Accounting department. She has 14 years of teaching experience besides a 7 years stint in IT industry as an ERP consultant at Intelligroup Asia Ltd. She holds MBA degree from Nagarjuna University and has also done Ph.D. Her research is in "Implied Volatility Index(VIX)". Her teaching interests includes Corporate Finance, Financial Analytics, business modelling using Excel, Financial markets etc.

**Dr. Srikanth Potharla**

M.Com., FCMA., Ph.D  
Finance and Accounting

Dr. Srikanth Potharla is an Assistant Professor at IBS Hyderabad in the Department of Finance and Accounting. He has done his Ph.D. in the area of Finance from Centre for Economic and Social Studies (CESS), Hyderabad. He is a qualified Cost and Management Accountant (CMA) and also a Fellow Member in the Institute of Cost Accountants of India (ICAI). He was a rank holder in CMA Final Examination. He holds Post Graduate Diplomas in Taxation, Financial Management, and International Business Operations. He has twelve years of experience in teaching. His areas of interest in teaching include Financial Accounting, Corporate Reporting, Cost and Management Accounting, Financial Management and Securities Analysis and Portfolio Management. His research interests are Earnings Management, Corporate Governance, Corporate Social Responsibility and Behavioural Finance. He has hands-on experience with SPSS, Eviews and Excel Spread Sheets. He has conducted several workshops on Statistical Data Analysis using SPSS and Eviews at various colleges in Hyderabad.

**Prof. Padmavathi C**

M.Com., FCA, Ph.D  
Finance

Prof. Padmavathi C is Professor in Finance and Dean UG Programs at IBS, Hyderabad. She is a Fellow Member of the Institute of Chartered Accountants of India with over a decade experience in teaching. She teaches Financial Accounting, Financial Statement Analysis, Management Accounting and other allied areas. Other areas of interest include IFRS & USGAAP and Microfinance.

**Dr. Kaushik Bhattacharjee**

Ph.D  
Finance and Accounting

Dr Kaushik Bhattacharjee has done a Master's degree in Business Administration and completed Ph.D. in 2011, from the ICFAI University, Dehradun in 'Asset Pricing' in the context of 'International Finance' with special focus on price discovery and transmission process of Indian ADRs. During his Ph.D. he visited Martin J Whitman School of Management, Syracuse University in New York, USA as a Visiting Scholar. His areas of teaching and research include Research Methods, Mutual Funds, Fixed Income Securities, Banking and Analytics. He has also taught Business Modeling using SAS. He is with IFHE for more than 5 years. Prof Bhattacharjee has published in several national and international journals and presented papers in several national and international conferences. His case studies have been accepted and uploaded in Harvard Business Press. Before joining academics, he had worked in banking industry for about 5 years managerial level.

**Dr. Naseem Ahamed**

MBA, Ph.D  
Finance

Dr. Naseem is a researcher in finance. His research focuses on corporate finance, corporate governance and allied areas. In these studies, he used quantitative multivariate data analysis techniques to uncover contextual factors. He has visited the Oklahoma State University as part of the VSP. He collaborated with a diverse group of colleagues across the University to conduct collaborative research in data collection, cleaning, processing and analyzing.



### Dr. Sager Reddy Adavelli

MBA, PhD, FDP (IIM-A)

Finance

Dr Sager Reddy Adavelli is an Assistant Professor of finance in IBS Hyderabad. He holds a PhD in Management Science from JNTU, Hyderabad, an alumnus of IIM-Ahmedabad, and an MBA from JNTU, Hyderabad. He has 13 years of teaching experience. He taught for MBA students and Executives in various reputed institutions. Dr. Sager guided more than 120 master's students. He published his research papers in SCOPUS, ABDC, Cabell's listed journals at both India and international level. Furthermore, he presented his papers in India and USA (virtually). He teaches finance courses by fusing financial concepts with computing skills using Excel, QuickBooks, EViews etc. Dr. Sager's current research interests are predicting stock prices, predicting bankruptcy, and relative efficiency measurement in finance. He conducted various training programs for engineering and MBA students on completing academic projects and on employability skills.



### Dr. Jyothi Kumari

Ph.D

Finance

Dr. Jyoti Kumari has 4 years of teaching and research experience in the field of finance. Dr. Jyoti works in the area of Asset Price Dynamics, Capital Markets Volatility, Behavioural Finance, Stock Market Liquidity, Idiosyncratic Volatility and the Corporate Finance catering on the issues involving investment decision making in the financial markets. Some of her recent research explores the issues related to inter-linkages between investors sentiment, market liquidity and idiosyncratic volatility. She has written a series of papers in these areas. She teaches Financial Management, Financial Markets and Services, Security Analysis and Portfolio Management, Risk Management with Financial Derivatives, and International Finance. Dr. Jyoti earned her PhD in Finance from Indian Institute of Technology (IIT) Kharagpur and M.Phil from Central University of Hyderabad. Prior to joining to IBS Hyderabad, she was Assistant Professor at premier institutes such as the Indian Institute of Management (IIM) Sambalpur and Institute of Public Enterprise (IPE) Hyderabad.



### Dr. Narendra Miryala

B Tech (Chem. Engg), MBA, UGC-NET, Ph.D, CFA Level I, FRM L1.

Finance

Dr. Narendra Miryala is working as Assistant Professor (Finance & Accounting) at IBS Hyderabad. He holds a Ph.D. from Osmania University (OU). He also has UGC-NET (Management), CFA Level 1 and FRM Level I certifications to his credit. He has over 14 years of teaching and research experience. He has published research papers in ABDC and Scopus indexed journals and also presented research papers in prestigious conferences at IIM-Indore. His research interests are in the areas of Capital Markets, Alternative Investments and Financial Analytics.



### Dr. S Sandhya

CFA, Ph.D

Finance

Dr. S. Sandhya is Faculty Associate in the area of Finance and Accounting at IBS Hyderabad. She holds a Doctorate from RK University, has cleared CFA level 1 and qualified UGC NET. She has 11 years of academic experience in which she taught courses in Financial Management, Financial Risk Management, Financial Accounting, etc. Her research interest is Corporate Governance and has authored several research papers on this topic.



# Faculty Profiles@HYDERABAD



**Dr. N. Narsa Goud**  
M.COM., MBA., SET., Ph.D. (Finance)  
Finance

Dr. N. Narsa Goud is an Assistant Professor of Finance & Accounting at IBS, Hyderabad. He has earned doctorate degree in the area of Accounting, Department of Commerce from Osmania University, Hyderabad. He holds M.Com from Osmania University, Hyderabad and MBA in Finance from Kakatiya University, Warangal, Telangana State. He has qualified AP & TS SET. He has enormous experience as academician over the 18 plus years of Teaching, Research and administrative experience in various academic institutions in India & Abroad. Prior to joining at IBS, he worked in IRAQ at Cihan University-Erbil, Kurdistan, IRAQ, from September 2018 to 10 July 2021 as Assistant Professor. Prior to this he worked as Assistant Professor & HOD of Business Administration department at Vijay Rural Engineering College, Nizamabad, Telangana State affiliated to Jawaharlal Nehru Technology University (JNTU) Hyderabad from August 2016 to July 2018 and from 2003 to 2016 worked as Lecturer in Commerce in Vasu degree college, affiliate to Osmania University, Hyderabad.



**Dr. M. Anil Kumar**  
Ph.D  
Finance & Accounting

Dr. M. Anil Kumar is working as Assistant Professor (Finance & Accounting) at IBS Hyderabad. He holds a Ph.D. from National Institute of Technology Karnataka (NITK). He also has UGC-NET (Management) and NSE's Certified Market Professional (NCMP-Level 1) 2013 certification to his credit. He has over 13 years of teaching and research experience. He has published research papers in ABDC and Scopus indexed journals and also presented research papers in various prestigious conferences at IIM-Ahmedabad, IIM-Bangalore, IIM-Calcutta, IIT-Bombay and IIT-Madras. He has also bagged the 2nd Best Paper award in "PhD Consortium 2015" at IIT Bombay. He has organized 19 workshops on imparting financial education in various management and engineering institutes; as a SEBI-Financial Education Resource Person, an initiative by Securities and Exchange Board of India (SEBI) and trained more than 2500 investors in India. His research interests are in the areas of Market Efficiency, Asset Pricing, Market micro structure and Corporate Governance.



**Dr. Satish Kumar**  
MBA, FRM, Ph.D  
Finance

Dr. Satish Kumar is an Associate Professor in the area of Finance and Accounting at IBS Hyderabad. He has earned his Ph.D. degree in Finance in the year 2014 and the objective of his doctoral work has been to empirically examine the term structure of risk premiums in currency markets to address the forward premium anomaly. He was a visiting scholar to Macquarie University, Sydney during 2011-12 for his thesis work. He has won the Best Teacher Award for the overall excellence in July 2016. He was an Assistant Professor in the Department of Finance and Accounting at IIM Amritsar from October 2017 to July 2019. His research interests include Currency Futures, Financial Markets, and Corporate Finance. He has several publications in reputed journals such as Energy Economics, Applied Economics, Emerging Markets Review, Journal of International Financial Markets, Institutions & Money, International Review of Economics and Finance, International Review of Financial Analysis, International Journal of Managerial Finance etc. He has also been associated as a reviewer with many international journals such as International Review of Financial Analysis, Pacific Basin Finance Journal, Emerging Markets Finance and Trade, Journal of Asset Management, International Business Review, International Journal of Emerging Markets, International Journal of Managerial Finance, just to mention a few.



**Dr. D. Srinivasa Rao**  
MA, MBA, MS, Ph.D.  
Finance

Dr. Dasaraju Srinivasa Rao, currently Associate Professor with the department of Finance at IBS, has a total teaching experience of 27 years. He holds Ph.D. in Econometrics and MS in Data Science from LJMU. His teaching areas are Business Analytics, Machine Learning, Financial Econometrics and Data Science. He has published 25 Scopus/ABDC Journal papers and also successfully guided 5 Ph.D. Scholars. His research interests are in the areas of Deep Learning and Time series Analysis.



**Dr. N.S. Sudesh**  
M.Com, MBA, TS-SET, Ph.D  
Finance

Dr. N.S. Sudesh is Assistant Professor in the area of Finance & Accounting. She teaches courses in Financial Management, Financial Accounting, Cost Management, etc. She has 13 years of experience in corporate sector and academics. She holds a Doctorate from Osmania University and has several research papers, edited books and case studies to her credit.



**Dr. C. Lakshmi Devasena**  
MCA, MPhil., PhD  
Operations & IT

Dr. Devasena teaches Information systems for managers, Quantitative methods, Advanced computing techniques, etc. She has about 6 years of both industry and teaching experience. She has published papers in national and international Journals.



**Dr. Venkateswara Rao Korasiga**  
MBA, PhD  
Operations & IT

Dr. Venkateswara Rao teaches Operations management SCM, and IT courses. He has above 31 years of both teaching and industry experience.



**Dr. Sindhuja P N**  
PhD  
Operations & IT

Dr. Sindhuja is a Professor and Dean at IBS, Hyderabad. She was a Visiting Scholar at College of Business Administration, The University of Toledo, USA. Her areas of interest are Information Systems and Supply Chain Management. Currently she is doing research related to organizational and inter-organizational Information Security Management. In her PhD work, she examined the impact of information security initiatives on supply chain performance.



**Dr. Anusha Sreeram**  
MBA, PhD  
Operations & IT

Dr. Anusha is a Microsoft Certified Dynamics Axapta (Ax) functional consultant and a Doctorate with above 13 years of work experience in both industry and academia. She did end to end implementation of Dynamics Ax ver 4.0 (Trade & Logistics) projects. She worked on e-SCM adoption of Small and Medium Enterprises (Vs) Large enterprises in her PhD work. Her research areas of interest is in Supply Chain Management, ERP implementation and e-SCM adoption. She teaches Business Statistics, Operations Management, Supply Chain Management, Business Analytics and Business Process Integration. She presented her research work in both national and international conferences in the area of Operations & IT. She has published research papers and case studies in both national and international refereed journals. She has vast industry experience in the area of information systems.



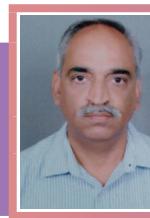
**Dr. Nishit Kumar Srivastava**  
M.Tech, Ph. D  
Operations & IT

Dr. Nishit Kumar is an Assistant Professor and has completed his PhD in the area of maintenance management form IIT (ISM) Dhanbad. Prior to PhD from IIT (ISM) Dhanbad he has done M.Tech in industrial engineering and management from IIT (ISM) Dhanbad and B.Tech in electrical engineering from UPTU Lucknow. He has a total experience of 5 years and 9 months in the area of teaching and research. Prior to joining IFHE he has worked as a faculty at MNNIT Allahabad. He qualified GATE in 2007 and received ISM (JRF) fellowship in 2011. He has also bagged a best paper award in ISDSI conference in 2012. His research work has been published in journals of national and international repute. His teaching interest includes Operations Management, Manufacturing Management, Maintenance Management in Industries, Empirical Data Analysis, Artificial Intelligence and Supply Chain Management. He is member of various research societies and reviewer to journals national and international repute.



**Prof. Sanjay Fuloria**  
MBA, PhD  
Operations & IT

Prof. Sanjay Fuloria has 22 years of experience; 12 years in the industry and 9 years in academics. He is currently a faculty member in the Operations and Information Technology department of IBS, Hyderabad. He is handling courses like Project Management, Business Statistics, Computer Skills and Applications, and Analytics. Recently published a case on forecasting titled, "Forecasting at Uber". This was published in 'The Case Center' which is the world's largest repository of cases. Also involved in conducting research at the intersection of policy, technology, and development. He was also involved in the digital transformation of IBS, Hyderabad during the COVID19 pandemic



**Prof. N Siva Prasad**  
ME  
Operations & IT

Prof. Siva Prasad has more than 36 years of experience in defense sector, corporate sector and academic institutions which includes instructional, managerial and strategic leadership roles. He covers subjects of information technology, operations, quality and Project Management. He is experienced in planning, controlling and executing projects related to Mobile communication and infrastructure services and Knowledge management projects.

# Faculty Profiles@HYDERABAD



**Prof. Shankha Sengupta**  
MBA  
Operations & IT

Prof. Sengupta is teaching Operations and Systems and pursuing PhD His research interests are supply chain management and information systems.



**Dr. Venkata Siva Gabbita**  
M.Tech (REC) PhD  
Operations & IT

Dr. Venkata Siva teaches strategy, operations management, marketing research and quantitative methods. He has published articles in journals and magazines.



**Prof. J. Prince Vijai**  
MBA, MPhil, UGC-NET/JRF  
Operations & IT

Prof. J. Prince Vijai is an Assistant Professor of Operations Management.. He teaches graduate-level courses related to Operations and Supply Chain Management. His research focuses on manufacturing, service, and supply chain operations; and studies both strategic questions as well as tactical execution. He has presented papers at international conferences and published research articles in international journals.



**Dr. KVSSN Narasimha Murty**  
MSc (Statistics), MBA (Operations), PhD.  
Operations & IT

Dr.Murty has about 24 years of work experience, which includes teaching, training and research. He has dual PG degrees – one in Statistics and the other in Management with specialization in Operations; and Doctorate from Osmania University. His research interests are in Econometrics and Financial Modeling, and presented several papers at national and international level. Before joining IBS, he taught at various B-Schools like Symbiosis, ITM besides teaching various programs, both long-term and Short-term, at Administrative Staff College of India (ASCI). He was also a resource for several Management/Faculty Development Programmes at reputed organizations/institutes and developed modules in Analytics, Quality, and Operations for online MBA / PGDM programs of various reputed universities.



**Dr. Sashikala Parimi**  
M.Sc. PhD  
Operations & IT

Dr. Sashikala teaches Quantitative Methods, Business Research Methods, Operations research, MIS, SCM, Business intelligence, Data mining and Data warehousing using SPSS & SAS. She has presented and published papers. She is the consulting editor of the IUP Journal of Computational Mathematics.



**Dr. Nikhat Afshan**  
M.Sc., PhD  
Operations & IT

Dr. Nikhat's research interest is in Supply chain management. She has published papers and case studies in national and international journals. She attended conferences & workshops.



**Dr. Shubhagata Roy**  
MBA (Finance), Ph.D  
Operations & IT

Dr. Shubhagata Roy is working as an Assistant Professor in the department of Operations & IT. He holds a PhD from Department of Statistics, Banaras Hindu University, Varanasi in the field of Demography. He also has a Master's degree in Finance, Diploma in Life and Non-life Insurance and UGC-NET (Management) certification to his credit. His areas of expertise are Business Statistics, Operations Management, Business Analytics and Healthcare Management where he mostly concentrates as far as the research and publications are concerned. Prior to joining IBS Hyderabad, Dr. Roy has worked with School of Management Sciences, Varanasi for 9 years. He has also worked in the insurance industry in various capacities and departments for 6 years. Dr. Roy has published research papers in reputed national and international journals and also presented papers in various conferences in the area of Statistics and Operations. He is also a visiting faculty of Statistics and Insurance in the College of Business Administration, American University in the Emirates, Dubai.



**Dr. D. Sarvanan**  
PhD  
Operations & IT

Dr. Sarvanan is teaching and publishing both in national and international Journals. His areas of interest are Data Mining, Distributed Computing and research interests are Data mining and Knowledge extraction.



**Dr. Dennis Joseph**  
MBA,PhD  
Operations & IT

Dr. Dennis is an assistant professor in operations and IT. His research interests include knowledge management, information technology and systems. He has taught subjects like operations management, supply chain management, business analytics, statistics, database management and other IT related courses. He has several publications in both national and international journals and has presented papers in many international conferences.



**Dr. Vishal Mishra**  
MMS, PhD  
Operations & IT

Dr. Vishal was a Visiting Scholar at McCallum Graduate School of Business, Bentley University, USA. He teaches quantitative methods, business research methods & business statistics.



**Dr. Nasina Jigeesh**  
MBA, PhD  
Operations & IT

Dr. Nasina has above 26 years of experience in teaching (India and abroad) and industry. He teaches IT courses. He has refereed articles and research papers for reputed journals and conferences. He is the consulting editor of the IUP Journal of Knowledge Management.



**Dr. Rishabh Rathore**  
Ph.D  
Operations & IT

Dr. Rishabh Rathore currently works in the Department of Operations and IT, ICFAI Business School Hyderabad. He has research and teaching experience in the areas of Supply Chain Risk Management, Modeling and simulation, Multi-criteria decision-making and System safety techniques. Earlier, he worked as an Assistant Professor in Rajagiri Business School, Kochi. Dr. Rishabh Rathore has obtained his B.E. degree in Mechanical Engineering from S.S.G.M. College of Engineering, Shegaon in 2010 and holds an M.E. degree in Industrial Engineering and Management from S.G.S.I.T.S Indore in 2013. He defended his Ph.D. from the Department of Industrial & Systems Engineering at Indian Institute of Technology, Kharagpur. The title of his thesis is "Modeling of Risks in the foodgrains supply chain in India".



**Dr. Vaibhav Mishra**  
B.Tech. (CS), MBA (IT & Operations ),  
Ph.D  
Operations & IT

Dr. Vaibhav's area of interest is Information systems and technology, electronic banking, data mining and warehousing. He is certified Six Sigma (Quality Management) - 'Green Belt' c from KPMG and ISO 20000-1:2005 (IT Service Management, lead auditor) from BSI. He is having almost 7 years teaching and research experience. He has completed his Ph.D. from Indian Institute of Information Technology, Allahabad.



**Dr. Bijeta Shaw**  
B.Tech., MBA, PhD  
Operations & IT

Dr. Bijeta Shaw is an Assistant Professor in the area of IT & Operations. She has completed Ph.D. in the area of IT and MBA (IT) from Osmania University. She is a B.Tech (IT) graduate from WBUT. Her area of interests is technology adoption and usage, management information system, business statistics, business analytics, and advanced computing techniques. She has published one research article and one case in the related areas. She also has industry experience of 3 years.



**Prof. Sandeep**  
M.Tech (IIT Madras)  
Operations & IT

Prof. Sandeep has vast industry experience in the area of information systems. He worked in many companies for nearly 20 years. He applied so many projects of his interest in real life situations.



**Dr. Jaipal Dhobale**  
M.Sc.(Computer Applications) MBA, Ph.D  
Operations & IT

Dr. Jaipal Dhobale is currently working as an Assistant Professor and has completed his Ph. D. in the area of Computer Science from Swami Ramanand Teerth Marathwada University, Nanded. He has more than 16 years of teaching experience at PG and UG level. He teaches Computer & Management related subjects. During his tenure of services he has published Research Papers & Books at National and International level.

# Faculty Profiles@HYDERABAD



**Dr. Shailja Tripathi**  
MBA (IT), PhD-IT (Cloud Computing)  
Operations & IT

Dr. Shailja Tripathi is an Assistant Professor in the Department of Operations and IT. She has done her PhD from IBS Hyderabad. Her Ph.D. thesis is in the area of 'Cloud Computing'. She has published papers in reputed journals indexed in Scopus and presented papers in national and international conferences in India. She has been teaching at IBS Hyderabad since 2013. Her teaching interests include Management Information Systems, Business Analytics, Business Process Integration and Database Management Systems etc. Her research areas are Cloud Computing, Mobile Computing, Cloud Security, Social Media and Internet of Things.



**Dr Nitesh Kumar Singh**  
Ph.D  
Operations & IT

Dr Nitesh Kumar Singh is an Assistant Professor at IBS Hyderabad in the Operations Management and IT department. He has completed his PhD and M.Tech in Industrial Engineering and Management discipline from IIT(ISM) Dhanbad. His research work has been published in the world's leading journal of Industrial Engineering. He has a total experience of 3 years in teaching. He qualified GATE exam in 2011 and 2013. He received IIT(ISM) institute fellowship. His teaching interest includes Operations Management, Operation Research, Project Management, Supply Chain Management, Productivity Management, Industrial Engineering, and Decision Science. His research interest includes Production Planning and Scheduling, Lot-sizing, Supply Chain coordination, Stochastic Mixed-integer Non-linear Programming, and Generalized Bender Decomposition.



**Dr. Hasanuzzaman**  
Ph.D  
Operations & IT

Dr. Hasanuzzaman is currently working as an Assistant Professor in the Operations and IT area, ICFAI Business School Hyderabad. He has teaching and research experience in operations research, operations management, projects management, and sustainable industrial operations. As an academician and interdisciplinary researcher, he has managed and disseminated research on the interdisciplinary interface like management, engineering, and sustainability. He works for the betterment of underprivileged students with free education and counselling.



**Dr. Santosh Kumar**  
MBA, Ph.D., PGDAOR  
Operations & IT

Dr. Santosh Kumar is a Assistant Professor of Operations & IT and hold a Ph.D. in Management from Devi Ahilya Vishwavidyalaya, Indore. He have over nine years of teaching and research experience. Prior to joining IBS Hyderabad, he was associated with IIM Indore as Academic Associate (OM & QT area) and Lecturer (Dept. of Management) at Patel Group of Institutions Indore. He has published research papers in international and national journals and also presented research papers in various conferences in India and abroad. He is a life member of Society of Operations Management, India. His research interests are service quality, Multi-criteria decision making etc.



**Dr. Sumant Kumar Tewari**  
Ph.D  
Operations & IT

Dr. Sumant Kumar Tewari is an Assistant Professor at IBS Hyderabad in the Department of Operations & IT. He completed his PhD in the area of Operations Management from Indian Institute of Information Technology, Allahabad (IIITA). He has published various papers in reputed journals. His area of interest includes Odperations and IT.



**Dr. Shubhangi V Urkude**  
Ph.D  
Operations & IT

Dr. Shubhangi works as Assistant Professor in ICFAI Business School Hyderabad. She has completed her PhD in computer Science & Engineering and has 10 years of teaching experience. She has research experience in social network analysis, Data visualization, Machine learning, Artificial Intelligence and Blockchain technology. She has 4 patents published in computer science, 6 Scopus papers and 1 book chapter in blockchain technology. She guided many B. Tech. student projects.



**Dr. M D Tanweer Ahmed**  
Ph.D  
Operations & IT

Dr. Tanweer currently works in the Department of Operations and IT, ICFAI Business School Hyderabad. He has research and teaching experience in the areas of Supply Chain Management, Optimization, and Quantitative Techniques. Earlier, he worked in the steel and power industry and held different managerial positions. He likes to write on Industrial issues; and also interest to write articles on current scenarios related to practical issues. He likes to explore emerging areas of research related to industrial problem.



### Dr. Manish Kumar

Ph.D

Operations & IT

Dr. Manish Kumar has obtained his PhD in Industrial Management from Indian Institute of Technology (Banaras Hindu University), Varanasi, in 2017. He has completed his MTech in Industrial Engineering and Management from Indian Institute of Technology (Indian School of Mines), Dhanbad, in 2013 and B.Tech in Mechanical Engineering from Biju Patnaik University of Technology, Orissa, in 2011. He is currently working as an Assistant Professor in Operations & IT Department at ICFAI Business School, Hyderabad. Before that he worked under the central government (MHRD-NPIU) project as an Assistant Professor in Mechanical Engineering Department at Bhagalpur College of Engineering, Bhagalpur. He has published a number of research papers in peer reviewed journals and conferences, and also he had successfully completed two MHRD sponsored projects. His areas of interest include Energy Policy, Optimization, Supply Chain and Decision Science.



### Dr. Rajan Kumar

Ph.D

Operations & IT

Dr. Rajan Kumar Gangadhar is currently working in Operations & IT department in ICFAI Business School, Hyderabad. He has four years of industrial experience in process safety management. He is pursuing Ph.D from National Institute of Industrial Engineering (NITIE), Mumbai. He has completed M.Tech in Industrial Engineering & Management and B.Tech in Mechanical Engineering from JNTU Hyderabad. His research interests include machine learning-based text mining approaches, Group decision making models, Net zero economy and sustainable economy models. His research works were published in the Journal of Cleaner Production, Process Safety Progress, Concurrency and Computation, Benchmarking, and Sustainability journals.



### Dr. Ramesh Kandela

Ph.D

Operations & IT

Dr. Ramesh Kandela is an Assistant Professor at IBS Hyderabad in the department of Operations and IT. He has two years of teaching experience, five years of research experience and two years of industrial experience. He has completed a PhD from Osmania University, Hyderabad. He qualified for UGC-NET JRF in 2013. His research interests are Data-driven Decision Making and Banking & Finance. He published research papers in Scopus and ABDC Indexed journals. His teaching interests include Business Analytics, Business Intelligence and Analytics, Database Management Systems, Quantitative Methods, Business Research Methods and Business Statistics. He delivered lectures on Statistical Data Analysis at workshops. He has hands-on experience with Python, Excel, Tableau, MySQL, R Language, SPSS, and EViews.



### Prof. Suchismita Swain

Ph.D

Operations & IT

Prof. Swain joined as Faculty Associate in the Department of Operations and IT, IBS Hyderabad in 2022. She has a teaching experience of more than ten years. She completed her B.Tech in Mechanical Engineering, M.Tech in Manufacturing Process and Systems and Ph.D (Submitted) in the area of Industry 4.0 from Biju Patnaik University of Technology, Odisha. She has published a number of research articles in referred national and international journals, edited book chapters and presented papers in many national and international conferences. She has filed one patent at "Deutsche Patent Markenamt" to her credit. Her research interests are Health-4.0, Waste Management, Supply Chain Management, Mobile health, Blockchain Technology, IoT. Her teaching areas of interest includes Business Analytics, Supply Chain Management, Operation Management, and Business Research Methodology.

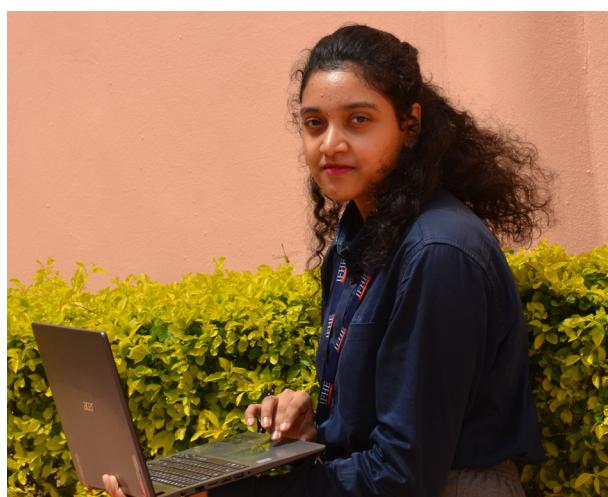


### Dr. Sayan Chakraborty

Ph.D

Operations & IT

Dr. Sayan Chakraborty is an Assistant Professor at the Department of Operations and IT, ICFAI Business School, Hyderabad. He holds a Ph.D. in Operations and Systems from the department of Industrial and Systems Engineering, Indian Institute of Technology Kharagpur. His research interests include inventory distribution, simulation, forecasting, operations research, and supply chain management. He has a number of research publications and has presented research papers in several international conferences. Sayan Chakraborty obtained his B.Tech. degree in Production Engineering from Maulana Abul Kalam Azad University of Technology (formerly known as West Bengal University of Technology) in 2011 and holds an M.E. degree in Production Engineering from Jadavpur University, Kolkata in 2013. Before joining IBS Hyderabad, he was working as an Assistant professor in Operations & Systems at Rajagiri Business School, Kochi, Kerala.



# Faculty Profiles @ BENGALURU



**Dr. Muddu Vinay**  
M.Sc., Ph.D.  
Director & Pro-Vice Chancellor

Dr. Muddu Vinay, with a robust background in academia and leadership, brings a wealth of experience guiding institutions towards excellence. His accreditation by QS underscores his commitment to quality education and global standards. As a Certified Academic Leader, he has proficiency in steering educational institutions towards success.

Dr Vinay has received a Commendation Certificate Award from Presidency University Bangalore in 2022 for outstanding academic contributions. He was also recognised at the Emerald Literati Awards 2022 for exemplary research and scholarly work. He has been the Chairperson of the NAAC and NBA Peer Expert Committee, contributing to enhancing educational quality and accreditation standards. During his tenure as a Vice Chancellor of ICFAI University Dehradun from 2018-2021, he led initiatives to foster academic excellence and student success in the form of Expert Accreditation's National and International World Ranking with SDG's Intellectual capital. He has received multiple awards commensurate with his academic leadership.



**Dr. R Harish**  
B.Tech. (IIT Madras), PGDM (IIM-C), DBF (ICFAI),  
PhD  
Dy Director (Academics), Deputy Campus Head &  
Academic Coordinator

Dr. Harish is an alumnus of IIT Madras and IIM Calcutta. He has 37 years of experience, of which 14 years is in academics. His professional experience is in marketing and management consultancy. His career includes stints with Maruti Suzuki and the Tata Group. He has published many articles, research papers, edited books and case studies.



**Dr. Geetha V Sharma**  
Diploma in Horological Engineering, MA(English), M.Phil. (English Business Commn.), PhD  
Associate Dean & Deputy Placement Coordinator

Dr. Geetha holds a doctorate from Jain University in the area of Ethnography of Communicative Competence. She is a postgraduate in English from Mysore University and holds an M.Phil. degree in English (Business Communication) from S.V. University Tirupati, and a Diploma in Horological Engineering. With a total experience of 18 years she is involved in designing and handling communication and soft skills programs, student performance evaluation models and training delivery support material.



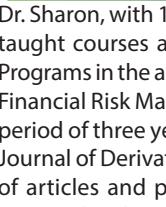
**Prof. J Venkataraman**  
BE (Mechanical), MBA (Operations Mgt)  
Director (Corporate Relations)

Prof. Venkataraman is a Mechanical Engineer with MBA in Operations Management. He has an overall experience of 42 years, out of which 16 years are in Academics and 26 years in Industry. Prior to joining academics, he has worked in senior positions in top Indian and Global companies in the area of Operations. He regularly conducts hands-on workshops in TQM and Six Sigma Quality for the industry. He teaches in the area of Operations Management.



**Prof. Surjyabrat Buragohain**  
MBA (Australia), Dip in Strategic HRD (Singapore),  
MA (English Literature), PG Diploma in IRPM  
Associate Dean & Deputy Placement Coordinator

Prof. Surjyabrat has 8 years of experience in industry, 18 years in entrepreneurship and more than 12 years in academics. His professional experience includes HR management, business development and financial management in the oil and gas industry. He is the co-founder of three start-up companies with diverse businesses in digital entertainment, e-commerce, and pre-school learning. He teaches Organizational Behaviour, Business Strategy, Human Resource Management and Entrepreneurship.



**Dr. Sharon K Jose**  
PDGBA (IBS), DBF (ICFAI), PhD  
Associate Dean (Student Activities)

Dr. Sharon, with 16 years of experience at IBS Bangalore, has taught courses and delivered Management Development Programs in the areas of Corporate Finance, Security Analysis, Financial Risk Management and Commodities Market. For a period of three years, she was the Consulting Editor of ICFAI Journal of Derivatives Markets. She has published a number of articles and papers in the area of stock index futures, commodity derivatives, weather derivatives and real options.



**Dr. Manisha Singh**  
M.Com, MBA, PhD  
Dean (Academics) & Deputy Academic Coordinator

Dr. Manisha handles courses in the areas of Finance, Accounts and Law. She has been associated with the IBS Group since 2008 and has a total experience of 16 years in teaching and research. A gold-medalist & national scholarship holder for merit in M.Com & B.Com from BHU, she was awarded PhD (Finance) in the year 2001. A certified GST trainer, she has authored several research articles and cases, and has also organized and presented papers in various seminars & conferences. She has recently co-authored a book on Cost Accounting: Text Problems and Cases.



**Prof. Shweta Puneet**  
M.Sc., PGDITM

Prof. Shweta Puneet has 19 years of rich experience in academics. She teaches E-Business, IT-Enabled Services and Enterprise-wide Information Systems. She has presented several research papers at various national and international conferences, and is currently pursuing PhD in Text Mining from Banasthali Vidyapeeth.



**Prof. Harisankar Muralidharan**  
B Tech (NIT-C), PGDM (IIM Lucknow)

Prof. Harisankar has professional experience of 20 years, including 20 years in industry and 6 years in academics. His industry experience encompasses the areas of sales & distribution management, marketing, business strategy, channel development, business research and sales training in FMCG and industrial product companies. He handles courses in Marketing and Business Strategy.



**Dr. Reema Mohanty**  
MBA (HR), PhD  
Certified Behavior & Values Analyst

Dr. Reema Mohanty has over 12 years of experience in developing and managing talent across leading organizations in India like Infosys Technologies, Mphasis and Goldman Sachs. In academics, she brings in over 10 years of experience in the areas of organizational leadership, employee relations and organizational behavior, with special interest in curriculum and student development and strengthening the academia-industry partnership. Her PhD is on identifying the gaps between what B-school education provides and what the industry wants. In her spare time, she likes listening to music, writing short stories and poems, and spending time with family.



**Dr. Teresa Binny**  
MA (Eco), M.HRM, M.Phil, Ph.D

Dr. Teresa holds a PhD in Economics and has a teaching experience spanning nearly two decades. Her interests include Economics and International Finance. She has presented papers in various seminars, some of which have been published. She has also had a brief stint with a reputed manufacturing company as a research associate in their Economics Research Department, before she embraced teaching as her profession.



**Dr. B Shafiulla**  
M.Com, MBA, Ph.D., UGC NET (Management)

Dr. Shafiulla is a commerce graduate, with an MBA degree from S.V. University; and M.Com and PhD from S.K. University. With an academic experience of 17 years, he has taught various subjects in the marketing domain. During this period, he has published 13 papers in refereed journals and presented 25 papers in national and international conferences. His major research work is on "Genericization of Trademarks: Brand Name Becomes Generic Name - Challenge for Brand Managers", an original contribution to the field of Brand Management. He received the "Best Faculty of the Year Award" at IBS Bangalore in 2015.



**Prof. Radhika Ramesh**  
MA (English), PGDHRM Associate  
Dean (Academics) & IBSAF Coordinator

Prof. Radhika Ramesh teaches Business Communications, Soft Skills, Personal Effectiveness Management, Human Resource Management and is dedicated to both research and teaching. Communication Studies occupies her interest. An avid reader, she strives to improve her teaching techniques so that her classroom sessions address the required current skill sets which enhance efficiency in the workplace. This has also helped her have successful corporate training sessions with the takeaways being practical and of immediate use in the workplace. She has an experience of 24 years in Academics. She has recently published compact cases on The Case Centre, UK (European Case Clearing House).



**Dr. Srabasti Chatterjee**  
MBA (HR), Ph.D.

Dr. Srabasti has completed her PhD in the field of Organizational Behavior and Human Resources Management from IBS Hyderabad, IFHE. She also holds a masters degree from Madras University in the field of psychology and an MBA in HR from IBS Pune. She has published research papers in journals of national and international repute and has presented papers in international conferences and has been awarded with best paper titles. Her research interests include Vocational Psychology, Recruitment and Selection, Job Choices, Employer Branding and Strategic HRM. She teaches a range of subjects like Organizational Behavior, Human Resource Management, Principles of Management, Leadership and Entrepreneurship.

# Faculty Profiles @ BENGALURU



**Dr. Vanishree G**  
MA (Eco), MBA, Ph.D

Dr. Vanishree has a PhD in Applied Business Economics, and is also pursuing her second PhD in Management. She has 26 years of experience in academics. She has earlier worked as director and principal of various colleges. She has been a resource person, participated and presented several papers in national and international seminars. She has also published numerous papers in research journals. She has conducted management development programs too. She is an editorial board member for Pezzottaite Journals. She teaches courses in the field of economics.



**Prof. Seeboli Ghosh**  
MBA (Marketing), M.Phil, PhD

Prof. Seeboli Ghosh has an exposure of nearly 6 years in academics and 4 years in industry. IBS is her alma-mater, and she had her industry experience in blue chip financial services, niche research & development organizations, etc. In her academic stint, she has been a thought leader in the area of modern day marketing strategies, and has presented papers in several conferences of repute. Her portfolio includes 12 research papers in national and international journals. She has been a leading corporate trainer mentoring senior executives. Her research interests revolve around marketing & digital media, business analytics, behavioural finance, etc. She is passionate in skill development and whole heartedly focuses on assisting students to improve their cognitive skills in management subjects and eventually transform them into industry leaders.



**Prof. Soni Karekar**  
M.A. (English Literature), PGDBM

Prof. Soni Karekar's career spread across 25 years, has been closely related to the teaching and corporate training professions. She has worked predominantly on the finer aspects of spoken and written business communication, leadership development and professional development. She has facilitated training programs for ICICI bank, Tata Sky and other corporates during her stint with Door Training and Consulting, India. Other assignments included faculty and staff development; design and delivery of "Life Skills" – a course specially created for Defense personnel. She also worked with Canara Bank Institute of Information Technology to train second PUC dropouts to develop skills to become call center employable.



**Prof. Sunil Pillai**  
B.E. (Mech), MBA (IBS Hyderabad)

Prof. Sunil Pillai has an accumulated experience of 14 years in the industry in various sales and marketing roles. He has worked as Product Manager for a reputed consumer brand in India. He also has experience in new product development in the consumer durable industry. He has deep understanding of consumer market research, media planning, online sales, developing consumer promotion and trade promotion, social media marketing and managing new product rollout. Further, he has rich experience in organized retail and modern trade. He has been a core member of an award winning new retail concept in India. He has mentored several students for various marketing and retail projects. His last stint in the industry was with a Fortune 500 multinational company in a senior management role. He teaches Marketing Management and Retail Management. He also holds a certification in Financial Markets from NSE..



**Prof. Srinivasan R**  
B.Sc. Engg (Mech), PGDIT (IIFT-Delhi)

Prof. Srinivasan has a degree in Mechanical Engineering. He is a post graduate in Foreign Trade from IIFT-Delhi. He has twenty years of industry experience in manufacturing, marketing and international business, handling industrial as well as consumer goods, and 12 years of teaching experience in business schools, handling subjects such as Marketing Management, Services Marketing, Marketing Communications and International Marketing. His approach to the subjects in the classroom is to apply the textbook concepts in business situations focusing on class participation. He has also conducted training and MDPs for working professionals.



**Dr. Suneel Sharma**  
M.Sc (Tech), PhD

Dr. Suneel Sharma started his career in Jindal Iron & Steel, and then moved to academics. He is a faculty in the field of information systems & analytics. His research is in the area of cognitive automation, risk & operation analytics and applications in banking, utilities, logistics, and government. His areas of interest are data visualization; business intelligence; digital design & innovation, emerging technologies like cloud, IoT, virtual and augmented reality. He is an empanelled adviser to the Government of India and Sri Lanka in the area of E-governance policy initiatives. He has served society through various rural education initiatives, community development programs, and students' social projects. He obtained pilot's license and is a professional deep sea diver.



### Prof. Padmini

ACA

CA Padmini Vasanth is a Chartered Accountant practising since a decade and has an accounting advisory firm and audit firm under her wings. She specializes in internal audit, statutory audits and financial reporting incorporating IFRS and IND AS. She believes in the "Campus to Corporate" mantra, which is aimed and specially designed for management graduates, to help them make a smooth transition from the college campus to the corporate office. The skills imparted seek to make the participants introspect, and hone their corporate skills to cope up with the corporate reporting standards and climate.



### Dr. G. V. Kesava Rao

MBA, PGDFM, LL.M. (Research),  
FDPM-IIM-A, C.S., PhD

Dr. Kesava Rao is a qualified Limited Insolvency Professional of IBBI. He holds Ph.D (Finance) in Management. In his experience spanning more than two and half decades, he has held various strategic/academic positions in many institutions of repute, and is associated with C.A., C.M.A. and C.S.institutes as Faculty. His has published/presented research papers and case studies in national and international journals and in various conferences. He is the editor of four books and author of six books, of which five are text books. He is a member on the Board of Studies & Examiners and also a recognized PhD guide for various universities and institutes



### Dr. Arunabala

B.Sc (Psychology), MA,  
PhD (IIT Madras)

Dr. Arunabala comes with 6 years of teaching experience in various academic institutions and 6 years of research experience at IIT Madras. Dr. Aruna is a faculty member in the area of Organizational Behaviour and Human Resource Management. The subjects handled include Organizational Behaviour, Organizational Diagnosis & Development Interventions and Business Research Methods. Her research interests include work place bullying, impact of domestic violence at the workplace and diversity & inclusion. She is in charge of management development programs and coordinates the traveling club.



### Prof. Raghavendra Rao GN

M.Tech, MBA

Deputy Academic Coordinator

A Mechanical Engineer with more than 20 years of industrial experience in Design and Manufacturing verticals in Aerospace/Defence domain, Prof. Raghavendra Rao teaches Operations Management, Supply Chain, and Lean Methods at IBS Bangalore. He did his Master of Technology in Machine Design Engineering. In addition to an Executive MBA, he holds many Certificates and Diplomas in courses such as Industry 4.0, International Sales and Marketing, Project Management, Waste Management and Lean Methods as well as Soft Skills.



### Prof. Susheela Girisaballa

MBA

Prof. Susheela has more than 12 years of teaching experience in the fields of Quantitative Methods, Operations Research, Research Methodology and Operations Management. She has been associated with several institutes of repute, including Defence Services Staff College, CA & ICWA Institutes. To her credit, Susheela has guided several batches of students for Summer Internships and for placements. She has presented research papers at various conferences and has published research papers in national and international journals. She is currently pursuing her PhD from Symbiosis International University, Pune.



### Dr. Priyadarshini S K

M.Sc., Ph.D. (IIT-Madras)

Dr. Priyadarshini holds a PhD in People Management and Organizational Behavior from IIT Madras, and is also a trained psychologist. She is known for her love for entrepreneurship and start-ups. Her associations are with start-ups in the space of Edu-Tech and Sports-Tech. Her greatest passion is in developing people who can make great organizations. She is currently engaged in implementing a pan-India wide training & development program, with a focus on helping school students & young college goers to understand themselves and move towards careers of their choice. She also loves running, reading and animals.

# Faculty Profiles @ BENGALURU



**Prof. P K Chandra Shekar**  
PGDM

Prof. Chandra Shekar is a science graduate with a PGDM in Marketing from XIM, Bhubaneswar. He has three decades of business experience in Sales and Distribution and B2B Business Development. He has worked in large MNCs and start-ups in India and in the Middle East; and in organizations such as ITC Ltd., Aujan Group, Gallup Consulting and Educomp Solutions, which enable him to bring in the practical aspects of business into the classroom. He teaches Business Communication, Managerial Skills Development and General Management courses. He has participated in several national and international conferences in his areas of specialization.



**Prof. Bharathi S Gopal**  
MBA, M.Phil.

Prof. Bharathi S Gopal has been in academics for about two decades. She teaches courses in Marketing. She has designed several courses such as Digital Marketing, Marketing for Non-profits, a course on Women Consumers delivered in VIVES University, Kortrijk, Belgium and a Digital Marketing course at University of Manchester Metropolitan, UK. Prof. Bharathi has developed several case studies and conducted training sessions on case study writing. She has also mentored academicians on the usage of case studies in the classroom. She was nominated by her students for the Best Case Teacher Award conferred by The Case Centre.



**Prof. Anand Srinivasan**  
B.Pharm, PGPEM

Prof. Anand has nearly 20 years of corporate experience, predominantly in the IT Services industry. He was responsible for delivery of projects to clients in a range of industries. He has held positions in Infosys, Wipro, Mind Tree, and TCS, among others. For the last four years, he has been a full-time faculty in management education, teaching a variety of courses in Marketing, Operations, Analytics and Business Communication. He completed the PGPEM from IIM Bangalore and his undergraduate program from BITS Pilani.



**Dr. Girish G P**  
BE, MBA, PhD  
Dean (UG Programs)

An alumnus from the IBS fraternity, Dr. Girish is a Ph.D in Finance & MBA from IBS Hyderabad. He was a visiting scholar at Macquarie University, Australia. He has an experience of 12 years and teaches Finance related courses. Dr. Girish G P is a recipient of prestigious AIMS Ramaswamy P. Aiyar Best Young Teacher Award 2021 conferred by the Association of Indian Management Schools (AIMS) India. Dr. Girish G P is also a recipient of IBSAF Best Faculty Guide Award for 2017 and 2019. He has delivered Keynote Talk in the prestigious International Conference on Innovative Applied Energy (IAPE'19) held in University of Oxford, UK in March 2019. He has consultancy exposure with organizations such as Cognizant Technologies, SeAH Steel - Republic of Korea, Motilal Oswal Financial Services Ltd, Tortoise Advisory LLP, ReNew Power, Climate Connect and for MGNCRE, MHRD, Government of India. He is currently a Reviewer/Guest Referee for various renowned Journals such as Energy Journal (IAEE, USA), Energy Policy (Elsevier, UK), International Journal of Electrical Power and Energy Systems (Elsevier, Netherlands), Energy Strategy Reviews (Elsevier, Netherlands), International Journal of Green Energy (Taylor & Francis, USA), Cogent Business and Management (Cogent OA-Taylor & Francis, UK) and International Journal of Economics and Finance (Canada) and is also a Consulting Editor for ICFAI University Press (IUP) Journal of Applied Finance. Dr. Girish's research interests include Power Markets, Energy Economics, Finance, Renewable Energy and Risk Management.



**Prof. Leena Sidenur**  
B.E, PGDBA (BITS, Pilani)  
Associate Dean & Dy. Academic Coordinator

Prof. Leena Sidenur has been associated with IBS for the past 15 years. She is a B.E. (Computers) from Cummins College of Engineering, Pune and a Post Graduate Diploma in Business Analytics from BITS Pilani. With an industrial experience of 3 years, working on mainframes and vendor software systems and a teaching experience of 16 years, she is currently handling courses like Introduction to Business Analytics, Operations Management, E-business for PGPM students and Business Mathematics to BBA students. She has also handled courses in Information Technology for Executive MBA. She is also the co-editor for the IBS Bangalore newsletter since Nov 2020. Before joining IBS, she did corporate training for Logic Option in database management systems and also worked as a freelance writer for The Times of India. She has also worked for Cummins India Ltd. on proprietary software based on VAX-VMS platform and was actively involved in system study, software design, customer interaction and implementation. Her areas of interest are creative writing and mentoring students. She is a trained Hindustani classical singer and has been a radio artist at Dharwar radio station. She volunteered to teach music to autistic students at Meera school of music therapy.



**Prof. V. Ravichandran**  
M.S (Inf. Tech.), MBA (Finance)

Prof Ravichandran has done M.S (Inf.Tech.) from Bharathidasan University and MBA (Finance) from Anna University. He has professional experience over 30 years - Business Manager in Himalaya Drug Co & Manager in HSBC Wholesale Banking Division (in various risk management position) and for over 8 years in academics as faculty for finance in Business schools. He handled various finance subjects – Financial Derivatives, Portfolio Management, International Financial Management, Alternative Investment and Markets, Advanced Capital Budgeting, Investment Banking, Strategic Financial Management, Project Appraisal & Finance, Advanced Financial Management, Financial Risk Management, Corporate Finance, Treasury Management, Fixed Income Securities, Financial Markets and Institutions.



**Dr. Khalid Ul Islam**  
MFC, M.Com, Ph.D

Dr. Khalid Ul Islam is a Ph.D in financial economics from the Delhi School of Economics (DSE), University of Delhi, Dr Khalid has a masters in finance (MFC), M. Com, and a postgraduate diploma in international business operations (PGDIBO). He has qualified for the national eligibility test (NET) and has been awarded the junior research fellowship (JRF) by the UGC. He has worked as a senior research fellow (SRF) at DSE during his Ph.D. He is also the recipient of the best paper award in the area of finance at the 17th International Business INBUSH Era World Summit-2017. He is a certified mutual fund advisor (AMFI). He has many publications in national and international Scopus, WoS, and ABDC-Ranked journals. His research interests include asset pricing, market efficiency, risk management, and Islamic finance.



**Dr. Pranathi Mohapatra**  
M.Com., PhD  
Finance

Dr. Pranathi is an Assistant Professor in Finance. She teaches Financial Management and Accounts for Managers. Her research interests are in the areas of Corporate Governance, Corporate sustainability, Corporate Governance.



**Dr Rajani Kumari**  
MCA, M Tech. Ph.D

Dr Rajani has done her graduation (BCA) and post-graduation (MCA) from Rajasthan University, Rajasthan. MTech in Data Science from BITS Pilani and Ph.D from Jagannath University in the field of Soft Computing. Her primary research area is Machine Learning and Soft Computing. She has published more than 20 papers in SCI and Scopus-indexed journals and more than 10 papers in UGC Approved Journal. She has a total of 11 years of experience in the teaching field.

