

INDEX

| | |
|--|------------|
| From the Chancellor's Desk ----- | 3 |
| Prof. P. C. Mahalanobis National Award in Official Statistics Award for 2020 ----- | 4 |
| From the Vice Chancellor's Desk ----- | 6 |
| 1. About the University ----- | 8 |
| Introduction ----- | 8 |
| Vision & Mission ----- | 8 |
| Governance ----- | 8 |
| Approvals ----- | 11 |
| Accreditations ----- | 11 |
| Rankings----- | 12 |
| Ratings ----- | 12 |
| Memberships----- | 12 |
| Infrastructure ----- | 13 |
| Biodiversity ----- | 15 |
| Learning Resources----- | 15 |
| 2. Faculties and Programs----- | 17 |
| Faculty of Management – IBS Hyderabad ----- | 17 |
| Economics ----- | 17 |
| Finance and Accounting----- | 20 |
| Human Resources and Soft Skills ----- | 20 |
| Marketing and Strategy ----- | 20 |
| Operations and IT ----- | 20 |
| Faculty of Science & Technology ----- | 21 |
| Faculty of Law----- | 22 |
| ICFAI School of Architecture----- | 23 |
| 3. Cadre Strength----- | 24 |
| 4. Intellectual Capital ----- | 32 |
| Patents ----- | 32 |
| Publications in Peer Reviewed Journals ----- | 34 |
| Case Studies----- | 62 |
| Authored Books ----- | 69 |
| Book Chapters----- | 75 |
| Case Studies Published in International Books ----- | 81 |
| Conferences/Webinars/Seminars ----- | 81 |
| Editorship of Journals ----- | 87 |
| 5. Faculty Seminars ----- | 89 |
| 6. Centres of Excellence ----- | 96 |
| Case Research Centre ----- | 96 |
| IFHE Institution's Innovation Council ----- | 98 |
| Centre for Criminal Law----- | 100 |
| Centre for Intellectual Property Rights ----- | 100 |
| Centre for Cyber Law and Data Protection Law----- | 101 |
| Centre for Environmental and Forest Laws----- | 103 |
| Centre for Management Studies----- | 104 |
| 7. Collaborations ----- | 105 |
| Foreign Collaborations----- | 105 |
| National Collaborations----- | 105 |
| Industry Collaborations----- | 105 |
| 8. Placements ----- | 106 |
| Faculty of Management ----- | 106 |
| Faculty of Science & Technology----- | 106 |
| Faculty of Law----- | 107 |
| 9. Co-curricular/Extra-curricular Activities ----- | 108 |
| 10. Alumni Activities ----- | 114 |
| 11. Funded Research ----- | 116 |
| External Funding----- | 116 |
| Seed Money Projects----- | 117 |
| 12. Consultancy----- | 118 |
| 13. Faculty and Staff Development ----- | 119 |
| ICFAI Staff College ----- | 119 |
| 14. Eminent Visitors and Guest Lectures----- | 120 |
| Faculty of Management ----- | 120 |
| Faculty of Science & Technology----- | 126 |
| Faculty of Law----- | 126 |
| 15. Distinguished Lectures by the Vice Chancellor----- | 127 |
| 16. IFHE in News ----- | 128 |
| 17. Abstracts of Selected Publications----- | 137 |
| Faculty of Management ----- | 137 |
| Faculty of Science & Technology----- | 165 |
| Faculty of Law----- | 169 |
| Award Winning Case Studies in Management----- | 169 |

List of Figures

| | | | |
|--|----|---|----|
| Figure 1: Enrolments in BBA Program----- | 17 | Figure 3: Academic Diversity of Students MBA (Class of 2022)- | 18 |
| Figure 2: Enrolments in BA(Economics) Program----- | 17 | Figure 4: Enrolments in B.Tech Program ----- | 21 |

List of Tables

| | | | |
|--|----|--|-----|
| Table 1: IFHE Campus Details----- | 13 | Table 28: Webinars on Innovation Management----- | 99 |
| Table 2: Academic Infrastructure----- | 13 | Table 29: Webinars on Criminal Law ----- | 100 |
| Table 3: Details of Department-wise Interactive Touch Screen Panels ----- | 16 | Table 30: Webinars on Intellectual Property Rights ----- | 100 |
| Table 4: Geographical Diversity of MBA (Class of 2022) Students ----- | 19 | Table 31: Faculty Development Programs ----- | 101 |
| Table 5: Enrolment in B.Sc Program----- | 22 | Table 32: Workshops/Webinars ----- | 101 |
| Table 6: Enrolment in Integrated B.Sc-B.Tech Dual Degree Program ----- | 22 | Table 33: Webinars on Electronic Evidence in the Criminal Justice System ----- | 103 |
| Table 7: Enrolment in Ph.D Program ----- | 22 | Table 34: Webinars on Environment and Forest Laws ----- | 104 |
| Table 8: Enrolment of Student in Law Programs----- | 22 | Table 35: Webinars Organized by CMS ----- | 104 |
| Table 9: Enrolment of Students in B.Arch Program----- | 23 | Table 36: Specialization-wise break-up of placed students----- | 106 |
| Table 10: Cadre Strength – IFHE----- | 24 | Table 37: Sector-wise break up of Placements ----- | 106 |
| Table 11: List of Faculty Members ----- | 24 | Table 38: Faculty of Science & Technology Placements ----- | 106 |
| Table 12: International Patents Granted----- | 32 | Table 39: Faculty of Law Placements ----- | 107 |
| Table 13: Patent Applications Published ----- | 32 | Table 40: Student Activities ----- | 108 |
| Table 14: Patent Application Filed----- | 33 | Table 41: Student Seminars ----- | 108 |
| Table 15: Summary of the Publications ----- | 34 | Table 42: Technology Innovation Projects----- | 109 |
| Table 16: List of Publications in Peer Reviewed Journals ----- | 34 | Table 43: Guest Lectures----- | 110 |
| Table 17: Case Studies Published with Teaching Note----- | 62 | Table 44: Prominent Participants in UTSAV ----- | 114 |
| Table 18: Case Studies Published Without Teaching Notes----- | 68 | Table 45: Resource Persons for MOCK GD-PI Sessions ----- | 114 |
| Table 19: Summary of Authored Books ----- | 69 | Table 46: Resource Persons for CONFLUX----- | 115 |
| Table 20: List of Authored Books ----- | 69 | Table 47: Proposals Submitted for External Funding ----- | 116 |
| Table 21: Book Chapters ----- | 75 | Table 48: Seed Money Sanctioned During the Period 2020-21 | 117 |
| Table 22: Case Studies Published in International Books----- | 81 | Table 49: Management Development Programs ----- | 118 |
| Table 23: Papers presented in International and National Conferences ----- | 81 | Table 50: Faculty Development Programs ----- | 119 |
| Table 24: Journals Listed in Scopus/ABDC/UGC-CARE----- | 87 | Table 51: Eminent Visitors to IFHE ----- | 120 |
| Table 25: Peer Reviewed Journals----- | 87 | Table 52: Guest Lectures Organized by Departments ----- | 120 |
| Table 26: Magazines----- | 89 | Table 53: Guest Lectures Organized by Faculty of Science & Technology ----- | 126 |
| Table 27: Lists of Faculty Seminars----- | 89 | Table 54: Guest Lectures Organized by Faculty of Law----- | 126 |
| | | Table 55: List of Media Coverage of Selected Events----- | 128 |

Message from the Chancellor



Greetings

On behalf of The ICFAI Foundation for Higher Education, I greet all of you.

IFHE has lived up to the original vision of the founder, late Shri N J Yasaswy. It has tried to maintain very high standards in terms of the various programs it offers. The flagship, ICFAI Business School (IBS) ranks among the top institutions in the country.

The University has evolved into an institution that grooms its students into innovative and ethically grounded individuals, capable of managing change in a globally competitive environment. It has a sprawling 91 acres campus which is abuzz with academic, co-curricular and extra-curricular activities. The placement record of the graduating students has been impressive.

The University is also dedicated to quality research. Particular mention needs to be made of the Ph.D Program in Management of the University which is unique and has a blend of the American and Indian practices. The work carried out by the University in the area of development of case studies in business is laudable.

Over the twelve years of its existence IFHE has grown in size and offers several courses in the Faculties of Management, Science & Technology, Law and Architecture.

In the world of today, competition in any field is competition in knowledge. Achieving world class excellence will therefore be the dominant goal of IFHE.

C. Rangarajan

Chancellor

Prof. P. C. Mahalanobis National Award in Official Statistics for 2020

The First Prof. P. C. Mahalanobis National Award in Official Statistics

Dr. Chakravarthi Rangarajan has been conferred the P C Mahalanobis National Award in Official Statistics for 2020 in Lifetime Achievement category.

Dr. Chakravarthi Rangarajan, the Chancellor of the ICFAI Foundation for Higher Education (IFHE), Hyderabad and former Governor, Reserve Bank of India, was conferred the first 'Prof. P C Mahalanobis Award in Official Statistics' for his numerous distinguished and outstanding contributions to the National Statistical System in India.

In order to promote excellence and recognizing outstanding contribution made by the Statisticians, the Ministry of Statistics and Programme Implementation (MoSPI) has instituted the new award 'Prof. P C Mahalanobis Award in Official Statistics' for recognizing outstanding achievement of official statisticians in Central Government, State/UT Governments and institutions.

The award was given at a function held in virtual mode on the Statistics Day, June 29, celebrated every year on the birth anniversary of Prof. Prasanta Chandra Mahalanobis, in recognition of his invaluable contribution in establishing the National Statistical System.

The Statistical Day and the award ceremony were conducted through video conferencing and was addressed by Rao Inderjit Singh, Union Minister of State (Independent Charge) of Ministry of Statistics and Programme Implementation (MoSPI).

The citation is presented in the following page.



Government of India

Ministry of Statistics & Programme Implementation



PROF. P. C. MAHALANOBIS NATIONAL AWARD IN OFFICIAL STATISTICS, 2020

Dr. Chakravarthi Rangarajan



In order to promote excellence and recognizing outstanding contributions made by the Statisticians in the area of Official/Administrative Statistics in India, the Ministry of Statistics & Programme Implementation, Government of India has instituted 'Prof. P. C. Mahalanobis National Award in Official Statistics'.

Prof. P. C. Mahalanobis National Award in Official Statistics 2020, in lifetime achievement category, is presented to Dr. Chakravarthi Rangarajan for his lifetime achievement and contribution to the National Statistical System in India.

Dr. Chakravarthi Rangarajan, is one of the leading economists of India. Born in 1932, Dr. Rangarajan has an illustrious career and has several distinctions and honours to his credit. He holds Ph.D. in Economics from University of Pennsylvania, USA. Dr. Chakravarthi Rangarajan started his career as a teacher and taught at many Universities and Institutions, both in India and abroad. He has also held a number of important administrative positions such as Deputy Governor, Reserve Bank of India; Governor of Reserve Bank of India; Member, Planning Commission; Governor of Andhra Pradesh; Member, Tenth Finance Commission; Chairman, Twelfth Finance Commission, Member of Parliament (Rajya Sabha) and Chairman, Prime Minister's Economic Advisory Council. He was awarded Padma Vibhushan in 2002.

Dr. Rangarajan was also the Chairman of the National Statistical Commission, which was set up by the Government in January 2000 to critically examine the deficiencies in the statistical system and to recommend measures for its systematic reforms. The Commission, popularly known as Rangarajan Commission, in its report submitted to the Government in September 2001, made several far reaching recommendations and laid the foundation and paved the way for a holistic reform of the Indian national statistical system.

The Rangarajan Commission underlined the need to improve the credibility, timeliness and adequacy aspects of the Indian Statistical System, its products and processes. It recommended a five-fold approach: reform in the administrative structure of the Indian Statistical System; upgrading its infrastructure to ensure autonomy, improvement in system of data collection; explore and exploit alternative techniques for collecting and using statistics; identification of new data series that may be necessary to keep pace with the changes in socio-economic sectors; and evolving appropriate methodologies for collection, analysis and presentation of data for both contemporary and emerging data requirements.

The recommendations of the Rangarajan Commission were accepted by the Government and the Ministry of Statistics & Programme Implementation initiated the reform process in a mission mode. Implementation of the recommendations laid focus on maintaining high standards in the statistical products and processes; aligning national standards and methodologies with international ones; reorient processes and priorities in official statistics in tune with the changes in the technological and economic environment; collect, coordinate, collate and disseminate credible and timely statistics for informed decision making and debate within and outside the Government; and promote human resource development in the official statistics and encourage research and development in theoretical and applied statistics.

In the recognition of his numerous distinguished and outstanding contributions to the Indian Statistical System, Prof. P. C. Mahalanobis National Award in Official Statistics, in lifetime achievement category, for 2020, is hereby bestowed upon Dr. Chakravarthi Rangarajan.

(Rao Inderjit Singh)
Minister of State (Independent Charge) for Statistics
and Programme Implementation
Government of India

New Delhi
Dated the 29th June, 2020

Message from the Vice Chancellor



Greetings

It is my privilege to present to you the Annual Report of the ICFAI Foundation for Higher Education, a deemed to be University u/s 3 of the UGC Act, 1956, for 2020-21. The report covers the activities of the University for the period April 01, 2020 to March 31, 2021. This is IFHE's Twelfth Full Academic Year of operations after it was declared as a deemed to be University in December 2008.

The deemed to be University has been granted autonomy by UGC/MHRD. We are one of the 52 Universities in the country who have been bestowed with this distinction.

Our MBA and B.Tech programs were approved by AICTE for the Academic Year 2020-21 and 2021-2022.

The University Grants Commission (UGC) has included the University under Section 12(B) of the UGC Act, 1956. The UGC also granted off-campus centre at Bengaluru based on the recommendations of UGC Expert Committee after on site visit on December 25 and 26, 2019.

The Business School of the University has been ranked 25th under the Management Category by The National Institutional Ranking Framework (NIRF- 2020). It was ranked 26th during the previous year.

IBS Hyderabad received the Association to Advance Collegiate Schools of Business (AACSB International) Accreditation on February 13, 2020 for the three Programs – BBA, MBA, and Ph.D.

The South Asian Quality Assurance System (SAQS), Association of Management Development Institutions in South Asia (AMDISA) re-re-accredited the B-School for five more years i.e. August 2020-September 2025 period). The B-School was the first in Asia to be accredited by SAQS in 2006.

The University has been ranked 9th by the Education World among the private universities in India for the year 2021.

IBS Hyderabad, the B-School of the University was ranked 7th among private B-Schools in India by the Education World for the year 2021.

IBS Hyderabad, the B-School of the University was ranked 8th among private B-Schools by Careers 360 for the year 2021.

The BBA Program offered by the University was ranked 21st among BBA colleges, by India Today College Ranks 2021.

ICFAI Law School has been ranked 25th among Law colleges and 8th among private law institutes, by India Today College Ranks 2021.

During the academic year, the University was awarded two international patents and twenty three patent applications were published and one application was filed for patent in India. The faculty members and research scholars have published 320 research papers in reputed journals. Of these, 194 are in Scopus listed journals and 25 in Web of Science listed journals. Twenty three are in A* and A Australian Business Deans Council (ABDC) Journal Quality List and 112 in other Category of ABDC and 65 are in other journals. The university published 271 cases with teaching notes and 4 without teaching notes.

Further, the faculty members have authored 171 books and 163 chapters in books. Four case studies were published in International textbooks. In addition, 62 Conference Papers in reputed international and national conferences have been presented. Also, the faculty members and doctoral students have presented 212 seminars in different departments, based on their current work. The revised version of these seminar papers usually gets published in due course in research journals.

This is the practice to promote research in the University. In addition, 15 faculty members are contributing as editors of 15 journals published by IUP in the areas of Management, Engineering, and Law.

The University sanctioned ₹23.71 lakh toward 12 Seed Money Projects. The idea of Seed Money Projects is that they will result in bigger research projects from external sources at a later date. The research in these projects is in the areas of Hybrid Polymers, Medical Supply Chain, Healthcare, Digital Payments, Medical Tourism, MSMEs.

The University has a strong industry interface through Management Development Programs for the public and private sectors and the government. During the Covid Pandemic, we offered 6 Management Development Programs (MDPs) consisting of 440 participant days in virtual mode.

Several distinguished personalities have visited our campus to professionally enrich our students and faculty by their inspiring lectures. These eminent visitors include: Mr. Fumiko Takeda, Associate professor, University of Tokyo, Prof. S Mahendra Dev, Director & Vice Chancellor, Indira Gandhi Institute of development Research, Prof. R. Natarajan, Former Chairman, All India Council for Technical Education and Former Director, IIT Madras, Prof. R. P. Kaushik, Former Ambassador of India to Turkmenistan Former Member, UGC and Former Professor, JNU, New Delhi, Mr. Ravi Kant, Chief Executive Officer & Founder, Innovation Spark Asia.

The Ninth N J Yasaswy Memorial Lecture was delivered by Prof. Jagdish Sheth, The Charles H. Kellstadt Professor of Marketing, the Goizueta Business School, Emory University,

Atlanta, USA, in virtual mode. The lecture was presided over by Dr C. Rangarajan, Chancellor of the University. The topic of the lecture was 'India in the New World Order'.

The Eleventh Foundation Day Lecture was delivered by Dr. Venu Srinivasan, Chairman, Sundaram Clayton Group, on January 22, 2021 in virtual mode. The lecture was presided over by Dr C. Rangarajan, Chancellor of the University. The topic of the lecture was 'Living in the World of Exponential Technology and Digitalization.'

The details of my endorsements stated herein and various other activities can be found in the following pages under various categories.

The financials of the University in terms of funding, operations, income and expenditure are fairly good and well managed by a team of experienced and qualified finance personnel.

I wish to express my deep sense of gratitude to the UGC, AICTE and the Ministry of Education (MoE), Government of India, for their constant support in the management of our institution. We have benefited immensely from the vision of our Chancellor Dr. C Rangarajan, to whom we are grateful. We thank the Members of the Board of Management, Academic Council, Finance Committee, Planning and Monitoring Board and Boards of Studies of the University, as well as the students and their parents, the faculty and support staff and the recruiters for their valuable contributions in making this University a renowned one. Our efforts in this direction are part of a continuous process.

J Mahender Reddy

Vice Chancellor



1. About the University

1. Introduction

The ICFAI Foundation for Higher Education (IFHE), a registered Trust, was established by the ICFAI Society (Formerly Institute of Chartered Financial Analysts of India (ICFAI), Hyderabad), a not-for-profit educational society registered in 1984 under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350F (Act I of 1350F), with the main objective of imparting high-quality education. IFHE became a deemed-to-be-University under Section 3 of the UGC Act, 1956, in December 2008, with IBS Hyderabad as its constituent. The deemed-to-be-University has been granted autonomy by UGC/MHRD. We are one of the 52 Universities in the country who have been bestowed with this distinction. The graded autonomy was accorded owing to our NAAC Score of 3.43 out of 4.

During the year 2010-11, the UGC, vide its Notification No. F.6-42/2005(CPP-I) dated May 26, 2010, granted approval for the starting of the Faculty of Science & Technology and the Faculty of Law in the University's campus. A five-member expert committee constituted by UGC under the Chairman, Prof. Pratapsingh Chauhan visited the campus, during January 21-22, 2020, to assess the university, for including it under 12-B of UGC Act, 1956. In May 2020 the UGC ratified the recommendations of the Committee and included the deemed-to-be-University under Section 12B of the UGC Act, 1956. The institute received extension of approval from AICTE for conducting campus programs in Management, Engineering and Dual/Integrated courses for the Academic Year 2021-22. It also received approval from AICTE to conduct Online and Open and Distance Learning (ODL) in Masters in Management.

In its twelfth full year of operations, the University has been growing from strength to strength by virtue of the dedicated efforts of the faculty members, professional staff and students to achieve innovation and excellence and remain at the forefront of higher education.

2. Vision & Mission

The vision of the University is to emerge as an institution of excellence known for research, teaching and practice.

The mission of the University is 'Learning for Leadership'. It aims at developing a cadre of professionals possessing specialized skills having a sense of social and moral responsibility and the ability to address problems from a broader perspective.

3. Governance

IFHE is professionally managed. All the statutory bodies are independent and are not subject to any interference from the sponsoring body. They meet regularly to review the operations of the University. Issues pertaining to institutional development, long-term strategies, programs to be developed, human resources, staff recruitment, training and development and financial matters are discussed at these meetings. Appropriate decisions are taken and guidelines given for their implementation with the objective of achieving academic excellence and leadership.



Officers of the University

| | | |
|------|------------------------|--|
| i. | Chancellor | Dr. C Rangarajan (Since November 2015) Chairman, Madras School of Economics; Former Chairman, Economic Advisory Council to the Prime Minister; Former Member, the Rajya Sabha Former President, the Indian Economic Association and Former President, the Indian Econometric Society; Former Chairman, the National Statistical Commission and Former Governor, Reserve Bank of India. |
| ii. | Vice Chancellor | Dr. J Mahender Reddy |
| iii. | Registrar | Dr. S Vijayalakshmi |
| iv. | Finance Officer | Ms. Ratnabhanu |

Authorities of the University

The major decision-making authorities of the University are:

| | | |
|------|--|---|
| I. | Board of Management | The Board of Management is the principal executive body vested with the power to manage and administer all affairs including revenue and properties, as well as administration of the University. |
| II. | Academic Council | The Academic Council is the principal academic body responsible for maintaining standards of education in teaching, training, research and examinations of the University. |
| III. | Finance Committee | The Finance Committee monitors all financial matters and advises the Board of Management on effective financial management of the University. |
| IV. | Planning & Monitoring Board | The Planning & Monitoring Board is the principal planning body of the University and is responsible for monitoring the development programs of the University. |

In addition to these statutory bodies, there is a Board of Studies in every faculty which takes care of curriculum review, new course offerings, case studies and the organization of conferences, seminars and workshops.

Members of the Board of Management

| | | |
|---|---|--|
| I | Chairman | Dr. J Mahender Reddy, Vice Chancellor (<i>In-charge</i>) |
| 2 | Two Deans of Faculties | Prof. A V Narsimha Rao, Director, Faculty of Law Dr. M Srinivasa Reddy, Director, Faculty of Science & Technology (<i>up to September 10, 2021</i>) Prof. C S Shylajan, Dean, Faculty of Management (<i>w.e.f. October 07, 2021</i>) |
| 3 | Three eminent academics appointed by the Chancellor from among persons unconnected with the IFHE as well as the Sponsoring body | Prof. V N Rajasekharan Pillai, Former Chairman, UGC, Executive Director, NAAC Prof. Kavil Ramachandran, Professor and Executive Director, Thomas Schmidheiny Centre for Family Enterprise, Indian School of Business Prof. T Thirupati Rao, Chancellor, Manipur University, Former Vice Chancellor, Osmania University |
| 4 | Two teachers of the IFHE, one each from among the cadres of Professors and Associate Professors, to be appointed by rotation based on inter-se seniority | Prof. C S Shylajan (<i>up to August 07, 2021</i>) Asso. Prof. T S R K Rao (<i>up to September 10, 2021</i>) Prof. Sashikala P (<i>w.e.f. October 07, 2021</i>) Asso. Prof. Madhavi G (<i>w.e.f. October 07, 2021</i>) |
| 5 | Nominees of the Sponsoring body, not exceeding Four in number | Prof. R P Kaushik, Former Ambassador of India to Turkmenistan, Former Member, UGC and Former Professor, JNU, New Delhi Prof. S Raghunath, Professor, Indian Institute of Management, Bangalore. Dr. S Kishore Kumar, Technical Advisor, NDRF, Inst. of Engineers, Bangalore, Member, Board of Governors, IIT Madras, Former DRDO Fellow, GTRE, Bangalore (<i>w.e.f. October 07, 2021</i>) Dr. A V Vedpuriswar, Former Senior Director, Cognizant (<i>w.e.f. October 07, 2021</i>) |
| 6 | The Registrar - Secretary | Prof. Dr. S Vijaya Lakshmi |

Members of the Academic Council

The Academic Council shall meet as often as may be necessary but not less than three times during a academic year.

| | | |
|---|---|--|
| 1 | Ex-Officio Chairman | Dr. J. Mahender Reddy, Vice-Chancellor |
| 2 | Pro-Vice Chancellor | Late Dr. S V. Seshaiah (April 1, 2020 – August 18, 2020) |
| Director/Deans of Faculties – Ex Officio Members | | |
| 1 | Director, Faculty of Science & Technology | Dr. M. Srinivasa Reddy |
| 2 | Director, Faculty of Law | Dr. A. V. Narsimha Rao |
| 3 | Director, Case Research Centre | Late Dr. Debapratim Purakayastha (up to May 7, 2021) |
| 4 | Director, Placements | Prof. Cheedi Srinivas |
| 5 | Dean, Accreditations | Prof. T. S. R. K. Rao |
| 6 | Dean, Academics, IBS Hyderabad | Dr. C. S. Shylajan |
| Heads of Departments - Ex Officio Members | | |
| 1. | Head of Department -Economics | Dr. T. Koti Reddy |
| 2. | Head of Department - Finance | Dr. D.Satish |
| 3. | Head of Department- HR | Dr. M.Sitamma |
| 4. | Head of Department -Marketing | Dr.K. S. Venugopal Rao |
| 5. | Head of Department - Operations and IT | Dr. Samyadeep Chakraborty |
| 6. | Head of Department- Soft Skills | Prof. Mahesh Kumar Soma |
| 7. | Head of Department - Physical Sciences | Dr. S. Sree Ranjani |
| 8. | Head of Department - Mathematics | Dr. G. Sudhaamsh Mohan Reddy |
| 9. | Head of Department- Mechatronics Engineering | Dr. Appala Tharakeshwar |
| 10. | Head of Department- Electronics and Communications | Prof. Syeed Shakeel Hashmi |
| 11. | Head of Department- CSE and DS&AI | Prof. Balamurali |
| 12. | Head of Department - Civil Engineering | Prof. Veereshwara Sarma Ivaturi |
| 13. | Head of Department - CAHU (Computer Aided Housekeeping Unit) | Prof. Sayaji Hande |
| 14. | Head of Department- Academic Instructions | Prof. K. Kishore Kumar |
| 15. | Head of Department- Academic registrations | Dr. Sudheer |
| 16. | Convenor- Research Committee- FST | Dr. Elizabeth Zacharias |
| 17. | Convenor –ICFAI Staff College | Dr. M. Bhaskara Rao |
| 18. | Convenor, Research Committee,IFHE | Prof. Sindhuja Menon |
| 19. | Principal, School of Architecture | Prof. V. V. L. Narasimham |
| 20. | Ten Professors, other than the Heads of the Departments, by rotation based on inter-se seniority for a term of two years | Dr. P Sashikala Dr. Nasina Jigeesh Dr. Vishal Mishra Dr. PM Vighneswara Swamy Dr. Varanasi Hemalatha Devi Dr. Yaddala Pratap Reddy Prof. P Venkata Ramana Dr. Late A. Srinivasa Rao (upto February 14, 2021) Dr. Sanjay Fuloria |
| 21. | Two Associate Professors from the Departments, other than the Heads of the Departments, by Rotation based on inter-se seniority for a period of two years | Prof. C. Padmavathi Prof. Garikaparthi Madhavi |
| 22. | Two Assistant Professors from the Departments, other than the Heads of the Departments, by Rotation based on inter-se seniority for a period of two years | Prof. C. Anita Dr. A. Chandrasekhar |
| 23. | Three persons from amongst educationists of repute who are not in the service of the institution nominated by the Vice-Chancellor | Dr. S. Raghunath, India Chapter Chair, The Academy of International Business; Member, Board of Directors, National Venture Capital Fund, Cloud Computing and Innovation Council of India, Spire Technologies, K Two Technologies, IOCL and MECL. Former Dean Administration, IIM-Bangalore (2011 - 2014). Dr. M. S. Shunmugam, Professor (Emeritus), IIT, Madras. Dr. P Krishna Deva Rao,Vice-Chancellor, National Law University Delhi (September 2020 - Present), Former Vice-Chancellor, National Law University, Cuttack |
| 24. | The Controller of Examination shall be the permanent invitee to the meetings of the Academic Council. | Prof. L. Shridharan |

| | | |
|--------------------|--|--|
| 25. | Three persons who are not teachers, co-opted by the Academic Council for their specialized Knowledge | Mr. Devendra Surana, Economist; Managing Director, Bhagyanagar India Limited; Director, Surana Ventures Limited and Surana Group of Companies. Mr. Dinesh Koka, Co-founder and CEO, Onward Assist. Mr. Yaswanth Rama Murthy, Practicing Architect. |
| 26. | Permanent Invitees | Dr. R. Vaidya Nathan, former Professor in Finance and Control Area and former Dean, IIM (B). Dr. Haragopal Reddy, former Vice Chancellor, Acharya Nagarjuna University, Guntur. Dr. Bhanoji Rao, Adjunct Professor, Institute of Water Policy, Lee Kuan Yew School of Public Policy, NUS, Singapore. Dr. V. Nagi Reddy, former Professor IIM-C. Dr. K. Pratap Reddy, former Director, IRMA, Anand. |
| Member - Secretary | | Dr. S. Vijayalakshmi, Registrar |

The Academic Council shall meet at least three times a year.

Finance Committee

| | | |
|----|--|--|
| I. | Chairman | Dr. J. Mahender Reddy, Vice Chancellor |
| 2. | One nominee of the Trust | Late Shri. E. N. Murthy (till April 21, 2021) |
| 3. | Two Nominees of the Board of Management, one of whom shall be a member of the Board | Dr. S. Vijayalakshmi, Registrar Prof. T. S. R. K. Rao, Dean, Accreditations |
| 4. | A representative of the Central Government | Nomination awaited |
| 5. | A representative of the State Government, in case IFHE is receiving grants from the State Government | Not Applicable |
| 6. | Member Secretary | Ms. Ratnabhanu, Finance Officer |

The Finance Committee shall meet at least twice a year.

Planning & Monitoring Board

| | | |
|----|--|--|
| I. | Chairman | Dr. J Mahender Reddy, Vice-Chancellor |
| 2. | Internal members | Dr. M. Srinivasa Reddy Dr. Elizabeth Zacharias Dr. A. V. Narsimha Rao Dr. C. S. Shylajan Prof. T. S. R. K. Rao |
| 3. | Three eminent experts from outside, including one nominee of the UGC | Dr. Uday B. Desai, Former Director, IIT, Hyderabad. Dr. Kavil Ramachandran, Thomas Schmidheiny Chair Professor of Family Business and Wealth Management, Clinical Professor, Indian School of Business, Hyderabad. Dr. Jagdish Narayan Mishra, Former Professor, University of Allahabad (UGC Nominee) |
| 4. | Member Secretary | Dr. S. Vijayalakshmi, Registrar |

The Planning and Monitoring Board shall meet at least twice a year.

Statutory Approvals

Graded Autonomy

The UGC granted the autonomous status and graded the deemed-to-be-University as Category II. IFHE is one among the 52 Universities in the Country to receive autonomous status.

12-B Status

The UGC granted Section 12(B) status to the University in 2020.

AICTE Approval 2021-22

For the fourth consecutive year, IFHE participated in the AICTE Approval Process and received Extension of Approval for Management and Engineering Programs for the Academic Year 2021-22.

Accreditations

NAAC

The University was accredited by NAAC with an 'A+' Grade with a CGPA of 3.43 out of 4.00.

AACSB

IBS Hyderabad was accredited by the Association to Advance Collegiate Schools of Business (AACSB) Accreditation in February 2020 for all the three Programs offered by the B-School viz., BBA, MBA, and PhD. The coveted AACSB accreditation is considered as the gold standard of quality education for business education worldwide. The B-School has also received commendation from the Executive Vice president and Chief Accreditation Officer of AACSB international, Stephanie M Bryant for achieving excellence in all areas including teaching, research & curricula development.

SAQS

The B-School was re-re-accredited by South Asian Quality Systems (SAQS), Association of Management Development Institutions of South Asia (AMDISA) for five more years from August 2020. The B-School was one of the first B-Schools in Asia to be accredited by SAQS, in 2006 and re-accredited in 2012.

Rankings

NIRF India Rankings 2020

The University has been ranked 25th under the Management Category by NIRF for the year 2020.

Education World

The University has been ranked 9th by the Education World among the private universities in India for the year 2021.

IBS Hyderabad, the B-School of the university was ranked 7th among private B-Schools in India by the Education World for the year 2021.

Careers 360

IBS Hyderabad, the B-School of the university was ranked 8th among private B-Schools by Careers 360 for the year 2021.

India Today College Ranks 2021

The BBA Program offered by the University was ranked 21st among BBA colleges, by India Today College Ranks 2021.

ICFAI Law School has been ranked 25th among Law colleges and 8th among private law institutes, by India Today College Ranks 2021.

Ratings

CRISIL, ICRA

Two of the leading rating agencies in India, CRISIL (part of Standard & Poor) and ICRA (Part of Moody's), have been grading B-Schools. IBS Hyderabad has received a grade of A** at the national level and A*** at the state level from CRISIL. The grades indicate high academic standards. The B-School also received a grading of EBIN at the national level and EBIT at the state level from ICRA. The grades indicate that the institution has resources and processes that can deliver highest quality of management education.

Memberships

1. The University is a member of the Association of Indian Universities and a member of the London-based, Association of Commonwealth Universities.
2. Faculty of Law is a Member of International Association of Law Schools (USA).



Infrastructure

The University located on a sprawling 91 acre campus is endowed with the best of facilities to enhance the quality of teaching and learning process. State-of-the-art infrastructure is available at the Campus to meet the requirements of the programs conducted.

a. Academic Complex: The entire academic area of the University including Faculty of Management, Faculty of Science & Technology, Faculty of Law and ICFAI School of Architecture consisting of more than 17 lakh sq.ft of built-up area, is centrally air-conditioned, networked on LAN and Wi-Fi and supported with audio, projector and smart board facilities. Details of physical infrastructure of the campus are provided in Table 1. Details of academic infrastructure are furnished in Table 2.

| Table I: IFHE Campus Details | | |
|-------------------------------------|--|------------------|
| Infrastructure & Learning resources | (in Sq.ft.) | |
| | Campus Area | 91 Acres |
| | Total Built Up Area | 17,52,605 |
| | Academic area | 3,95,637 |
| | Hostels (Boys) area | 5,91,881 |
| | Hostels (Girls) area | 5,00,580 |
| | Library area | 46,221 |
| | Sports & Recreation area | 73,178 |
| | Clinic area | 4,100 |
| | Guest house area | 21,689 |
| | Mess area | 53,820 |
| | Auxiliary (Chilling plant, substation etc.) area | 65,499 |

| Table 2: Academic Infrastructure | |
|----------------------------------|---------|
| Type of facility | Numbers |
| Classrooms | 81 |
| Lecture Theatre's | 16 |
| Faculty rooms & cubicles | 237 |
| Discussion Rooms | 15 |
| Conference Halls | 6 |
| Seminar Halls | 4 |
| Computer Centers | 1 |
| Computer Labs | 7 |
| Auditoria | 2 |
| Laboratories & Workshops | 32 |
| Library Halls | 3 |
| Drawing Hall | 1 |

In addition to these, meeting rooms, administrative offices, academic office, student support services office, career management center, etc. The entire academic area is Wi-Fi enabled.

Hostel & Mess facilities: The University offers hostel facilities for 1,826 boys and 1,725 girls with single and dual sharing accommodation with 24 hours hot water through solar water heaters and regular water for use. RO plants provide drinking water, which is made available in the hostels through water coolers. The hostel complexes are networked with 24-hour internet facility and furnished with TVs, washing machines, water dispensers, etc.

Both the boys and girls hostels are provided with late night cafés for the use of the students during late hours.



Two separate dining complexes with six dining halls are provided to cater to the students, faculty members, and non-teaching staff for breakfast, lunch, evening snacks and dinner. These are fully equipped with modern kitchen equipment. Each dining complex has the capacity to seat approximately 700 students at a time. In addition, two pay and eat a la carte cafeterias are also available.

b. Faculty Accommodation: Twenty-one residential quarters are available for faculty members.

c. Administrative Office: The administrative office looks after security and safety and the maintenance of the premises and equipment. It acquires physical resources and organizes events, seminars and conferences. It also provides support to the academics office for the conduct of classes, examinations and other academic processes. It ensures that all facilities and equipment are working and they are repaired immediately.

The administrative staff maintain records of utilization of facilities and submit monthly report to the head of the campus on usage of facilities and equipment. Maintenance of critical equipment is contracted to the manufacturers of the equipment.

d. Accounts Office: The accounts office deals with matters such as collection of fees from the students, disbursement of scholarships, settlement of bills for goods and services purchased and operation of bank accounts. The accounts office is headed by Finance Officer and is supported by assistants. The accounts office is provided with computers with accounting software. Most of the accounting operations are computerized.

e. Clinic: The University has a two bedded clinic manned by three full-time doctors with a Resident Medical Officer and five nurses. Medical facilities are available 24x7 on the Campus. The doctors attend to the health needs of the students, the faculty members and the staff members. The clinic has basic medical equipment and supporting facilities and equipment. For referral as well as major health issues, IFHE has arrangements with corporate hospitals. For medical emergencies, two ambulances with four drivers are available round the clock. The doctors are provided with a PC and telephone for monitoring the health of the students and to communicate with their parents, if necessary. They maintain a database of all cases which helps them to access the medical history of the students when they come for subsequent visits.

f. Games, Sports and Recreation Facilities: The University has a common recreation room where students and staff can meet and play indoor games. The recreation rooms are equipped with chess boards, carrom boards, table tennis and separate gyms for boys and girls. The indoor stadium has facilities for squash and badminton. The University has a multipurpose playground, as well as a ground for football and cricket. The ground is equipped for various outdoor sports activities including volleyball, basketball, tennis and badminton. The students are provided sports equipment when they organize inter-class/inter-college competitions. There is an Olympic size swimming pool of international standards with lifeguards standing by. These facilities are for the use of students,

faculty and staff members. The University also has facilities for Salsa, Art of Living, Karate and Practicing Yoga.

Music room with all musical instruments is made available to all students.

g. Photocopying and Printing Facilities: IFHE provides on campus photocopying and printing facilities. A separate facility is provided for the students within the hostels. Similarly, students and the faculty also have access to document scanning and CD writing facilities.

h. Intranet: IFHE, with its Wi-Fi enabled campus, uses IT in a big way. It uses IT for planning and dissemination of information. IFHE has developed an intranet that is helping it organize its operations more effectively and efficiently. The intranet is helping to provide better services to students and facilitates better utilization of the University's resources.

i. IT facilities: IFHE places great emphasis on the use of IT for teaching-learning and in its operations. It has deployed modern IT hardware and software on campus. IFHE constantly upgrades its IT infrastructure to provide the state-of-art facilities for students and employees.

j. Wi-Fi Network: The entire campus is Wi-Fi enabled. The total number of Wi-Fi's installed is 1045. Three core switches, thirteen distribution switches, 120 access level switches, 120 extreme switches POE and thirty switches are also installed for covering the shadow areas (corner rooms). The network bandwidth is 3.2 GBPS. The CMD guest house is Wi-Fi enabled.

k. Server details: Twenty servers have been installed at centralized locations on the campus. UTM up-gradation is completed successfully.

l. Computing Facilities: The University has more than 1,322 computers for students use. Most of the computers are high-end with Core i5 and i7 processors. The servers are of HP, IBM & Sun make. Thirty one PC's are installed in the Library, 45 PCs for administrative office, 288 PCs for the faculty members and 92 PCs in the language lab are provided. The other hardware in the computer centers campus includes CD/DVD Writers, Backup DAT Drives, Data Modems, Scanners, DeskJet Printers, Network Printers and LaserJet Printers.

The Operating Systems used on the campus are Windows 7 Pro, Windows 8, 8.1 and 10 Professional. Server Operating Systems: Windows 2010 Server, Red Hat Linux 9 and Solaris 5.0.

The computers, provided to the faculty and staff are provided with standard office productivity software.

The application software available on the campus includes MS Office 2010 and 2013, Acrobat Reader 10.0, WinZip 8.0, FrontPage 2006, SQL Server and Client, Adobe Photoshop, Adobe Page Maker, Macro Media Flash, Tally and Focus. IFHE also has statistical/simulation software tools like Prowess, SPSS, SAS and Rational Rose which students and faculty use for their research and analysis work.

IFHE has academic alliances with several computer software companies like Microsoft Corporation, IBM, SAS Institute, SAP, Micro World and Adobe.

m. Energy: Generator: The University has full power supply from the public utility services as well as two generators with complete back-up facility of more than 2,000 KVA.

Usage of Solar Energy: Solar panels, installed at various places within the campus, are used to power solar water heaters. The entire hot water requirement in the hostels and mess is met through these heaters.

Conservation of Power: The Academic blocks and libraries are planned architecturally to get natural light during the daytime and are well illuminated. This has ensured that there is no wastage of power.

n. Water Supply: The University has water supply from the Hyderabad Metro water supply department as well as a back-up of underground water resource through 25 bore wells and a sump to store 4,00,000 liters of water to be used at any time on the campus.

The bore wells are in working condition discharging sufficient water.

Reverse Osmosis (RO) Water Treatment: The underground water is treated in the RO plant to make it potable for drinking.

Sewerage Treatment Plant (STP): The University has a Sewerage Treatment Plant which has been upgraded to treat 1,000 KLD of waste water. The sewerage is treated and water is used for watering the plants on the campus.

o. Transport: To cater to increasing number of students as well as faculty and staff members, in addition to the buses outsourced, three additional buses of IFHE are deployed.

Biodiversity

About 70% of the area (65 acres) is devoted to biological diversity with 55% for flora and grass, 10% for fauna and 5% for human beings. They co-exist in a happy and symbiotic relationship. Infrastructure and buildings account for 20%; roads and green pathways constitute 5% and another 5% is for grounds and facilities (for sports and recreation).

Learning Resources

The University has a central library 'Sri N J Yasaswy Memorial Library', named after the founder of ICFAI Group. The University also has two more libraries attached to the Faculty of Science & Technology and the Faculty of Law. The three libraries are fully computerized with integrated library management software viz., Libsuite.

The spacious central library, is spread over three floors, and has a carpet area of 45,000 sq.ft. and is centrally air conditioned. It has a seating capacity of 700. The two libraries at Faculty of Science and Technology and Faculty of Law have a carpet area of 6,000 sq.ft. and 5,000 sq.ft. and have a seating capacity of 60 and 50 respectively.

The library staff are professionally qualified and experienced. They maintain the library efficiently, catering to the needs of the users.

Library Holdings

The Central Library has a diverse collection of books, CD/DVDs, reports, and national/international periodicals related to all functional areas of management, economics, science & technology, law, architecture and general books. All the

library activities are computerized with the help of Libsuite, the integrated library management software. The library documents are classified according to the Dewey decimal classification system. An online catalogue is maintained. This helps the students, faculty and staff to trace books easily. All the documents are bar-coded and bar-coded identity cards are issued to the users (students, faculty & staff) for borrowing the documents.

The library also subscribes to several online databases such as EBSCO, Emerald, Science Direct, and ProQuest, etc. To enable the users to access these databases as well as the library catalogue (WebOPAC) through the campus intranet. Photocopying facilities are also available within the library premises.

Research related software like IBM SPSS & SAS are made available to the students, scholars and faculty members. Research related books, monographs, and dissertations/theses are housed in the reference section. The latest books and revised editions in the related fields are procured every month keeping in view future requirements.

The library has holding of 99,665 books and 17,360 e-books. 3,190 CDs/DVDs and 3,788 other holdings. It has subscribed to 52 printed international journals, 126 printed Indian journals, and 2,500 online international journals. The library has also subscribed to 21 printed international magazines and 100 printed national magazines.

E-resources

It has 27 Online Databases (E-resources) that includes EBSCO (Business Source Complete); EBSCO (Econlit); Emerald Management Xtra; Marketline; ProQuest; Science Direct; JSTOR; Capitaline Plus ; Cabell's Directories; CMIE (Prowess, Economic Outlook, Capex, Industry Outlook); Prime Database; J-Gate Engineering; EPWRF Datasets; Scopus; Springer E-Journals ; IEEE ASPP+POP; Taxmann (FOL);



Manupatra Online (FOL); EBSCO Engineering Collection and EBSCO E-Books Business Collection.

New Technology Infrastructure

The lecture theatres and class rooms were enhanced with advanced hardware and innovative software technology.

Lecture theatres and class rooms with centralised AC have been provided with the Interactive Touch Screen LG panels. The details are presented in Table 3.

Table 3: Details of Department-wise Interactive Touch Screen Panels

| Location | LG panel 86" | LG panel 75" | Total |
|--------------------|--------------|--------------|-----------|
| IBS | 16 | 22 | 38 |
| FOL | 20 | 04 | 24 |
| FST | 13 | 12 | 25 |
| Grand Total | 49 | 38 | 87 |

Further, two hand held mikes, one head phone and one DSP (Digital Signal Processor) make Sennheiser are installed along with each of these Interactive Touch Screen LG panels.

Apart from the state-of-the-art equipment as given above, each class room has one/two CCTV cameras, depending on the size of the room, to monitor the class. One overhead projector per class room is present.

The University provides 24x7, Wi-Fi connectivity on the campus. Students have the option of using the internet anywhere on the campus. The IT lab is equipped with the latest software and hardware. The institute has 3.2 Gbps internet bandwidth for the use of students and faculty members. The internet facility has been provided to all the students for their academic and research work. Computers are provided to all

the teaching staff in their rooms. Research related software such as SPSS, SAS, IBM Rational Rose, etc., is available.

Student Information Management System

The Student Information Management System provides information on schedules of classes, examinations and events, syllabuses of courses, information about students and faculty members, etc. It is being used by the students to communicate with each other, run opinion polls, post articles and news about the campus, and create a market to buy and sell items. Some of the salient features of the Intranet are as follows:

- Using the Intranet, students can choose elective courses online. If a course is not offered because only a few students were interested in it, the software does not allow students to choose that course. Similarly, the software does not allow students to choose courses for which they are not eligible.
- IFHE uses the Student Information Management System (SIS) to enhance the learning experience of students using the latest educational technology. All academic activities including evaluation are done using this facility, which is supported by Wi-Fi and advanced IT labs.
- The Intranet has a link to the library database. The students and faculty can check the availability of books in the library.
- The University has various academic, cultural and social clubs. Each club has its own website. The clubs use the websites to announce the activities, events and competitions organized by them; to get nominations for competitions; and to announce the results of the competitions. After an event is over, students upload photographs of the event and put up a report about the event.

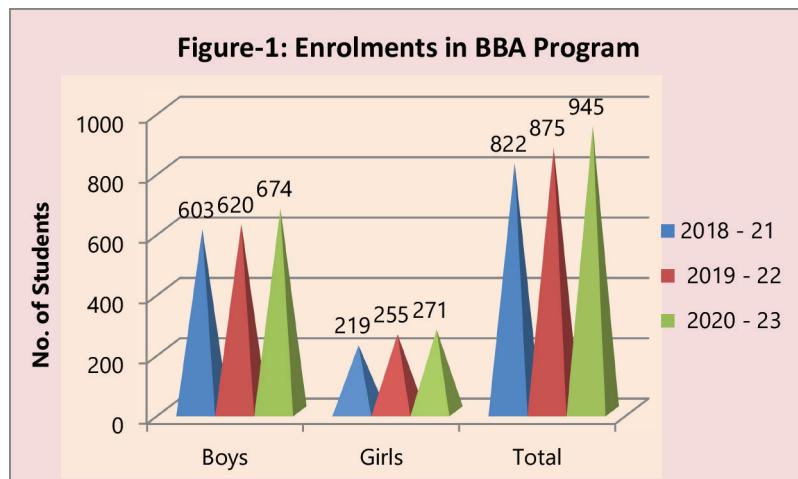


2. Faculties and Programs

IFHE offers high-quality programs in Management, Science &Technology, Law and Architecture. The University uses cutting edge curriculum with industry orientation that would groom the students to seek gainful employment as well as explore entrepreneurial opportunities.

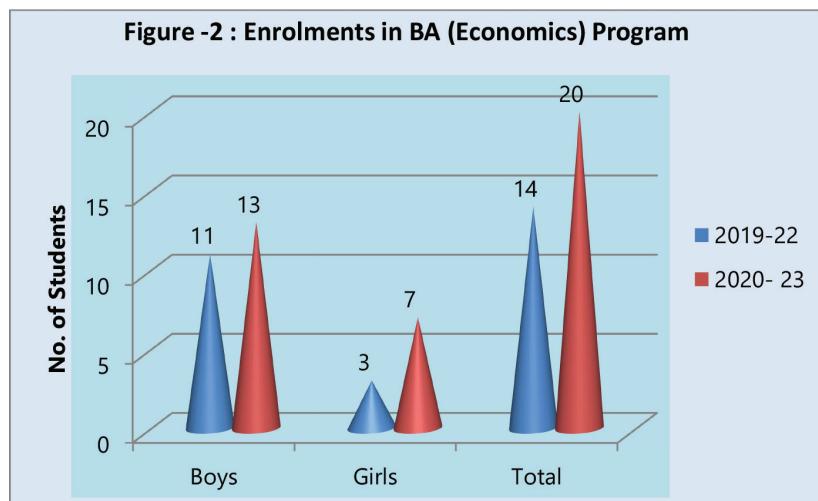
Faculty of Management (IBS Hyderabad)

Faculty of Management, which is popularly referred as IBS Hyderabad, offers three year first degree programs BBA and BA (Economics); two year MBA and Executive MBA, and PhD (Full-Time & Part-Time) programs.



The BA (Economics) Program

During the Academic Year 2020-21, 20 students were admitted. The number of students pursuing the program during the last two years is presented in figure-2:



The MBA Program

The flag-ship MBA Program equips the students with the skills, knowledge and strategic perspectives essential for business leadership around the world. IBS Hyderabad has adopted the case-based learning method, state-of-the-art infrastructure, emphasis on acquiring practical skills, establishing strong industry interface culminating in getting excellent final placements for all its MBA graduates.

Management case studies form an integral part of the curriculum in leading B-Schools globally. Case studies describe the situation faced by practicing managers in a narrative form and provide the necessary supporting information to involve students in the decision-making process. These case studies encourage students to think of the possible ways of handling various situations and help them learn the complexities of decision-making in business. The case studies also make them aware of the challenges that managers face every day at work. Almost all the courses in IBS Hyderabad are designed keeping in mind the advantages of case-based teaching. Each topic in a particular course is mapped with business cases. More than 811 different cases are studied,

analyzed, and discussed by the students in a two year program.

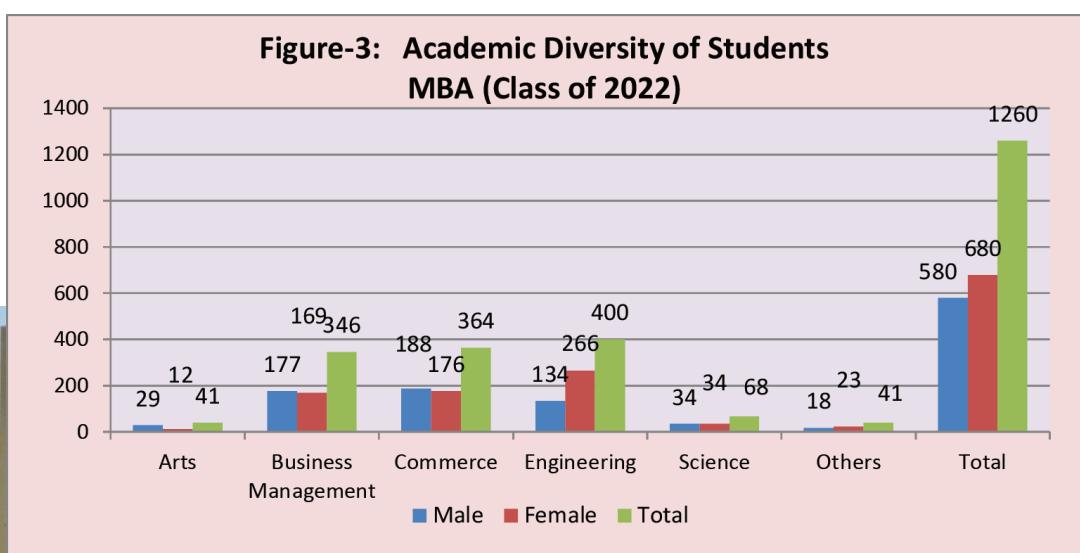
Summer Internship Program (SIP)

The Summer Internship Program (SIP) forms an important component of the MBA Program. It is an attempt to bridge the gap in the students' perception between academics and the corporate world. Under this program, students undertake a 12-week rigorous internship program at an organization during the intervening period between close of Semester II and commencement of Semester III. It requires students to undergo the rigors of a professional environment, both in form and substance. SIP exposes the students to technical skills and helps them to acquire social skills by drawing them into contact with real professionals. The internship is a simulation

of the real work environment. Students are guided by a faculty member from the IBS Hyderabad and by a company executive under whom the student undergoes internship. Both will assess the performance of the student. During the year 2020-2021, 1187 students underwent internship program in about 490 companies spread across 29 industries.

Student Diversity

IBS Hyderabad has truly diverse students with most of them coming from different parts of India, from different social and cultural backgrounds, and from different walks of life. The Academic diversity of student is depicted in Figure 3 and geographical diversity in Table 4.



| Table 4: Geographical Diversity of MBA (Class of 2022) Students | | | | |
|--|---------------------|---------------|-------------|--------------------|
| Sl. No. | State | Female | Male | Grand Total |
| 1. | Andaman And Nicobar | 1 | | 1 |
| 2. | Andhra Pradesh | 39 | 66 | 105 |
| 3. | Assam | 6 | 3 | 9 |
| 4. | Bihar | 26 | 19 | 45 |
| 5. | Chandigarh | 5 | 2 | 7 |
| 6. | Chhattisgarh | 6 | 10 | 16 |
| 7. | Delhi | 35 | 50 | 85 |
| 8. | Goa | 2 | 1 | 3 |
| 9. | Gujarat | 11 | 12 | 23 |
| 10. | Haryana | 27 | 37 | 64 |
| 11. | Himachal Pradesh | 4 | 2 | 6 |
| 12. | Jammu And Kashmir | 4 | 3 | 7 |
| 13. | Jharkhand | 31 | 30 | 61 |
| 14. | Karnataka | 12 | 20 | 32 |
| 15. | Kerala | 9 | 10 | 19 |
| 16. | Madhya Pradesh | 27 | 26 | 53 |
| 17. | Maharashtra | 67 | 68 | 135 |
| 18. | Orissa | 33 | 42 | 75 |
| 19. | Pondicherry | 1 | | 1 |
| 20. | Punjab | 7 | 5 | 12 |
| 21. | Rajasthan | 17 | 14 | 31 |
| 22. | Tamil Nadu | 20 | 42 | 62 |
| 23. | Telangana | 94 | 104 | 198 |
| 24. | Tripura | 1 | | 1 |
| 25. | Uttar Pradesh | 41 | 63 | 104 |
| 26. | Uttarakhand | 5 | 8 | 13 |
| 27. | West Bengal | 49 | 43 | 92 |
| Grand Total | | 580 | 680 | 1260 |

The Executive MBA

The program is designed specifically for working executives with a minimum of three years of experience at supervisory/managerial level. It offers them the flexibility of acquiring a management qualification without having to leave their present jobs/work assignments. The unique case-based pedagogy complements the other traditional and innovative methods of course delivery. Specific projects are also built-in to enable optimal absorption of knowledge imparted.

The Executive MBA Program has good composition of senior level and middle level corporate professionals working with blue chip companies. Nineteen executives comprising of 6 women and 13 men joined the program during the academic year 2020-21.

The Ph.D Program

The University offers Ph.D program in Management, both in full-time and part-time mode. The full-time program is campus-based and designed for students interested in management teaching, research and consultancy. The Ph.D program modelled on the lines of the PhD programs offered by American universities, with the best practices of Indian universities blended in. It is unique and rigorous. The main objectives of the program are to:

- Develop management teachers well equipped with the skills required to impart education to business school students.
- Develop bright young academicians with research skills to conduct research in contemporary business management.

The program has five phases: Doctoral Coursework, Pedagogical training, Qualifying Examination, Preparation of Research Proposal and Thesis Work. At present, there are 57 students in the full-time program. The program duration is 4 years.

The part-time PhD Program in Management is designed for practicing corporate executives and faculty members who aspire to become thought leaders in academic research. The part-time PhD Program works in an almost similar manner as the full-time PhD Program. The course work is completed over a period of two years and the candidate is expected to make eight visits to campus for 9 days each. The processes related to PhD qualifying examination, thesis proposal submission and approval and thesis submission and viva voce are the same as the full-time PhD Program. Majority of them are in middle-level and senior positions in their organizations. A few are entrepreneurs as well. Currently 78 students are at various stages of their PhD program. To date 75 Ph.D were awarded by the University.

Departments

The faculty of management has five departments viz., Economics, Finance & Accounting, Marketing & Strategy, HR & Soft Skills and Operations & IT.

Economics

The Department of Economics has eighteen faculty members, comprising of three professors, eight associate professors, six assistant professors and one visiting faculty. Sixteen faculty members and one visiting professor have PhD degrees. They have an average of ten years of teaching experience. The faculty members are involved in teaching courses in the areas of Economics, Finance and Entrepreneurship Development across the programs and in supervising students in the Summer Internship Programs. The department is also actively engaged in Research, Management Development Programs, Consulting, Organizing Conferences, Seminars and Guest lectures.

The faculty members are involved in guiding PhD scholars, publishing papers in reputed peer-reviewed national and international journals and publishing cases, books and edited books. The department has published 41 research papers for the period 2020-21. Of these, 26 are in Scopus listed journals, 24 in journals ranked by Australian Business Deans Council (ABDC) and one in journals indexed by Web of Sciences. Some of these journals are Applied Economics, Economic Modelling and Empirical Economics. The focus areas of research were financial economics, commodity markets, capital markets, corporate governance, agriculture economics, industrial economics, environmental and energy economics and international trade.

The department brings out a peer-reviewed journal titled 'The IUP Journal of Applied Economics published by the ICFAI University Press and is included in the Australian Business Deans Council's List of Journals. Some of the faculty members are also engaged as consulting editors, journal referees and advisory board members for journals of other publishers.

Since 2007 the department is organizing Doctoral Thesis Conference (DTC) every year regularly and received excellent response from reputed business schools, universities and research institutes in India. The department held the 13th Doctoral Thesis Conference in virtual mode during October 8-9, 2020 in collaboration with the Indira Gandhi Institute of Development Research (IGIDR), Mumbai. The theme of the conference was 'Economy, Finance, Well-being, and some issues in Methodology'. The Vice Chancellor Dr. J Mahender Reddy presided over the inaugural session and Dr C Rangarajan, Chancellor, IFHE addressed the participants.

Finance and Accounting

The Department of Finance has sixty faculty members comprising of four Professors, fifteen Associate Professors, twenty eight Assistant Professors and thirteen visiting faculty. Thirty Six faculty members have PhDs and six visiting professors have PhD degrees and remaining are pursuing their PhDs with different universities. The department has faculty members with professional qualifications like CFA, CA, CS and ICWA. The department has a rich combination of academic and industry experience.

The department offers various courses to meet the needs of the industry and recruiters in the contemporary areas of finance, BFSI, FinTech and accounting. Apart from the core courses, the department also offers courses like financial modelling, financial econometrics, financial analytics, global capital markets, investment banking, treasury management, financial derivatives and risk management and risk management in banks.

The department has 54 research publications in reputed journals. Of these, 26 are in Scopus indexed journals. 38 are in journals ranked by Australian Business Dean's Council.

The department brings out three peer-reviewed journals viz., The IUP Journal of Accounting Research & Audit Practices, The IUP Journal of Bank Management and The IUP Journal of Financial Risk Management. The department also brings out two magazines viz., Portfolio Organizer and Treasury Management. These are published by the ICFAI University Press. The IUP Journal of Accounting Research & Audit Practices is included in the Australian Business Dean's Council's list and in UGC-CARE list of Journals.

During the year the department conducted six management development programs (MDPs) in the area of Banking and Finance.

Human Resources and Soft Skills

The Department of Human Resources & Soft Skills has forty nine faculty members comprising of three professors, nine associate professors, twenty eight assistant professors and nine visiting faculty. Thirty faculty members and four visiting faculty have PhD degrees and remaining are currently pursuing PhD program. The department is multidisciplinary comprising of management scholars, soft skills trainers and psychologists that together extend OB, HRM and soft skills teaching on undergraduate, masters and PhD programs.

The primary responsibility of the Human Resources and Soft Skills faculty is to expose the students to varied organizational and managerial knowledge and skills in order to equip them to handle complex HR problems at their workplace through the

use of management case studies, projects, research articles, corporate internship, mentor-mentee programs and extra-curricular activities through several clubs.

The department published 29 research Papers in reputed journals. Of these, 25 are in Scopus indexed journals, 16 are in journals ranked by Australian Business Dean's Council.

The Department brings out three peer-reviewed journals viz., The IUP Journal of Organizational Behaviour, The IUP Journal of Soft Skills and the The IUP journal of Corporate Governance. The department also brings out one magazine titled HRM Review. All these are published by the ICFAI University Press. The IUP Journal of Organizational Behaviour is listed in in UGC-CARE list of journals.

Marketing and Strategy

The Department of Marketing & Strategy has fifty eight faculty members comprising of two professors, seventeen associate professors, thirty two assistant professors and seven visiting faculty. Thirty nine faculty members and 3 visiting faculty have PhD degrees and remaining are currently pursuing PhD program.

During the academic year 2020-21, the department published 48 research Papers in reputed journals. Of these, 31 are in Scopus indexed journals, 14 are in journals ranked by Australian Business Deans Council as A* and A, 19 are in other category and two are in Web of Science. Faculty members presented seven papers in national conferences of repute such as those organized by National Institute of Technology Tiruchirappalli, International Hallenic University, University of Naples and IIM, Bodhagaya.

Core areas of research in the department can be grouped under Advertising, Retailing, Web care and Service recovery, Tourism Marketing, Digital Marketing, Brand Management, Customer Relationship Management and Rural Marketing. Faculty members and research scholars in the department presented 21 seminar presentations in the department during the year

A new Course titled Marketing Technology is introduced as an elective course this year. This was done to leverage emerging opportunities in the domain and its enhanced utility in marketing decisions.

The department publishes a quarterly journal the IUP Journal of Business Strategy published by the ICFAI University Press.

Operations and IT

The department has forty four faculty members comprising of seven professors, ten associate Professors, twenty one assistant professors and six visiting faculty. Thirty four faculty members and four visiting faculty have PhD degrees and the rest have industry experience.

The department has four discipline verticals viz., Operations Management, Information Technology, Analytics & Innovative Technology and Healthcare Management. The department offers five core courses in MBA, namely, Business Analytics-I and Business Analytics-2, Information Systems for Managers, Operations Management and Business Process Integration. In addition, the department offers 16 MBA elective courses spread across four verticals mentioned above. Major thrust areas in operations are Supply Chain Management, Project Management, Service Operations Management and Business

Analysis. In the field of Analytics the focus areas are Quality Analytics, Supply Chain Analytics, Business Intelligence and Analytics, Prescriptive Analytics, etc. In the field of Healthcare vertical, teaching focus remains on Patient Care Analytics, Healthcare Analytics, Patient Records Management, etc. The department has introduced innovative technology oriented courses in the areas of Artificial Intelligence, Introduction to Block Chain and Machine Learning, etc.

The department published 43 research Papers in reputed journals. Of these, 35 are in Scopus indexed journals, eleven are in journals ranked by ABDC and one indexed in Web of Science.

With the industry moving towards digital tools and platforms, an emphasis on pedagogy change too is evident. Faculty members adopt innovative approaches in course instruction and student evaluation. In subjects like Business Analytics, Project Management, Business Intelligence and Analytics and almost all analytics courses contemporary industry technology tools and software packages are used for data analysis and visualization including R, Python, SAS, MS-Excel, MS-Project, MS-Power Bi, Tableau, etc. These tech tools and software packages are also incorporated in the course delivery plan.

Faculty of Science & Technology

The University established the Faculty of Science & Technology (FST) after obtaining UGC's approval in May 2010. FST has been offering the 4-year B.Tech Program from the academic year 2010-11. The faculty of science and technology offering B.Tech Program in Civil Engineering, Computer Science and

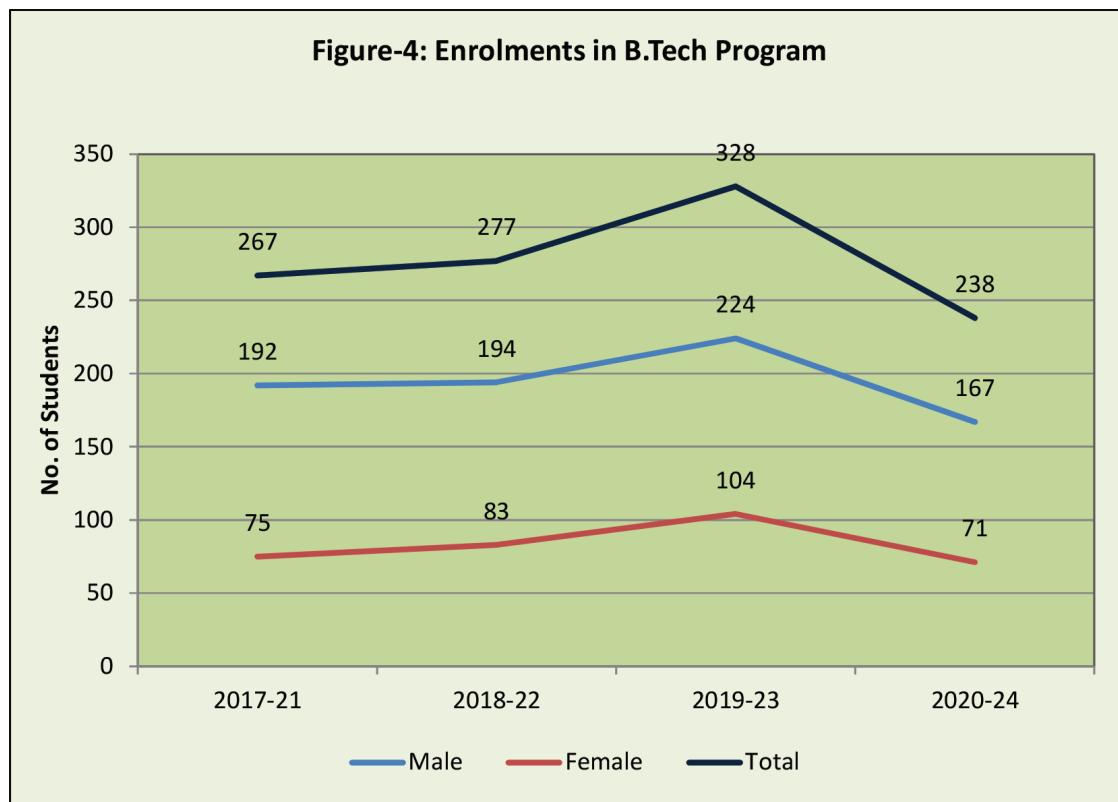
Engineering, Electrical and Electronics Engineering, Electronics & Communication Engineering and Mechatronics, three years program in basic sciences and a five year integrated program B.Sc-B.Tech.

The faculty has sixty five members comprising of six professors, five associate Professors, fifty three assistant professors and one visiting faculty. Forty seven faculty members have PhD degrees and the remaining are pursuing PhD in different universities. Recruitment of faculty members to meet future requirements is an ongoing practice.

During the academic year 2020-21 the Faculty of Science and Technology contributed 73 research Papers in reputed journals. Of these, 48 are in Scopus indexed journals, 21 are indexed in Web of Science journals and 25 are in other journals.

Faculty members are engaged in research broadly in the areas such as image processing, wireless communications, power systems and fuzzy logic, data and web mining techniques, network security, object oriented systems and adaptive algorithms, parallel processing and real time systems, ferrite composite materials, nonlinear dynamics, quantum computations, mathematical physics, semiconducting oxide glasses, organic synthesis of molecules of medicinal importance, coordination chemistry, soil structure interaction, slope stability problems in civil engineering, semi-rings, algebraic geometry, number theory and robotics.

The details of number of students on-campus in B.Tech program are presented in Figure 4.



The details of number of students enrolled in B.Sc and BSc-B.Tech dual degree program are given in Table 5 and Table 6.

| Table 5: Enrolment in B.Sc Program | | | |
|------------------------------------|------|--------|-------|
| Academic Year | Male | Female | Total |
| 2020-23 | 8 | 0 | 8 |
| 2019-22 | 8 | 1 | 8 |

| Table 6: Enrolment in Integrated B.Sc-B.Tech Dual Degree Program | | | |
|--|------|--------|-------|
| Academic Year | Male | Female | Total |
| 2019-24 | 2 | 1 | 3 |

The details of number of students enrolled in PhD are given in Table 7.

| Table 7: Enrolment in Ph.D Program | | | | |
|------------------------------------|---------------|------|--------|-------|
| Academic Year | Class of | Male | Female | Total |
| 2019-2023 | Class of 2023 | 1 | 3 | 4 |
| 2017-2021 | Class of 2021 | 3 | 0 | 3 |
| 2016-2020 | Class of 2020 | 2 | 0 | 2 |

Faculty of Law

The Faculty of Law through its 5-year integrated law program imparts interdisciplinary knowledge which has a blend of management, law and IT. It has 54 core courses and 20 elective courses. It has adopted choice based credit system and offers flexibility o the students to choose the courses of their choice.

The students are trained in moot courts and mock trials on a continuous basis to improve their analytical reasoning, legal aptitude, advocacy skills and to understand the relationship between the bar and the bench. This apart, regular guest lectures and interfaces with eminent persons from the judiciary, members of the legal fraternity, academicians and other public authorities are organized for the students.

The Faculty of Law offers 5-Year Integrated BBA-LLB (Hons.), 5-Year Integrated BA-LLB (Hons.),I-Year LLM Program in Corporate and Commercial Laws and in Tax Laws, Ph.D. Program both in Full-time and Part-time mode and Eight Certificate Courses in the areas of Cyber Law, Infrastructure Law, Law of Financial Services, Immigration Law, Solid Waste Management and Law, International Trade Law, Forensic Science & Law and Goods & Service Tax Law.

Enrolment of student in law programs are presented in Table 8.

| Table 8: Enrolment of Student in Law Programs | | | | |
|---|---------------|--------|------|-------|
| Program | Academic Year | Female | Male | Total |
| BBA-LLB (Hons.) | 2020-2025 | 89 | 94 | 183 |
| | 2019-2024 | 99 | 94 | 193 |
| | 2018-2025 | 103 | 78 | 181 |
| | 2017-2022 | 68 | 72 | 140 |
| | 2016-2021 | 50 | 47 | 97 |
| BA-LLB (Hons.) | 2020-2025 | 50 | 33 | 83 |
| | 2019-2024 | 58 | 46 | 104 |
| | 2018-2025 | 31 | 22 | 53 |
| | 2017-2022 | 11 | 21 | 32 |
| | 2016-2021 | 12 | 11 | 23 |
| LLM | 2020-2021 | 7 | 6 | 13 |
| | 2019-2020 | 1 | 4 | 5 |
| | 2018-2019 | 5 | 1 | 6 |
| | 2017-2018 | 3 | 3 | 6 |
| | 2016-2017 | 1 | 2 | 3 |
| PhD (Part-Time) | 2020-2024 | 3 | 6 | 9 |
| | 2019-2023 | 4 | 2 | 6 |
| | 2018-2022 | 5 | 3 | 8 |
| | 2017-2021 | 6 | 4 | 10 |
| | 2016-2020 | 5 | 3 | 8 |

Internship

The undergraduate programs have five Summer Legal Internships running into six weeks each. The Legal Internship forms an important component of education in the Faculty of Law. It is an attempt to bridge the gap between the professional world and academics and a vehicle for introducing the students to real-life situations. The students of BBA-LLB (Hons.) undertake the internship program at the end of each year. They are sent to Law Firms, Advocate Offices, Offices of High Court and Supreme Court Judges, Corporate Offices, NGOs, Consumer Forums and Human Rights Commissions. During their internship, the students are encouraged to take up assignments which are multidisciplinary, goal-oriented, time-bound and involve team work. The internship helps the students to apply the concepts learnt in the classrooms to real-life situations.

Faculty Resources

The faculty has sixty eight faculty members comprising of five professors, seven associate professors, fifty assistant professors and six visiting faculty. Thirty faculty members have PhD degrees and rest are pursuing their PhD in various universities.

The faculty members possess excellent academic credentials in the areas of Constitutional Law, Labour Law, Mercantile Law, Corporate Law, Criminal Law, Cyber Law, Intellectual Property Rights, Women & Law, Family Law, etc. During the

year, the faculty members published 25 papers (excluding 4 Scopus listed articles) in reputed journals. The faculty members presented 4 papers at International conferences, one paper at national conference and conducted 18 faculty seminars on diverse topics.

ICFAI School of Architecture

The University, after getting the necessary approval from the Council of Architecture and AICTE in August 2018, established the ICFAI School of Architecture (ISArch) to offer the 5-year B. Arch Program effective from the academic year 2018-19. ISArch is at present offering the five year B. Arch Program in the area of Building Architecture.

Faculty Resources

The faculty has nineteen faculty members comprising of two professors, two associate professors, ten assistant professors and five visiting faculty. One faculty member has PhD degrees and rest are pursuing their PhD in various universities.

The students enrolled in the program are presented in Table 9.

Table 9: Enrolment of Students in B. Arch Program

| Academic Year | Male | Female | Total |
|---------------|------|--------|-------|
| 2018-23 | 4 | 3 | 7 |
| 2019-24 | 6 | 15 | 21 |
| 2020-25 | 9 | 11 | 20 |



3. Cadre Strength

Cadre Strength

The University has a pool of faculty with excellent academic credentials and industry experience. The current cadre strength of the university is 381. The details are presented in Table 10.

Table 10: Cadre Strength

| Faculty / School | Professors | Associate Professors | Assistant Professors | Visiting Professors | Total |
|---------------------------------|------------|----------------------|----------------------|---------------------|------------|
| Faculty of Management | 19 | 59 | 115 | 36 | 229 |
| Economics | 3 | 8 | 6 | 1 | 18 |
| Finance and Accounting | 4 | 15 | 28 | 13 | 60 |
| HR and Soft Skills | 3 | 9 | 28 | 9 | 49 |
| Marketing and Strategy | 2 | 17 | 32 | 7 | 58 |
| Operations and IT | 7 | 10 | 21 | 6 | 44 |
| Faculty of Science & Technology | 6 | 5 | 53 | 1 | 65 |
| Faculty of Law | 5 | 7 | 50 | 6 | 68 |
| ICFAI School of Architecture | 2 | 2 | 10 | 5 | 19 |
| Grand Total | 32 | 73 | 228 | 48 | 381 |

List of Faculty Members

School-wise list of faculty members are presented in Table 11.

Table 11: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|---------|--------------------------------|----------------------|----------------------|
| 1. | Prof. Koti Reddy Tamma | Professor | Economics |
| 2. | Prof. Vighneswara Swamy P M | Professor | Economics |
| 3. | Prof. C S Shylajan | Professor | Economics |
| 4. | Dr. Aruna M | Associate Professor | Economics |
| 5. | Dr. Rama Sesha Sarma Inguva | Associate Professor | Economics |
| 6. | Dr. Aruna Kumar Dash | Associate Professor | Economics |
| 7. | Dr. Laila Memdani | Associate Professor | Economics |
| 8. | Dr. Subhendu Dutta | Associate Professor | Economics |
| 9. | Dr. Padmavathi Vankayalapati | Associate Professor | Economics |
| 10. | Dr. Suresh K G | Associate Professor | Economics |
| 11. | Dr. Sushanta Kumar Mahapatra | Associate Professor | Economics |
| 12. | Dr. Syama Sundar Tallury | Assistant Professor | Economics |
| 13. | Dr. Rashmi Ranjan Paital | Assistant Professor | Economics |
| 14. | Dr. Lagesh M A | Assistant Professor | Economics |
| 15. | Dr. Neeraj Kumar | Assistant Professor | Economics |
| 16. | Dr. Pooja Choudhary | Assistant Professor | Economics |
| 17. | Dr. Bhanoji Rao | Professor (Visiting) | Economics |
| 18. | Neelam Singh B | Assistant Professor | Finance & Accounting |
| 19. | Prof. Satish D | Professor | Finance & Accounting |
| 20. | Prof. Brahmaiah Bezawada | Professor | Finance & Accounting |
| 21. | Prof. S Vijaya Lakshmi | Professor | Finance & Accounting |
| 22. | Prof. Seethapathi Kasarabada | Professor | Finance & Accounting |
| 23. | Padmavathi C | Associate Professor | Finance & Accounting |
| 24. | Dr. Donepudi Subrahmany Prasad | Associate Professor | Finance & Accounting |
| 25. | Dr. Sreenivasachary D | Associate Professor | Finance & Accounting |
| 26. | Dr. Rajya Lakshmi Kandukuri | Associate Professor | Finance & Accounting |
| 27. | Dr. Ranajee | Associate Professor | Finance & Accounting |
| 28. | Dr. Bhanu Sireesha P | Associate Professor | Finance & Accounting |
| 29. | Raghu Nadh Koya | Associate Professor | Finance & Accounting |
| 30. | Dr. Pramod Mantravadi Meher | Associate Professor | Finance & Accounting |
| 31. | Dr. D M V Lakshmi Velagala | Associate Professor | Finance & Accounting |
| 32. | Dr. Yelamanchili Rama Krishna | Associate Professor | Finance & Accounting |
| 33. | Dr. Satish Kumar | Associate Professor | Finance & Accounting |

Table 11: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|----------------|---|--------------------------------|----------------------|
| 34. | Rama Krishna Rao T S | Associate Professor | Finance & Accounting |
| 35. | Dr.M V S Kameshwar Rao | Associate Professor | Finance & Accounting |
| 36. | Suresh Babu Addepalli | Associate Professor | Finance & Accounting |
| 37. | Dr. Mosur Ranganathan Senapathy | Associate Professor | Finance & Accounting |
| 38. | Anita C | Assistant Professor | Finance & Accounting |
| 39. | Dr. Pranati Mohapatra | Assistant Professor | Finance & Accounting |
| 40. | Dr. Pavana Jyothi A | Assistant Professor | Finance & Accounting |
| 41. | Dr. Richa Gupta | Assistant Professor | Finance & Accounting |
| 42. | Dr. Venkata Narasimha Chary M | Assistant Professor | Finance & Accounting |
| 43. | Dr. Saritha Mora | Assistant Professor | Finance & Accounting |
| 44. | Dr. Md. Sikandar Azam | Assistant Professor | Finance & Accounting |
| 45. | Dr. Bharath Supra | Assistant Professor | Finance & Accounting |
| 46. | Dr. Sita Ramaiah Tummalapenta | Assistant Professor | Finance & Accounting |
| 47. | Dr. Satish Chandra Tiwari | Assistant Professor | Finance & Accounting |
| 48. | Dr. Nitya Nand Tripathi | Assistant Professor | Finance & Accounting |
| 49. | Dr. Naseem Ahamed | Assistant Professor | Finance & Accounting |
| 50. | Dr. Rajneesh Ranjan Jha | Assistant Professor | Finance & Accounting |
| 51. | Dr. Srikanth Potharla | Assistant Professor | Finance & Accounting |
| 52. | Dr. Sager Adavelli | Assistant Professor | Finance & Accounting |
| 53. | Dr. Sudesh N S | Assistant Professor | Finance & Accounting |
| 54. | Dr. Jyothi Chittineni | Assistant Professor | Finance & Accounting |
| 55. | Dr. Ranapratap Maradana | Assistant Professor | Finance & Accounting |
| 56. | Dr. Jyoti Kumari | Assistant Professor | Finance & Accounting |
| 57. | Dr. Abhishek Sinha | Assistant Professor | Finance & Accounting |
| 58. | Dr. Sandhya S | Assistant Professor | Finance & Accounting |
| 59. | Dr.Joy Chakrabarti | Assistant Professor | Finance & Accounting |
| 60. | Dr.Shree Jyoti Koutha | Assistant Professor | Finance & Accounting |
| 61. | Dibyendu Dutta | Assistant Professor | Finance & Accounting |
| 62. | Swathi K | Assistant Professor | Finance & Accounting |
| 63. | Manish Agarwal | Assistant Professor | Finance & Accounting |
| 64. | Aparna Meduri | Assistant Professor | Finance & Accounting |
| 65. | Sunitha U L | Assistant Professor | Finance & Accounting |
| 66. | Prof. Nagi Reddy Vanga | Professor (Visiting) | Finance & Accounting |
| 67. | Prof. Ramachandra Aryasri Ankisetty | Professor (Visiting) | Finance & Accounting |
| 68. | Prof. Vijaya Chandra Kumar Chambravalli | Professor (Visiting) | Finance & Accounting |
| 69. | Sunil Shah | Associate Professor (Visiting) | Finance & Accounting |
| 70. | Vivek Kumar T V K | Associate Professor (Visiting) | Finance & Accounting |
| 71. | Dipesh Kumar Dipu | Associate Professor (Visiting) | Finance & Accounting |
| 72. | Srinagesh Talatam | Associate Professor (Visiting) | Finance & Accounting |
| 73. | Gopala Krishna V | Associate Professor (Visiting) | Finance & Accounting |
| 74. | Dr. Guru Venkata Sivaram Yanamandra | Associate Professor (Visiting) | Finance & Accounting |
| 75. | Vijaya Kumar Penumala | Assistant Professor (Visiting) | Finance & Accounting |
| 76. | Dr. Kanakasudha R | Assistant Professor (Visiting) | Finance & Accounting |
| 77. | Rajendra Kumar Tolety | Assistant Professor (Visiting) | Finance & Accounting |
| 78. | Dr. Madhavankutty G | Assistant Professor (Visiting) | Finance & Accounting |
| 79. | Dr. Sitamma Mikkilineni | Professor | HR & Soft Skills |
| 80. | Prof. Naga Viswanatham Kolluri | Professor | HR & Soft Skills |
| 81. | Prof. Srinivasa Rao Ayyala Somayajula | Professor | HR & Soft Skills |
| 82. | Mahesh Kumar Soma | Associate Professor | HR & Soft Skills |
| 83. | Dr. Mendemu Showry | Associate Professor | HR & Soft Skills |
| 84. | Dr. Radha Mohan Chebolu | Associate Professor | HR & Soft Skills |
| 85. | Dr. Prerna Chettri | Associate Professor | HR & Soft Skills |
| 86. | Dr. Niraj Kishore Chimote | Associate Professor | HR & Soft Skills |
| 87. | Dr. Mohd Abdul Nayeeem | Associate Professor | HR & Soft Skills |
| 88. | Dr. Bhaskara Rao Madasu | Associate Professor | HR & Soft Skills |
| 89. | Dr. Ashok Kumar G | Associate Professor | HR & Soft Skills |

Table II: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|----------------|-------------------------------------|--------------------------------|----------------------|
| 90. | Dr. Venkata Lakshmi Ramana Patri | Associate Professor | HR & Soft Skills |
| 91. | Smita Kulkarni | Assistant Professor | HR & Soft Skills |
| 92. | Dr. Geethanjali G | Assistant Professor | HR & Soft Skills |
| 93. | Dr. Kumar K B S | Assistant Professor | HR & Soft Skills |
| 94. | Chethana G Krishna | Assistant Professor | HR & Soft Skills |
| 95. | Vasundhara Tadimeti | Assistant Professor | HR & Soft Skills |
| 96. | Mujawar Mustakhusen Samdani | Assistant Professor | HR & Soft Skills |
| 97. | Dr. Raghavendra S | Assistant Professor | HR & Soft Skills |
| 98. | Sindhu Ravindranath | Assistant Professor | HR & Soft Skills |
| 99. | Dr. Kalaa Chenji | Assistant Professor | HR & Soft Skills |
| 100. | Dr. Manish Gupta | Assistant Professor | HR & Soft Skills |
| 101. | Dr. Asha Binu Raj | Assistant Professor | HR & Soft Skills |
| 102. | Dr. Sharda Singh | Assistant Professor | HR & Soft Skills |
| 103. | Dr. Musarrat Shaheen | Assistant Professor | HR & Soft Skills |
| 104. | Dr. Chetna Priyadarshini | Assistant Professor | HR & Soft Skills |
| 105. | Dr. Namrata Chatterjee | Assistant Professor | HR & Soft Skills |
| 106. | Dr. Akbar Jan N | Assistant Professor | HR & Soft Skills |
| 107. | Dr. Rajasekhar David | Assistant Professor | HR & Soft Skills |
| 108. | Dr. Kranthi Kumar A | Assistant Professor | HR & Soft Skills |
| 109. | Dr. Preshita Neha Tudu | Assistant Professor | HR & Soft Skills |
| 110. | Dr. Neha Gahlawat | Assistant Professor | HR & Soft Skills |
| 111. | Dr. Surajit Saha | Assistant Professor | HR & Soft Skills |
| 112. | Dr. Ameeta P | Assistant Professor | HR & Soft Skills |
| 113. | Ramani Ayyagari | Assistant Professor | HR & Soft Skills |
| 114. | Dr. Satya Lakshmi K | Assistant Professor | HR & Soft Skills |
| 115. | Mereena Christopher Kandikatla | Assistant Professor | HR & Soft Skills |
| 116. | Indu Perepu | Assistant Professor | HR & Soft Skills |
| 117. | Veena Kandukuri | Assistant Professor | HR & Soft Skills |
| 118. | Dr. Sheela Rosalyn | Assistant Professor | HR & Soft Skills |
| 119. | Prof. Prathap Reddy K | Professor (Visiting) | HR & Soft Skills |
| 120. | Dr. Brig. Bhuvanagiri Chandrasekhar | Associate Professor (Visiting) | HR & Soft Skills |
| 121. | Dr. Pradeep Kumar Mulay | Associate Professor (Visiting) | HR & Soft Skills |
| 122. | K Bhramara | Assistant Professor (Visiting) | HR & Soft Skills |
| 123. | Padmashree Radhaswamy | Assistant Professor (Visiting) | HR & Soft Skills |
| 124. | Shivkumar PM | Assistant Professor (Visiting) | HR & Soft Skills |
| 125. | Sunanda Ladha | Assistant Professor (Visiting) | HR & Soft Skills |
| 126. | J Jayashree S Murthy | Assistant Professor (Visiting) | HR & Soft Skills |
| 127. | Dr. Shannkar Anappindi | Assistant Professor (Visiting) | HR & Soft Skills |
| 128. | Prof. K S Venu Gopal Rao | Professor | Marketing & Strategy |
| 129. | Prof. Debapratim Purkayastha | Professor | Marketing & Strategy |
| 130. | Madhavi Garikaparthi | Associate Professor | Marketing & Strategy |
| 131. | Sriram Soundara Rajan | Associate Professor | Marketing & Strategy |
| 132. | Karanam Srikanth Gangavaram | Associate Professor | Marketing & Strategy |
| 133. | Mohandas Janardhan Menon | Associate Professor | Marketing & Strategy |
| 134. | Shailendra Singh Bisht | Associate Professor | Marketing & Strategy |
| 135. | Dr. Debajani Sahoo | Associate Professor | Marketing & Strategy |
| 136. | Dr. Purna Prabhakar Nandamuri | Associate Professor | Marketing & Strategy |
| 137. | Dr. Chakravarthi J S K | Associate Professor | Marketing & Strategy |
| 138. | Dr. Surjit Kumar Kar | Associate Professor | Marketing & Strategy |
| 139. | Dr. Mukesh Kumar Mishra | Associate Professor | Marketing & Strategy |
| 140. | Dr. Vaibhav Shekhar | Associate Professor | Marketing & Strategy |
| 141. | Dr. Sunny Bose | Associate Professor | Marketing & Strategy |
| 142. | Dr. Sudeeptha Pradhan | Associate Professor | Marketing & Strategy |
| 143. | Dr. Rishi Dwesar | Associate Professor | Marketing & Strategy |
| 144. | Dr. Vikas Gautam | Associate Professor | Marketing & Strategy |
| 145. | Sanjib Dutta | Associate Professor | Marketing & Strategy |

Table 11: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|----------------|----------------------------------|--------------------------------|----------------------|
| 146. | Prof. Ramesh Krishnan | Associate Professor | Marketing & Strategy |
| 147. | Dr. Vikas Chauhan | Assistant Professor | Marketing & Strategy |
| 148. | Sravana Kumar Balabhadrapatruni | Assistant Professor | Marketing & Strategy |
| 149. | Dr. Vijayudu Gnanamkonda | Assistant Professor | Marketing & Strategy |
| 150. | Dr. Aditi Sarkar Sengupta | Assistant Professor | Marketing & Strategy |
| 151. | Dr. Dwarakanath Siriguppi | Assistant Professor | Marketing & Strategy |
| 152. | Dr. Santosh Kumar | Assistant Professor | Marketing & Strategy |
| 153. | Dr. Ankur Srivastava | Assistant Professor | Marketing & Strategy |
| 154. | Dr. Souvik Roy | Assistant Professor | Marketing & Strategy |
| 155. | Dr. Rashmita Saran | Assistant Professor | Marketing & Strategy |
| 156. | Dr. Amar Raju G | Assistant Professor | Marketing & Strategy |
| 157. | Dr. Ritesh Tiwari | Assistant Professor | Marketing & Strategy |
| 158. | Dr. Farrah Zeba | Assistant Professor | Marketing & Strategy |
| 159. | Dr. Achyut Kiran Telang | Assistant Professor | Marketing & Strategy |
| 160. | Dr. Anitha Acharya | Assistant Professor | Marketing & Strategy |
| 161. | Dr. Sweta Singh | Assistant Professor | Marketing & Strategy |
| 162. | Dr. Gaurav Bhatt | Assistant Professor | Marketing & Strategy |
| 163. | Dr. Pankaj Kumar Singh | Assistant Professor | Marketing & Strategy |
| 164. | Dr. Anees Ahmad | Assistant Professor | Marketing & Strategy |
| 165. | Dr. Rachita Kashyap | Assistant Professor | Marketing & Strategy |
| 166. | Dr. Radha Krishna Bhimavarapu | Assistant Professor | Marketing & Strategy |
| 167. | Dr. Anuja Agarwal | Assistant Professor | Marketing & Strategy |
| 168. | Dr. Ramendra Pratap Singh | Assistant Professor | Marketing & Strategy |
| 169. | Dr. Anish Yousaf | Assistant Professor | Marketing & Strategy |
| 170. | Dr. Shiv Ratan Agrawal | Assistant Professor | Marketing & Strategy |
| 171. | Dr. Pankaj Kumar Mohanty | Assistant Professor | Marketing & Strategy |
| 172. | Dr. Insha Amin | Assistant Professor | Marketing & Strategy |
| 173. | Vaibhav Yalamanchili | Assistant Professor | Marketing & Strategy |
| 174. | Ravikanth Reddy Vadamala | Assistant Professor | Marketing & Strategy |
| 175. | Namratha Prasad V | Assistant Professor | Marketing & Strategy |
| 176. | Syedamaseehaqumer | Assistant Professor | Marketing & Strategy |
| 177. | Jitesh Nair | Assistant Professor | Marketing & Strategy |
| 178. | Muthukumar R | Assistant Professor | Marketing & Strategy |
| 179. | Venkata Venugopal Rao Bagadhi | Associate Professor (Visiting) | Marketing & Strategy |
| 180. | Cheedi Srinivas | Associate Professor (Visiting) | Marketing & Strategy |
| 181. | Mohangopalratnam | Associate Professor (Visiting) | Marketing & Strategy |
| 182. | Dr. Sukanya Ashok Kumar | Associate Professor (Visiting) | Marketing & Strategy |
| 183. | Srinivas Gollamudi | Associate Professor (Visiting) | Marketing & Strategy |
| 184. | Dr. Mohd Moinuddin Mudassir | Assistant Professor (Visiting) | Marketing & Strategy |
| 185. | Dr. Monika Kothari | Assistant Professor (Visiting) | Marketing & Strategy |
| 186. | Prof. Sashikala Parimi | Professor | |
| 187. | Prof. Jigeesh Nasina | Professor | Operations & IT |
| 188. | Prof. Vishal Mishra | Professor | Operations & IT |
| 189. | Prof. Sindhuja P N | Professor | Operations & IT |
| 190. | Prof. Sanjay Fuloria | Professor | Operations & IT |
| 191. | Prof. P Venkateswarlu | Professor | Operations & IT |
| 192. | Prof. R. Prasad | Professor | Operations & IT |
| 193. | Dr. Venkata Siva Gabbita | Associate Professor | Operations & IT |
| 194. | Dr. Lakshmi Devasena C | Associate Professor | Operations & IT |
| 195. | Dr. Venkateswara Rao Korasiga | Associate Professor | Operations & IT |
| 196. | Dr. Nikhat Afshan | Associate Professor | Operations & IT |
| 197. | Dr. Saravanan D | Associate Professor | Operations & IT |
| 198. | Dr. Samyadip Chakraborty | Associate Professor | Operations & IT |
| 199. | Dr. Kaushik Bhattacharjee | Associate Professor | Operations & IT |
| 200. | Dr. B Srinivas Raj | Associate Professor | Operations & IT |
| 201. | Dr. Venkata Subrahmanyam Yeditha | Associate Professor | Operations & IT |

Table I I: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|----------------|-----------------------------------|--------------------------------|-------------------|
| 202. | Bulusu Bhaskara Rao | Associate Professor | Operations & IT |
| 203. | Dr. Santosh Kumar Yadav | Assistant Professor | Operations & IT |
| 204. | Siva Prasad Nadakuduru | Assistant Professor | Operations & IT |
| 205. | Sandeep Amanaganti | Assistant Professor | Operations & IT |
| 206. | Dr. K V S S N Narasimha Murty | Assistant Professor | Operations & IT |
| 207. | Dr. Dennis Joseph | Assistant Professor | Operations & IT |
| 208. | Dr. Shankha Sengupta | Assistant Professor | Operations & IT |
| 209. | Dr. Shubhagata Roy | Assistant Professor | Operations & IT |
| 210. | Dr. Nishit Kumar Srivastava | Assistant Professor | Operations & IT |
| 211. | Dr. Anusha Sreeram | Assistant Professor | Operations & IT |
| 212. | Dr. Shailja Tripathi | Assistant Professor | Operations & IT |
| 213. | Dr. Arindam Ghosh | Assistant Professor | Operations & IT |
| 214. | Dr. Vaibhav Mishra | Assistant Professor | Operations & IT |
| 215. | Dr. Dhabale Jaipal Vithalrao | Assistant Professor | Operations & IT |
| 216. | Dr. Bijeta Shaw | Assistant Professor | Operations & IT |
| 217. | Dr. J Prince Vijai | Assistant Professor | Operations & IT |
| 218. | Dr. Sumant Kumar Tewari | Assistant Professor | Operations & IT |
| 219. | Krishna Kumar Dadsena | Assistant Professor | Operations & IT |
| 220. | Dr. Amit Singh | Assistant Professor | Operations & IT |
| 221. | Dr. Pradeep Kumar Tarei | Assistant Professor | Operations & IT |
| 222. | Dr. Hasanuzzaman | Assistant Professor | Operations & IT |
| 223. | Venkata Dharmakumar Malla | Assistant Professor | Operations & IT |
| 224. | Dr. Ved Prakash Gulati | Professor (Visiting) | Operations & IT |
| 225. | Dr. A V L N Rao | Associate Professor (Visiting) | Operations & IT |
| 226. | Dr. Prasada Rao Oruganty | Associate Professor (Visiting) | Operations & IT |
| 227. | Vijay Ananthanarayan Sai | Associate Professor (Visiting) | Operations & IT |
| 228. | Dr. Sumangla Rathore | Assistant Professor (Visiting) | Operations & IT |
| 229. | Subrahmanyam Chowdarim Gunnam S B | Assistant Professor (Visiting) | Operations & IT |
| 230. | Prof. Sainath Manikonda | Professor | Physical Sciences |
| 231. | Prof. Sayaji Hande | Professor | C S E |
| 232. | Prof. Damodar Reddy | Professor | Physical Sciences |
| 233. | Prof. Srinivasa Reddy Mallidi | Professor | Civil Engineering |
| 234. | Prof. Suneetharajesham | Professor | Social Science |
| 235. | Prof. Vadivel A | Professor | CSE |
| 236. | Dr. Sandeep Kumar Panda | Associate Professor | C S E |
| 237. | Dr. Amogh Katti | Associate Professor | C S E |
| 238. | Dr. Jyotiranjan Nayak | Associate Professor | Mathematics |
| 239. | Dr. Gouri Sankhar Brahma | Associate Professor | Physical Sciences |
| 240. | Dr. Elizabeth Zacharias | Associate Professor | Physical Sciences |
| 241. | Varaprasada Rao K | Assistant Professor | C S E |
| 242. | Rohini Pinapatruni | Assistant Professor | C S E |
| 243. | Sathya A R | Assistant Professor | C S E |
| 244. | Dr. Pavan Kumar Paruchuri | Assistant Professor | C S E |
| 245. | Madhu Bandari | Assistant Professor | C S E |
| 246. | Brahmanaidu Kakarla | Assistant Professor | C S E |
| 247. | Dr. Balamurali R | Assistant Professor | C S E |
| 248. | Dr. Deevenaraju Bandrapalli | Assistant Professor | C S E |
| 249. | Dr. Seetharamulu Banoth | Assistant Professor | C S E |
| 250. | Dr. Rashmi Agarwal | Assistant Professor | C S E |
| 251. | Dr. Pavan Kumar Jakkepalli | Assistant Professor | C S E |
| 252. | Dr. Nikita Singh | Assistant Professor | C S E |
| 253. | Rashmi Sahay | Assistant Professor | C S E |
| 254. | Priya S Natesh | Assistant Professor | Civil Engineering |
| 255. | Veereswara Sarma Ivaturi | Assistant Professor | Civil Engineering |
| 256. | Sarit Chanda | Assistant Professor | Civil Engineering |
| 257. | Digvijay Vishwanathan Nair | Assistant Professor | E C E |

Table I I: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|----------------|-------------------------------|--------------------------------|------------------------|
| 258. | Dr. Sudheer H | Assistant Professor | E C E |
| 259. | Dr. Kamarajugadda K Kumar | Assistant Professor | E C E |
| 260. | Dr. Syed Shakeel Hashmi | Assistant Professor | E C E |
| 261. | Pavani Movva | Assistant Professor | E C E |
| 262. | Dr. Rajesh Kumar Jha | Assistant Professor | E C E |
| 263. | Dr. Soumita Ghosh | Assistant Professor | E C E |
| 264. | Dr. Akhendra Kumar Padavala | Assistant Professor | E C E |
| 265. | Dr. Shubhro | Assistant Professor | E C E |
| 266. | Dr. Loreina Pagag | Assistant Professor | English |
| 267. | Dr. Swathi Mulinti | Assistant Professor | English |
| 268. | Dr. Sudhaamsh Mohan Reddy G | Assistant Professor | Mathematics |
| 269. | Dr. Anjanna Matta | Assistant Professor | Mathematics |
| 270. | Dr. Ramesh Kesetti | Assistant Professor | Mathematics |
| 271. | Dr. Shreekant Varshney | Assistant Professor | Mathematics |
| 272. | Dr. Rakesh Reddy T | Assistant Professor | Mathematics |
| 273. | Dr. Nagaraju G | Assistant Professor | Mathematics |
| 274. | Dr. Divya Theegala | Assistant Professor | Mathematics |
| 275. | Dr. Chandra Shekhar A | Assistant Professor | Mechanical Engineering |
| 276. | Venu Gopal Chittemsetty | Assistant Professor | Mechanical Engineering |
| 277. | Avinash Malladi | Assistant Professor | Mechanical Engineering |
| 278. | Dr. Suresh Kumar Grandhi | Assistant Professor | Mechanical Engineering |
| 279. | Priyanka Chattoraj | Assistant Professor | Mechanical Engineering |
| 280. | Dr. Vivekananda Kukkala | Assistant Professor | Mechanical Engineering |
| 281. | Dr. Manmadhachary Aiamvnoori | Assistant Professor | Mechanical Engineering |
| 282. | Dr. Pavan Kishore M L | Assistant Professor | Mechanical Engineering |
| 283. | Shaik Himam Saheb | Assistant Professor | Mechanical Engineering |
| 284. | Dr. Madhavi Barla | Assistant Professor | Mechanical Engineering |
| 285. | Dr. Syed Quadir Moinuddin | Assistant Professor | Mechanical Engineering |
| 286. | Dr. Sree Ranjani S | Assistant Professor | Physical Sciences |
| 287. | Dr. Shreecharan T | Assistant Professor | Physical Sciences |
| 288. | Dr. Srilalitha Vinnakota | Assistant Professor | Physical Sciences |
| 289. | Dr. Leela Ch | Assistant Professor | Physical Sciences |
| 290. | Dr. Mahendra Laxman Shinde | Assistant Professor | Physical Sciences |
| 291. | Nikita Singh | Assistant Professor | CSE |
| 292. | Rashmi Sahay | Assistant Professor | CSE |
| 293. | Soumitsamadder Chaudhury | Assistant Professor | CSE |
| 294. | Raghutla Chandrashekhar | Assistant Professor (Visiting) | CSE |
| 295. | Prof. Narasimham V V L | Professor | Architecture |
| 296. | Prof. Venkat Ramana Peesapati | Professor | Architecture |
| 297. | Neelima Kolipara | Associate Professor | Architecture |
| 298. | Sushma Potluri | Associate Professor | Architecture |
| 299. | Anil Kumar K | Assistant Professor | Architecture |
| 300. | Syed Ateeq Mirza | Assistant Professor | Architecture |
| 301. | Rama Kiran Mareedu | Assistant Professor | Architecture |
| 302. | Srivali Pradeepthi Ikkurthy | Assistant Professor | Architecture |
| 303. | Prasad T V R | Assistant Professor | Architecture |
| 304. | Aniruddha Phadke | Assistant Professor | Architecture |
| 305. | Aryan | Assistant Professor | Architecture |
| 306. | Asha Devadas | Assistant Professor | Architecture |
| 307. | Shraddha Dhananjay Bahirat | Assistant Professor | Architecture |
| 308. | Maneesha Keerthi Kavuri | Assistant Professor | Architecture |
| 309. | Dr. Massimo Vianello | Professor (Visiting) | Architecture |
| 310. | D Krishna Chaitanya | Associate Professor (Visiting) | Architecture |
| 311. | Yeshwanth Ramamurthy | Assistant Professor (Visiting) | Architecture |
| 312. | Varshini Varanasi | Assistant Professor (Visiting) | Architecture |
| 313. | Jainishka | Assistant Professor (Visiting) | Architecture |

Table I I: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|----------------|-------------------------------------|---------------------|-------------|
| 314. | Prof. Venkatanarasimha Rao Aitharaj | Professor | Law |
| 315. | Prof. Y. R. Haragopal Reddy | Professor | Law |
| 316. | Prof. V. Hemalatha Devi | Professor | Law |
| 317. | Prof. Y. Pratap Reddy | Professor | Law |
| 318. | Prof. T. Vidyakumari | Professor | Law |
| 319. | Dr. Veena | Associate Professor | Law |
| 320. | Dr. S. V. Damodar Reddy | Associate Professor | Law |
| 321. | Dr. Y. Gangi Reddy | Associate Professor | Law |
| 322. | Dr. Madhuri Irene M. | Associate Professor | Law |
| 323. | Dr. Md. Akbar Khan | Associate Professor | Law |
| 324. | Dr. P. Kesari | Associate Professor | Law |
| 325. | Dr. K. Durga Prasad | Associate Professor | Law |
| 326. | S. Ravi | Assistant Professor | Law |
| 327. | Dr. K. S. Rekhraj Jain | Assistant Professor | Law |
| 328. | Sridevi D. Shet | Assistant Professor | Law |
| 329. | Dr. P.L. Jayanthi Reddy | Assistant Professor | Law |
| 330. | Dr. S. Uma Devi | Assistant Professor | Law |
| 331. | Dr. S. Kannan | Assistant Professor | Law |
| 332. | D.V.N. Murthy | Assistant Professor | Law |
| 333. | Geetha Priyadarshini | Assistant Professor | Law |
| 334. | G. Monisha | Assistant Professor | Law |
| 335. | Ranjit Kumar | Assistant Professor | Law |
| 336. | Rukmini Desai | Assistant Professor | Law |
| 337. | Jyotsna Nisha | Assistant Professor | Law |
| 338. | Dr. K. Jagan Mohan Rao | Assistant Professor | Law |
| 339. | Dr.K. V. Ravi Kumar | Assistant Professor | Law |
| 340. | Dr. C. Kama Raju | Assistant Professor | Law |
| 341. | Astha Srivastava | Assistant Professor | Law |
| 342. | Dr. Rama Devi G. | Assistant Professor | Law |
| 343. | Satyabrata Misra | Assistant Professor | Law |
| 344. | Dilip Sharma | Assistant Professor | Law |
| 345. | Anwesha Panigrahi | Assistant Professor | Law |
| 346. | Raja Rajeswari A. | Assistant Professor | Law |
| 347. | K. Sravan Kumar | Assistant Professor | Law |



Table 11: List of Faculty Members

| Sl. No. | Name of the Employee | Designation | Area |
|----------------|---------------------------------|--------------------------------|-------------|
| 348. | K. Raja Sekhar Reddy | Assistant Professor | Law |
| 349. | S. Rakesh | Assistant Professor | Law |
| 350. | Dr. Y. Sai Krishna | Assistant Professor | Law |
| 351. | Dr. A. Arun Kumar | Assistant Professor | Law |
| 352. | Dr. Ity Vyas | Assistant Professor | Law |
| 353. | Dr. K. Hari Haran | Assistant Professor | Law |
| 354. | Dr. M. Ravindranadh | Assistant Professor | Law |
| 355. | Dr. T. Himavathi | Assistant Professor | Law |
| 356. | Hartej Singh Kochhar | Assistant Professor | Law |
| 357. | Neelesh Shukla | Assistant Professor | Law |
| 358. | Dr. G.P. Sudhakar | Assistant Professor | Law |
| 359. | Richa Jain | Assistant Professor | Law |
| 360. | Mrityonjay Kumar | Assistant Professor | Law |
| 361. | Dr. Vinay Sharma | Assistant Professor | Law |
| 362. | Rishav Soni | Assistant Professor | Law |
| 363. | Dr. Sumantha Mehar | Assistant Professor | Law |
| 364. | Rukma Lavania | Assistant Professor | Law |
| 365. | Dr. N. Padmanabha Rao | Assistant Professor | Law |
| 366. | Charu Modi | Assistant Professor | Law |
| 367. | Dr. Poorvi Kantroo | Assistant Professor | Law |
| 368. | Dr. A. Sreelatha | Assistant Professor | Law |
| 369. | Aditi Nidhi | Assistant Professor | Law |
| 370. | Sthiti Das Gupta | Assistant Professor | Law |
| 371. | Shruthi Anand K. | Assistant Professor | Law |
| 372. | Sofiul Ahmad | Assistant Professor | Law |
| 373. | Manani Siddhu | Assistant Professor | Law |
| 374. | Rupak Das | Assistant Professor | Law |
| 375. | Katiyani Juneja | Assistant Professor | Law |
| 376. | Hon'ble Justice B. Prakash Rao | Professor (Visiting) | Law |
| 377. | Hon'ble Justice G.V. Seetapathi | Professor (Visiting) | Law |
| 378. | Ashok Ram Kumar | Associate Professor (Visiting) | Law |
| 379. | Deepa Sankar | Assistant Professor (Visiting) | Law |
| 380. | V. I. Prasanna Deep | Assistant Professor (Visiting) | Law |
| 381. | R. Narasimha Naik | Assistant Professor (Visiting) | Law |



4. Intellectual Capital

Patents

A. International Patents Granted

During the academic year 2020-21, two international patents were awarded. The details presented in Table 12.

Table 12: International Patents Granted

| S. No. | Name of the Patentee | Patent Number | Title | Year of Award |
|--------|--------------------------|---------------|---|---|
| 1. | Dr. A. ChandraSekhar | 20201020 44 | A smart and automated patient monitoring bed for COVID patients | Granted for Eight years from 28 August 2020 |
| 2. | Dr. Grandhi Suresh Kumar | 2020102178 | Smart School Bag For Assisting and Protecting the School Students by Tracking the Geographical Location | Granted for Eight years from 8 September 2020 |

B. Patent Applications Published

During the academic year 2020-21, twenty three patent applications were published in the Journal of the Patent Office, Department of Promotion of Industry and Internal Trade, Govt. of India. The details are presented in Table 13.

Table 13: Patent Applications Published

| S. No. | Name of the Applicant/ Inventor | Application No. | Journal No./Date of Publication | Title |
|--------|---|-----------------|---------------------------------|---|
| 1. | Harika Devi | 202041020290 A | 22/2020 , Part-I / 9/05/2020 | Effective Management Analysis of Signal Coverage and Novel Design of Triangular Patch Antenna for Quasi Elliptic Band Pass Response |
| 2. | A. ChandraSekhar | 202041020271 A | 22/2020 Part-I / 29/05/2020 | GUI based eye tracking for disabled people using viola-jones algorithm and Hough transform |
| 3. | Sandeep Kumar Panda | 202041018617 A | 23/2020 Part-I/ 05/06/2020 | Health Record Tracking in Cloud Environment using Block Chain Technology |
| 4. | Sandeep Kumar Panda, K VaraPrasada Rao and Shubhangi Vijay Urkude | 202041018673 A | 23/2020 Part-I/ 05/06/2020 | Copyright Protection system based on using Block chain Technology |
| 5. | Sandeep Kumar Panda, K Vara Prasada Rao | 202041018639 A | 23/2020 , Part-II/ 05/06/2020 | Medical supply chain to track counterfeit drugs using Block chain Technology |
| 6. | Sandeep Kumar Panda, and K VaraPrasada Rao | 202041018622 A | 23/2020 Part-I/ 05/06/2020 | System and Method for land registry using Block chain Technology |
| 7. | Dr. Sandeep Kumar Panda, K VaraPrasada Rao | 202041018768 A | 23/2020 Part-I/ 05/06/2020 | Secure Event Ticket booking using Block chain Technology |
| 8. | Dr. Sandeep Kumar Panda, T. Krishnan, Dr. S. Vairachilai | 202041020290 A | 23/2020 Part-I / 05/06/2020 | Model Based Human Faces generation using generative adversarial networks |
| 9. | Dr. Grandhi Suresh Kumar | 202041020271 A | 23/2020 Part-I / 05/06/2020 | Design for solar panel cleaning system using spa concept |
| 10. | Dr. A.Chandra Sekhar | 202041018617 A | 26/2020 Part- I/ 26/06/2020 | Mind-controlled drone: using brainwaves and deep learning to control drone through thoughts |



Table I3: Patent Applications Published

| S. No. | Name of the Applicant/ Inventor | Application No. | Journal No./Date of Publication | Title |
|--------|---|-----------------|---------------------------------|--|
| I1. | Dr.A. Chandra Sekhar, Prof.Harika Devi | 202041018673 A | 27/2020 Part-I/ 3/7/2020 | Emergency Notification Systems For Use With Footwear For Users Safety |
| I2. | Dr. A. Chandra Sekhar, Dr.Pavan Kumar | 202041018639 A | 28/2020 Part-I/ 10/7/2020 | Sonification for database administrators (SoniDBA) |
| I3. | Dr. B. Naresh Kumar Reddy, Dr. B. Seetharamulu, Dr.K. Bramha Naidu, Dr.B. Deevena Raju | 202041018622 A | 31/2020 Part-I/ 31/07/2020 | Energy Efficient Fault Tolerance NoC Architecture |
| I4. | Dr. B. Deevena Raju | 202041018768 A | 34/2020, Part-I/ 21/08/2020. | Encryption based security solution for data communication of IOT devices |
| I5. | Harika Devi | 202041018785 A | 36/2020 Part-I/ 04/09/2020 | Virtual vision system for visually impaired people and Method thereof |
| I6. | Sandeep Kumar Panda, K.Sathya AR | 202041017417 A | 40/2020 Part-I/ 02-10-2020 | Defence Ammunition tracking system using Block chain technology |
| I7. | M L Pavan Kishore | 202041024955 A | 41/2020 Part-I/ 09/10/2020 | Computer Implemented System and method to perform structural Optimization of Propeller Blade |
| I8. | H. Sudheer | 202041026317 A | 41/2020 Part-I/ 09/10/2020 | An intelligent mobile alert system for reservoir water level and flow indication Integrated with GPS for farmers |
| I9. | H. Sudheer | 202041026841 A | 41/2020 Part-I/ 09/10/2020 | An Automated and integrated mobile app for handling road accident and emergency situation smartly |
| I20. | Movva Pavani, K.Kishore Kumar | 202041030007 A | 43/2020 Part-I/ 23-10-2020 | An IoT Based Health Monitoring System |
| I21. | Sandeep Kumar Panda | 202041032052 A | 44/2020 Part-I/ 30/10/2020 | Optimization of car buying criterion using multi-class classification Model |
| I22. | B. Deevena Raju | 202041034520 A | 06/2021 Part-I/ 05/02/2021 | Fault detection using artificial intelligence in a telecommunication Network |
| I23. | Sathya A. R., Shubhangi V. Urkude and Sandeep Kumar Panda | 202041038731 A | 08/2021 Part-I/ 19/02/2021 | Distributed Ledger Technology In The Construction Industry Using Corda |

C. National Patent Applications Filed

During the academic year 2020-21, one application was filed. The details are presented in Table 14.

Table 14: Patent Application Filed

| S. No. | Name of the Applicant | Application Number | Title | Date of Filing the Application |
|--------|-----------------------|--------------------|--|--------------------------------|
| I | A. Chandra Sekhar | 202021056456 | Design of the propeller and air foils to increase thrust and obtain stability against crosswind. | 25/12/2020 |



Publications in Peer Reviewed Journals

The faculty members of the University have published 320 research papers in peer reviewed journals of which 189 are indexed in Scopus listed Journals, 57 in A*, A and B categories in journals ranked by Australian Business Deans Council (ABDC). The summary of the publications is presented in Table 15 and the list of publications in Table 16.

Table 15: Summary of the Publications

| Faculty/School | No of Research Papers Published | Scopus indexed journals | Web Science indexed journals | Published in Australian Business Deans Council (ABDC) Journals | | | | Other Journals |
|--|---------------------------------|-------------------------|------------------------------|--|-----------|-----------|-----------|----------------|
| | | | | A* | A | B | C | |
| Faculty of Management (IBS Hyderabad) | 215 | 143 | 4 | 2 | 21 | 58 | 50 | 15 |
| Economics | 41 | 26 | 1 | - | 1 | 18 | 6 | 4 |
| Finance & Accounting | 54 | 26 | - | - | 5 | 12 | 26 | 4 |
| HR & Soft Skills | 29 | 25 | - | - | 2 | 10 | 6 | - |
| Marketing & Strategy | 48 | 31 | 2 | 2 | 12 | 12 | 7 | 3 |
| Operations & IT | 43 | 35 | 1 | - | 1 | 6 | 5 | 4 |
| Faculty of Science & Technology | 73 | 48 | 21 | - | - | - | - | 25 |
| Faculty of Law | 29 | 2 | - | - | - | - | 4 | 23 |
| ICFAI School of Architecture | 3 | 1 | - | - | - | - | - | 2 |
| Total | 320 | 194 | 25 | 2 | 21 | 58 | 54 | 65 |

Table 16: List of Publications in Peer Reviewed Journals

| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|---------|-----------------------------------|---|---|--|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 1 | Tamma Koti Reddy, T Sita Ramaiah | Impact of Remittances on Economic Growth: Evidence from India | Empirical Economics Letters, Mar-2021 | Department of Economics, University of Rajshahi, Rajshahi Bangladesh | | | C |
| 2 | D S Prasad, IRS Sarma | Working Capital Management Efficiency of Cement Sector in India | Empirical Economics Letters, Vol. 19(12) Dec 2020, pp.1525-1541 | Wiley-Blackwell Publishing | | | C |
| 3 | Tamma Koti Reddy and VDMV Lakshmi | Role of Exports in Economic Growth: Evidence from India | Economic Affairs, Vol. 65, No. 4, pp. 481-490, Dec-2020, Dec-2021 | Wiley-Blackwell Publishing | √ | | C |
| 4 | Swamy V., Dharani M. | Thresholds in finance-growth nexus: Evidence from G-7 economies | Australian Economic Papers, June-2021 | Wiley-Blackwell Publishing | √ | | B |
| 5 | Tamma Koti Reddy, T Sita Ramaiah | The effects of Fiscal deficit on Indian Economy-An empirical Analysis | Indian Economic Journal, 2021 | Sage Publications | | | B |
| 6 | Neeraj Kumar | The bright side of COVID-19 lockdown on Environment and Proposal of new carbon policy | Indian Economic Journal, 2021 | Sage Publications | | | B |
| 7 | M. Aruna | Regional Analysis of impact of irrigation on cropping intensity in Rajasthan | Indian Economic Journal, Apr-2021 | Sage Publications | | | B |
| 8 | Dash D. P., Sethi N., Dash A.K. | Infectious disease, human capital, and the BRICS economy in the time of COVID-19 | MethodsX, Jan-2021 | Elsevier B.V. | √ | | |
| 9 | Neeraj Kumar | Examining the Factor Structure of Quality of Technical Education: Evidence from Punjab State of India | Journal of applied research in higher education | Emerald | √ | | |
| 10 | Dash D.P., Sethi N., Dash A.K. | Education, human error, and road crash risk: An empirical investigation in the Indian states | Journal of Public Affairs, Feb-2021 | Wiley- Blackwell Publication | √ | √ | B |

Table 16: List of Publications in Peer Reviewed Journals

| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|---------|---|--|--|---|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 11 | Shi Y, Swamy V., Paramati S.R. | Does financial inclusion promote tourism development in advanced and emerging economies? | Applied Economics Letters, pp. 451-458, May-2020 | Taylor & Francis | √ | | B |
| 12 | Agrawal S.R. | Digital Pollution and Its Impact on the Family and Social Interactions | Journal of Family Issues, Jan-2021 | SAGE | √ | | |
| 13 | Swamy V, Dharani M. | Thresholds of financial development in the Euro area | World Economy, Vol.43(6), pp.1730 - 1774, Jun-2020 | Wiley-Blackwell | √ | | A |
| 14 | Swamy V, Dharani M | The tipping point of financial development? – evidence from OECD countries | International Economics and Economic Policy, Vol. 17, pp. 125 - 165, Feb-2020 | Springer | √ | | B |
| 15 | Reddy T.K., Ramaiah T.S. | The impact of gross capital formation on economic growth: Evidence from India | Indian Journal of Economics and Business, Vol.19, pp. 57-69, 2020 | Ashwin Anokha Publications and Distributors, India | √ | | |
| 16 | Tamma Koti Reddy and T. Sita Ramaiah | The Impact Of Current Account Deficit On Economic Growth: An Ardl Approach | Journal of International Business and Economy, Vol.21(1), pp.76-92,2020 | San Francisco State University, College of Business and the Institute for Industrial Policy Studies | | | C |
| 17 | Swamy V. | Macroeconomic transmission of Eurozone shocks to India—A mean-adjusted Bayesian VAR approach | Economic Analysis and Policy, Vol.68, pp.126 - 150,Dec-2020 | Elsevier B.V. | √ | | B |
| 18 | Swamy V. | Impact of Eurozone crisis on domestic bank lending in India | Journal of Financial Economic Policy, Vol. 12(4), pp.577 - 591, Jan-2020 | Emerald Group Holdings Ltd. | √ | | B |
| 19 | Dash D.P., Sethi N., Dash A.K. | Identifying the causes of road traffic accidents in India: An empirical investigation | Journal of Public Affairs, Vol. 20(2), May-2020 | Wiley-Blackwell Publishing | √ | | B |
| 20 | Jayanthi P, Iyyanki M., Mothkuri A., Vadakattu P. | Fourth Industrial Revolution: An Impact on Health Care Industry | Advances in Intelligent Systems and Computing, Vol. 965, pp. 58-69, 2020 | Springer Nature | √ | | |
| 21 | Sarin V., Mahapatra S.K., Sood N. | Export diversification and economic growth: A review and future research agenda | Journal of Public Affairs, Oct-2020 | Wiley-Blackwell Publishing | √ | | B |
| 22 | Mishra B.R., Pradhan A.K., Tiwari A.K., Dash A.K., Aruna M. | Exchange Rate Return and Volatility Spillover across Major Trading Partners of India | Journal of Asia-Pacific Business, Vol. 21(2), pp.80-101,Apr-2020 | Taylor & Francis | √ | | C |
| 23 | Dash A.K. | Does globalization affect export performance in India? An empirical insight | Journal of Public Affairs, Vol. 21(2), May-2021 | Wiley-Blackwell Publishing | √ | | B |
| 24 | Jena S.K, Dash A.K. | Does exchange rate volatility affect tourist arrival in India: a quantile regression approach | Regional and Sectoral Economic Studies, Vol. 20(2), pp.65-84,2020 | Euro-American Association of Economic Development Studies | √ | | |
| 25 | Aravalath L.M. | Do financial cycles cause business cycles in India? Evidence from wavelet based causality analysis | Journal of Public Affairs, Oct-2020 | Wiley-Blackwell Publishing | √ | | B |
| 26 | Memdani Laila, Kalaa Chenji, Sode Raghavendra | Demographic Determinants of Access to Bank Credit | International Journal of Recent Technology and Engineering, E-ISSN:2277-3878, Jan-2020 | Blue Eyes Intelligence Engineering and Sciences Publication, India | √ | | |

Table 16: List of Publications in Peer Reviewed Journals

| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|---------|---|--|---|---|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 27 | Swamy V. | Debt and growth: Decomposing the cause and effect relationship | International Journal of Finance and Economics, Vol. 25(2), pp.141-156, Apr-2020 | Wiley-Blackwell | √ | | |
| 28 | Tamma Koti Reddy | The General Government Expenditure and its impact on GDP: Evidence from India | Empirical Economics Letters, Vol.7(19),2020 | Department of Economics University of Rajshahi Rajshahi 6205 Bangladesh | | | C |
| 29 | Tamma Koti Reddy, IRS Sarma | Relationship between Inflation and Economic Growth | International Journal of Mechanical and production Engineering Research and Development (IJMPERD), Vol.10, No. 3, June 2020, pp.3017-3026 | Transstellar Journal Publications and Research Consultancy Private Limited, India | √ | | |
| 30 | Tamma Koti Reddy | Relationship between capital expenditure and Economic growth in Indian Economy During the Post-reform period | Journal of XIAN University of Architecture & Technology (JXAT) Vol. 12, No..9, Sep-2020, pp.342-355 | Science Press (Xian Jianzhu Keji Daxue Xuebao) | √ | | |
| 31 | Tamma Koti Reddy | The General Government Capital Spending and its effect on GDP:Evidence from India | Journal of Critical Reviews, Vol.7,No. 19, pp.4164-4174, 2020 | Innovare Academics Sciences Pvt. Ltd, India | √ | | |
| 32 | Vighneswara Swamy | Measuring the Efficacy of Financial Intermediation - A Transaction Cost Approach | World Economics Journal, Vol. 21, Iss. 4, pp 111-138, Oct-Dec 2020. | World Economics Limited | | | B |
| 33 | Laila Memdani | Demonetisation and move towards cashless economy in India | International Journal of Electronic Banking , Vol.2 No.3 Nov-2020 PP:205-211 | Inderscience Publishers | | | |
| 34 | Mishra, A. K., Rath, B. N., & Dash, A. K. (2020). | Does the Indian financial market nosedive because of the COVID-19 outbreak, in comparison to after Demonetization and the GST? | Emerging Markets Finance and Trade Vol. 56, No.10, July-2020 pp.2162-2180 | Taylor & Francis | √ | | B |
| 35 | Bhattacharya P. and Dash A. K. (2020). | Drivers of Blue Economy in Asia and Pacific Island Countries: An Empirical Investigation of Tourism and Fisheries Sectors | ADBI Working Paper Series. No. 1161, July 2020 | Asian Development Bank Institute | | | |
| 36 | Kumar, N. and Choudhary, P. (2019) | Concentration in the Indian Automobile Industry | Pacific Business Review International, Vol. 11, No. 9, pp. 103-113 | Pacific Institute Of Management, Udaipur, India | | | |
| 37 | Vighneswara Swamy | Monetary and Fiscal Policy Coordination during Fiscal Dominance Regimes | World Economics Journals Vol. 21, No. 3, pp 183-213. Sep-2020 | World Economics Limited | | | B |
| 38 | Vighneswara Swamy | Macroeconomic Impact of Eurozone Debt Crisis on India - Sensitivity Analysis using Measures of Dependency | World Economics Journal, Vol. 21(2), pp 323-349. June-2020 | World Economics Limited | | | B |

Table 16: List of Publications in Peer Reviewed Journals

| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|---------|---|--|--|------------------------------------|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 39 | Vighneswara Swamy Dharani M | Google Search Intensity and the Investor Attention Effect: A Quantile Regression Approach | Journal of Quantitative Economics, Vol. 18(2), pp.403-423, June-2020 | Springer International Publishing | | | B |
| 40 | Kansra, Pooja, Pawan Kumar, Sushanta Kumar Mahapatra, Sumit Oberoi. | Economic Concert, Cooperation and Trade Specialization of India in Comparison with Rest of BRICS Nations | International Journal of Trade and Global Markets, DOI: 10.1504/IJTM.2020.10032137 | Inderscience Publishers. | ✓ | | C |
| 41 | Mahapatra, Sushanta Kumar, Amartya Krishna Roy | Job-loss, Unemployment, and Uncertainties: The Plight of Migrant Laborers during COVID-19 | The Critical Mirror, July-2020 | Online Journal | | | |
| 42 | N S Sudesh, Gonela Saradhi | Nature of and Solutions for Unemployment in India due to COVID-19 and Possible Solutions: An Exploratory Study | TEST Engineering and Management, Vol. 83, pp. 27836 - 27845, May-June-2021 | The Mattingley Publishing Co., Inc | ✓ | | |
| 43 | Twinkle Balabantaray and Bhanu Sireesha | A Note on the Economic Effects of the Covid-19 and the 1918 Spanish Flu Pandemics | The IUP Journal of Accounting Research and Audit Practices, Vol.XX, No.1, (Jan 2021), pp 50-57, Jan-2021 | IUP Publications, Hyderabad, India | | | C |
| 44 | Anita C, Galab S, R. Raghunath Reddy | Alternate Funding to Indian MFIs : Can structured instruments –Securitization benefit? | ICFAI Journal of Bank Management, IUP, Apr-2021 | IUP Publications, Hyderabad, India | | | |
| 45 | Rahul Bhatia and Bhanu Sireesha | A Note on the Performance of Index Funds and Mutual Funds: India Versus US | The IUP Journal of Accounting Research and Audit Practices, Vol.XIX, No.4, (Oct 2020) | IUP Publications, Hyderabad, India | | | C |
| 46 | Kumar Satish, Tiwari A.K, Raheem I.D, Hille E. | Time-varying dependence structure between oil and agricultural commodity markets: A dependence-switching CoVaR copula approach | Resources Policy, Aug-2021 | Elsevier | ✓ | | B |
| 47 | Rama Krishna Yelamanchili | Stock Market Returns, Data Frequency, Time Horizon, Return Distribution Density and GARCH Models | The IUP Journal of Applied Economics. Vol.20 (1), pp. 29-46, Jan 2021 | IUP Publications, Hyderabad, India | | | B |
| 48 | Srikanth Potharla, Kaushik Bhattacharjee & Vishwanathan Iyer (T A Pai Management Institute, Manipal, India) | Institutional ownership and earnings management: Evidence from India | Cogent Economics and Finance, 9:1 pp 1-21, Apr-2021 | Taylor and Francis | ✓ | | B |
| 49 | Tripathi NN & B. Brahmaiah | Impact of Non-Performance Assets on Bank Performance in India: An Empirical Study | The Indian Economic Journal (Special Issue), Jan-2021 | Sage Journal | | | C |
| 50 | Hari Venkatesh, Jyoti Kumari | Foreign Institutional Investors: Fair-Weather Friends or Smart Traders? | Journal of Quantitative Economics, 2021, Vol. 19, issue 2, No. 6, pp 1-26, Apr 2021, 2021 | Springer International Publishing | | | B |

Table 16: List of Publications in Peer Reviewed Journals

| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|---------|---|--|---|---|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 51 | Meher Pramod Mantravadi | Does Time-Period of Occurrence, or Firm-Relatedness, Impact Operating Performance of Acquiring Firms Differently? Evidence from Mergers in the New Millennium in Indian Industry | Journal of Business and Management, January 2021, Vol. 9, Issue 1, pp 74-90, Jan 2021, Jan-2021 (Open Access Journal) | Scientific Research Publishing, Wuhan, China | | | C |
| 52 | Naseem Ahamed and Kavita Wadhwa | Does firm performance determine top executive turnover? | Finance India, 35(2), pp. 429-450, Jul 2020, 2021 | Indian Institute of Finance | ✓ | | C |
| 53 | Geeta Singh, Rishi Dwesar, Satish Kumar | Ubers Bumpy Ride in China | The Case Journal, Vol.16(2), pp-185-214, Apr-2020 | Emerald | | | |
| 54 | Singh G., Bhattacharjee K., Kumar S. | Turn-of-the-month effect in three major emerging countries | Managerial Finance, Vol.47(4), pp. 555-569, Mar-2021 | Emerald. | ✓ | | B |
| 55 | Ahamed N. | Time value of money: Concepts and applications | Indian Journal of Finance, Vol.14 (5-7), pp.37-43, May-July 2020 | Associated Management Consultants Pvt. Ltd. | ✓ | | C |
| 56 | D.Sreenivasa Chary | The Impact of New Generation Private Sector Banks on Public Sector Banks | IUP Journal of Applied Economics, Vol XIX No.2, 2020, April 2020 (Issue received lately), Apr-2020 | IUP Publications, Hyderabad, India | | | C |
| 57 | G. Richa | The impact of Directors Report Narratives on Stock Returns | IUP Journal of Applied Economics, Oct-2020 | IUP Publications, Hyderabad, India | | | C |
| 58 | Dr.Jyothi Chittineni | The Impact of COVID-19 Pandemic on the Relationship between India's Volatility Index and Nifty 50 Returns | Indian Journal of Finance and Banking, Vol 4(2), pp58-63, 2020,Aug-2020 | Centre for Research on Islamic Banking & Finance and Business | | | C |
| 59 | Dr Rama Krishna Yelamanchili | Stylized Facts and Conditional Volatility of NSE NIFTY Monthly Returns | Journal of Xian University of Architecture & Technology, ISSN:1006-7930,Apr-2020 | Science Press (Xian Jianzhu Keji Daxue Xuebao) | ✓ | | |
| 60 | Rama Krishna Yelamanchili | Short-term Economic Indicators, Stock Market Indexes and Indian Oil and Gas Stocks Returns | Indian Journal of Finance and Banking,Jan-2020 | Centre for Research on Islamic Banking & Finance and Business | | | C |
| 61 | Mushinada V.N.C., Veluri V.S.S. | Self-attribution, Overconfidence and Dynamic Market Volatility in Indian Stock Market | Global Business Review, Vol.21, (4), pp970 - 989,Aug-2020 | Sage Publications India Pvt. Ltd | ✓ | | C |
| 62 | Dr. Rama Krishna Yelamanchili | Modeling Stock Market Monthly Returns Volatility Using GARCH Models Under Different Distributions | International Journal of Accounting & Finance Review, Vol.5(1), pp.42-50,Mar-2020 | Centre for Research on Islamic Banking & Finance and Business | | | C |
| 63 | Rama Krishna Yelamanchili | Interaction among Crude Oil Price, and Indian Stock Market Indices | The Empirical Economics Letters, Vol. 19(1), ISSN 1681-8997,Jan-2020 | Department of Economics University of Rajshahi Rajshahi 6205 Bangladesh | | | C |
| 64 | Srikanth Potharla | Impact of Managerial Ability and Power on CEOs Compensation – An Empirical Evidence from Indian Companies | Applied Finance Letters, Special issue, pp.103-120, Nov 2020,Nov-2020 | Auckland University of Technology | | | B |

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| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 65 | Dr. Rama Krishna Yelamanchili | Impact of Economic Indicators on Passenger and Commercial Vehicle Stocks Returns | Indian Journal of Economics. No. 397, pp.16-34, ISSN: 0019-5170, Mar-2020 | Department of Economics, University of Allahabad University of Allahabad | | | C |
| 66 | Mushinada V.N.C. | How do investors behave in the context of a market crash? Evidence from India | International Journal of Emerging Markets, Vol. 15(6), pp.1201 - 1217, Apr-2020 | Emerald | √ | | B |
| 67 | F Zeba, M Shaheen, R Krishnankutty | Hedonic and Utilitarian Values Behind Engagement of Online Consumers | Journal of Electronic Commerce in Organizations, No.1539-2937, July2020 | IGI Global Publishing | √ | | B |
| 68 | Sagar Reddy Adavelli | Global Crude Oil Price, Exchange Rates, Impact on Domestic Dynamic Retail Oil Prices and Stock Market Indices | Empirical Economics Letters, Vol. 19 (11), No. 1681-8997, Nov-2020 | Department of Economics University of Rajshahi Rajshahi 6205 Bangladesh | | | C |
| 69 | Kaushik Bhattacharjee, Diganta Mukherjee, Munawar Sayyad | Fund Managers Adding Values? Measuring Performance without Benchmark – A Study of Indian Mutual Fund Schemes. | Applied Finance Letters, Special issue, pp-45-52,2020 | Auckland University of Technology | | | B |
| 70 | Ahamed N. | Firm performance and top executive turnover: An empirical analysis of NSE listed companies in India | Finance India, Vol. 34(1), pp. 215 - 222, Mar-2020 | Indian Institute of Finance | √ | | C |
| 71 | Satish Chandra Tiwari, Kishan Jee, T. Sita Ramaiah, Neeti Mathur | Financial Appraisal of RRBs: Evidence from Eastern Uttar Pradesh | International Journal of Recent Technology and Engineering, Vol. 8(6), ISSN: 2277-3878,2020 | Blue Eyes Intelligence Engineering & Sciences Publication | | | |
| 72 | Sumant Kumar Tewari | Evaluating IT to Drive Customer Experience: An Integrated ISM-MICMAC Approach | The Empirical Economics Letters, Vol. 19(1), pp.35-56,2020 | Department of Economics University of Rajshahi Rajshahi 6205 Bangladesh | | | C |
| 73 | Kiran P., Srivastava A., Tiwari S.C., Ramaiah T.S. | Evaluating forces associated with sentient drivers over the purchase intention of organic food products | Asian Journal of Agriculture and Rural Development, Vol. 10(1), pp.284-297, No. 23041455, June-2020 | Asian Economic and Social Society | √ | | |
| 74 | Gautam V., Basu A., Basu A., Singh T. | Entrepreneurial attributes and intention among management students: A longitudinal approach to evolution and applicability of conceptual and empirical constructs | Journal for International Business and Entrepreneurship Development, Vol. 12(2-3), pp.156 - 182, Apr-2020 | Inderscience Publishers | √ | | |
| 75 | Pathak R., Ranajee | Earnings quality and corporate payout policy linkages: An Indian context | North American Journal of Economics and Finance, Vol. 51, Article Number 100855, Jan-2020 | Elsevier | √ | | B |
| 76 | Jena S.K., Tiwari A.K., Hammoudeh S., Shahbaz M. | Dynamics of FII flows and stock market returns in a major developing country: How does economic uncertainty matter? | World Economy, Vol. 43(8), pp. 2263-2284, Aug-2020 | Wiley-Blackwell | √ | | A |

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| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|------------|--|--|---|---|------------------|-------------------|----------------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/ B/C |
| 77 | Tewari S.K., Misra M. | Driving performance of higher education industry: an Indian scenario | International Journal of Productivity and Performance Management. No.17410401, Oct-2020 | Emerald. | √ | | B |
| 78 | Dr Meher Pramod Mantravadi | Does Merger Type or Industry Affect Operating Performance of Acquiring Firms? A Long-Term Merger Performance Study in India | Theoretical Economics Letters, Vol. 10(3), pp 696-710, June-2020 | Scientific Research Publishing | | | |
| 79 | Jadiyappa N., Hickman L.E., Jyothi P., Vunyale N., Sireesha B. | Does debt diversification impact firm value? Evidence from India | International Review of Economics and Finance, Vol. 67, pp.362-377, May-2020 | Elsevier | √ | | |
| 80 | T.Sita Ramaiah, Satish Chandra Tiwari, Neeraj kumar, Radha Mohan Chebolu | Does corporate governance influence capital structure in Indian firms? | The Empirical Economic Letters, Vol. 19. No. 2, ISSN 1681-8997, Feb-2020 | Department of Economics University of Rajshahi Rajshahi 6205 Bangladesh | | | C |
| 81 | Satish Chandra Tiwari, Anirban Ghatak, Jennifer Monteiro, Prabha kiran | Does BREXIT Impact British Pound and Indian Rupee Exchange Rate? paper communicated | VISION:The Journal of Business Perspective, ISSN: 0972-2629,2020 | SAGE Publications | | | C |
| 82 | VDMV Lakshmi | Do Dynamic Asset Allocation Schemes Exhibit Superior Performance to Balanced Schemes? Indian Experience | The Empirical Economics Letters, Vol 19(8), pp-845-855, Aug-2020 | Department of Economics University of Rajshahi Rajshahi 6205 Bangladesh | | | C |
| 83 | Tewari S.K. | Developing hierarchical relationship of ictm barriers-an effort for economic evolution of indian higher education sector | Indian Journal of Economics and Business, Vol. 19(1), pp. 35-56,2020 | Ashwin Anokha Publications and Distributors | √ | | |
| 84 | Kumar S., Tiwari A.K., Raheem I.D., Ji Q. | Dependence risk analysis in energy, agricultural and precious metals commodities: a pair vine copula approach | Applied Economics, Vol. 52(28), pp. 3055-3072, June-2020 | Taylor & Francis Online | √ | | A |
| 85 | Jadiyappa N., Sisodia G., Joseph A., Shrivastava S., Jyothi P. | Creditors governance, information asymmetry and debt diversification: evidence from India | International Journal of Managerial Finance, Vol. 17(2), pp. 282-302, Mar-2021 | Emerald | √ | | A |
| 86 | Bezwada Brahmaiah, Sager Reddy Adavelli | Corporate Governance, Board Characteristics and Performance of Indian Banks: An Empirical Study | International Journal of Economics and Financial Issues, Vol. 10(3), pp.1-5, Apr-2020 | EconJournals | √ | | C |
| 87 | Seth H., Talwar S., Bhatia A., Saxena A., Dhir A. | Consumer resistance and inertia of retail investors: Development of the resistance adoption inertia continuance (RAIC) framework | Journal of Retailing and Consumer Services, Vol. 55, July-2020 | Elsevier | √ | | A |
| 88 | Rama Krishna Yelamanchili | Causal Effect of Economic Indicators on Indian Automobile Sector | International Journal of Economics and Financial Issues, Vol. 10, No. 2, Mar-2020 | EconJournals | √ | | C |
| 89 | Satish Chandra Tiwari, T.SitaRamaiah, Himanshu Mathur, Neeti Mathur | Capital structure, competitive intensity and firm performance: an analysis of Indian pharmaceutical companies | Managerial Finance, ISSN:0307-4358E-ISSN:1758-7743, Apr-2020 | Emerald | √ | | B |

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|---------|---|--|--|---|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 90 | Mushinada V.N.C. | Are individual investors irrational or adaptive to market dynamics? | Journal of Behavioral and Experimental Finance, Vol. 25, Mar-2020 | Elsevier | √ | | A |
| 91 | Ghosh A., Jha J.K., Sarmah S.P. | An integrated supply chain with uncertain demand and random defect rate under carbon cap-and-trade policy | International Journal of Industrial Engineering : Theory Applications and Practice, Vol. 27(2), pp. 209 -228,2020 | University of Texas at El Paso | √ | | |
| 92 | Tripathi, N. N., Syamala, S. R. (IIM,C), & Wadhwa, K. (IIFT, Kolkata) | Do Different Types of Related Party Transactions Impact Firm Performance Differently? Evidence from Emerging Markets | IUP Journal of Corporate Governance, 19(2), pp. 44-57, Apr-2020 | IUP Publications, Hyderabad, India | | | C |
| 93 | Neeti Mathur,Payal Khandelwal and Satish Chandra Tiwari | Corporate Governance, Capital Structure and Firm Performance: An Analysis of Indian Automobile Industry | IUP Journal of Corporate Governance, 19(2), pp.32-43,2020 | IUP Publications, Hyderabad, India | | | C |
| 94 | Dr. Rama Krishna Yelamanchili | Return Innovation Distribution in Best-Fit GARCH Models for High-Frequency Data. | Journal of Commerce & Accounting Research, 9(3) 2020, 41-50 | Publishing India Group | | | C |
| 95 | Satish Kumar, Riza Demirer and Aviral Kumar Tiwari | Oil and risk premia in equity markets | Studies in Economics and Finance, Vol. 37(4), 697-723, Dec. 2020 | Emerald | | | B |
| 96 | Kundu, S.C., Mor, A. and Gahlawat, N | Strategic human resource management and employees intention to leave: testing the moderated mediation, | International Journal of Productivity and Performance Management, Vol. 70, No. 4, pp. 834-858, No. 1741-0401, Mar-2021 | Emerald Group Publishing | √ | | B |
| 97 | S Raghavendra | Reducing entrepreneurial fear of failure through mindfulness | Journal of Asia Entrepreneurship and Sustainability, Vol.17, pp. 75-94, Mar-2021 | Journal of Asia Entrepreneurship and Sustainability Rossi smith Academic Publications | | | C |
| 98 | Tudu, P.N. | Blow whistle, Should I or Shouldnt I: Moderating effect of Perceived Organizational Support on Intention to blow whistle among Indian government employees | Society and Business Review, Jan-2021 | Society and Business Review. | √ | | B |
| 99 | Priyadarshini. C., Banerjee P & Chhetri. P | Identifying dimensions of job search strategy: A validation of measurement scale | Current Psychology Vol. 40, pp: 655–664, Feb-2021 | Springer | √ | | |
| 100 | Tudu.PN, Prakash, G. | Impact of perceived risks on consumers purchase intention while buying luxury items online | International Journal of Environment, Workplace and Employment, Vol.6 (1-2), pp.157-173. Dec-2020 | Inderscience Publishers | √ | | |
| 101 | G. Ashok Kumar | Outsourcing HR Shared Services in the Times of COVID: Role of Technology and Customer Needs Fulfilment | International Journal of Business and Economics. Vol.6, No.1, pp 53-62, May-2021 | Feng Chia University | | | B |

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|---------|--|--|--|--------------------------------|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 102 | Neha Gahlawat, Subhash C. Kundu | Unravelling the relationship between high involvement work practices and organizational citizenship behavior: a sequential mediation model | South Asian Journal of Human Resources Management, Vol. 7 No. 2, pp. 165-188, Dec-2021 | Sage Publications | √ | | C |
| 103 | Ribeiro N., Gupta M., Gomes D., Alexandre N. | Impact of psychological capital (PsyCap) on affective commitment: mediating role of affective well-being | International Journal of Organizational Analysis, Jan-2021 | Emerald Group Holdings Ltd. | √ | | B |
| 104 | Gupta M, Hassan Y, Pandey J, Kushwaha A. | Decoding the dark shades of electronic human resource management | International Journal of Manpower, Jan-2021 | Emerald Group Holdings Ltd. | √ | | A |
| 105 | Gahlawat N., Kundu S.C. | Unravelling the Relationship Between High-involvement Work Practices and Organizational Citizenship Behaviour: A Sequential Mediation Approach | South Asian Journal of Human Resources Management, Vol.7(2), pp.165 - 188, Dec-2020 | SAGE Publications Ltd | √ | | C |
| 106 | Tudu P.N. | To book or not to book through IRCTC - Consumers intention to use Indian railways online ticketing system | International Journal of Business Innovation and Research, Vol.22 (4), pp.506 - 522, Aug-2020 | Inderscience Publishers | √ | | |
| 107 | Westerman J.W, Rao M.B, Vanka S, Gupta M. | Sustainable human resource management and the triple bottom line: Multi-stakeholder strategies, concepts, and engagement | Human Resource Management Review, Vol.30(3), Sep-2020 | Elsevier Ltd | √ | | A |
| 108 | Tudu P.N. | Saathi Sanitary Pads: Eco-friendly pads which will make you go bananas! | International Journal of Nonprofit and Voluntary Sector Marketing, Vol.25(1), 2020 | Wiley-Blackwell Publishing Ltd | √ | | B |
| 109 | Srivastava P.K., Gupta M., Jaiswal B. | RepGrid: a new way of identifying and assessing teaching competency | Journal of Applied Research in Higher Education, Vol.13(2), pp.577 - 590, July-2020 | Emerald Group Holdings Ltd. | √ | | |
| 110 | Pandey J., Gupta M., Hassan Y. | Intrapreneurship to engage employees: role of psychological capital | Management Decision, Vol. 59(6), pp.1525 - 1545, July-2020 | Emerald Group Holdings Ltd. | √ | | B |
| 111 | Priyadarshini C., Dubey R.K., Kumar Y.L.N., Jha R.R. | Impact of social media addiction on employees wellbeing and work productivity | Qualitative Report, Vol. 25(1), pp. 181 - 196, Jan-2020 | Nova Southeastern University | √ | | |
| 112 | Tudu P.N., Prakash G. | Impact of perceived risks on consumers purchase intention while buying luxury items online | International Journal of Environment, Workplace and Employment, Vol. 6(1-2), pp.157 - 173,2020 | Inderscience Publishers | √ | | |
| 113 | Asha Binu Raj | Impact of internal branding on employee engagement: an empirical study conducted among medical staffs brand supporting behaviour in Indian hospitals | Indian Journal of Public Health, Research and Development, No.0019-557X, Mar-2020 | Wolters Kluwer Health | √ | | |

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| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 114 | Binu Raj A. | Impact of employee value proposition on employees intention to stay: moderating role of psychological contract and social identity | South Asian Journal of Business Studies, Vol. 10(2), pp. 203 - 226, Sep-2020 | Emerald Group Holdings Ltd. | √ | | C |
| 115 | Chetna Priyadarshini, Ritesh Kumar Dubey, YLN Kumar, Rajneesh Ranjan Jha | Impact of a Social Media Addiction on Employees Wellbeing and Work Productivity | Qualitative Report, No.1052-0147, Jan-2020 | Nova Southeastern University | √ | | |
| 116 | Gupta M., Bakker A.B. | Future time perspective and group performance among students: Role of student engagement and group cohesion | Journal of Applied Research in Higher Education, Vol. 12(5), pp. 1265-1280, Dec-2020 | Emerald Group Holdings Ltd. | √ | | |
| 117 | Banerjee.P, Gupta R, Shaheen M., David R, Chenji K.Priyadarshini | Exploring adjustment mechanisms of adolescent expat kids from South Asia against sociopolitical stigma | Journal of Global Mobility, Vol.8, No. 3-4, pp. 273 - 290, Nov2020 | Emerald Group Publishing | √ | | B |
| 118 | P Shaheen, M., Soma, M. K., Zeba, F., & Aruna, M. | Precision agriculture in India-challenges and opportunities. | International Journal of Agricultural Resources, Governance and Ecology, Vol. 16 (3-4), pp.223-246, Sep-2020 | Inderscience Enterprises Ltd. | √ | | C |
| 119 | Jan N.A., subramani A.K., Chebolu R.M., Sasikala M.S. | Examining the Factors influencing Adoption of E-Banking services in Chennai city | Serbian Journal of Management, Vol. 15 (2) pp. 181 - 192, May-2020 | University of Belgrade | √ | | |
| 120 | Gupta, M | Adoption barriers in engaging young consumers in the Omni-channel retailing | Young Consumers, Vol.21(2), pp. 193-210, May-2020 | Emerald | √ | | B |
| 121 | Raj A.B. | Employee Well-being through Internal Branding: An Integrated Approach for Achieving Employee-based Brand Outcomes | Global Business Review Vol. 21(4), pp.1065-1086, Aug-2020 | Sage Publications India Pvt. Ltd | √ | | C |
| 122 | Radha Mohan Chebolu, T Sita Ramaiah & D. Saravanan | Employee Burnout: The New Conceptual Understanding | Journal of Xian University of Architecture & Technology, Vol. 12(9), pp. 314-326,2020 | Science Press | √ | | |
| 123 | Uraon R.S., Gupta M. | Does psychological climate affect task and contextual performance through affective commitment? Evidence from public sector companies | Evidence-based HRM, Nov-2020 | Emerald Group Holdings Ltd. | √ | | B |
| 124 | Raavee Kadam, Srinivasa Rao, Waheed Kareem Abdul and Shazi Shah Jabeen | Diversity climate perceptions and its impact on multicultural team innovation and performance | Measuring Business Excellence, ISSN:1368-3047, May-2020 | Emerald | √ | | B |
| 125 | Ramendra Pratap Singh | The Mediating Role of Brand Credibility on Celebrity Credibility in Building Brand Equity and Immutable Customer Relationship | South Asian Journal of Business Studies, June-2021 | Elsevier | √ | | B |
| 126 | Radhakrishna Bhimavarapu | What Motivates Women Senior Citizens Staying in Old Age Homes? Recent Evidence from an Emerging Economy | Journal of Rural Development,2021 | NIRD | √ | | |

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|---------|---|--|---|---|------------------|----------------|----------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/ B/C |
| 127 | Achyut Telang,Debajani Sahoo, Sreejesh S, Justin Paul | The Effects of Context Congruence On Ad Persuasiveness in e-Magazines It Serves My Motive, And I Distinguish the Advertisement | Journal of Advertising Research, Mar-2021 | The Advertising Research Foundation | √ | | A |
| 128 | Anish Yousaf, Insha Amin | The Effect of Message Orientation/Vividness on Consumer Engagement for Travel Brands on Social Media. | Journal of Product and Brand Management, Vol. 30, No. 1, Mar-2021 | Emerald | √ | | A |
| 129 | Souvik Roy | Sustainability of the Smart phone applications usage in rural India –An empirical study | Psychology and Education An Interdisciplinary Journal,2021 | Psychology and Education Journal | | | |
| 130 | Anish Yousaf | Sports Celebrity Personality and Purchase Intention: The Role of Endorser Brand Congruence, Brand Credibility and Brand Image Transfer | Sport, Business, Management: An International Journal Vol. 11, No. 3, Mar-2021 | Emerald | √ | | C |
| 131 | Singh P, Ahmad A., Prakash G., Kushwah P.K.S. | Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation | Asia Pacific Journal of Marketing and Logistics, Jan, 2021 | Emerald | √ | | A |
| 132 | Vijayudu Gnanamkonda | Factors Influencing Young Consumers On E-Retailing- An Empirical Study To Analyze E-Satisfaction Leading To E-Loyalty In The Indian Context | Academy of Marketing Studies Journal, 2021 | Allied Business Academies | √ | | B |
| 133 | Singh R.P., Singh R., Mishra P. | Does managing customer accounts receivable impact customer relationships, and sales performance? An empirical investigation | Journal of Retailing and Consumer Services, May-2021 | Elsevier | √ | √ | A |
| 134 | Vikas Gautam and Vikram Sharma | Customers Perceptions of Online Retailing Service Quality and their Loyalty | Academy of Marketing Studies Journal, Vol. 25, No. 3, I-19, 2021 | Allied Business Academies, London | √ | | B |
| 135 | Sudeeptha Pradhan | Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective | Journal of Travel Research (Available online), Apr-2021 | Sage Publicatios | √ | √ | A* |
| 136 | Anish Yousaf, Insha Amin, Abhishek Mishra | Autonomous/Controlled Travel Motivations & Their Effect on Travel Intentions of Indian Millennials: A Mixed Method Approach | Tourism Recreation Research | Taylor & Francis Online | √ | | A |
| 137 | Purkayastha D., Tripathy T., Das B. | Understanding the ecosystem of microfinance institutions in India | Social Enterprise Journal, Vol.16 (3), pp.243 - 261, Aug-2020 | Emerald Group Holdings Ltd. | √ | | C |
| 138 | Ahmad A., Rasul T., Yousaf A., Zaman U. | Understanding factors influencing elderly diabetic patients continuance intention to use digital health wearables: Extending the technology acceptance model (TAM) | Journal of Open Innovation: Technology, Market, and Complexity, Vol. 6(3), Sep-2020 | Multidisciplinary Digital Publishing Institute (MDPI) | √ | | |
| 139 | Dwarakanath Siriguppi, Vijayudu Gnanamkonda, Chakravarthi Koundinya | The Young Consumers Preferences For Buying Attributes: A Conjoint Analysis Approach | Journal of Critical Reviews, | Innovare Academics Sciences Pvt. Ltd | √ | | |

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|---------|---|---|---|--|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 140 | Vikas Gautam, Shalini Khandelwal, Riyanka Dwivedi | The Impact of Self-Efficacy and Need for Achievement on Management Students Perceptions Regarding Web Based Learning Resources | International Journal of Education and Development using Information and Communication Technology, Vol. 16(2), pp.68-83, Aug-2020 | | √ | | C |
| 141 | Acharya A. | The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth | South Asian Journal of Business Studies, Vol. 10, pp.29 - 48, Feb-2021 | Emerald | √ | | C |
| 142 | Gupta.A, Dhiman.N, Yousaf.A, Arora.N | Social comparison and continuance intention of smart fitness wearables: an extended expectation confirmation theory perspective | Behaviour and Information Technology, ISSN-0144929X, Apr-2020 | Taylor & Francis | √ | | A |
| 143 | Yousaf A., Bashir M., Mishra A. | Revisiting Spectator-Based Sports Team Reputation: Strategic Implications for Team Managers | Corporate Reputation Review, Vol.23(1), Feb-2020 | Springer International Publishing | √ | | |
| 144 | Gautam V., Sharma V. | Online Young Consumer Shopping Self-Efficacy: An Indian Exploration | Asia Pacific Journal of Information Systems, Vol.30(3), pp.2288-546, Sep-2020 | Korean Society of Management Information Systems | √ | | |
| 145 | Bose S., Roy S.K., Alwi S.F.S., Nguyen B. | Measuring customer based place brand equity (CBPBE) from a public diplomacy perspective: Evidence from West Bengal | Journal of Business Research, Vol. 116, pp.734 - 744, Aug-2020 | Elsevier | √ | | C |
| 146 | Roy S. | Likelihood of surviving children using a probability model | Journal of Statistics Applications and Probability, Vol9(3), pp.595 - 607, Dec-2020 | Natural Sciences Publishing | √ | | |
| 147 | Neeraj Kumar, Anees Ahmad, Pankaj Kumar Singh | Impact of Advertising and R&D on Profitability: Evidence from Indian Automobile Industry | Test Engineering & Management, Vol. 82, pp. 10209 – 10218, Feb-2020 | Mattingley Publishing, United States | √ | | |
| 148 | Gupta.A, Yousaf.A, Mishra.A | How pre-adoption expectancies shape post-adoption continuance intentions: An extended expectation-confirmation model | International Journal of Information Management, Vol. 52, June-2020 | Elsevier | √ | | A* |
| 149 | Jaiswal D., Kaushal V., Singh P.K., Biswas A. | Green market segmentation and consumer profiling: a cluster approach to an emerging consumer market | Benchmarking, Vol. 28(3), pp.792 - 812, Mar-2020 | Emerald | √ | | B |
| 150 | Vikas Gautam | Examining Intensity of Use: A Case of Funny Selfies | Academy of Marketing Studies Journal, ISSN:1095-6298E-ISSN: 1528-2678, 2020 | Allied Business Academies | √ | | B |
| 151 | Gautam V. | Examining environmental friendly behaviors of tourists towards sustainable development | Journal of Environmental Management, Vol. 276, Article number 111292, Dec-2020 | Academic Press | √ | | A |

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| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
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| 152 | Surjit Kumar Kar , Debasmita Panigrahi | Evaluative Study Of Beneficiary~Intermediary Relationship In Inclusive Financial Well-Being | Journal of Critical Reviews | Innovare Academics Sciences Pvt. Ltd | √ | | |
| 153 | Yousaf A., Amin I., Jaziri D., Mishra A. | Effect of message orientation/vividness on consumer engagement for travel brands on social networking sites | Journal of Product and Brand Management, Vol. 30(1), pp. 44-57, Jan-2021 | Emerald | √ | | |
| 154 | Gupta, M. & Acharya, A. | E-Commerce Companies: Engaging the Stakeholders | Journal of Electronic Commerce in Organizations, ISSN:1539-2937,2020 | IGI Global Publishing | √ | | B |
| 155 | Srivastava A., Dey D.K., M.S B. | Drivers of brand credibility in consumer evaluation of global brands and domestic brands in an emerging market context | Journal of Product and Brand Management, Vol. 29(7), pp.849-861 Oct-2020 | Emerald | √ | | A |
| 156 | Dweser R., Sahoo D. | Does service failure criticality affect global travellers service evaluations? An empirical analysis of online reviews | Management Decision, Dec-2020 | Emerald | √ | | B |
| 157 | Anitha Acharya and Manish Gupta | Do Skills and Challenge Affect Perceived Learning? Mediating Role of Engagement | Journal of Electronic Commerce in Organizations, ISSN:1539-2937, Apr-2020 | IGI Global Publishing | √ | | B |
| 158 | Amit Singh, Mamata Jenamani and Jitesh Thakkar | Do online consumer reviews help to evaluate the performance of automobile manufacturers? | Journal of Enterprise Information Management, No.1741-0398, Mar-2020 | Emerald | √ | | |
| 159 | Pankaj Kumar Mohanty, | Consumer-Brand Engagement With E-Commerce Market Place Brands | Journal of Electronic Commerce in Organizations, ISSN:1539-2937, July-2020 | IGI Global Publishing | √ | | B |
| 160 | Roy S.K., Shekhar V., Quazi A., Quaddus M. | Consumer engagement behaviors: do service convenience and organizational characteristics matter? | Journal of Service Theory and Practice, Vol. 30(2),pp.195-232, May-2020 | Emerald. | √ | | A |
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| 162 | Yousaf A., Mishra A., Bashir M. | Brand trust, institutional commitment, and their impact on student loyalty: evidence for higher education in India | Studies in Higher Education, Vol. 45(4), pp. 878-891, Apr-2020 | Taylor & Francis Online | √ | | A |
| 163 | Jaiswal P, Singh A, Misra SC, Kumar A. | Barriers in implementing lean manufacturing in Indian SMEs: a multi-criteria decision-making approach | Journal of Modelling in Management, No.1746-5664E-ISSN:1746-5672, Sep-2020 | Emerald | √ | | C |
| 164 | Bhatt G., Sarkar A., Sarkar J.G. | Attractive and facilitating store atmospheric stimuli: Validating the scales | International Journal of Retail and Distribution Management, Vol. 48(4), pp. 363-379, Apr-2020 | Emerald | √ | | |

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| 166 | Santosh Alreddy, Dwarakanath Siriguppi | Aspects inducing shopper impulse buying in fashion retailing-an investigative study | journal of Critical Reviews, Vol. 2(18) | Innovare Academics Sciences Pvt. Ltd | √ | | |
| 167 | Srivastava G, Surjit Kumar Kar | Anthropomorphic communication and product evaluation-a dipstick conceptual evaluation | Journal of Critical Reviews, Vol. 7(17), pp. 1969-1975,2020 | Innovare Academics Sciences Pvt. Ltd | √ | | |
| 168 | Peeyush Bangur, Manoj Singh, Pankaj Singh, Ruchi Bangur | Angled Short Straddle: A New Dimension of Trading | Journal of Wealth Management, ISSN:1534-7524,2020 | Pageant Media | √ | | B |
| 169 | Singh.A, Jitesh Thakkar, Jenamani.M | An integrated Grey-DEMATEL approach for evaluating ICT adoption barriers in manufacturing SMEs | Journal of Enterprise Information Management, No.1741-0398, May-2020 | Emerald | √ | | A |
| 170 | Mishra A., Yousaf A., Amin I. | An attribute-based framework for students motivation to join an HEI: a self-determination theory perspective | International Journal of Educational Management, Vol. 35(1), pp. 201-215, Jan-2020 | Emerald. | √ | | B |
| 171 | Agrawal S.R. | Adoption of WhatsApp for Strengthening Internal CRM through Social Network Analysis | Journal of Relationship Marketing, ISSN 1533 2667, Aug-2020 | Taylor & Francis Online | √ | | B |
| 172 | Agrawal S.R. | Adoption of ICT-based education system to protect environment and improve present education system | International Journal of Environment and Waste Management, Vol. 26(2), pp.16 -189, Apr-2020 | Inderscience Publishers | √ | | |
| 173 | Nishit Kumar Srivastava, N. Akbar Jan. Namrata Chatterjee | Measuring the level of entrepreneurial drive of Indian micro-entrepreneurs using psychological variables and carland entrepreneurial index | Academy of Marketing Studies Journal, Vol.25, No. 3, pp. 1-16, May-2021 | Allied Business Academy Publications | √ | | B |
| 174 | Kushwah P.K.S., Singh P.K. | The role of sacrifice and service quality in the Indian restaurant industry | International Journal of Business Excellence, Vol. 23 No. 2, pp. 152-170, Jan-2021 | Inderscience Publishers | √ | | |
| 175 | Kashmira Ganji | Survivability and Resilience of Supply Chain System Post-Pandemic in India | Academy of Marketing Studies Journal, 2021 | Allied Business Academy Publications | √ | | B |
| 176 | Vaidik Bhatt, Samyadip Chakraborty | Realtime healthcare monitoring using smart systems: A step towards healthcare service orchestration | Proceedings: international conference on artificial intelligence and smart systems (ICAIS), 2021- pp. 772-777, Apr-2021 | IEEE | | | |
| 177 | Vijai J. P. | Production network, technology choice, capacity investment and inventory sourcing decisions: operational hedging under demand uncertainty | OPSEARCH, Mar-2021 | Springer Nature | √ | | C |

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| 178 | Samyadip Chakraborty, Tulika Chakravorty, Vaidik Bhatt | IoT and AI driven sustainable practices in airlines as enabler of passenger confidence, satisfaction and positive WoM | Proceedings: international conference on artificial intelligence and smart system (ICAIS), pp. 1421-1425, Mar-2021 | IEEE | | | |
| 179 | Chakraborty S., Sashikala P., Roy S. | Green-agile practices as drivers for patient satisfaction–An empirical study | International Journal of Healthcare Management, Dec-2021 | Taylor and Francis Ltd. | √ | | C |
| 180 | D.Saravanan, Y.Immanuel | Extracting image frames using image property matching techniques | Journal of physics: Conference Series Volume 1770(2021) 012025, 2021 | Institute of Physics Publishing | √ | | |
| 181 | Vaidik Bhatt, Samyadip Chakraborty | Enhancing service engagement and collaborative decision making through wearable device adoption | Academy of marketing Studies Journal, 2021 | Allied Business Academies publishing | √ | | |
| 182 | VaithyasubramanianS , D.Saravanan, C.K. Kirubasankaran | Communal Fraud Detecting Algorithm for establishing Identity Thefts in online shopping | International Journal of e-Collaboration (IjeC), Vol.17(3), 2021 | IGI Global Publisher | √ | √ | |
| 183 | Kashmira Ganji, Sashikala Parimi | ANN model for Users perception on IOT based Smart healthcare monitoring devices and its impact with effect of COVID 19 | Journal of Science and Technology Policy Management, ISSN: 2053-4620, Apr-2021 | Emerald | √ | | C |
| 184 | Samyadip Chakraborty, Vaidik Bhatt, Tulika CHakravorty, Kaustov Chakraborty | Analysis of digital technologies as antecedent to care service transparency and orchestration | Technology in Society, Vol 65 (2021), pp-101568, May-2021 | Elsevier | √ | | C |
| 185 | Afshan N., Motwani J. | An investigation of antecedents and consequences of supplier integration: a study in Indian context | Measuring Business Excellence, Vol.25(2), pp.138 - 1512020, May-2021 | Emerald | √ | | B |
| 186 | Paudel U.R.A.J., Parajuli S., Devkota N., Mahapatra S.K. | What determines customer's perception of banking communication? an empirical evidence from commercial banks of Nepal | Global Economy Journal, Vol.20 (4), Dec-2020 | Walter de Gruyter, Berlin | √ | | B |
| 187 | Jaipal Dhabale | Use of Technology in Distance Education – A Bibliographic Study | Symbiosis International Research Journal on Open & Distance Learning, Vol. 2(2) (ISSN: 2456-2637, pp. 1-23, Jun-2020 | Symbiosis Center for Distance Learning | | | |
| 188 | Vaidik Bhatt, Sashikala P | Use of Artificial Neural Network for Inquiry Follow Up System in Sales Operations for Two-Wheeler Automotive Dealership. | International Journal of Innovative Technology and Exploring Engineering, Vol.9(3), Jan-2020 | Blue Eyes Intelligence Engineering & Sciences Publication | √ | | |
| 189 | Gaur J., Amini M., Rao A.K. | The impact of supply chain disruption on the closed-loop supply chain configuration profit: a study of sourcing policies | International Journal of Production Research, Vol. 58, No.17, pp.5380 - 5400, Sep-2020 | Taylor and Francis | √ | | A |

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| 191 | D.Saravanan | Protecting data using Heterogeneous cloud based techniques | High technology letters, ISSN:1002-0470, 2020 | Institute of Scientific and Technical Information of China | √ | | |
| 192 | Ghosh A., Jha J.K., Sarmah S.P. | Production-inventory models considering different carbon policies: A review | International Journal of Productivity and Quality Management, Vol.30(1), pp.1-27,2020 | Inderscience Publishers | √ | | |
| 193 | Yadav S.K., Joseph D. | Prioritising critical failure factors for the adoption of ERP system using TOPSIS method | International Journal of Operational Research, Vol.39(2), pp.145-159, Jan-2020 | Inderscience Enterprises | √ | | |
| 194 | Sanjay Fuloria | Passenger Demand Forecasting in the Ridesharing Context: A Comparison of Statistical and Deep Learning Approaches | The IUP Journal of Applied Economics, Vol.19(1), pp.57-71, Jan-2020 | IUP Publications, Hyderabad, India | √ | | C |
| 195 | Ghosh A. | Optimisation of a production-inventory model under two different carbon policies and proposal of a hybrid carbon policy under random demand | International Journal of Sustainable Engineering, Aug-2020 | Taylor and Francis | √ | | |
| 196 | Bagchi S.S., Rao A.K. | Optimal sourcing policies for single and multiple period scenarios | International Journal of Operational Research, Vol.38(2), pp.166-192, Mar-2020 | Inderscience Publishers | √ | | |
| 197 | Saravanan D. | Multimedia Data Retrieval Using Data Mining Image Pixle Comparison Techniques | Lecture Notes on Data Engineering and Communications Technologies, Vol. (31), pp.483-489, 2020 | Springer Nature Deutschland GmbH | √ | | |
| 198 | S. Nirmala Sugirtha Rajini D Saravanan K Dharmarajan | Multi purpose life saving tool using IoT & Cloud computing | Journal of Xián University of Architecture & Technology, ISSN:1006-7930, Mar-2020 | Science Press | √ | | |
| 199 | Parimi S., Chakraborty S. | Linking Green Supply Chain Management, Co-creation, and Sustainability: Empirical Revisit in Indian Manufacturing Sector Context | Smart Innovation Systems and Technologies, Vol. 141, pp.617 - 629, Jan-2020 | Springer Nature | √ | | |
| 200 | Vaithyasubramanian S., Chandu P.M.S.S., Saravanan D. | Intensify of metrics with the integration of software testing compatibility | Advances in Intelligent Systems and Computing, Vol. 1125, pp.693 - 699, Apr-2020 | Springer Nature | √ | | |
| 201 | D.Saravanan | Information extraction using user feedback technique | Journal of Xián university of Architecture & technology, ISSN:1006-7930, 2020 | Science Press | √ | | |

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| 203 | Bhatt V., Chakraborty S. | Importance of trust in IOT based wearable device adoption by patient: An empirical investigation | Proceedings of the 4th International Conference on IoT in Social, Mobile, Analytics and Cloud, ISMAC 2020 9243533, pp. 1226-1231 | Institute of Electrical and Electronics Engineers Inc. | √ | | |
| 204 | Bhatt V., Chakraborty S., Chakravorty T. | Importance of digitech adoption for providing efficient healthcare services during COVID-19 | International Journal on Emerging Technologies, Vol. 11(3), pp.1 - 13, May-2020 | Research Trend | √ | | |
| 205 | Vaidik Bhatt, Samyadip Chakraborty | Implications of IT infrastructure and big data characteristics on SCOR model for performance measurement | International Journal of Recent Technology and Engineering, E-ISSN:2277-3878, 2020 | Blue Eyes Intelligence Engineering and Sciences Publication | √ | | |
| 206 | Chakraborty S., Bhatt V., Chakravorty T. | Impact of digital technology adoption on care service orchestration, agility and responsiveness | International Journal of Scientific and Technology Research, Vol. 9(3), pp. 4581 - 4586, Mar-2020 | International Journal of Scientific and Technology Research | √ | | |
| 207 | D.Saravanan | Hierarchical attribute set based file accessing technique | High technology letters, No.1002-0470, 2020 | Science Press | √ | | |
| 208 | Sashikala P, Samyadip Chakraborty | Factors affecting satisfaction and loyalty in online grocery shopping: An integrated model | International Journal of Scientific and Technology Research, No.2277-8616, 2020 | International Journal of Scientific and Technology Research | √ | | |
| 209 | D.Saravanan, Samyadip Charaboty | Effective Segmentation process for video data files using Image clustering Techniques | Journal of Xian University of Architecture & Technology, No.1006-7930, Dec-2020 | Science Press | √ | | |
| 210 | Tulika Chakraborty, Karunakar Jha, Sunil Barthwal, Samyadip Chakraborty | Digital Technologies as antecedents to Process Integration and Dynamic Capabilities in Healthcare: An Empirical Investigation | Journal of International Technology and Information Management, No.461-4111, June-2020 | Inderscience Publishers | | | |
| 211 | Chand Y.B., Mahendra J., Jigeesh N., Mahendra L., Shivasubramanian L., Perika S.B. | Comparison of Stress Distribution and Deformation of Four Prosthetic Materials in Full-mouth Rehabilitation with Implants: A Three-dimensional Finite Element Study | Journal of Contemporary Dental Practice, Vol. 21(11), pp. 1210-1217, Nov-2020 | Jaypee Brothers Medical Publishers (P) Ltd | √ | | |

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| 213 | Parimi S., Chakraborty S. | Application of big data & iot on personalized healthcare services | International Journal of Scientific and Technology Research, Vol. 9(3), pp. 1107-1111, Mar-2020 | International Journal of Scientific and Technology Research | √ | | |
| 214 | Roy S., Mandal S. | Antecedents and consequences to app engagement among young consumers in India | International Journal of Business Information Systems, Vol. 33(3), pp. 337-359, 2020 | Inderscience Publishers | √ | | |
| 215 | Kumar M, Mishra V, Shukla A, Singh M, Vardhan M. | A novel publicly delegable secure outsourcing algorithm for large-scale matrix multiplication | Journal of Intelligent and Fuzzy Systems, Vol. 38(5), pp. 6445-6455, Apr-2020 | IOS Press | √ | | |
| 216 | Tingarkar Govardhan*and Achinthya Choudhury, | Amplitudes of components in vibration spectra of rolling bearings with localized defects under harmonic loads | Journal of Vibration and Control Vol. 27 No: 13-14, page(s): 1537-1547, July-2020 | SAGE Publications Inc. | √ | √ | |
| 217 | Sirisha Potluri | IOT Enabled Cloud Based Healthcare System Using Fog Computing: A Case Study, | Journal of Critical Reviews Vol 7, No. 6, ISSN- 2394-5125, April-2020 | Innovare Academics Sciences Pvt. Ltd, India | √ | | |
| 218 | Shaik Himam Saheb, Vinay Kumar Durgam, A Chandrashekhar | A review on metal powders in additive Manufacturing | AIP Conference Proceedings 281, 020018 (2020); https://doi.org/10.1063/5.0026203 , July-2020 | AIP Publishing | | | |
| 219 | Anjanna Matta, G. Nagaraju | The detailed study of thermal instability analysis in an inclined porous medium | AIP Conference Proceedings 246, 020079 (2020); https://doi.org/10.1063/5.0014453 , July-2020 | AIP Publishing | | | |
| 220 | G Sudhaamsh Mohan Reddy, Srinivas Rau | An analogue of Landau-Walfisz theorem | AIP Conference Proceedings 246, 020090 (2020); https://doi.org/10.1063/5.0014600 , July-2020 | AIP Publishing | | | |
| 221 | G Sudhaamsh Mohan Reddy, Srinivas Rau,Uma | A Note on Dirichlet Series Connected to Ld(1) / Ld(2)-I | AIP Conference Proceedings 246, 020091 (2020); https://doi.org/10.1063/5.0014601 , July-2020 | AIP Publishing | | | |
| 222 | G Sudhaamsh Mohan Reddy, Srinivas Rau | Bounds For Special Values Of For A Quadratic Field Q(√d) | AIP Conference Proceedings 246, 020077(2020); https://doi.org/10.1063/5.0014598 , July-2020 | AIP Publishing | | | |

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| 224 | B. Balakiruthigaa, P. Deepalakshmia, Sachi Nandan Mohantyb, Deepak Guptac, PPavan Kumarb, K. Shankar | Segment routing based energy aware routing for software defined data center | Cognitive Systems Research Vol. 64, December 2020, pp. 146-163 Dec-2020 | Elsevier | ✓ | ✓ | |
| 225 | Thavavel Vaiyapuri I Sachi Nandan Mohanty M. Sivaram Irina V. Pustokhina Denis A. Pustokhin and K. Shankar | Automatic Vehicle License Plate Recognition using Optimal Deep Learning Model for Intelligent Transportation System | Computers, Materials & Continua Vol.67, No.2, 2021, pp.1881-1897, doi:10.32604/cmc.2021.014924 April 2020 | Tech Science Press | ✓ | ✓ | |
| 226 | Robin Raj Balraj*, Madhavi Barla and Govardhan Tingarikar | Review on Intelligent Fault Detection in Rolling Element Bearings | E3S Web of Conferences Vol. 184, 2020, Article:5 https://doi.org/10.1051/e3sconf/202018401044 Aug-2020 | EDP Sciences | ✓ | | |
| 227 | A. Chandrashekhar, Urvin Desai, P. Abhilash | Path planning of a series robots using a* algorithm, | EAI/Springer Innovations in Communication and Computing International Conference on Mobile Computing and Sustainable Informatics (Conference Proceedings - ICMCSI 2020: International Conference on Mobile Computing and Sustainable Informatics) pp. 839-845 Dec-2020 | Springer Nature Switzerland AG | ✓ | ✓ | |
| 228 | Nair, D.V., Murty, M.S.R | Fault tolerant-based virtual actuator design for wide-area damping control in power system | Electrical Engineering Vol. 103, pp. 463–477 (2021), Published: 31 Aug-2020 | Springer Nature | ✓ | ✓ | |
| 229 | R. Balamurali, P. Mahesh | Detecting Multiple Logins in Learning Management System for Online Exams: Moodle | Electronics For You Aug-2020 | EFY Enterprises Pvt Ltd | | | |
| 230 | Adil Khadidos Alaa O. Khadidos Srihari Kannan Yuvaraj Natarajan Sachi Nandan Mohanty and Georgios Tsaramiris | Analysis of COVID-19 Infections on a CT Image Using DeepSense Model | Frontiers in Public Health, Front. Public Health, 20 https://doi.org/10.3389/fpubh.2020.599550 V Vol. 8 Article 599550, Nov-2020 | Frontiers Media S.A | | | |

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| 231 | B. Seetharamulu, B. Naresh Kumar Reddy, K. Bramha Naidu | Supervised Learning for Classification of Emotions Based on Twitter Data | International Journal of Control and Automation Vol. 13, No.2, pp. 1159-1166 June-2020 | Science and Engineering Research Support Society | √ | | |
| 232 | Anjanna Matta and M. Srinivasa Reddy | Numerical study on indoor temperature in multi-storey buildings | International Journal of Control and Automation Vol. 13 No. 1 June-2020 | Science and Engineering Research Support Society | √ | | |
| 233 | Jatindra Kumar Dash, Gandham Girish, P. Pavan Kumar, E. Sudarshan, Achyuth Sarkar | Classification of Lung Tissue Patterns on HRCT Images: Nature of Region of Interest and Classifier Performance | International Journal of Control and Automation Vol. 13 No. 4 June-2020 | Science and Engineering Research Support Society | √ | | |
| 234 | Sachi Nandan Mohanty , A.Radhika , Vandna Dahiya, Chinmaya Ranjan Pattanaik, Sujatha Krishnamoorthy, | An Efficient Amalgamation of Computational Models to Ensure a Secure IoT Environment | International Journal of Control and Automation Vol. 13 No. 2s Vol. 13 No 2s Special Issue / Articles June-2020 | Science and Engineering Research Support Society | √ | | |
| 235 | Dr.K.Sreenivasa Rao, Dr. G.Sreeram, Dr.B. Deevena Raju | Detecting Fake Account on Social Media Using Machinelearning Algorithms | International Journal of Control and Automation, Journal no: 2802, Vol. 13 No. 1s (2020); Vol 13, No 1s (2020) Special Issue April-2020 | Science and Engineering Research Support Society | √ | | |
| 236 | Ranganadh Narayananam | Novel Quad Parallelized Architecture For Digital Image Processing Convolution On FPGAS | International Journal of Engineering Science and Research Technology Vol. 9, No.4, April-2020 | International Research Publication House | | | |
| 237 | Ranganadh Narayananam | Development Of Novel Algorithm For Haar Transform Using Paired Transform: Implementation On TMS DSP Processors | International Journal of Engineering Science and Research Technology Vol. 9, No. 6, June-2020 | International Research Publication House | | | |
| 238 | G Sudhaamsh Mohan Reddy , 2s Srinivas Rau,3b Uma | A SIMPLE PROOF | International Journal of Grid and Distributed Computing Vol. 13, No.1, pp. 309-314, May-2020 | Science and Engineering Research Support Society | √ | √ | |
| 239 | Harika Devi Kotha, V Mssr Gupta | BlockChain: Properties, Application, and Bitcoin Case study. | International Journal of Industrial Engineering & Production Research Vol.31, No. 2 (IJIEPR 2020) pp.309-315, June-2020 | Taylor and Francis, Iran University of Science and Technology | √ | √ | |
| 240 | Vairachilai S, Shubhangi V Urkude, Gnanajeyaraman R | Machine Learning Approach for Predicting Body Fat | International Journal of Psychosocial Rehabilitation Vol. 24(6), pp. 6612-6620, April-2020 | Hampstead Psychological Associates | √ | | |

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| 241 | Shubhangi Urkude | Proximity Measures for Link Prediction In Dynamic Network | International Journal of Psychosocial Rehabilitation Vol.24 (10), DOI: 10.37200/IJPR/V24I10/PR300165, pp.1415-1422 May-2020 | Hampstead Psychological Associates | √ | | |
| 242 | N.V.K Ramesh, V.Bhagiradh, K.Indravathi, M.Leena Reddy, B. Deevena Raju | An Efficient Accident Rescue System using Lora | International Journal of Innovative Technology and Exploring Engineering Vol. 9(6), April-2020 | Blue Eyes Intelligence Engineering and Sciences Publication | √ | | |
| 243 | G Sudhaamsh Mohan Reddy, Srinivas Rau | $L_d(I) \in O(\log\log d)$ for almost all square free d | Proceedings of the Jangjeon Mathematical Society Sep-2020 | Jangjeon Research Institute for Mathematical Sciences and Physics | √ | | |
| 244 | Rajesh G and DPRV Subba Rao | A Public Key Cryptosystem Based On Lattice Matrices, | Journal of Mathematical and Computational Science. Vol. 10(6), pp.2408-2421, July-2020 | SCIK Publishing Corporation | √ | | |
| 245 | E Sudarshan, Seena Naik Korra, P. Pavan Kumar, S Venkatesulu | A Parallel Averaged Neural Network Approach For Detecting Smartphone Phishes | Journal Of Mechanics Of Continua And Mathematical Sciences Journal Vol. 15, No -6, June-2020 | Institute of Mechanics of Continua and Mathematical Sciences | | | |
| 246 | Sachi Nandan Mohanty, E.Laxmi Lydia, Mohamed Elhoseny, Majid M. Gethami Al Otabi, K.Shankar, | Deep learning with LSTM based distributed data mining model for energy efficient wireless sensor networks | Physical Communication Journal, Vol. 40, June-2020 | Elsevier | √ | √ | |
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| 248 | Shweta Sankhwar, dhirendra Pandey, Raees Ahmad Khan, Sachi Nandan Mohanty | An anti-phishing enterprise environ model using feed-forward backpropagation and Levenberg-Marquardt method, | Security & Privacy https://doi.org/10.1002/spy.2.132 Sep-2020 | Wiley Online Library | √ | | |
| 249 | B. Naresh Kumar Reddy, B. Veena Vani and Bhavya Lahari | An efficient design and implementation of Vedic multiplier in quantum-dot cellular automata | Telecommunication Systems volume 74, pp487–496, April-2020 | Springer Nature | √ | √ | |
| 250 | Mr. Avinash Malladi | Research scopes in laser based AM for metals – An ample assement | Test Engineering and Management, VOL 82, Jan-Feb 2020, pp:7590-7597, May-2020 | Mattingley Publishing | √ | | |
| 251 | Sirisha Potluri, Katta Subba Rao | A Hybrid PSO Based Task Selection and Recommended System for Cloud Data, Test Engineering and Management | Test Engineer and Management Vol. 83, Nov-2020 | Mattingley Publishing | √ | | |
| 252 | G Sudhaamsh Mohan Reddy , Srinivas Rau, Uma | Means of Certain Arithmetic Functions | Test Engineering and Management ISSN: 0193-4120, pp. 3382-3385, May-2020 | Mattingley Publishing | √ | | |

Table 16: List of Publications in Peer Reviewed Journals

| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|---------|---|---|---|-----------------------|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 253 | NVK.Ramesh,M. Poojitha,B.Deevena Raju | An Efficient Way to Monitoring Attendance using Face Recognition Technology | TEST Engineering &Management ISSN: 0193-4120 pp. 6235-6239 June-2020 | Mattingley Publishing | ✓ | | |
| 254 | Shakeel Ahmed, N. V. K. Ramesh and B. Naresh Kumar Reddy | A Highly Secured QoS Aware Routing Algorithm for Software Defined Vehicle Ad Hoc Networks Using Optimal Trust Management Scheme | Wireless Personal Communications volume 113, pp. 1807-1821 April-2020 | Springer Nature | ✓ | ✓ | |
| 255 | Avinash Malladi | Structural exploration for materials validity of suspension manifold of two-wheeler | AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-2020 | AIP Publishing | | | |
| 256 | Avinash Malladi | Exploration of Suitability of Material for Helical Coil Spring of Automobile Light Vehicle Suspension– A Numerical Validation | AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-Nov-2020 | AIP Publishing | | | |
| 257 | Avinash Malladi | Exploration of appropriateness of material for impeller of turbocharger – A numerical validation | AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-Nov-20 | AIP Publishing | | | |
| 258 | Avinash Malladi | Lamina designs in ABAQUS—a validated approach | AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-Nov-2020 | AIP Publishing | | | |
| 259 | Avinash Malladi | Exploration of appropriateness of material for diaphragm spring of an automobile clutch – A numerical validation | AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings e-ISSN Number: 15517616 Oct-Nov-2020 | AIP Publishing | | | |
| 260 | Sasmita Subhadarsinee Choudhury, Sachi Nandan Mohanty, Alok Kumar Jagadev | Multimodal trust based recommender system with machine learning approaches for movie recommendation | International Journal of Information Technology vol. 13, pp. 475–482 Jan-2021 | World Scientific | | | |

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|------------|---|---|--|---|------------------|-------------------|----------------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/ B/C |
| 261 | Shaik Himam Saheb | Kinematic Performance Analysis of 3-DOF 3RRR Planar Parallel Manipulator | Advances in Intelligent Systems and Computing Proceedings of International Conference on Intelligent Computing, Information and Control Systems pp 879-894, Jan-2021 | Springer Nature | √ | | |
| 262 | Moinuddin, S.Q., Hameed, S.S., Dewangan, A.K., Kumar, R. and Kumari, S. | A Study on Weld Defects Classification in Gas Metal Arc Welding Process using Machine Learning Techniques | Materials Today Proceedings Vol. 43, Part I, 2021, pp 623-628 (Conference Proceedings) | Elsevier Conference Proceedings | √ | √ | |
| 263 | A. Vijay Kumar ¹ , Shaik Himam Saheb ² , A. Mamatha ¹ , B. Ramesh ¹ and G. Pravalikal | Design, Analysis and Fabrication of Human External Ear by Using Fused Film Fabrication | IOP Conference Series: Materials Science and Engineering 2020 | IOP Publishing | √ | | |
| 264 | U. Ravikiran , P. Sarah & Elizabeth Zacharias | Electrical studies on Na and Sm substituted strontium bismuth titanate (SBTi) ceramics | Ferroelectrics Pages 61-75 Feb-2021 | Taylor and Francis | √ | √ | |
| 265 | Himam Saheb | Design and analysis of connecting rod with different materials for high fatigue life | AIP Conference Series AIP Conference Proceedings 283, 020027 (2020); https://doi.org/10.1063/5.0024897 , 2020 | AIP Publishing | | | |
| 266 | M. Yashwanth Kumar, Shaik Himam Saheb & M. Venkata Ramana Reddy | Transient Thermal Analysis of the Turbine Blade Transient Thermal Analysis of the Turbine Blade | Global Journal of Researches in Engineering: A Mechanical and Mechanics Engineering Vol. 20(3) Version 1.0 2020, Online 2020 | Online Journal | | | |
| 267 | R Aravind, Gouri Sankhar Brahma | Synthesis, characterization of imidazole-based copper complex mixtures and study of their thermal behaviour | International Journal of Energy Research https://doi.org/10.1002/er.6445 , Jan-2021 | Wiley-Blackwell | √ | √ | |
| 268 | R Aravind, Gouri Sankhar Brahma | Synthesis, characterization and thermal property of Nickel-Molybdenum 4 mixed metal complex mixture | Materials Today - Proceedings Mar-2021 | Elsevier Conference Proceedings | √ | √ | |
| 269 | S. Vairachilai, Shubhangi Urkude, Mondaddula Nivedh Vishnu Vardhana Reddy, T Krishnan, R Murugesan | Machine Learning Approach For Fetal Heartbeat And Uterine Contractions Monitoring | Journal of advanced Research in Dynamical and Control Systems Vol. 12 08-Special Issue Pages: 637-643, 2020 | Institute of Advanced Scientific Research | √ | | |

Table 16: List of Publications in Peer Reviewed Journals

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|---------|---|--|--|--|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 270 | Chandra Shekhar, Praveen Deora, Shreekanth Varshney, Kunwar Pal Singh, Dinesh Chandra Sharma | Optimal Profit Analysis of Machine Repair Problem with Repair in Phases and Organizational Delay | International Journal of Mathematical, Engineering and Management Sciences Vol. 6, No. 1, 442-468, 2021 https://doi.org/10.33889/IJMEMS.2021.6.1.027 , 2021 | International Journal of Mathematical, Engineering and Management Sciences Jamnipur, Herbertpur, Dehradun, India | √ | | |
| 271 | Chandra Shekhar, Shreekanth Varshney, Amit Kumar | Standbys Provisioning in Machine Repair Problem with Unreliable Service and Vacation Interruption | The Handbook of Reliability, Maintenance, and System Safety through Mathematical Modeling, pp. 101-133, 2021 | Elsevier | | | |
| 272 | Manmadhachary A, Aditya Mohan, Haranadha Reddy M | Manufacturing of customized implants for orbital fractures using 3D printing | Bioprinting Vol. 21, e00118, Mar-2021 | Elsevier BV | √ | | |
| 273 | Rajesh Kumar Jha, Prashant Singh | Fabrication and characterization of Sr _{0.8} Bi _{2.2} Ta ₂ O ₉ /Al ₂ O ₃ gate stack for ferroelectric field effect transistors | Applied Physics A, Materials Science & Processing pp. 127:107 https://doi.org/10.1007/s00339-021-04287-1 Jan- 2021 | Springer Nature | √ | √ | |
| 274 | Sanjukta Ghosha, Doan Van Thangb, Suresh Chandra Satapathy and Sachi Nandan Mohanty | Fuzzy rule based cluster analysis to segment consumers preferences to eco and non-eco friendly products | International Journal of Knowledge-based and Intelligent Engineering Systems 24(4):pp.343-351 DOI:10.3233/KES-200070 Jan-2021 | IOS Press, Amsterdam | √ | | |
| 275 | Mamata Garanayak, Goutam Sahu, Sachi Nandan Mohanty, Alok Kumar Jagadev | Agricultural Recommendation System for Crops Using Different Machine Learning Regression Methods | International Journal of Agricultural and Environmental Information Systems DOI: 10.4018/IJAEIS.20210101.01, Vol. 12, No. 1, Jan-Mar-2021 | IGI Global Publishing | √ | | |
| 276 | Bibhuprasad Sahu, Sachi Nandan Mohanty | CMBA-SVM: a clinical approach for Parkinson disease diagnosis | International Journal of Information Technology volume 13, pp. 647–655, Jan-2021 | World Scientific | | | |
| 277 | Nonita Sharma, Jaiditya Dev, Monika Mangla Vaishali Mehta Wadhwa Sachi Nandan Mohanty Deepti Kakkar | A Heterogeneous Ensemble Forecasting Model for Disease Prediction | New Generation Computing Jan-2021 | Springer Nature | √ | √ | |
| 278 | Suman Avani, Shaila S G and A Vadivel, | Interval Graph of Facial Regions with Common Intersection Salient Points for Identifying and Classifying Facial Expression | Multimedia Tools and Applications 80, 3367–3390 (2021). https://doi.org/10.1007/s11042-020-00000-0 Jan-2021 | Springer Nature | √ | √ | |

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|---------|--|---|--|---|------------------|----------------|----------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/ B/C |
| 279 | Nagaraju Gajjela* Mahesh Garvandha Anjanna Matta | Two-Dimensional Flow Through the Uniformly Porous Horizontal Pipe with Thermal Radiation and Cross-Diffusion Effects | Modelling, Measurement and Control-B Vol. 89, No. 1-4, pp. 21-27 Dec-2020 | International Information and Engineering Technology Association | | | |
| 280 | Dr. M. Swathi | The Impact of Learning Styles Based Writing Instruction on the Perceptual Learning styles of Learners: an Investigative Study | Sambodhi July-Sep-2020 | Ahmedabad: L.D. Institute of Indology, 1972. | | | |
| 281 | Nagaraju Gajjela, Raj Nandkeolyar | Investigating the magnetohydrodynamic flow of a couple stress dusty fluid along a stretching sheet in the presence of viscous dissipation and suction | Heat Transfer, Vol.50, No.3 May 2021 pp. 2709-2724 Jan-2021 | Wiley-Blackwell | √ | √ | |
| 282 | Rohini Pinapatruni & C. Shoba Bindu | Learning image representation from image reconstruction for a content-based medical image retrieval | Signal, Image and Video Processing Vol 14, pp. 1319–1326 Oct-2020 | Springer Nature | √ | √ | |
| 283 | M L P Kishore, Vijay K Singh, R K Behra, Chandra S Saran, Manikant Paswan, Kapil Kumar | Hydrodynamic characteristics of marine composite propeller blade using a numerical approach | International Journal of Advances in Applied Sciences (IJAAS) Vol. 10, No. 1, pp. 20-27, Mar-2021 | Chaoyang University of Technology Institute of Advanced Science Extension (IASE) | | | |
| 284 | M.L. Pavan Kishore, T. Anirudh, Vedanth Bhatnagar | Numerical Study Free Vibration Analysis of Thin Rectangular Plates | Journal of Advanced Research in Dynamical and Control Systems, Vol. 12, 08-Special Issue, 2020 | Institute of Advanced Scientific Research | √ | | |
| 285 | Anirudh Tallam, Pavan Kishore Mamaduri, Tarkeshwar Appala | Numerical Computation for Contact Stress Analysis of Spur Gear | AIP Conference Proceedings, https://doi.org/10.1063/5.0026842 , Oct-2020 | AIP Publishing | | | |
| 286 | E. A. Rogozhin, S. N. Somala, O. O. Erteleva, F. F. Aptikaev, and S. Chanda | Seismic Hazard of Garhwal Region | Izvestiya, Atmospheric and Oceanic Physics Vol. 56, pp. 1315–1325 Mar-2020 | Pleiades Publishing | √ | √ | |
| 287 | Sudheer Hanumanthakari | Comparative Analysis of Different Types of Membership Functions for Fuzzy Logic Controller in Direct Torque Control of Induction Motor | Lecture Notes in Electrical Engineering book series (LNEE, volume 702) Part of the Lecture Notes in Electrical Engineering book series (LNEE, volume 702) Jan-2021 | Springer Nature | √ | | |
| 288 | T. Srinivasa Rao, M. Selvaraj, S.R. Koteswara Rao, T. Ramakrishna | Thermal cycles and their effects during friction stir welding of AA7075 thicker plates with and without in-process cooling | Materials science, Engineering and Technology, Volume52, No.3, pp. 308-319 Mar-2021 | Wiley online Library | √ | √ | |

Table 16: List of Publications in Peer Reviewed Journals

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|---------|--------------------------------|--|--|-------------------|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 289 | M. Geetha Priya Darsani | Man – A Threat to Biodiversity | Conference Proceedings of International Conference on Environmental Law and Management: Public Health, May 2021, pp.41-52 | ALT Publications | | | |
| 290 | Astha Srivastava | Sustainable Development Goals and Business and Human Rights: Connecting the Dots | Conference proceedings of International Conference on Environmental Law and Management: Public Health, May 2021, pp 158-166 | ALT Publications | | | |
| 291 | A. Arun Kumar & S. Rakesh | Contemporary Logistic Challenges for E-Commerce in India- Amazon on Response | The Empirical Economic Letters (ABDC), Vol.20, No.5, May, 2021 | United Innovators | ✓ | | C |
| 292 | K. Hariharan | Book Review titled Innovation Ecosystem in India | Vision – The Journal of Business Perspectives, May 2021 | Sage Publications | ✓ | | C |
| 293 | Adithi Nidhi & Ayushi Goyal | Protection of Traditional Knowledge in the hands of Geographical Indications: A possible Interplay or Mismatch? | Intellectual Property Rights: Breaking Conventionalities and Future Prospects, April 2021, 978-81-949152-949152-6-3, pp.362-370 | ALT Publications | | | |
| 294 | Madhuri Irene | Gender – A Blunder in Human Development | Human Rights and Access to Justice, April 2021.(ISBN No. 978-81-949152-6-3), pp.3-16 | ALT Publications | | | |
| 295 | Astha Srivastava | Protection Of Childrens Rights in Transnational Surrogacy Arrangements | Human Rights and Access to Justice, April 2021.(ISBN No. 978-81-949152-6-3), pp.45-53 | ALT Publications | | | |
| 296 | S.Kannan | A Comparative study on Access to Justice among South Asian Nations | Human Rights and Access to Justice, April 2021.(ISBN. No. 978-81-949152-6-3), pp.173-188 | ALT Publications | | | |
| 297 | S. Kannan & Dr. Y. Gangi Reddy | Socio-legal and Financial Inclusion through Telangana Grameen Bank: An Empirical Analysis | Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations, April, 2021, pp.63-79 | ALT Publications | | | |
| 298 | Vinay Sharma | An Egregious Display or a Move towards Financial Equilibrium- A Recent Study of Mergers and Acquisitions in Indian Banking | Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations, April, 2021, pp.183-198 | ALT Publications | | | |

Table 16: List of Publications in Peer Reviewed Journals

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|---------|---|---|--|---|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 299 | Sridevi. D. Shet | Blockchain Technology – Emerging Financial Inclusion Business Model | Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations, April, 2021, pp.224 | ALT Publications | | | |
| 300 | A. Sreelatha | Legal Audit in Indian Banking | Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations, April, 2021, pp.229 | ALT Publications | | | |
| 301 | Madhuri Irene | Inclusive Banking towards New Capitalism – A Shortschrift in Relation to MSME | Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations, April, 2021, pp.230 | ALT Publications | | | |
| 302 | A. Sreelatha & Dr. Arlin Rooshma | Role of Corporate Social Responsibility in Indian Banking Sector | Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations, April, 2021, pp.232 | ALT Publications | | | |
| 303 | A. Arun Kumar | Precept of New Education Policy -2020 | Higher Education Digest, April 2021 | Connecta Innovation Pvt. Ltd. | | | |
| 304 | Arun Kumar, Ashwaq, Sowmyya | New Education Policy 2020- Road Map to Indian Academicians | Samachar Nirdesh, April 2021 | | | | |
| 305 | Rishav Soni | Anti-Competitive Agreements underlying concepts and Principles under the Competition Act, 2002 | White Black Legal Law Journal, Vol.2, No 7, February 2021, ISSN: 2581-8503 | Sumeg Financial Services Pvt Ltd | | | |
| 306 | A. Arun Kumar, M. Narendhar | IndiGo - In the Times of Pandemic | Indian Journal of Finance, Vol.15, No. 2, Jan 2021, pp.62-70, DOI: http://dx.doi.org/10.17010/ijf%2F2021%2Fv15i2%2F15764 | Associated Management Consultants Private Limited | | | |
| 307 | Astha Srivastava | Economic Analysis of Accident Law: A New Liability Rule that Induces Socially Optimal Behavior in case of limited Information | Review of Law and Economics, November 2020, Vol 1, No. 1, pp.119-131 | Walter de Gruyter GmbH | ✓ | | |
| 308 | Shaik Beepari Mohammed Ashwaq A. Arun Kumar | New Education Policy 2020-Major Challenges | Samachar Nirdesh, Vol.10, No. 186, October 2020, pages.10 | https://issuu.com/samacharnirdesh | | | |
| 309 | A. Arun Kumar, Shaik Beepari, Mohammed Ashwaq | COVID-19 Situation in India | Samachar Nirdesh, Vol.10, No. 156, Sep-2020, pp.10 | https://issuu.com/samacharnirdesh | | | |

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| Sl. No. | Faculty Member/s | Article | Journal, Vol., No., Pages, (Month & Year) | Publisher | Indexed / Ranked | | |
|---------|--|--|--|---|------------------|----------------|---------------|
| | | | | | Scopus | Web of Science | ABDC A*/A/B/C |
| 310 | M. Madhuri Irene | Life Betwixt On-Line And Off-Line – A Pharmaceutical Paranoia | World Journal of Pharmaceutical Research, Volume 9, No. 6, August 2020, ISSN 2277– 7105 | World Journal of Pharmaceutical Research, | | | |
| 311 | Md.Akbar Khan | Triple Talaq in the wake of Supreme Court Judgement | Amity Law Journal, Dubai, June 2020 | Amity Law Journal, Dubai | | | |
| 312 | M. Madhuri Irene | Online Revolution in Alternate Dispute Resolution | Amity Law Journal, Dubai, June 2020 | Amity Law Journal, Dubai | | | |
| 313 | Ramadevi Gudemela | Legal Analysis Of Inter Country Adoptions Under Juvenile Justice (Care And Protection Of Children) Act, 2015 | Juni Khyat ISSN: 2278-4632, (UGC Care Group I Listed Journal) Vol-10 No.5, No. 19 May 2020, pp.266-279 | Juni Khyat | | | |
| 314 | A. Arun Kumar | Book Review - FinTech, BigTech and Banks: Digitalisation and its Impact on Banking Business Models | Indian Journal of Finance, Vol.14, No. No.5-7, May 2020. | Associated Management Consultants Private Limited | √ | | C |
| 315 | A. Arun Kumar and Yaduvamsi Sai Krishna, Daravath Vikas Nayak, | Mobile Wallet Transforming India towards Cashless Economy | The Empirical Economics Letters, A Monthly International Journal of Economics, ISSN 1681-8997, Volume 19, Number 4, April 2020 | Rajshahi http://www.eel.my100megs.com/volume-19-number-4.htm | √ | | C |
| 316 | M. Madhuri Irene | Life Betwixt On-line and Off-line- A Pharmaceutical Paranoia | World Journal of Pharmaceutical Research, Vol.9, No. 6, April 2020, ISSN 2277-7105 | | | | |
| 317 | K.S. Rekhraj Jain | Effective and Humane Restoration of Prisoners with Special Reference to India | Journal of Victimology and Victim Justice, April 2020 (Online) | Sage Publication 2020 | | | |
| 318 | Neelima Gudavalli &PhanisreeVagvala | Perceived Slip resistance of flooring | Smart Innovation, Systems and Technologies, Volume 223, (2021), pp 325 – 338 | Springer | √ | | |
| 319 | Neelima Gudavalli et al. | Enabling Elderly: Age related biological changes and designing for independence | International Journal of emerging technologies and innovative research, Volume 7, No. 6, (2020), pp 1271 - 1279 | JETIR Publication | | | |
| 320 | Neelima Gudavalli and Phanisree Vagvala | A comparative study of standardized tools for assessment of environmental fall hazards | International journal of creative research thoughts, Volume 8, (2020), pp 2360 - 2371 | IJCRT Publication | | | |

Case Studies

During the academic period 271 cases were published with teaching notes and 4 without Teaching Notes. The details are presented in Table 17 and Table 18 respectively.

Table 17: Case Studies Published with Teaching Note

| Sl. No. | Case Title | Case Authors |
|---------|---|---|
| 1 | Li & Fung: Battling the Global Supply Chain Challenge | Hadiya Faheem; Debapratim Purkayastha |
| 2 | IKEA's Talent Management and Corporate Culture | Hadiya Faheem; Debapratim Purkayastha |
| 3 | Employee Downsizing at OYO in 2020 | Smita Ray; Sanjib Dutta |
| 4 | Revenue Recognition – What Went Wrong? | Nagendra Kumar M V; Indu Perepu |
| 5 | Entrepreneurial Stress and Burnout: The Buffer Story | Jitesh Nair; Bitra Vasudev |
| 6 | The Mundra Project: Tata Powers Mega Headache | Manish Agarwal; Geeta Singh; Debapratim Purkayastha |
| 7 | Automation at Tesla | Syeda Maseeha Qumer; Debapratim Purkayastha |
| 8 | Financial Feasibility Analysis of Shale Gas Extraction | V D M V Lakshmi; Garima Sisodia; Manish Agarwal |
| 9 | Chow Tai Fook: A Chinese Jewellery Giant Changing Tactics | Koti Vinod Babu; Namratha V Prasad |
| 10 | Hisarna – Developing a Sustainable Steel Production Process | K B S Kumar; Indu Perepu |
| 11 | Tata Consultancy Services: Managing Liquidity Risk | Nagendra Kumar M V; P Bhanu Sireesha |
| 12 | Automatic: Building Virtual Teams and Happy Tools | Jitesh Nair; Balaswamy Pasala |
| 13 | Shift in Global Steel Demand: Impact on ArcelorMittal | Benudhar Sahu; Indu Perepu |
| 14 | The Reset Button Pushed by Forever 21 | Faria Zafar; Indu Perepu |
| 15 | Centricas Initiatives for Older Workers | Jitesh Nair; Bitra Vasudev |
| 16 | Domino's Pizza: Business Continuity Strategy during the Covid-19 Pandemic | Debapratim Purkayastha; Hadiya Faheem |
| 17 | Paytm Employing Technologies and Tools to Fight Cyber Fraud | Koti Vinod Babu; Namratha V Prasad |
| 18 | Charlotte Russe Bankruptcy: A Revival Plan | Benudhar Sahu; Indu Perepu |
| 19 | Byjus: A Leader in EdTech | Benudhar Sahu; Indu Perepu |
| 20 | Data Security Breach at Virgin Media | Syeda Maseeha Qumer |
| 21 | Canada Goose – Building a Global Luxury Apparel Brand | K B S Kumar; Indu Perepu |
| 22 | The FIS-Worldpay Merger: Creating a Global Powerhouse in the Payments Industry | Manish Agarwal; Sanjib Dutta |
| 23 | COVID-19 Impacts Businesses Worldwide: How Long Will It Take for Businesses to Rebound? | Shwetha Kumari; G V Muralidhara |
| 24 | Ambushing Adidas: Nikes Going Brazilian 2018 FIFA World Cup Campaign | Hadiya Faheem; Debapratim Purkayastha |
| 25 | Perus Aje Group: Successfully Competing with the Global Cola Giants? | Namratha V Prasad |
| 26 | Rupas Dilemma: What Communication Strategy to Adopt for Premium Mens Innerwear Brands? | Pritee Saxena; Hemant Purandare and Arijit Bhattacharya; Sanjib Dutta |
| 27 | Keralas Shailaja Teacher – Leading through Crises | Smita Ray; Sanjib Dutta |
| 28 | Uber: A Rough Road Ahead? | Aditya Gupta; Shailendra Singh Bisht; Sanjib Dutta |
| 29 | Consumer Minimalism: The KonMari Lifestyle Brand | Jitesh Nair; Bitra Vasudev |
| 30 | Safaricom Uses Marketing Research Insights to Turn a Crisis on Its Head | Jitesh Nair; Bitra Vasudev |
| 31 | Amits Dilemma - Choosing MBA Specialization (A) | P Sashikala; Indu Perepu |
| 32 | Amits Dilemma - Choosing MBA Specialization (B) | P Sashikala; Indu Perepu |
| 33 | Spotify – Price Discrimination | Benudhar Sahu; Indu Perepu |
| 34 | The WeWork Fiasco | Shubhanjali Chakravarty; Sanjib Dutta |
| 35 | Managing COVID-19: The Kerala Model | Anil Anirudhan; Sanjib Dutta |
| 36 | OnePlus: A Chinese Success Story in India | Syeda Maseeha Qumer; Debapratim Purkayastha |
| 37 | Dabur Chyawanprash: Repositioning and Continuous Reinforcement | Mukesh Kumar Mishra; Manish Agarwal |
| 38 | Ubongo – Revolutionizing Early Childhood Education in Africa | Jitesh Nair; Bitra Vasudev |
| 39 | Electricity Sector in India: Coping with Changes in Demand and Supply | Benudhar Sahu; Indu Perepu |
| 40 | RMSI: A Dream Company to Work For | Jitesh Nair; Balaswamy Pasala |
| 41 | Open Leadership at Red Hat | Jitesh Nair; Balaswamy Pasala |

Table 17: Case Studies Published with Teaching Note

| Sl. No. | Case Title | Case Authors |
|---------|--|---|
| 42 | Revenue Recognition - The Challenge of Subjectivity in Delivery Conditions | Nagendra Kumar M V; Indu Perepu |
| 43 | Historical Cost Approach and Conservatism Principle - Effect on Decision Making | Nagendra Kumar M V; Indu Perepu |
| 44 | Amazon.com, Inc.: Tackling Challenges and Building Resilience amidst the Covid-19 Pandemic | Hadiya Faheem; Debapratim Purkayastha |
| 45 | Wonderbag: Sarah Collinss Sustainable Innovative Cooking Model for the Poor | Shwetha Kumari; G V Muralidhara |
| 46 | Jet Airways: Can it Fly Again? | Shwetha Kumari; G V Muralidhara |
| 47 | CreditEase – Enabling Financial Inclusion through FinTech | Shwetha Kumari; G V Muralidhara |
| 48 | Reckitt Benckisers Dettol Co-Created With Moms | Jitesh Nair; Bitra Vasudev |
| 49 | JPMorgan Chase & Co. – Creating a Next-Gen Banking Experience Powered by Digital Technology | Anil Anirudhan; Sanjib Dutta |
| 50 | BigBaskets Struggle with COVID-19 | Faria Zafar; Indu Perepu |
| 51 | Managing COVID-19: The Odisha Model | Smita Ray; Sanjib Dutta |
| 52 | Industrial Relations Issues at Honda Motorcycle and Scooter India | Indu Perepu; Debapratim Purkayastha |
| 53 | Crude Oil Price in the US: Moving Towards Uncertainty | Benudhar Sahu; Indu Perepu |
| 54 | NephroPlus Taps into an Underserved Market to Redefine Dialysis Services | Jitesh Nair; Bitra Vasudev |
| 55 | Text Mining of Fitbits Twitter Data – Gaining Business Insights | Koti Vinod Babu; Namratha V Prasad |
| 56 | Maricos HR Initiatives for a Future-Ready Workplace | Jitesh Nair; Balaswamy Pasala |
| 57 | Inventory Valuation – Cost Inclusions and Exclusions | Nagendra Kumar M V; Indu Perepu |
| 58 | Swiggys Voice of Hunger Instagram Campaign | Jitesh Nair; Bitra Vasudev |
| 59 | ITC: A Global Model in Sustainability | Shwetha Kumari; G V Muralidhara |
| 60 | GlobalLogics Social Media Hiring and Branding Strategy | Jitesh Nair |
| 61 | Security and Privacy Issues with Zoom | Smita Ray; Sanjib Dutta |
| 62 | Taiwan: A Global Model for Combating the COVID-19 Crisis | Syeda Maseeha Qumer |
| 63 | J&J India Uses Tiktok to Connect With Indian Teenage Girls | Jitesh Nair; Bitra Vasudev |
| 64 | Bajaj Allianz – A Pioneer in Adopting Digital Technologies for Recruitment in the Insurance Industry | Jitesh Nair; Balaswamy Pasala |
| 65 | Recruitment Woes at Leo Burnett | Pridhi Gupta; Niraj Kishore Chimote; Debapratim Purkayastha |
| 66 | Net Realizable Value - The Ins and Outs in Inventory Valuation | Nagendra Kumar M V; Indu Perepu |
| 67 | Cannabis Glut in Canada | Benudhar Sahu; Indu Perepu |
| 68 | Fixed Assets Accounting - Identification and Classification of Expenses as Fixed Assets | Nagendra Kumar M V; Indu Perepu |
| 69 | Patients or Guinea Pigs? Egyps Experience with Roche | K B S Kumar; Indu Perepu |
| 70 | Warehouse Receipts Financing (A) | Manisha Singh; Sharon K Jose; Manish Agarwal |
| 71 | Warehouse Receipts Financing (B) | Sharon K Jose; Manisha Singh; Manish Agarwal |
| 72 | JioMart: Changing the Dynamics of Retail Industry in India | Benudhar Sahu; Indu Perepu |
| 73 | Amazon Web Services Efforts toward Green Computing | Koti Vinod Babu; Namratha V Prasad |
| 74 | Weighted Marginal Cost of Capital for Tecnet Steel Limited | Garima Sisodia; Manish Agarwal |
| 75 | Airbnbs Approach to Layoff during the COVID-19 Crisis | Jitesh Nair; Balaswamy Pasala |
| 76 | Cash Flow Classification and Analysis for Decision Making | Nagendra Kumar M V; Indu Perepu |
| 77 | TATA AIA Life Leverages Digital Technologies to Create a Superior Customer Experience | Jitesh Nair; Bitra Vasudev |
| 78 | Falguni Nayar – Redefining the Online Beauty Space in India | Syeda Ikrama; Syeda Maseeha Qumer |
| 79 | The Rise and Fall of Luckin Coffee | K B S Kumar; Indu Perepu |
| 80 | Jacinda Ardern – Leading New Zealand through the Covid-19 Pandemic | Jitesh Nair |
| 81 | Parle Must Get the Marketing Mix Right for Rol-a-Cola 2.0 | Anil Anirudhan; Sanjib Dutta |
| 82 | Global Economic Impact of Coronavirus – Assessment and Mitigation (A) | Shwetha Kumari; G V Muralidhara |
| 83 | Global Economic Impact of Coronavirus – Assessment and Mitigation (B) | Shwetha Kumari; G V Muralidhara |

Table I7: Case Studies Published with Teaching Note

| Sl. No. | Case Title | Case Authors |
|---------|--|--|
| 84 | Safety Culture at General Motors Post the Ignition Switch Recall Crisis | Jitesh Nair; Balaswamy Pasala |
| 85 | Optimization of Sales Mix - Evaluation of Alternatives for Decision Making | Nagendra Kumar M V; Indu Perepu |
| 86 | Hindustan Unilever Limiteds Channel Design Decisions to Penetrate Inaccessible Markets | Mukesh Kumar Mishra; Manish Agarwal |
| 87 | US Bancorp – Fighting Off Malicious Attacks and Ensuring Business Continuity | Namratha V Prasad |
| 88 | European Steel Industry: Impact of the Import Quota | Benudhar Sahu; Indu Perepu |
| 89 | CVP Analysis - Profitability Assessment and Production Planning | Nagendra Kumar M V; Indu Perepu |
| 90 | Del Monte – Shifting the IT Infrastructure to the Cloud | Namratha V Prasad |
| 91 | Scotiabank: Helping Customers and Employees Navigate through the COVID-19 Crisis | Smita Ray; Sanjib Dutta |
| 92 | Risk Analysis of Shale Gas Extraction Project | Garima Sisodia; V D M V Lakshmi; Manish Agarwal |
| 93 | Coca-Cola employing Business Intelligence to transform its Business | Koti Vinod Babu; Namratha V Prasad |
| 94 | Mitsui Adopts Collaboration Tools Offered by Microsoft | Faria Zafar; Indu Perepu |
| 95 | Shopify Helps Build Online Stores | Faria Zafar; Indu Perepu |
| 96 | Women Leading the Fight against COVID-19 Pandemic: Lessons from Finland, Iceland, and Norway | Smita Ray; Sanjib Dutta |
| 97 | Hennes & Mauritz (H&M): High Cost of Fast Fashion | K B S Kumar; Indu Perepu |
| 98 | Verizon – Adapting to a Contactless World | Anil Anirudhan; Sanjib Dutta |
| 99 | iD Fresh Enters the Traditional Beverage Segment through its Filter Coffee Decoction | Jitesh Nair; Bitra Vasudev |
| 100 | Taiwans President Tsai Ing-wen: Leading the Fight against COVID-19 | Syeda Ikrama; Syeda Maseeha Qumer |
| 101 | Proposed Federal Gasoline Tax: The US Governments Dilemma | Benudhar Sahu; Indu Perepu |
| 102 | The Rise and Fall of Atlas Cycles | Syeda Ikrama; Syeda Maseeha Qumer |
| 103 | Bose Corporations Competitive Advantages and its Shift to an Online-Only Model | Anil Anirudhan; Sanjib Dutta; Debapratim Purkayastha |
| 104 | Competency Mapping Process at EcelonRitter Design & Engineering Consultancy | Sruti Dey Sarkar; Musarrat Shaheen; Debapratim Purkayastha |
| 105 | Sales Force Compensation Best Practices at HubSpot | Jitesh Nair; Balaswamy Pasala |
| 106 | L&T – Focusing on Agile HR Processes | Jitesh Nair; Balaswamy Pasala |
| 107 | Kirkland Signature Private Label – Powering Costco | Jitesh Nair; Bitra Vasudev |
| 108 | The Changing Face of the Information Systems at Toyota | Koti Vinod Babu; Namratha V Prasad |
| 109 | Devis Dilemma – Uncertainty in Revenue Recognition | Nagendra Kumar M V; Indu Perepu |
| 110 | Design Thinking at BBVA | Smita Ray; Sanjib Dutta |
| 111 | Talent Analysis at Mesotime | Rupali Chaudhuri; Indu Perepu |
| 112 | Prioritizing Work – Sarkars Dilemma | Sanjib Dutta |
| 113 | Shutdown or Continue - Evaluating the Manufacturing Efficiency | Nagendra Kumar M V; Indu Perepu |
| 114 | Biryani by Kilo - A Biryani Delivery Startups Success Story | Smita Ray; Sanjib Dutta |
| 115 | Unlocking in the Lockdown: Amuls Surge during Testing Times | Benudhar Sahu; Indu Perepu |
| 116 | Dineout – Constantly Re-Imagining Restaurant Technology | Namratha V Prasad |
| 117 | Taj Hotels: Using Technology to Offer Personalized Services | Jitesh Nair; Bitra Vasudev |
| 118 | HubSpots Inbound Marketing Strategy for SaaS Businesses | Jitesh Nair; Bitra Vasudev |
| 119 | ERP Implementation Failure at Revlon | Syeda Maseeha Qumer; Debapratim Purkayastha |
| 120 | SBIs Nayi Disha – An Initiative to Ensure Work-Life Balance | Jitesh Nair; Balaswamy Pasala |
| 121 | Cadila Pharma Leverages Digital Platforms for its L&D Programs | Jitesh Nair; Balaswamy Pasala |
| 122 | Launchpad: The Internship Program at Flipkart | Jitesh Nair; Balaswamy Pasala |
| 123 | Mercedes-Benz India – Targeting a Younger Segment without Diluting the Brand | Jitesh Nair; Bitra Vasudev |
| 124 | The Journey from Vodafone Idea to Vi | Smita Ray; Sanjib Dutta |

Table 17: Case Studies Published with Teaching Note

| Sl. No. | Case Title | Case Authors |
|----------------|---|---|
| 125 | Deccan Sales & Services Private Limited: How to Compete with a Bigger Brand? | Nadeem Islam Patel; Niraj Kishore Chimote; Sanjib Dutta |
| 126 | Lakshadweeps COVID-19 Controlling Strategy – Zero Cases out of Million | Nagendra Kumar M V; Indu Perepu |
| 127 | ITC-Sunrise Foods Deal: Creating Business Opportunities for ITC | Benudhar Sahu; Indu Perepu |
| 128 | Microsoft SQL Server Based OLAP Technology at Raiffeisen Bank International | Faria Zafar; Indu Perepu |
| 129 | SAFe Implementation at LEGO | Faria Zafar; Indu Perepu |
| 130 | Evolution of Data Analytics at 3M Compliance Department | Faria Zafar; Indu Perepu |
| 131 | Flipkart - Making Online Shopping Affordable for Tier II Shoppers | Jitesh Nair; Bitra Vasudev |
| 132 | IBMs Desperate Bid to Create Younger Organization - Big Blues Woes with Age Discrimination | K B S Kumar; Indu Perepu |
| 133 | Kerala Governments Work Near Home Model: Reimagining the Workspace | Jitesh Nair; Balaswamy Pasala |
| 134 | Batas Direct Marketing Initiatives | Jitesh Nair; Bitra Vasudev |
| 135 | IRCTC Announces Termination of Contract Workers – A Step in the Right Direction? | Jitesh Nair; Balaswamy Pasala |
| 136 | Mamaearths Goodness Inside Brand Communications | Jitesh Nair; Bitra Vasudev |
| 137 | Unibic India: From Fastest Growing Niche Cookie Brand to a Challenger? | Namratha V Prasad |
| 138 | Byjus Learning App: An Indian Edutech Startups Growth and Future Challenges | Arijit Bhattacharya; Sanjib Dutta |
| 139 | Tata Steel Adopts New Agile Working Model | Jitesh Nair; Balaswamy Pasala |
| 140 | Indias JAM Trinity – Enabling Direct Transfer of Government Subsidies to the Masses | Anil Anirudhan; Sanjib Dutta |
| 141 | Wipro Limiteds Buyback of Shares in 2020 | Smita Ray; Sanjib Dutta |
| 142 | Swiggy: Delivering on Business Continuity amidst COVID-19 | Syeda Ikrama; Syeda Maseeha Qumer |
| 143 | The P&G-Merck KGaA Consumer Health Business Merger | Manish Agarwal; Sanjib Dutta |
| 144 | Mondelez Indias AI Powered Hyper-Personalized Ad Campaign | Jitesh Nair; Bitra Vasudev |
| 145 | Zooms Rise Amidst the COVID-19 Pandemic | Syeda Ikrama; Syeda Maseeha Qumer |
| 146 | Samsung and Disha Patani: Influencer Marketing Fail | Namratha V Prasad |
| 147 | Snowflake IPO: A Rebound for the US Stock Market | Benudhar Sahu; Indu Perepu |
| 148 | Investment Principles, Strategies, and Decisions: An Inquiry into Warren Buffetts Perspective on his Roller Coaster Ride with Select Stocks | K B S Kumar; Indu Perepu |
| 149 | Britannias Rural Market Push | Jitesh Nair; Bitra Vasudev |
| 150 | Daves Killer Bread – Second Chance Employment to Ex-felons | Rupali Chaudhuri; Indu Perepu |
| 151 | Employee Happiness at TCS | Jitesh Nair; Balaswamy Pasala |
| 152 | Sistema Biobolsa: Addressing Challenges of Climate Change, Sustainable Agriculture and Waste Management in Mexico | Indu Perepu |
| 153 | FamPay – An Indian FinTechs Journey to Make Teenagers Part of the Digital Payment Ecosystem | Sanjib Dutta |
| 154 | Options Strategies for a Range-bound Market | Manish Agarwal; Sanjib Dutta |
| 155 | Tata Skys Innovative Human Resource Management Practices and Work Culture | Jitesh Nair; Balaswamy Pasala |
| 156 | CARS24 Creates a Differentiated Experience in Indian Used Car Marketplace | Jitesh Nair; Bitra Vasudev |
| 157 | Share Buyback at TCS | Nagendra Kumar M V; Indu Perepu |
| 158 | Failure of Vedanta Limiteds Delisting | Nagendra Kumar M V; Indu Perepu |
| 159 | Bacardis Tryst with Experiential Marketing to Woo Indian Millennials | Koti Vinod Babu; Namratha V Prasad |
| 160 | FUTURECRAFT.LOOP – 100% Recyclable Sneakers from Adidas | Faria Zafar; Indu Perepu |
| 161 | Indias Payments Solution Company Razorpay – From a Fintech Startup to a Unicorn | Anil Anirudhan; Sanjib Dutta |
| 162 | Aurobindos Divestiture of Natrol | Nagendra Kumar M V; Indu Perepu |
| 163 | Financial Statement Analysis & Valuation Dilemma of WeWork (The We Company) | D Satish |
| 164 | The Tata Group-BigBasket Potential Deal | Smita Ray; Sanjib Dutta |

Table 17: Case Studies Published with Teaching Note

| Sl. No. | Case Title | Case Authors |
|---------|--|--|
| 165 | Valuation Challenges of Impossible Foods | D Satish |
| 166 | Amazon and Future Group Controversy | Nagendra Kumar M V; Indu Perepu |
| 167 | HungerBox: Disrupting the B2B FoodTech Space in India | Syeda Ikrama; Syeda Maseeha Qumer |
| 168 | SpeakIn: A Multilingual Online Business Learning Platform | Jitesh Nair; Balaswamy Pasala |
| 169 | Shopmatic: Reimagining eCommerce Solutions for Entrepreneurs and Small Businesses in India | Jitesh Nair; Bitra Vasudev |
| 170 | Equitas Small Finance Bank - IPO | Nagendra Kumar M V; Indu Perepu |
| 171 | Elizabeth Holmes and the Rise and Fall of Theranos Inc. | Debapratim Purkayastha; Sanjib Dutta; Shubhanjali Chakravarty |
| 172 | A Comparison of GDP Per Capita of India and Bangladesh | Benudhar Sahu; Indu Perepu |
| 173 | E-Procurement through the Indian Governments Version of Amazon.com: GeM | Namratha V Prasad |
| 174 | Horlicks Using mSamvaad to Reach Out to a Media-Dark Rural Market | Koti Vinod Babu; Namratha V Prasad |
| 175 | BPCLs Buyout of Oman Oils stake in BORL | Nagendra Kumar M V; Indu Perepu |
| 176 | The Vedanta Limited Delisting Fiasco | Manish Agarwal; Sanjib Dutta |
| 177 | Hindustan Zinc Declares Highest Interim Dividend in 12 Years | Manish Agarwal; Sanjib Dutta |
| 178 | Amazons Acquisition of Self-driving Car Startup Zoox | Manish Agarwal; Sanjib Dutta |
| 179 | &Me: Indias First Dedicated Womens Health and Wellness Brand | Jitesh Nair; Bitra Vasudev |
| 180 | WOW! Momo: An Entrepreneurial Success Story | Smita Ray; Sanjib Dutta |
| 181 | Nestlé India: Adopting a Regional Approach in its Distribution Strategy | Koti Vinod Babu; Namratha V Prasad |
| 182 | Micromax Returns | Syeda Ikrama; Syeda Maseeha Qumer |
| 183 | KFC Indias Digital Marketing Campaigns | Smita Ray; Sanjib Dutta |
| 184 | Conflict Minerals Rule in the US: Repeal or Reform? | Syeda Maseeha Qumer; Debapratim Purkayastha |
| 185 | Zenotis AI-Driven Smart Marketing Tool | Jitesh Nair; Bitra Vasudev |
| 186 | Google Classroom: The India Challenge | Madhur Mohan; Pritee Saxena and Arijit Bhattacharya; Sanjib Dutta |
| 187 | SC Johnson and the Global Ocean Plastic Crisis | Syeda Maseeha Qumer; Debapratim Purkayastha |
| 188 | Options Strategies for a Volatile Market | Kanaiyalal Shantilal Parmar; Manish Agarwal; Kaushik Bhattacharjee |
| 189 | Swiggy's Starhunt Campaign | Smita Ray; Sanjib Dutta |
| 190 | Huawei – Caught in the Crosshairs of the US-China Trade War? | Anil Anirudhan; Sanjib Dutta |
| 191 | Environment Sustainability Initiatives at Cisco | Faria Zafar; Indu Perepu |
| 192 | Labor Unrest at Wistrons iPhone Facility in India | Jitesh Nair; Balaswamy Pasala |
| 193 | Kweichow Moutai – Building and Sustaining a Top Luxury Brand | Koti Vinod Babu; Namratha V Prasad |
| 194 | Mumbais Dabbawalas: Moving Beyond Their Iconic Business Model Post COVID-19 | Jitesh Nair; Bitra Vasudev |
| 195 | Samsung Indias Rural Service Push: Venturing into New Avenues | Namratha V Prasad |
| 196 | Training & Development Effectiveness at Big Bazaar | Niraj Kishore Chimote; Anugya Rakesh Jain; Sanjib Dutta |
| 197 | Training Analysis at Mesotime | Rupali Chaudhuri; P Sashikala |
| 198 | Fortune Rice Bran Heart Healthy Oil Brand Ambassador Suffers a Heart Attack | Manish Agarwal; Sanjib Dutta |
| 199 | Asian Paints: Technology as an Enabler in Reimagining the Value Chain | Jitesh Nair; Bitra Vasudev |
| 200 | Unilevers AI-powered Internal Talent Marketplace Unlocks Workforce Capacity | Jitesh Nair; Balaswamy Pasala |
| 201 | Tiger Electric F– Indias irst Electric Field Tractor | Anil Anirudhan; Sanjib Dutta |
| 202 | Flipkart Acquires a Stake in Birla Fashion | Nagendra Kumar M V; Indu Perepu |
| 203 | SSAB Calls off Plan to acquire TATA Steel Netherlands BV | Nagendra Kumar M V; Indu Perepu |
| 204 | Indias Farm Bills 2020 – Boon or Bane for the Farmers? | Anil Anirudhan; Sanjib Dutta |
| 205 | The Indian Cement Industry Cartelization: A Bumpy Ride Ahead? | Koti Vinod Babu; Namratha V Prasad |
| 206 | Harley Davidson Hits a Roadblock in India – Takes a U-turn | Anil Anirudhan; Sanjib Dutta |
| 207 | Ford Motor Company Re-engineers Procure to Pay Process | Faria Zafar; Indu Perepu |

Table 17: Case Studies Published with Teaching Note

| Sl. No. | Case Title | Case Authors |
|---------|---|--|
| 208 | Byjus - Funding an EdTech Startup | Nagendra Kumar M V; Indu Perepu |
| 209 | N26: Europe's Leading Challenger Bank | Smita Ray; Sanjib Dutta |
| 210 | Online Grocery Delivery Strategy in India: Amazon Prime Now's Transition to Amazon Fresh | Koti Vinod Babu; Namratha V Prasad |
| 211 | Sohan Roys Innovative Employee Benefits and Efficiency Improvement Initiatives at Aries Group | Jitesh Nair; Balaswamy Pasala |
| 212 | The Four-Day Work Week Proposal in India: Will it Work? | Koti Vinod Babu; Namratha V Prasad |
| 213 | P&G India: Promoting Gender Equality through Inclusive HR Policies | Smita Ray; Sanjib Dutta |
| 214 | Reliance Retail Acquires Urban Ladder | Nagendra Kumar M V; Indu Perepu |
| 215 | TCS: The Most Valuable IT Services Company in the World | Manish Agarwal; Sanjib Dutta |
| 216 | Tanishq Ad Controversy: Need to Deal Cautiously with Social Issues | Koti Vinod Babu; Namratha V Prasad |
| 217 | Agribazaar: An Online Marketplace for Trading in Agricultural Commodities in India | Anil Anirudhan; Sanjib Dutta |
| 218 | WhatsApp Pay in India | Nagendra Kumar M V; Indu Perepu |
| 219 | Amul Forays into Carbonated Drinks Market | Syeda Ikrama; Syeda Maseeha Qumer |
| 220 | Costing and Cost Sheet - Analyzing the Costs at Gopal Catering Services | Nagendra Kumar M V; Indu Perepu |
| 221 | Bectors Food: From a Backyard Enterprise to the Most Successful IPO of 2020 | Jitesh Nair; Ramakrishna Sadhu |
| 222 | Dunkin Donuts to Dunkin: A Rebranding Exercise | Anil Anirudhan; Debapratim Purkayastha |
| 223 | Udaan – Building an Alternative Distribution Network for Small & Medium Businesses | Jitesh Nair; Bitra Vasudev |
| 224 | Etisalat Rises to COVID-19 Challenge in UAE | Faria Zafar; Indu Perepu |
| 225 | Hindustan Unilever Limited: Providing the Right Work-Life Balance | Koti Vinod Babu; Namratha V Prasad |
| 226 | Connect India - Building a Rural Entrepreneurial Ecosystem | Jitesh Nair; Bitra Vasudev |
| 227 | bKash Mobile Money in Bangladesh – Promoting Financial Inclusion for the Masses | Anil Anirudhan; Sanjib Dutta |
| 228 | Un-carrier – T-Mobile's Strategy to Disrupt the US Telecom Industry | Faria Zafar; Indu Perepu |
| 229 | Godrej: Transforming Its Organizational Culture | Namratha V Prasad |
| 230 | Bharti Airtel's Broadband Surge during COVID-19 | Benudhar Sahu; Indu Perepu |
| 231 | Bulbul: Wooing Rural Online Shoppers through Video-commerce | Jitesh Nair; Bitra Vasudev |
| 232 | Women Empowerment at HCL Technologies | Jitesh Nair; Balaswamy Pasala |
| 233 | Chime: Leading the Pack of Neobanks in the US | Smita Ray; Sanjib Dutta |
| 234 | Masai Schools Skilling Platform: Bridging the Skills Gaps in the Indian IT Industry? | Jitesh Nair; Balaswamy Pasala |
| 235 | Unilever's Sustainable Living Plan: Putting Sustainability at The Center of Business Strategy | Shwetha Kumari; G V Muralidhara |
| 236 | Interest Rate Changes and Duration Management | V D M V Lakshmi; D Satish |
| 237 | Succession Dilemma at Hamdard India | K B S Kumar; Indu Perepu |
| 238 | Women Will: Google's Initiative for Women Entrepreneurship in Rural India | Benudhar Sahu; Indu Perepu |
| 239 | Lakshmi Vilas Bank and DBS Merger | Nagendra Kumar M V; Indu Perepu |
| 240 | Family Feud at Aldi Nord | K B S Kumar; Indu Perepu |
| 241 | Tata Increases Stake in AirAsia India | Nagendra Kumar M V; Indu Perepu |
| 242 | Disinvestment of Bharat Petroleum Corporation of India | Nagendra Kumar M V; Indu Perepu |
| 243 | Copyright Infringement War between Britannia and ITC | Koti Vinod Babu; Namratha V Prasad |
| 244 | AIBONO: Using AI to Aid Precision Farming | Jitesh Nair; Bitra Vasudev |
| 245 | Ashok Leyland: Using BI and AI in the Automotive Industry | Koti Vinod Babu; Namratha V Prasad |
| 246 | Chitale Bandhu Mithaiwale – Creating Sweet Memories through Continuous Innovation | Pritee Saxena; Arijit Bhattacharya; Sanjib Dutta |
| 247 | Tata Motors Project Neev: Rural Influencer Marketing | Namratha V Prasad |
| 248 | Options Strategies for a Bullish Market | Kanaiyalal Shantilal Parmar; Manish Agarwal |
| 249 | The Worlds Factory: Can China Sustain its Status Amid the COVID-19 Turmoil? | Shwetha Kumari; G V Muralidhara |

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| Sl. No. | Case Title | Case Authors |
|---------|---|---|
| 250 | Can Thierry Delaporte ReviveWipro? | Syeda Ikrama; Syeda Maseeha Qumer |
| 251 | Meesho - An Indian Social Commerce Platform Attains Unicorn Status | Anil Anirudhan; Sanjib Dutta |
| 252 | Nike Inc.s Business Continuity Strategy during the Covid-19 Pandemic | Hadiya Faheem; Sanjib Dutta |
| 253 | Styched: Re-Thinking Fast Fashion through AI | Namratha V Prasad |
| 254 | Earning Profits from Stock Warrants | Manish Agarwal; Sanjib Dutta |
| 255 | Mondelez India Foods in Troubled Waters | Smita Ray; Sanjib Dutta |
| 256 | Teslas Convertible Bonds | Manish Agarwal; Sanjib Dutta |
| 257 | GoDaddy Acquires Over | Faria Zafar; Indu Perepu |
| 258 | Lijjat Papad: Balancing Lives and Livelihood of Workers during COVID-19 Pandemic | Smita Ray; Sanjib Dutta |
| 259 | 737 MAX Crisis: Can Boeing Bounce Back? | G N Raghavendra Rao; G V Muralidhara |
| 260 | Citigroups Exit from India: Restructuring or Failure to Scale Up? | Shwetha Kumari; G V Muralidhara |
| 261 | CarTrade: An Online Automobile Marketplace in India Turns Profitable | Jitesh Nair; Bitra Vasudev |
| 262 | Nandus Foods: Using Technology to Build an Integrated Omnichannel Meat Brand | Jitesh Nair; Bitra Vasudev |
| 263 | Yokohama Off-Highway Tires: Empowering Women Employees and First-Time Managers through Focused L&D Programs | Jitesh Nair; Balaswamy Pasala |
| 264 | Adecco India: Leveraging AI and Computer Vision Technologies | Jitesh Nair; Balaswamy Pasala |
| 265 | StarTimes: The Chinese Media Enterprises Response to COVID-19 Crisis in Africa | Syeda Maseeha Qumer; Debapratim Purkayastha |
| 266 | IndiQube: Offering Alternate Workspace Solutions | Jitesh Nair; Balaswamy Pasala |
| 267 | The SBI Card IPO | Manish Agarwal; Sanjib Dutta |
| 268 | Is Tesla Losing Ground in the Global EV Market? | Syeda Ikrama; Syeda Maseeha Qumer |
| 269 | Walmart Bids Goodbye to Shelf-Scanning Robots: Ends Contract with Bossa Nova Robotics | Anil Anirudhan; Sanjib Dutta |
| 270 | Samsung: Going from Make for India to Make for the World | Koti Vinod Babu; Namratha V Prasad |
| 271 | Indian Foreign Trade Deficit during COVID-19 | Benudhar Sahu; Indu Perepu |

Table 18: Case Studies Published Without Teaching Notes

| Sl. No. | Case Title | Case Authors |
|---------|--|---|
| 1. | Corporate Culture and HR Practices at Salesforce.com, Inc. | Barnali Chakraborty; Debapratim Purkayastha |
| 2. | Design Thinking and Innovation at GE Healthcare | Barnali Chakraborty; Debapratim Purkayastha |
| 3. | Zomato: Redefining Digital Marketing | Barnali Chakraborty; Debapratim Purkayastha |
| 4. | Cultural Shift at Microsoft Corporation | Barnali Chakraborty; Debapratim Purkayastha |



Authored Books

During the Academic Year 2020-21 the faculty members authored 171 books. The summary of authored books is presented in Table 19. The list of books is presented in Table 20.

Table 19: Summary of Authored Books

| Faculty/School | Books Authored |
|---------------------------------------|----------------|
| Faculty of Management (IBS Hyderabad) | 160 |
| Faculty of Science and Technology | 9 |
| Faculty of Law | 2 |
| Total | 171 |

Table 20: List of Authored Books

| Sl. No. | Name | Title of the Book | Publisher | Year | ISBN Number |
|---|--|--|--|------|-------------------|
| Faculty of Management, IBS Hyderabad | | | | | |
| 1 | Dr. Satish Chandra Tiwari, Dr.Sandeep Kesarwani, Dr.T.Sita Ramaiah | Small & Medium Enterprises Finance | Rudra Publishers & Distributors, West Karawal Nagar, New Delhi | 2020 | 978-93-88361-29-3 |
| 2 | Dr Arjun Das, Satish Chandra Tiwari | Financial Accounting | Navyug Publication | 2021 | 978-93-90899-02-9 |
| 3 | D. Sreenivasa Chary | Impact of New Generation Private Sector Banks on the Performance of Public Sector Banks in India | Himalaya Publishing House | 2021 | 978-93-5433-377-4 |
| 4 | B Sita Vanka; Bhaskara Rao.M, Singh, Swati & Mallika Rao, Pulaparthi | Sustainable Human Resource Management - Transforming Organizations, Societies and Environment. | Springer Nature Pte. Ltd., Singapore | 2020 | 978-981-15-5655-5 |
| 5 | Mohd Abdul Nayeem | Fundamentals of Management | IUP Publications | 2020 | 978-93-90254-00-2 |
| 6 | M Saritha | The Law Relating to Corporate Business Entities in India | IUP Publications | 2020 | 978-81-948145-8-0 |
| 7 | Meher Pramod Mantravadi | Disinvestments, Joint Ventures and Leveraged Buyouts | IUP Publications | 2020 | 978-81-947928-5-7 |
| 8 | VDMV Lakshmi | Valuation and Pricing of Securities | IUP Publications | 2020 | 978-81-947462-6-3 |
| 9 | Debjani Sahoo | Understanding Marketing Management and Buyer Behavior | IUP Publications | 2020 | 978-93-90254-50-7 |
| 10 | Smita Kulkarni | Training: Developing Human Resources | IUP Publications | 2020 | 978-93-90254-37-8 |
| 11 | Dwarakanath Siriguppi | The Marketing Mix – Vol II | IUP Publications | 2020 | 978-93-90254-54-5 |
| 12 | Anuja Agarwal | The Marketing Mix – Vol I | IUP Publications | 2020 | 978-93-90254-53-8 |
| 13 | Ranajee | Techniques of Corporate Restructuring | IUP Publications | 2020 | 978-81-948568-3-2 |
| 14 | Bhanu Sireesha | Tax Laws In India | IUP Publications | 2020 | 978-81-948145-4-2 |
| 15 | M Showry | Structural and Strategic OD Interventions | IUP Publications | 2020 | 978-93-90254-49-1 |
| 16 | Sunny Bose | Strategic Marketing Choices | IUP Publications | 2020 | 978-93-90254-51-4 |
| 17 | Sunny Bose | Strategic Marketing and the Marketing Mix | IUP Publications | 2020 | 978-93-90254-52-1 |
| 18 | Madhavi Garikaparthi | Strategic Marketing and its Environment | IUP Publications | 2020 | 978-93-90254-58-3 |
| 19 | M Bhaskar Rao | Strategic Maintenance of Human Resources | IUP Publications | 2020 | 978-93-90254-16-3 |
| 20 | Radha Mohan Chebolu | Strategic Human Resource Management - Implications for Organizations | IUP Publications | 2020 | 978-93-90254-44-6 |
| 21 | Ranajee | Strategic Financial Management | IUP Publications | 2020 | 978-81-948568-0-1 |
| 22 | Y. Ramakrishna | Strategic Capital Structure | IUP Publications | 2020 | 978-81-947928-2-6 |
| 23 | Vishal Mishra | Statistical Relations and Hypothesis Testing | IUP Publications | 2020 | 978-93-90254-95-8 |

Table 20: List of Authored Books

| Sl. No. | Name | Title of the Book | Publisher | Year | ISBN Number |
|----------------|--------------------------------------|--|------------------|-------------|--------------------|
| 24 | V. S. S. N. Narasimha Murty Kadiyala | Statistical Regression and Quality Control | IUP Publications | 2020 | 978-81-947305-4-5 |
| 25 | Kaushik Bhattacharjee | Statistical Programming Techniques in Finance | IUP Publications | 2020 | 978-81-947462-3-2 |
| 26 | Sanjay Fuloria | Statistical Distributions, Variations and IT | IUP Publications | 2020 | 978-93-90254-86-6 |
| 27 | Sindhuja P N | Software Project Monitoring and Controlling | IUP Publications | 2020 | 978-93-90254-26-2 |
| 28 | C Lakshmi Devasena | Software Project Management Lifecycle | IUP Publications | 2020 | 978-93-90254-28-6 |
| 29 | D Saravanan | Software Project Execution | IUP Publications | 2020 | 978-93-90254-27-9 |
| 30 | D Saravanan | Software and Database Concepts, and Networks | IUP Publications | 2020 | 978-81-945847-5- |
| 31 | Samyadip Chakraborty | SMACS Applications in Health Care | IUP Publications | 2020 | 978-93-90254-29-3 |
| 32 | Bijeta Shaw | SMACS Applications in Business | IUP Publications | 2020 | 978-93-90254-32-3 |
| 33 | Ach�ut Telang | Services and the Marketing Mix – Vol II | IUP Publications | 2020 | 978-93-90254-66-8 |
| 34 | Chakravarthi Koundinya | Services and the Marketing Mix – Vol I | IUP Publications | 2020 | 978-93-90254-74-3 |
| 35 | Sashikala P | Service Quality in Healthcare | IUP Publications | 2020 | 978-93-90254-93-4 |
| 36 | A Kranthi Kumar | Selection, Placement and Induction | IUP Publications | 2020 | 978-93-90254-08-8 |
| 37 | Vaibhav Shekhar | Retail Strategy | IUP Publications | 2020 | 978-93-90254-67-5 |
| 38 | Vaibhav Shekhar | Retail Marketing | IUP Publications | 2020 | 978-93-90254-69-9 |
| 39 | Asha Binu Raj | Recruitment: Gateway to Selection | IUP Publications | 2020 | 978-93-90254-10-1 |
| 40 | Sashikala P | Quality Steps for Achieving International Standards | IUP Publications | 2020 | 978-93-90254-92-7 |
| 41 | Sashikala P | Quality Aspects of Business | IUP Publications | 2020 | 978-93-90254-91-0 |
| 42 | Nasina Jigeesh | Project Planning and Control | IUP Publications | 2020 | 978-93-90254-96-5 |
| 43 | Samyadip Chakraborty | Project Implementation and Closing | IUP Publications | 2020 | 978-93-90254-80-4 |
| 44 | Surjit Kumar Kar | Product Development and Marketing Strategies | IUP Publications | 2020 | 978-93-90254-61-3 |
| 45 | Sagar Reddy Adavelli | Portfolio Selection and Evaluating Portfolio Performance | IUP Publications | 2020 | 978-81-948145-3-5 |
| 46 | C.Anita | Portfolio Management Techniques | IUP Publications | 2020 | 978-81-948568-6-3 |
| 47 | M J Menon | Perspectives on International Marketing | IUP Publications | 2020 | 978-93-90254-70-5 |
| 48 | Mohd Abdul Nayeem | Perspectives in Social Entrepreneurship | IUP Publications | 2020 | 978-93-90254-03-3 |
| 49 | Musarrat Shaheen | Performance Measurement | IUP Publications | 2020 | 978-93-90254-12-5 |
| 50 | Radha Mohan Chebolu | Performance Management Framework | IUP Publications | 2020 | 978-93-90254-39-2 |
| 51 | Mohd Abdul Nayeem | Overview of Human Resource Management | IUP Publications | 2020 | 978-93-90254-01-9 |
| 52 | D Satish | Overview of Global Financial Markets | IUP Publications | 2020 | 978-81-947462-0-1 |
| 53 | Kalaa Chenji | Organization System and Development | IUP Publications | 2020 | 978-93-90254-17-0 |
| 54 | M Showry | Organization Development: Foundations and Processes | IUP Publications | 2020 | 978-93-90254-47-7 |
| 55 | Nishit Kumar Srivastava | Operations Strategy - Tools and Techniques | IUP Publications | 2020 | 978-93-90254-82-8 |

Table 20: List of Authored Books

| Sl. No. | Name | Title of the Book | Publisher | Year | ISBN Number |
|----------------|-------------------------|---|------------------|-------------|--------------------|
| 56 | Shankha Sengupta | Operations Control | IUP Publications | 2020 | 978-81-945847-6-6 |
| 57 | Radha Mohan Chebolu | New Dimensions and Future Out look of OD | IUP Publications | 2020 | 978-93-90254-45-3 |
| 58 | Rishi Dwesar | New Age Strategic Marketing Management | IUP Publications | 2020 | 978-93-90254-63-7 |
| 59 | D Satish | Mutual Funds and Foreign Exchange Market | IUP Publications | 2020 | 978-81-947462-1-8 |
| 60 | Bijeta Shaw | Mobile Technologies for Business - An Introduction | IUP Publications | 2020 | 978-93-90254-30-9 |
| 61 | Subhendu Dutta | Microeconomics - Volume II | IUP Publications | 2020 | 978-81-947305-2-1 |
| 62 | M Aruna | Microeconomics - Volume I | IUP Publications | 2020 | 978-81-945847-3-5 |
| 63 | Vaibhav Mishra | Micro Aspects of Cloud for Business | IUP Publications | 2020 | 978-93-90254-24-8 |
| 64 | Vaibhav Shekhar | Merchandise Management | IUP Publications | 2020 | 978-93-90254-68-2 |
| 65 | Vijayudu G | Marketing Communications Strategy and Planning | IUP Publications | 2020 | 978-93-90254-76-7 |
| 66 | Vijayudu G | Marketing Communications Execution | IUP Publications | 2020 | 978-93-90254-77-4 |
| 67 | Rishi Dwesar | Marketing Communication: Tools and Techniques | IUP Publications | 2020 | 978-93-90254-62-0 |
| 68 | Sunny Bose | Market Analysis and Marketing Strategies | IUP Publications | 2020 | 978-81-945847-8-0 |
| 69 | Musarrat Shaheen | Managing the Self | IUP Publications | 2020 | 978-93-90254-09-5 |
| 70 | Nasina Jigeesh | Managing Scope, Cost, Time of a Project | IUP Publications | 2020 | 978-93-90254-97-2 |
| 71 | A Sandeep | Managing Project Constraints | IUP Publications | 2020 | 978-81-947305-0-7 |
| 72 | Asha Binu Raj | Managing People | IUP Publications | 2020 | 978-93-90254-07-1 |
| 73 | A Kranthi Kumar | Management of Social Enterprises | IUP Publications | 2020 | 978-93-90254-14-9 |
| 74 | N Siva Prasad | Management of Project requirements, Integration and Reviews | IUP Publications | 2020 | 978-93-90254-89-7 |
| 75 | Santosh Kumar Yadav | Management Informations Systems | IUP Publications | 2020 | 978-93-90254-18-7 |
| 76 | Neha Gahlawat | Management and Development of Human Resources | IUP Publications | 2020 | 978-93-90254-05-7 |
| 77 | K. Rajya Lakshmi | Management Accounting | IUP Publications | 2020 | 978-81-948145-1-1 |
| 78 | Suresh K G | Macroeconomics - Volume II | IUP Publications | 2020 | 978-81-945847-1-1 |
| 79 | T Shyam Sundar | Macroeconomics - Volume I | IUP Publications | 2020 | 978-81-947305-3-8 |
| 80 | Meher Pramod Mantravadi | Issues and Challenges of Mergers and Acquisitions | IUP Publications | 2020 | 978-81-947928-7-1 |
| 81 | Shailendra Singh Bisht | Introduction to Technology Marketing | IUP Publications | 2020 | 978-93-90254-56-9 |
| 82 | Neha Gahlawat | Introduction to Strategic Human Resource Management | IUP Publications | 2020 | 978-93-90254-13-2 |
| 83 | Vishal Mishra | Introduction to Statistics and Probability | IUP Publications | 2020 | 978-81-947305-5-2 |
| 84 | Samyadip Chakraborty | Introduction to Software Project Management | IUP Publications | 2020 | 978-93-90254-21-7 |
| 85 | Achyut Telang | Introduction to Retailing | IUP Publications | 2020 | 978-93-90254-65-1 |
| 86 | Samyadip Chakraborty | Introduction to Project Management | IUP Publications | 2020 | 978-93-90254-79-8 |
| 87 | Satish Kumar | Introduction to Portfolio Management | IUP Publications | 2020 | 978-81-948568-8-7 |

Table 20: List of Authored Books

| Sl. No. | Name | Title of the Book | Publisher | Year | ISBN Number |
|----------------|-------------------------|--|------------------|-------------|--------------------|
| 88 | Rajasekhar David | Introduction to Organization Development | IUP Publications | 2020 | 978-93-90254-41-5 |
| 89 | Gaurav Bhatt | Introduction to Marketing Communications | IUP Publications | 2020 | 978-93-90254-84-2 |
| 90 | M. V. Narasimha Chary | Introduction to Investment Management | IUP Publications | 2020 | 978-81-948568-4-9 |
| 91 | Arindam Ghosh | Introduction to Green Operations | IUP Publications | 2020 | 978-93-90254-88-0 |
| 92 | Naseem Ahamed | Introduction to Financial Management | IUP Publications | 2020 | 978-81-948145-2-8 |
| 93 | Sagar Reddy Adavelli | Introduction to Securities Markets | IUP Publications | 2020 | 978-81-948145-6-6 |
| 94 | T Koti Reddy | International Trade | IUP Publications | 2020 | 978-81-947928-9-5 |
| 95 | Ankur Srivastava | International Marketing Strategy | IUP Publications | 2020 | 978-93-90254-72-9 |
| 96 | Ankur Srivastava | International Marketing Mix | IUP Publications | 2020 | 978-93-90254-73-6 |
| 97 | D S Chary | International Banking Perspectives | IUP Publications | 2020 | 978-81-947928-0-2 |
| 98 | Surjit Kumar Kar | Innovation and Product Management | IUP Publications | 2020 | 978-93-90254-60-6 |
| 99 | Dennis Joseph | Information Technology - Current Trends | IUP Publications | 2020 | 978-93-90254-20-0 |
| 100 | A Kranthi Kumar | Individual Behavior in Organizations | IUP Publications | 2020 | 978-81-945847-0-4 |
| 101 | M Showry | Human Processes and Comprehensive OD Interventions | IUP Publications | 2020 | 978-93-90254-48-4 |
| 102 | Siddhartha Kushwaha | Green Operations and Sustainability | IUP Publications | 2020 | 978-81-945847-7-3 |
| 103 | Mohd Abdul Nayeem | Future outlook of Training and Development | IUP Publications | 2020 | 978-93-90254-02-6 |
| 104 | Sharda Singh | Fundamentals of Organizational Behavior | IUP Publications | 2020 | 978-93-90254-36-1 |
| 105 | VDMV Lakshmi | Foundations of Treasury Operations | IUP Publications | 2020 | 978-81-947462-4-9 |
| 106 | K B S Kumar | Foundations of Social Entrepreneurship | IUP Publications | 2020 | 978-93-90254-46-0 |
| 107 | MusarratShaheen | Foundations of Performance Management | IUP Publications | 2020 | 978-93-90254-11-8 |
| 108 | Nishit Kumar Srivastava | Foundations of Operations Management | IUP Publications | 2020 | 978-93-90254-81-1 |
| 109 | J Prince Vijai | Formulation of Operations Strategy | IUP Publications | 2020 | 978-81-947305-8-3 |
| 110 | Aruna Kumar Dash | Financing International Trade | IUP Publications | 2020 | 978-81-947462-9-4 |
| 111 | Naseem Ahamed | Financial Systems and Financial Markets | IUP Publications | 2020 | 978-81-947462-8-7 |
| 112 | K.Rajya Lakshmi | Financial Statements and Analysis | IUP Publications | 2020 | 978-81-948145-0-4 |
| 113 | M Saritha | Financial Reporting and Analysis | IUP Publications | 2020 | 978-81-948145-7-3 |
| 114 | Richa Gupta | Financial Instruments | IUP Publications | 2020 | 978-81-947928-1-9 |
| 115 | M Saritha | Financial Decision Making | IUP Publications | 2020 | 978-81-948145-9-7 |
| 116 | Srikanth P | Equity and Bond Valuation | IUP Publications | 2020 | 978-81-947462-7-0 |
| 117 | Santosh Kumar Yadav | Enterprise Functions and E-Business | IUP Publications | 2020 | 978-93-90254-19-4 |
| 118 | Preshita Neha Tudu | Employment of Human Resources | IUP Publications | 2020 | 978-93-90254-04-0 |
| 119 | Radha Mohan Chebolu | Employee Development and Performance Improvement | IUP Publications | 2020 | 978-93-90254-43-9 |
| 120 | Jaipal Dhabale | Emerging Trends in Operations Management | IUP Publications | 2020 | 978-93-90254-94-1 |

Table 20: List of Authored Books

| Sl. No. | Name | Title of the Book | Publisher | Year | ISBN Number |
|----------------|----------------------|---|------------------|-------------|--------------------|
| I21 | Lakshmi Devasena | Emerging Trends in Information Security | IUP Publications | 2020 | 978-93-90254-22-4 |
| I22 | Vaibhav Mishra | Emerging Trends in E-Business | IUP Publications | 2020 | 978-93-90254-34-7 |
| I23 | Sashikala P | Emerging Trends in Business Intelligence | IUP Publications | 2020 | 978-93-90254-33-0 |
| I24 | Sharda Singh | Emerging Trends and Challenges for Human Resources | IUP Publications | 2020 | 978-93-90254-40-8 |
| I25 | Vaibhav Mishra | Elements of Social Media in Business | IUP Publications | 2020 | 978-93-90254-25-5 |
| I26 | C Lakshmi Devasena | Elements of Security Technologies for Business | IUP Publications | 2020 | 978-93-90254-23-1 |
| I27 | Siddhartha Kushwaha | Elements of Green Operations | IUP Publications | 2020 | 978-81-947305-9-0 |
| I28 | Sashikala P | Elements of Big Data and Business Analytics | IUP Publications | 2020 | 978-93-90254-31-6 |
| I29 | Rajasekhar David | Dynamics of Organizational Behavior | IUP Publications | 2020 | 978-81-945847-2-8 |
| I30 | Gaurav Bhatt | Dynamics of Marketing Communications | IUP Publications | 2020 | 978-93-90254-75-0 |
| I31 | Rashmita Saran | Dimentions of Patient Experience Management | IUP Publications | 2020 | 978-93-90254-78-1 |
| I32 | Shankha Sengupta | Design of Facilities and Operations Planning | IUP Publications | 2020 | 978-93-90254-83-5 |
| I33 | Naseem Ahamed | Derivatives Markets Vol 2 | IUP Publications | 2020 | 978-81-948568-9-4 |
| I34 | Naseem Ahamed | Derivatives Markets Vol 1 | IUP Publications | 2020 | 978-81-948568-1-8 |
| I35 | C S Pavani Jyothi | Derivative Markets and Regulation of Financial Markets | IUP Publications | 2020 | 978-81-947928-3-3 |
| I36 | Siva Gabbita | Customer Service Environment | IUP Publications | 2020 | 978-93-90254-98-9 |
| I37 | Madhavi Garikaparthi | Customer Management in Technology Marketing | IUP Publications | 2020 | 978-81-945847-9-7 |
| I38 | Y. Ramakrishna | Credit Rating& Regulatory Framework | IUP Publications | 2020 | 978-81-947928-6-4 |
| I39 | VDMV Lakshmi | Corporate Financial Management | IUP Publications | 2020 | 978-81-947462-2-5 |
| I40 | Venu Gopal Rao | Contemporary Practices in Marketing | IUP Publications | 2020 | 978-93-90254-55-2 |
| I41 | Madhavi Garikaparthi | Contemporary Issues in Retailing | IUP Publications | 2020 | 978-93-90254-59-0 |
| I42 | Venu Gopal Bagadhi | Contemporary Issues in International Marketing | IUP Publications | 2020 | 978-93-90254-71-2 |
| I43 | Radha Mohan Chebolu | Compansation and Reward Management | IUP Publications | 2020 | 978-93-90254-42-2 |
| I44 | Radha Mohan Chebolu | Career: Development Programs and ManagementDevelopment Programs | IUP Publications | 2020 | 978-93-90254-38-5 |
| I45 | C Anita | Capital Markets and Their Structures | IUP Publications | 2020 | 978-81-947928-4-0 |
| I46 | C S Pavani Jyothi | Capital Market Expectation and Portfolio Analysis | IUP Publications | 2020 | 978-81-947928-8-8 |
| I47 | M Saritha | Business Contracts | IUP Publications | 2020 | 978-81-948145-5-9 |
| I48 | Naseem Ahamed | Bond Analysis and Valuation | IUP Publications | 2020 | 978-81-948568-5-6 |
| I49 | Preshita Neha Tudu | Best Practices of Social Enterprises | IUP Publications | 2020 | 978-93-90254-15-6 |
| I50 | Satish Kumar | Asset Pricing Theories and Portfolio Selection | IUP Publications | 2020 | 978-81-948568-7-0 |
| I51 | Dennis Joseph | Applications of Information Technology in Business | IUP Publications | 2020 | 978-81-945847-4-2 |
| I52 | Bhanu Sireesha | Alternative Investments | IUP Publications | 2020 | 978-81-947462-5-6 |
| I53 | N Siva Prasad | Advanced Topics in Project Management | IUP Publications | 2020 | 978-93-90254-90-3 |

Table 20: List of Authored Books

| Sl. No. | Name | Title of the Book | Publisher | Year | ISBN Number |
|---------|------------------------|---|------------------|------|-------------------|
| 154 | Sanjay Fuloria | Advanced Statistical Methods | IUP Publications | 2020 | 978-93-90254-87-3 |
| 155 | Ranajee | Advanced Corporate Finance | IUP Publications | 2020 | 978-81-948568-2-5 |
| 156 | Sudeeptha Pradhan | Organizational Effectiveness and Control in Strategic Marketing | IUP Publications | 2020 | 978-93-90254-64-4 |
| 157 | Asha Binu Raj | Managing HR Issues in Organizations | IUP Publications | 2020 | 978-93-90254-06-4 |
| 158 | Shailendra Singh Bisht | Healthcare Services Marketing | IUP Publications | 2020 | 978-93-90254-57-6 |
| 159 | Siddhartha Kushwaha | Basics of Operations Strategy | IUP Publications | 2020 | 978-93-90254-99-6 |
| 160 | Shankha Sengupta | Editd Book - Current Trends in Operations Management | IUP Publications | 2020 | 978-93-90254-85-9 |

Faculty of Science & Technology

| | | | | | |
|-----|--|--|-------------------------------------|-----------|---|
| 161 | Sachi Nandan Mohanty, Suneeta Satpathy | Big Data Analytics and Computing For Digital Forensic Investigation | Taylor & Francis Group | 2020 | 978-0-367-45678-8(hbk) 978-1-003-02474-3 (ebk) |
| 162 | Sachi Nandan Mohanty, Jyotir Moy Chatterjee Sarika Jain, Ahmed A. Elngar , Priya Gupta | Recommender System with Machine Learning and Artificial Intelligence: A Particle tools and Applications in Medical, Agricultural and other Domains | Scrivener Publishing (Wiley) | 2020 | 978-1-119-71157-5 |
| 163 | Sachi Nandan Mohanty, Pabrita Kumar Tripathy | Data Structure And Algorithms Using C++, A Practical Implementation | Scrivener Publishing (Wiley) | 2020 | 9781119750543 |
| 164 | Sachi Nandan Mohanty | Emotion and Information Processing A Practical approach | Springer International Publishing | 2020 | 978-3-030-48848-2 |
| 165 | Sandeep Kumar Panda Ahmed A. Elngar, Valentina Emilia Balas, Mohammed Kayed | Bitcoin and Blockchain: History and Current Applications (Internet of Everything (IoE)) | CRC Press, Taylor & Francis Group s | 2020 | 978-0367901004 |
| 166 | M. L. Pavan Kishore, Vedanth Bhatnagar Anirudh Tallam, | Effect of cutout on free vibrations in rectangular plates. | LAP LAMBERT Academic Publishing | Aug. 2020 | 978-6202797795 |
| 167 | G Sudhaamsh Mohan Reddy Premila Kollur | Thermal Convection Problems In Fluid And Porous Medium: Stability analysis with applications | LAP LAMBERT Academic Publishing | Jul. 2020 | 978-6202679305 |
| 168 | P Pavan Kumar, S Vairachilai, Sirisha Potluri, Sachi Nandan Mohanty | Recommender Systems: Algorithms and Applications | CRC Press, Taylor & Francis Group s | 2021 | 978-0367631888 |
| 169 | Anirudh Tallam, Vedanth Bhatnagar, M.L.Pavan Kishore | Numerical Computation For Contact Stress Analysis Of Spur Gear: Gear Modelling and Analysis | LAP LAMBERT Academic Publishing | Oct. 2020 | 978-6202920179 |

Faculty of Law

| | | | | | |
|-----|--|---|------------------|------|-------------------|
| 170 | Astha Srivastava | Human Rights and Access to Justice | ALT Publications | 2021 | 978-81-949152-8-7 |
| 171 | Dr. S.V. Damodar Reddy, Dilip Sharma, Richa Prateek Jain | Intellectual Property Rights: Changing Vistas | ALT Publications | 2021 | 978-81-949152-6-3 |

Book Chapters

During the Academic Year 2020-21 the faculty members authored 163 books chapters. The details are presented in Table 21.

Table 21: Book Chapters

| Sl. No. | Faculty Name | Title of Book | Title of chapter |
|----------------|---|--|--|
| 1 | Laila Memdani | Money Laundering and Terrorism Financing in Global Financial Systems 2021, DOI: 10.4018/978-1-7998-8758-4.ch008 ISBN:9781799887584 | Effect of Terrorism Financing on Selected Global Indices: The Case of 2015 Paris Attacks |
| 2 | Laila Memdani | Contemporary Issues on Globalization & Sustainable Development (Volume II) 2021, ISBN-10 8194793211 | Farmers Suicides in India: Issue, Causes and Remedial Measures |
| 3 | Neeraj Kumar | Management and Sustainability: Rethinking Social Innovation and Business Ethics in Sustainability Development,2021, ISBN-978-81-950380-4-6 | Energy Sustainability Trilemma: The Case of Selected Asian Countries |
| 4 | Pooja Choudhary | Management and Sustainability: Rethinking Social Innovation and Business Ethics in Sustainability Development,2021, ISBN-978-81-950380-4-6 | Energy Sustainability Trilemma: The Case of Selected Asian Countries |
| 5 | A Suresh Babu | Strategic Capital Structure, 2020, 978-81-947928-2-6 | Allocating Capital and Corporate Strategy |
| 6 | A Suresh Babu and Kaushik Bhattacharjee | Statistical Programming Techniques in Finance, 2020, 978-81-947462-3-2 | Application of Statistical Software in Finance |
| 7 | A Suresh Babu and Manish Aggarwal | Asset Pricing Theories and Portfolio Selection, 2020, 978-81-948568-7-0 | Arbitrage Pricing Theory |
| 8 | A Suresh Babu | Capital Market Expectation and Portfolio Analysis, 2020, 978-81-947928-8-8 | Arbitrage Pricing Theory |
| 9 | A Suresh Babu | Introduction to Portfolio Management, 2020, 978-81-948568-8-7 | Asset Allocation |
| 10 | Aparna M | Capital Market Expectation and Portfolio Analysis, 2020, 978-81-947928-8-8 | Asset Allocation: Policies and Procedures |
| 11 | Aparna M and Nitya Nand Tripathi | Derivatives Markets Vol 2, 2020, 978-81-948568-9-4 | Asset-Backed Securities |
| 12 | Aparna M | Financing International Trade, 2020, 978-81-947462-9-4 | Balance of Payments |
| 13 | Aparna M, K. Rajya Lakshmi and C Padmavathi | Management Accounting, 2020, 978-81-948145-1-1 | Basic Cost Terms and Concepts |
| 14 | Aparna M and M. Dharani | Introduction to Financial Management, 2020, 978-81-948145-2-8 | Basics of International Trade and Finance |
| 15 | Aparna M and Richa Gupta | Financial Instruments, 2020, 978-81-947928-1-9 | Bill Financing |
| 16 | Aparna M, Srikant P, C Anita and Manish Agarwal | Equity and Bond Valuation, 2020, 978-81-947462-7-0 | Bond Valuation |
| 17 | Aparna M, M Dharani and Rajneesh Ranjan Jha | Financial Systems and Financial Markets, 2020, 978-81-947462-8-7 | Call Money Markets |
| 18 | Aparna M | Corporate Financial Management, 2020, 978-81-947462-2-5 | Capital Expenditure Decisions |
| 19 | Aparna M | Introduction to Portfolio Management, 2020, 978-81-948568-8-7 | Capital Market Expectation |
| 20 | Aparna M, C Anitha and Manish Agarwal | Capital Market Expectation and Portfolio Analysis, 2020, 978-81-947928-8-8 | Capital Market Expectations |
| 21 | Aparna M | Asset Pricing Theories and Portfolio Selection, 2020, 978-81-948568-7-0 | Capital Market Theory |
| 22 | BhanuSireesha | Strategic Capital Structure, 2020, 978-81-947928-2-6 | Capital Structure |
| 23 | BhanuSireesha and Koya Raghu Nadh | Strategic Financial Management, 2020, 978-81-948568-0-1 | Capital Structure |
| 24 | Bharath Supra, Richa Gupta and C Anita | Financial Instruments, 2020, 978-81-947928-1-9 | Commercial Paper |
| 25 | C Anita and D S Chary | The Law Relating to Corporate Business Entities in India, 2020, 978-81-948145-8-0 | Company Management and Windingup |
| 26 | C Anita and Rajneesh Ranjan Jha | Financial Systems and Financial Markets, 2020, 978-81-947462-8-7 | Constituents of Financial System |
| 27 | C Anita and D S Chary | International Banking Perspectives, 2020, 978-81-947928-0-2 | Correspondent Banking |

Table 21: Book Chapters

| Sl. No. | Faculty Name | Title of Book | Title of chapter |
|----------------|---|---|--|
| 28 | C Anita, K.Rajyalakshmi and C Padmavathi | Management Accounting, 2020, 978-81-948145-1-1 | Cost Analysis and Decision Making |
| 29 | C Anita | Corporate Financial Management, 2020, 978-81-947462-2-5 | Cost of Capital and Capital Structure Theories |
| 30 | C Anita and Rajneesh Ranjan Jha | Financial Systems and Financial Markets, 2020, 978-81-947462-8-7 | Credit Markets |
| 31 | C Anita and Y.Ramakrishna | Credit Rating& Regulatory Framework, 2020, 978-81-947928-6-4 | Credit Rating |
| 32 | C Anita and Rajneesh Ranjan Jha | Financial Systems and Financial Markets, 2020, 978-81-947462-8-7 | Debt Market |
| 33 | C Anita and Nitya Nand Tripathi | Derivatives Markets Vol I, 2020, 978-81-948568-1-8 | Derivative Markets and Instruments |
| 34 | C Anita and Manish Aggarwal | Derivative Markets and Regulation of Financial Markets, 2020, 978-81-947928-3-3 | Derivative Markets |
| 35 | C Anita and Bhanu Sireesha | Tax Laws In India, 2020, 978-81-948145-4-2 | Direct Taxes |
| 36 | C Anita | Strategic Capital Structure, 2020, 978-81-947928-2-6 | Dividend Policy |
| 37 | C Anita | Corporate Financial Management, 2020, 978-81-947462-2-5 | Dividend Policy |
| 38 | C Anita | International Trade, 2020, 978-81-947928-9-5 | Documentary Credits |
| 39 | C Anita and Manish Aggarwal | Capital Markets and Their Structures, 2020, 978-81-947928-4-0 | Efficient Market Hypothesis |
| 40 | C Anita and Manish Aggarwal | Capital Markets and Their Structures, 2020, 978-81-947928-4-0 | Equity Markets and their Structures |
| 41 | C Anita and Srikanth P | Equity and Bond Valuation, 2020, 978-81-947462-7-0 | Equity Valuation Models |
| 42 | C Anita and D S Chary | International Banking Perspectives, 2020, 978-81-947928-0-2 | Evolution of Basel Norms and Other Guidelines |
| 43 | C Anita | International Trade, 2020, 978-81-947928-9-5 | Export Finance and Exchange Control Regulations Governing Exports |
| 44 | C Anita | Strategic Capital Structure, 2020, 978-81-947928-2-6 | Financial Distress and Restructuring |
| 45 | C Anita | Foundations of Treasury Operations, 2020, 978-81-947462-4-9 | Financial Forecasting |
| 46 | C Anita | Corporate Financial Management, 2020, 978-81-947462-2-5 | Financial Forecasting |
| 47 | C Anita and M Dharani | Introduction to Financial Management, 2020, 978-81-948145-2-8 | Financial Management Process |
| 48 | C Anita | Foundations of Treasury Operations, 2020, 978-81-947462-4-9 | Financial Markets and Instruments |
| 49 | C Padmavathi and K. Rajyalakshmi | Financial Statements and Analysis, 2020, 978-81-948145-0-4 | Financial statements of companies |
| 50 | C Padmavathi, M Dharani and C. Anita | Introduction to Financial Management, 2020, 978-81-948145-2-8 | Financial System - Indian and International Scenario |
| 51 | C. Anita | Financing International Trade, 2020, 978-81-947462-9-4 | Financing of International Trade |
| 52 | C. Anita | Foundations of Treasury Operations, 2020, 978-81-947462-4-9 | Fixed Income Securities – Bond Valuation |
| 53 | C. Anita | International Trade, 2020, 978-81-947928-9-5 | Foreign Trade Policy |
| 54 | C. Anita | The Law Relating to Corporate Business Entities in India, 2020, 978-81-948145-8-0 | Formation and organization of Companies |
| 55 | C Anitha, Srikanth P and Manish Aggarwal | Equity and Bond Valuation, 2020, 978-81-947462-7-0 | Technical Analysis |
| 56 | D S Chary | Derivatives Markets Vol II, 2020, 978-81-948568-1-8 | Forward Markets and Instruments |
| 57 | D S Chary, Srikanth P, C Anitha and Manish Aggarwal | Equity and Bond Valuation, 2020, 978-81-947462-7-0 | Fundamental Analysis |
| 58 | D S Chary and Nitya Nand Tripathi | Derivatives Markets Vol I, 2020, 978-81-948568-1-8 | Futures |

Table 21: Book Chapters

| Sl. No. | Faculty Name | Title of Book | Title of chapter |
|----------------|--|---|--|
| 59 | D S Chary and C Anita | International Trade, 2020, 978-81-947928-9-5 | Import Finance and Exchange Control Regulations Relating to Import Finance - |
| 60 | D S Chary | Basics of Financial Management, 2020, 978-81-949152-3-2 | Indian Financial System |
| 61 | D S Chary and Bharath Supra | Tax Laws In India, 2020, 978-81-948145-4-2 | Indirect Taxes |
| 62 | D Satish | Basics of Financial Management, 2020, 978-81-949152-3-2 | Introduction to Financial Management |
| 63 | D Satish | Introduction to Financial Management, 2020, 978-81-948145-2-8 | Introduction to Financial Management |
| 64 | D Satish and K Rajya Lakshmi | Financial Reporting and Analysis, 2020, 978-81-948145-7-3 | Introduction to Financial Reporting |
| 65 | D Satish and K.Rajya Lakshmi | Overview of Global Financial Markets, 2020, 978-81-947462-0-1 | Introduction to Global Markets |
| 66 | D Satish | Overview of Global Financial Markets, 2020, 978-81-947462-0-1 | Macro Issues Impacting Global Markets |
| 67 | D Satish and M Dharini | Overview of Global Financial Markets, 2020, 978-81-947462-0-1 | Multilateral Institutions |
| 68 | K. Rajya Lakshmi and D Satish | Financial Reporting and Analysis, 2020, 978-81-948145-7-3 | Introduction to Financial Reporting |
| 69 | K.Rajya Lakshmi and C Padmavathi | Financial Statements and Analysis, 2020, 978-81-948145-0-4 | Introduction to Financial statement analysis |
| 70 | K.Rajya Lakshmi | Introduction to Portfolio Management, 2020, 978-81-948568-8-7 | Introduction to Portfolio Management |
| 71 | Kaushik | Introduction to Portfolio Management, 2020, 978-81-948568-8-7 | Investment Policy |
| 72 | Kaushik Bhattacharjee and BhanuSireesha | Statistical Programming Techniques in Finance, 2020, 978-81-947462-3-2 | Chi-Square Test and Analysis of Variance |
| 73 | Kaushik Bhattacharjee, M V Narasimha Chary and Manish Aggarwal | Capital Markets and Their Structures, 2020, 978-81-947928-4-0 | Investment Scenario |
| 74 | Kaushik Bhattacharjee and Koya Raghu Nadh | Business Contracts, 2020, 978-81-948145-8-0 | Law of Contracts |
| 75 | Koya Raghu Nadh and and M Saritha | Basics of Financial Management, 2020, 978-81-949152-3-2 | Leverage |
| 76 | M. Dharani and C Anitha | Portfolio Selection and Evaluating Portfolio Performance, 2020, 978-81-948145-3-5 | Measuring and Evaluating Portfolio Performance |
| 77 | M.Dharani and Nitya Nand Tripathi | Derivatives Markets Vol 2, 2020, 978-81-948568-9-4 | Mortgaged-Backed Securities |
| 78 | M. Dharani and M. V. Narasimha Chary | Asset Pricing Theories and Portfolio Selection, 2020, 978-81-948568-7-0 | Optimal Portfolio Selection |
| 79 | Manish Aggarwal | Portfolio Selection and Evaluating Portfolio Performance, 2020, 978-81-948145-3-5 | Optimal Portfolio Selection |
| 80 | Manish Aggarwal and Nitya Nand Tripathi | Derivatives Markets Vol 2, 2020, 978-81-948568-9-4 | Option Pricing - Principles and Models |
| 81 | Manish Aggarwal | Derivatives Markets Vol 2, 2020, 978-81-948568-9-4 | Option Trading Strategies and Exotic Options |
| 82 | Manish Aggarwal and Nitya Nand Tripathi | Derivatives Markets Vol 1, 2020, 978-81-948568-1-8 | Options Markets |
| 83 | Manish Aggarwal and C Anitha | Asset Pricing Theories and Portfolio Selection, 2020, 978-81-948568-7-0 | Other Portfolio Selection Models |
| 84 | Manish Aggarwal and C Anitha | Portfolio Selection and Evaluating Portfolio Performance, 2020, 978-81-948145-3-5 | Other Portfolio Selection Models |
| 85 | Manish Aggarwal and D S Chary | International Banking Perspectives, 2020, 978-81-947928-0-2 | Overview of Exchange Risk in Trade Transactions |
| 86 | Manish Aggarwal and C Anitha | Asset Pricing Theories and Portfolio Selection, 2020, 978-81-948568-7-0 | Portfolio Analysis |
| 87 | Manish Aggarwal and C Anitha | Capital Market Expectation and Portfolio Analysis, 2020, 978-81-947928-8-8 | Portfolio Analysis |
| 88 | Manish Aggarwal and C Anitha | Portfolio Management Techniques, 2020, 978-81-948568-6-3 | Portfolio Management Using Futures |

Table 21: Book Chapters

| Sl. No. | Faculty Name | Title of Book | Title of chapter |
|----------------|---|---|---|
| 89 | Manish Aggarwal and C Anitha | Portfolio Management Techniques, 2020, 978-81-948568-6-3 | Portfolio Management Using Options |
| 90 | Manish Aggarwal and C Anitha | Portfolio Selection and Evaluating Portfolio Performance, 2020, 978-81-948145-3-5 | Portfolio Revision |
| 91 | Manish Aggarwal and Bhanu Sireesha | Financial Reporting and Analysis, 2020, 978-81-948145-7-3 | Quality of Earnings and Earnings Management |
| 92 | Manish Aggarwal and C Anitha | Derivative Markets and Regulation of Financial Markets, 2020, 978-81-947928-3-3 | Regulation of Financial Markets |
| 93 | Manish Aggarwal and C Anitha | Basics of Financial Management, 2020, 978-81-949152-3-2 | Risk and Return |
| 94 | Manish Aggarwal and C Anitha | Capital Markets and Their Structures, 2020, 978-81-947928-4-0 | Risk and Return |
| 95 | Manish Aggarwal and D S Chary | International Banking Perspectives, 2020, 978-81-947928-0-2 | Risk Management in International Trade |
| 96 | Manish Aggarwal and Meher Pramod Mantravadi | Foundations of Treasury Operations, 2020, 978-81-947462-4-9 | Scope and Functions of Treasury Management |
| 97 | Meher Pramod Mantravadi | Statistical Programming Techniques in Finance, 2020, 978-81-947462-3-2 | Simulation |
| 98 | Naseem Ahamed and Y.Ramakrishna | Credit Rating & Regulatory Framework, 2020, 978-81-947928-6-4 | Sources of Finance and Regulatory Environment of Financial Services |
| 99 | Naseem Ahamed | Corporate Financial Management, 2020, 978-81-947462-2-5 | Sources of Long term Finance |
| 100 | Naseem Ahamed | Introduction to Financial Management, 2020, 978-81-948145-2-8 | Sources of Short Term and Long Term Finance |
| 101 | Nitya Nand Tripathi | Business Contracts, 2020, 978-81-948145-8-0 | Special Contracts |
| 102 | Nitya Nand Tripathi | Derivatives Markets Vol 2, 2020, 978-81-948568-9-4 | Swap Markets |
| 103 | Nitya Nand Tripathi | Equity and Bond Valuation, 2020, 978-81-947462-7-0 | Technical Analysis |
| 104 | Nitya Nand Tripathi and M Dharani | Derivatives Markets Vol 2, 2020, 978-81-948568-9-4 | Managing an Option Portfolio |
| 105 | Nitya Nand Tripathi | Foundations of Treasury Operations, 2020, 978-81-947462-4-9 | Time Value of Money |
| 106 | Nitya Nand Tripathi | Basics of Financial Management, 2020, 978-81-949152-3-2 | Time Value of Money |
| 107 | Ranajee and M Dharani | Introduction to Financial Management, 2020, 978-81-948145-2-8 | Time Value of Money |
| 108 | Ranajee | International Trade, 2020, 978-81-947928-9-5 | Trade Blocks |
| 109 | Richa Gupta and BhanuSireesha | Financial Instruments, 2020, 978-81-947928-1-9 | Certificate of Deposits |
| 110 | Richa Gupta | Financial Instruments, 2020, 978-81-947928-1-9 | Treasury Bills |
| 111 | Richa Gupta and D S Chary | International Banking Perspectives, 2020, 978-81-947928-0-2 | Trends in Banking: An Overview |
| 112 | Richa Gupta | Corporate Financial Management, 2020, 978-81-947462-2-5 | Valuation of Securities |
| 113 | Richa Gupta and Koya Raghunath | Advanced Corporate Finance, 2020, 978-81-948568-2-5 | Working Capital Management |
| 114 | Sagar Reddy Adavelli | Financial Decision Making, 2020, 978-81-948145-9-7 | Chapter -Budgeting and Budgetary Control |
| 115 | Sagar Reddy Adavelli | Financial Decision Making, 2020, 978-81-948145-9-7 | Chapter -Cost-Volume-Profit Analysis |
| 116 | D. Satish | Business Environment, 2020 | Industrial Reforms |
| 117 | D. Satish | Business Environment, 2020 | Industrial Sickness |
| 118 | D. Satish | Business Environment, 2020 | Competition Policy and law |
| 119 | D. Satish and M Dharani | Mutual Fund and Foreign Exchange Market, 2020, 978-81-947462-1-8 | Mutual Funds |
| 120 | D. Satish and C Anita | Mutual Fund and Foreign Exchange Market, 2020, 978-81-947462-1-8 | Commodity Markets |
| 121 | D. Satish and C Anita | Mutual Fund and Foreign Exchange Market, 2020, 978-81-947462-1-8 | Foreign Exchange Market |
| 122 | D. Satish and C Anita | Mutual Fund and Foreign Exchange Market, 2020, 978-81-947462-1-8 | Derivative Market |

Table 21: Book Chapters

| Sl. No. | Faculty Name | Title of Book | Title of chapter |
|----------------|--|---|--|
| I23 | D. Satish and C Anita | Overview of Global Financial Market,, 2020, 978-81-947462-0-1 | Introduction to Global Markets |
| I24 | M V Narasimha Chary and Manish Aggarwal | Introduction to Investment Management, 2020, 978-81-948568-4-9 | Investment Scenario |
| I25 | M V Narasimha Chary | Introduction to Investment Management, 2020, 978-81-948568-4-9 | Risk and Return |
| I26 | M V Narasimha Chary | Introduction to Investment Management, 2020, 978-81-948568-4-9 | Equity Markets and their Structures |
| I27 | M V Narasimha Chary | Introduction to Investment Management, 2020, 978-81-948568-4-9 | Sources of Financial Information |
| I28 | Abhishek Sinha | Money Laundering and Terrorism Financing in Global Financial Systems, 2020, (Chapter 12: 280-303). | Risk Management |
| I29 | VDMV Lakshmi | Theory and Practice of Goods and Service Tax, 2020, | Introduction to GST |
| I30 | Bhanu Sireesha | Financial Markets, 2020 | Financial System in India |
| I31 | Bhanu Sireesha | Financial Markets, 2020 | Financial Markets |
| I32 | Bhanu Sireesha | Financial Markets, 2020 | Classification of Financial Markets |
| I33 | Dr. Rama Krishna Yelamanchili | Credit Rating & Regulatory Framework, 2020, 978-81-947928-6-4 | Credit Rating and Regulatory framework |
| I34 | Dr. Rama Krishna Yelamanchili | Strategic Financial Management, 2020, 978-81-948568-0-1 | Strategic Capital Structure |
| I35 | K. Rajyalakshmi, C Anita and C Padmavathi | Financial Statements and Analysis, 2020, 978-81-948145-0-4 | Financial Ratio Analysis |
| I36 | Anitha Acharya | Handbook of Research on New Media Applications in Public Relations and Advertising, 2021, ISBN13: 9781799832010 | Corporate Social Responsibility in the Digital Age |
| I37 | Anish Yousaf | Sustainable Development Goals (SDGs), 2021 | Social Enterprises and SDGs: A Case Study of SELCO Solar Light Pvt. Ltd, India |
| I38 | Farrah Zeba | Management Practices for Engaging a Diverse Workforce: Tools to Enhance Workplace Culture, 2020, Hard ISBN: 9781771888639, E-Book ISBN: 9780367808419 | Cross-Generational Engagement Strategies |
| I39 | Sudeeptha Pradhan | Sustainable Branding: Ethical, Social, and Environmental Cases and Perspectives, ISBN – 9780367855703 | Corporate Social Responsibility and Employee Volunteerism: A Broad Overview |
| I40 | Rachita Kashyap | Business Management: Concepts, Challenges, and Case Studies, 2021 | Artificial Intelligence in Marketing |
| I41 | Rachita Kashyap | Internet of Things and Its Applications, 2021, ISBN-978-3-030-77527-8 | IOT in Marketing: Current Applications & Future Opportunities |
| I42 | Rishi Dwesar | Business Management: Concepts, Challenges, and Case Studies, 2021 | Artificial Intelligence in Marketing |
| I43 | Rishi Dwesar | Internet of Things and Its Applications, 2021, ISBN-978-3-030-77527-8 | IOT in Marketing: Current Applications & Future Opportunities |
| I44 | Chandra Shekhar, Shreekanth Varshney, Amit Kumar | Standbys Provisioning in Machine Repair Problem with Unreliable Service and Vacation Interruption | The Handbook of Reliability, Maintenance, and System Safety through Mathematical Modeling, pp. 101-133, 2021 |
| I45 | R Balamurali | Content Based Recommendation System | Recommender System with Machine Learning and Artificial Intelligence: A Particle tools and Applications in Medical, Agricultural and other Domains |
| I46 | Sathya A R, Ahmed Elngar, | Bitcoin: A P2P Digital Currency, CRC Press, Pg.No:1-22 | Bitcoin and Blockchain: History and Current Applications |
| I47 | Sathya A. R, K. Varaprasad Rao, | Exploring Bitcoin Network, CRC Press, Pg.No:22-35 | Bitcoin and Blockchain: History and Current Applications |
| I48 | Sathya A. R, Ajay Kumar Jena, | Block chain Technology: The Trust Free System | Bitcoin and Blockchain: History and Current Applications |
| I49 | Sathya A. R, Santosh Kumar Swain, | Consensus and Mining in a Nutshell | Bitcoin and Blockchain: History and Current Applications |

Table 21: Book Chapters

| Sl. No. | Faculty Name | Title of Book | Title of chapter |
|----------------|--|--|---|
| 150 | G. Sucharitha, Dr.Anjanna Matta | Theory & Implications of Information Processing | Emotion and Information Processing |
| 151 | Shaik Himam Saheb, G. Satish Babu | Modeling and Evaluation of Performance Characteristics of Redundant Parallel Planar Manipulator | ICIDCA 2019: Innovative Data Communication Technologies and Application pp 229-236 |
| 152 | A. Chandrashekhar, Urvin Desai, P. Abhilash | Path Planning of a Series Robots Using A Algorithm | International Conference on Mobile Computing and Sustainable Informatics ICMCSI 2020 |
| 153 | Priya S. Natesh and Anil Agarwal | Advances in Structural Engineering | Numerical Modelling of Continuous Composite Beam Under Fire Loading |
| 154 | Pallavi Mishra, Sachi Nandan Mohanty | Collaborative Filtering Techniques Algorithms and Advances | Recommender Systems: Algorithms and Applications |
| 155 | Suneeta Satpathy, Monika Mangla, Sachi Nandan Mohanty, Sirisha Potluri | Emerging Technologies in Data Mining and Information Security pp 485-494 | GA-Based Iterative Optimization System to Supervise Adaptive Workflows in Cloud Environment |
| 156 | Shubhangi V. Urkude, Himanshu Sharma, Seethamsetty Uday Kumar, Vijaykumar R. Urkude | Blockchain Technology: Applications and Challenges | Anatomy of Blockchain Implementation in Healthcare |
| 157 | A. R. Sathya, Sandeep Kumar Panda, Sudheer Hanumanthakari | Blockchain Technology: Applications and Challenges | Enabling Smart Education System Using Blockchain Technology |
| 158 | Chandra Shekhar, Shreekanth Varshney, AmitKumar | Standbys provisioning in machine repair problem with unreliable service and vacation interruption | The Handbook of Reliability, Maintenance, and System Safety through Mathematical Modeling |
| 159 | Kishore K Kumar, Movva Pavani, Manthena Narasimha Raju, S. Anup Kant, Satish Thatavarti | Smart Sensors for Industrial Internet of Things pp 115-126 | IoMT with Cloud-Based Disease Diagnosis Healthcare Framework for Heart Disease Prediction Using Simulated Annealing with SVM |
| 160 | A. Chandrashekhar, Himam Saheb Shaik, M. L. Pavan Kishore | Lecture Notes on Data Engineering and Communications Technologies, Vol. 58, pp 1033-1044S. Computer networks and inventive communication technologies, | Investigation of the Static and Dynamic Path Planning of Mobile and Aerial Robots |
| 161 | Dr. A. Arun Kumar Dr. Rubee Singh, Dr. Jacinta Dsilva | Gender Equality | Role of Womens Empowerment in Gender Equality and Human Rights in India |
| 162 | Dr. A. Arun Kumar Shaik Beepari Mohammed Ashwaq | Contemporary Issues and Challenges in Management & Social Sciences | Aatmanirbhar Bharat Abhiyaan: Philosophy of Swadeshi |
| 163 | Dr. A. Arun Kumar, Dr. K. Harinadh | Contemporary Issues and Challenges in Management & Social Sciences | Brand Loyalty in E- Wallet: An empirical Study Using Structural Equation Model |

Case Studies Published in International Books

During the Academic Year 2020-21 the following case studies of the Case Research Center were published in International Books. The details are presented in Table 22.

Table 22: Case Studies Published in International Books

| Sl. No. | Name of the Case | Author of the Case | Name of the Book | Author (s) of the Book | Publisher/ Volume or Edition / Year |
|----------------|--|---|---|--|--|
| 1 | Unilevers Purpose Led Brand Strategy | Syeda Maseeha Qumer, Debabratim Purkayastha | Crafting and Executing Strategy: Concepts | Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland | McGraw-Hill Education; 23rd edition, 2021 |
| 2 | Dominos Pizzas Response to the COVID-19 Pandemic | Hadiya Faheem, Debabratim Purkayastha | Crafting and Executing Strategy: Concepts | Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland | McGraw-Hill Education; 23rd edition, 2021 |
| 3 | Eliminating Modern Slavery in Supply Chains (Nestle) | Syeda Maseeha Qumer, Debabratim Purkayastha | Crafting and Executing Strategy: Concepts | Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland | McGraw-Hill Education; 23rd edition, 2021 |
| 4 | Operational Restructuring at Harley Davidson | A. Mukund and A. Neela Radhika | Readings in Operations Management | David Parks | Cognella, Inc., 2021 |

Conferences / Webinars / Seminars

The faculty members have been regularly participating in international and national conferences/ seminars and showcasing their research publications. The details are presented in Table 23.

Table 23: Papers presented in International and National Conferences

| Sl. No. | Faculty Member/s | Title of the Paper | Conference | Organized by/Venue /Date |
|--|-------------------------------|---|---|--|
| Papers Presented in International Conferences | | | | |
| Faculty of Management, IBS Hyderabad | | | | |
| 1 | Aruna Kumar Dash | 2021 International conference on Global and Regional Challenges | Conference | The John Paul II Catholic University of Lublin, Poland Namibia University of Science and Technology, Namibia The Academy of Scientific, Academic Excellence and Cultural Exchange, Poland 26 March 2021 |
| Papers Presented in National Conferences | | | | |
| Faculty of Management, IBS Hyderabad | | | | |
| Economics | | | | |
| 3 | Aruna Kumar Dash | Can foreign aid promote Economic Economic Growth of South Asian Countries? An Empirical analysis | 2021 International conference on Global and Regional Challenges | 1. The John Paul II Catholic University of Lublin, Poland 2. Namibia University of Science and Technology, Namibia 3. Akademia Doskonalenia Naukowego, Akademickiego i Wymiany, Kulturowej Venue: Poland. Date 26th March 2021 |
| 4 | Neeraj Kumar, Pooja Choudhary | Energy Sustainability Trilemma: The Case of Selected Asian Countries | International Conference on Sustainable Business Management Practices and Social Innovation-2021 | Jain University, Bengaluru, 30 th Jan 2021 |
| 5 | Lagesh M.A | Livelihood Vulnerability, Policy Response Of The State And Coping Strategies During Covid-19: A Study of Informal Workers In Kerala | 134th Dr. John Matthai Memorial Lecture and National Webinar on Impact Of Covid-19 On The Transforming Indian Economy | Department of Economics, University of Calicut, Dr. John Matthai Centre, Thrissur, 12th and 13th January 2021. |

Table 23: Papers presented in International and National Conferences

| Sl. No. | Faculty Member/s | Title of the Paper | Conference | Organized by/Venue /Date |
|-------------------------------|--|---|--|---|
| 6 | M.Aruna | Terms of Trade in Indian Agriculture | 103rd Annual Conference of Indian Economic Association,2020 | Department of Economics, University of Rajasthan, Jaipur, Rajasthan, 16-18, April, 2021 |
| Finance and Accounting | | | | |
| 7 | Dr. P. Bhanu Sireesha | A Note on Challenges and Universities due to Covid-19 | Management Conference 2021 | IIM Bodhgaya, 23-24, April, 2021 |
| 8 | Dr. P. Bhanu Sireesha | Do Business Group Firms Use Related Party Transactions Efficiently? An empirical Study | International conference on emerging trends in industry 4.0 | OP Jindal University OPJU, Raigarh, Indiaa, 19-21 May, 2021, |
| 9 | Dr. Kaushik Bhattacharjee, Munawar Sayyad | International Equity and Bond Market Dynamics Before and During COVID-19: An Asymmetric Error Correction Study of United States, India and Brazil | NISM-SEBI International Conference on Behavior of securities Market Sighting of Black Swan | National Institute of Securities Markets, Mumbai, 25-26 February, 2021. |
| 10 | Dr. Kaushik Bhattacharjee, Munawar Sayyad | Market integration region wise: pre and post Covid-19 period in Asia Pacific, GCC, Europe and US markets | 10th International Finance conference SIFICO 2021 | K.J. Somaiya, Mumbai, 30th January 2021 |
| 11 | Dr.T. Sita Ramaiah,Dr. Radha Mohan Chebolu,Dr. Satish Chandra Tiwari | GST and the Indian Economy: A Snapshot on the Selected Sectoral Performance | 103rd Annual Conference of Indian Economic Association, 2020 | Department of Economics, University of Rajasthan, Jaipur, Rajasthan, 16-18, April, 2021 |
| HR & Soft Skills | | | | |
| 12 | Saumita Roy | Impact, Trend, and Determinants of Idiosyncratic Volatility Affecting Stock return: An Empirical Study on Indian Market | 14 th Doctoral Thesis Conference | IBS Hyderabad, 6 th and 7 th May 2021 |
| 13 | Kalaa Chenji, Sode Raghavendra and Mushtakhusen S M | Does Onboarding Effect Employee creativity: Moderating Role of Psychological Empowerment | International Conclave on Globalizing Indian Thought, IIM, Kozhikode | IIM, Kozhikode, Jan 16-18, 2020 |
| 14 | Sode Raghavendra, Kalaa Chenji, & Mushtakhusen S M | Understanding well-being through the lens of Karuna (Compassion), mindfulness and calling | International conclave on Globalizing Indian Thought, IIM Kozhikode | IIM, Kozhikode, Jan 16-18, 2020 |
| 15 | Sode Raghavendra, Kalaa Chenji, & Mushtakhusen S M | Understanding well-being through the lens of Karuna (Compassion), mindfulness and calling | International conclave on Globalizing Indian Thought, IIM Kozhikode | IIM, Kozhikode, Jan 16-18, 2020 |
| 16 | Rachita Kashyap and Rashmita Saran | Collaboration and Cocreation: New Era of Fabricating the Experience | 4th International Conference on Marketing Challenges in Emerging Markets | Institute of Management Technology (IMT), Hyderaba,January 17 & 18, 2020 |
| 17 | Rashmita Saran, rachita Kashyap | Collaboration and Creation: Fabricating the Experience | 4th International conference on Marketing Challenges in Emerging Markets | Institute of Management Technology (IMT), Hyderaba,January 17 & 18, 2020 |

Table 23: Papers presented in International and National Conferences

| Sl. No. | Faculty Member/s | Title of the Paper | Conference | Organized by/Venue /Date |
|---------------------------------|--------------------------------------|---|---|---|
| Marketing & Strategy | | | | |
| 18 | Vikas Gautam | Drivers of Mobile Phones Adoption in Agriculture: A Literature Review | National Online Conference on Sustainability Business and Marketing | National Institute of Technology Tiruchirappalli 10th March 2021 |
| 19 | Sunny Bose, Sudeeptha Pradhan | Wine Tourism in India: Tourist Motivation Perspective | Global Hospitality and Tourism Conference on Experiential Management and Manrekting (GHTC 2020) | North Eastern Hill University (NEHU), 18-20 March, 2021 |
| 20 | Anish Yousaf, Insha Amin | Autonomous/controlled motivations for youth travellers: A self-determination theory perspective | Tourman 2021 - Restarting Tourism, Travel And Hospitality: The Day After | International Hallenic University, Greece / May 21-23, 2021 |
| 21 | Anish Yousaf | Linking Smartphone, Fitness App(s), and Life Satisfaction: Extending the expectation-confirmation (ECM) model | GLOCERV 2021 | University of Naples Federico II, Italy & University of South Florida, USA / 10-13 May 2021 |
| 22 | Anish Yousaf, Insha Amin | Digital Learning Effectiveness Among Tourism Students During Covid 19: Assessing Its Impact on Knowledge Acquisition & Student Satisfaction | GLOCER 2021 | University of Sourth Florida and M3 Center for Hospitality, Technology & Innovation / Virutal / June 8-10, 2021 |
| 23 | Dwarakanath Siriguppi, Debjani Sahoo | Cultural motives and destination loyalty: Empirical evidence for word-of-mouth intention using S-O-R Theory | International Conference on Sustainable development: ChallengesOpportunities and the Future | Rajagiri Business School, April 9-10, 2021 |
| 24 | Debjani Sahoo | Why perceived value matters for customer active Engagement | International Management conference on post Covid Strategy: Recovery, Resilience and Adoption | IIM-Bodhagaya,April 23-24,2021 |
| Operations & IT | | | | |
| 25 | Dr. Jaipal Dhabale | Adoption of Blockchain Technology in Airports to Monitor COVID-19 outbreak | International Conference on Operations and Supply Chain Management (ICOSCM 2021) | Symbiosis Institute of Operations Management, Nashik, Maharashtra Online 17-01-2021 |
| 26 | Dr Sumant Kumar Tewari | Reinventing ICTM for sustainability and growth | 2nd international onference on communication, networks and computing | ITM University, Gwalior online 29-31 december 2020 |
| 27 | Prof A Sandeep | Project management process for SOA based integration projects | International conference on Operations management | IBS, Hyderabad Online 2020 |
| 28 | Dr V Padmavathi, Prof A Sandeep | An emerging trend of internet of things in health insurance | International conference on Operations management | IBS, Hyderabad Online 2020 |
| 29 | Nishit Kumar Srivastava | Is health consciousness and perceived privacy protection critical to use wearable health devices? Extending the model of goal-directed behavior | 1st Rajagiri Management Conference (RMC 2020) | Rajagiri Business School, Kochi, India Online October 15-16, 2020 |

Table 23: Papers presented in International and National Conferences

| Sl. No. | Faculty Member/s | Title of the Paper | Conference | Organized by/Venue /Date |
|---------|--|---|--|---|
| 30 | Nishit Kumar Srivastava | Using Evolutionary Algorithm (GA) for Maintenance Policy Selection of N-Component Repairable System | International Conference on the New Normal in Management, Social Sciences and Economic Development | Amity University, Madhya Pradesh Online |
| 31 | Nishit Kumar Srivastava | Does health consciousness and perceived privacy protection impact wearable activity tracker adoption in India? | International Conference on the New Normal in Management, Social Sciences and Economic Development | Amity University, Madhya Pradesh Online |
| 32 | Nishit Kumar Srivastava, Samyadip Chakraborty, Namrata Chatterji | Effect of health consciousness on adoption intention of fitness tracking apps: A study in Indian context | International Conference on Rigor, Relevance & Resilience in Business and Management Research | Symbiosis Institute of Business Management, Hyderabad Online February 12-14, 2021 |
| 33 | Nishit Kumar Srivastava | Maintenance policy selection of n-component repairable system using evolutionary algorithm | International Conference on Rigor, Relevance & Resilience in Business and Management Research | Symbiosis Institute of Business Management, Hyderabad Online February 12-14, 2021 |
| 34 | Amit Singh | The impact of consumer perceived negativity on car sales | International conference on Operations management | IBS, Hyderabad Online 2020 |
| 35 | Anusha Sreeram | A study of Prescriptive Analytics in Supply Chain Management | International Conference on Operations Management (ICOM 2020) | IBS, Hyderabad Online 20-21, November, 2020 |
| 36 | Samyadip Chakraborty, Vaidik Bhatt | Impact of Information Sharing on Wearable Device Adoption and User Satisfaction: Self Efficacy viewpoint. SICBM-2021 | Symbiosis Institute of Business Management (SIBM) | SIBM Hyderabad Online February 12-14 |
| 37 | Samyadip Chakraborty, Kashmira Ganji | Harnessing power of IoT Resilience and Sustainable Agriculture | Symbiosis Institute of Business Management (SIBM) | SIBM Hyderabad Online February 12-14 |
| 38 | Vaidik Bhatt, Samyadip Chakraborty | Importance of digital technology adoption for the provision of efficient healthcare services during global pandemic of covid-19: An empirical Study | International Conference on Operations Management (ICOM 2020) | IBS, Hyderabad Online 20-21, November, 2020 |
| 39 | Vaidik Bhatt, Samyadip Chakraborty, Tulika Chakravorty | IoT, Big Data and mHealth cloud platform convergence triads – a logical road to patient health surveillance | 14th ISDSI Conference | IIM Rohtak and ISDSI Online 26-30 December 2020 |
| 40 | Vaidik Bhatt, Samyadip Chakraborty | Impact of Telemedicine adoption on Healthcare Service Reach and Patient Satisfaction. | International Conference on Sustainability and Equity: Digital Society | KIIT University Online 23-25 November, 2020 |
| 41 | Vaidik Bhatt, Samyadip Chakraborty | Importance of trust in wearable device adoption by patient. An empirical Investigation | 4th International Conference on I-SMAC (IoT in Social, Mobile, Analytics and Cloud) | IEEE and SCAD Institute of Technology Online |

Table 23: Papers presented in International and National Conferences

| Sl. No. | Faculty Member/s | Title of the Paper | Conference | Organized by/Venue /Date |
|----------------|--|--|--|--|
| 42 | Samyadip Chakraborty, Tulika Chakravorty, Vaidik Bhatt | Smart IoT based wearables and care-kit enhancer of effective remote care service delivery: A case-based study in post covid-19 perspective | The IEEE Sponsored First International Conference on Emerging Trends in Industry 4.0 | OP Jindal University and IEEE Online 19-21 May, 2021 |
| 43 | Samyadip Chakraborty, Tulika Chakravorty, Vaidik Bhatt | IoT and AI driven sustainable practice in airlines as antecedent to passenger confidence, satisfaction and positive WoM | International Conference on Artificial Intelligence and Smart Systems (ICAIS 2021) | IEEE and JCT College of engineering Online 25 - 27 March, 2021 |
| 44 | Vaidik Bhatt, Samyadip Chakraborty | Realtime Healthcare Monitoring Using Smart Systems: A step towards healthcare Service Orchestration | International Conference on Artificial Intelligence and Smart Systems (ICAIS 2021) | IEEE and JCT College of engineering Online 25 - 27 March, 2021 |
| 45 | Shailja Tripathi | Determinants of Digital Transformation in the Post-Covid-19 Business World | International Management Conference 2021 - IIM Bodh Gaya | IIM Bodhgaya Virtual 23-24 April 2021 |
| 46 | Krishna Kumar Dadsena | Experimental Investigation and Optimization of Machining Parameters of AISI SS316L by Using Grey-Fuzzy Techniques | International Conference on Operations Management (ICOM 2020) | IBS, Hyderabad Online 20-21, November, 2020 |

Faculty of Science & Technology

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|----|--|---|---|---|
| 47 | Brahmanaidu Kakarla | 11th International Conference on Computing, Communication and Networking Technologies (ICCCNT). | Deep Learning for Sentiment Analysis Based on Customer Reviews | IIT, Kharagpur, July 2020. |
| 48 | Dr. M. Swathi | The Impact of Learning Styles Based Writing Instruction on the Perceptual Learning styles of Learners: An Investigative Study | First Online International Conference on Continuity, Consistency and Innovation in Applied Sciences and Humanities (ICCIASH-2020) | Department of Science and Humanities, St. Martins Engineering College, Dhulapally, Secunderabad, T.S, India 13th& 14th August 2020. |
| 49 | Brahmanaidu Kakarla | 4th International Conference on Recent trends in Communication & Electronics (ICCE-2020), | An Efficient smart display menu for customizing the performance using AI cameras | KIET Group of Institutions 28th and 29th, November 2020 |
| 50 | A. Chandra shekhar, S. HimamSaheb, S. Ranjan Mishra, Tushar Srivastava | Static Structural Analysis of Hybrid Honeycomb Structures Using FEA | 3rd International Conference on Innovations in Mechanical Engineering | Guru Nanak Institutions, Hyderabad, 19-20 November 2020 |
| 51 | Pravat Ranjan Pati | Processing and characterization of Plasma sprayed LD slag coatings on mild steel substrate | International Conference on Future Learning Aspects of Mechanical Engineering | Amity University, Noida August 5-7, 2020 |
| 52 | Moinuddin, S.Q., Hameed, S.S, Dewangan, A.K., Kumar, R. and Kumari, S. | A Study on Weld Defects Classification in Gas Metal Arc Welding Process using Machine Learning Techniques | EMSME 2020: 1st International Conference on Energy, Materials Sciences & Mechanical Engineering - 2020 | National Institute of Technology Delhi New Delhi, India, Oct 30 Nov 1, 2020 |

Table 23: Papers presented in International and National Conferences

| Sl. No. | Faculty Member/s | Title of the Paper | Conference | Organized by/Venue /Date |
|----------------|--|---|---|--|
| 53 | T.Govardhan and A.Choudhury | Vibration analysis based fault diagnosis of dynamically loaded bearing with distributed defect. (Article ID:106) | International Tribology Research Symposium,2020, (ITRS 2020). | SRM Institute of Science & Technology (SRMIST). Kattankulathur Shri Mata Vaishno Devi University (SMVDU) Jammu Centre for Advanced Studies Dr. A P J Abdul Kalam Technical University (CAS-AKTU) Lucknow 5th - 7th November 2020 |
| 54 | B.Shilpa, Radha and Movva Pavani | Comparative analysis of Wireless Communication Technologies for IoT Applications | 3rd International Conference on Recent Trends in Advanced Computing - Artificial Intelligence and Technology (ICRTAC-AIT, 2020) | VIT Chennai, India, Dec-20 |
| 55 | Anjanna Matta | Thermal instability analysis on Maxwell fluid flow through a horizontal porous bed with the effect of heat source and mass flow | 65th International Conference on The Indian Society of Theoretical and Applied Mechanics – ISTAM-2020 | Department of Mathematics, School of Technology, GITAM (Deemed to be University), Hyderabad, Telangana, India December, 2020. |
| 56 | Robin Raj Balraj, Madhavi Barla and Govardhan Tingarikar | A Review on Intelligent Fault Detection in Rolling Element Bearings | International conference on intelligent computing, Information and control system-ICICCS-2020 | Malla Reddy College of Engineering 25-26, June 2020 |
| 57 | P Rohini, L Koteswara Rao, P Sree Lakshmi | CNN Based Object Detection System : A Real Time Application | International Conference on Contemporary Issues in Computing - Virtual | IETE Sector,Salt Lake,Kolkata December,2020 |

Faculty of Law

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|----|---|---|--|---|
| 58 | Dr. Gudemela Ramadevi | Covid 19 vis a vis International Law regulating wildlife trade and wildlife consumption | Online National Webinar on Sustainability of Sustainable Development in Post Covid 19 Scenario | Guru Gobind Singh Indra Prastha University, Law College, Delhi, June 5, 2020 |
| 59 | International Conference on Human Rights and Access to Justice | Gender – A Blunder in Human Development | Dr. M. Madhuri Irene | ICFAI Law School, IFHE, Hyderabad, 26 th & 27 th March 2021 |
| 60 | International Conference on Human Rights and Access to Justice | Protection Of Childrens Rights in Transnational Surrogacy Arrangements | Astha Srivastava | ICFAI Law School, IFHE, Hyderabad, 26 th & 27 th March 2021 |
| 61 | International Conference on Human Rights and Access to Justice | A Comparative Study on Access to Justice among South Asian Nations | Dr. S. Kannan | ICFAI Law School, IFHE, Hyderabad, 26 th & 27 th March 2021 |
| 62 | Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations | Socio-legal and Financial Inclusion through Telangana Grameen Bank: An Empirical Analysis | Dr. S. Kannan & Dr. Y. Gangi Reddy | ICFAI Law School, IFHE, Hyderabad, 23rd to 25th April, 2021 |

Editorship of Journals

The faculty members of the university are associated with 15 in-house journals as consulting editors. The manuscripts received by the journals are double blind refereed. The average review time is three to six months. Of the fifteen journals two journals viz., Applied Economics, Accounting Research & Audit Practices are ranked in the Australian Business Deans Councils list of journals and three journals are listed in UGC-CARE List of Journals. The details are presented in Table 24 and Table 25 respectively.

Table 24: IUP Journals Listed in Scopus/ABDC/UGC-CARE

| Sl. No. | Name of the Journal | Year of establishment | Listed in Scopus / ABDC/ UGC-CARE | Name of the Consulting Editor | Publisher |
|---------|--|-----------------------|-----------------------------------|-------------------------------|-----------------------------|
| 1. | The IUP Journal of Case Folio | 2001 | UGC-CARE | Dr. Debapratim Purkayastha | IUP Publications, Hyderabad |
| 2. | The IUP Journal of Applied Economics | 2002 | ABDC-C | Dr. T Koti Reddy | IUP Publications, Hyderabad |
| 3. | The IUP Journal of Accounting Research & Audit Practices | 2002 | ABDC-C/ UGC-CARE | Dr. Bhanu Sireesha | IUP Publications, Hyderabad |
| 4. | The IUP Journal of Organizational Behavior | 2003 | UGC-CARE | Dr. Prerna Chhetri | IUP Publications, Hyderabad |

Table 25: Peer Reviewed IUP Journals

| Sl. No. | Name of the Journal | Year of establishment | Name of the Consulting Editor | Publisher |
|---------|---|-----------------------|-------------------------------|------------------------------------|
| 1. | The IUP Journal of Business Strategy | 2002 | Dr K S Venugopal Rao | IUP Publications, Hyderabad |
| 2. | The IUP Journal of Management Research | 2002 | Dr. Radha Mohan Chebolu | IUP Publications, Hyderabad |
| 3. | The IUP Journal of Operations Management | 2002 | Dr. Samyadip Chakraborty | IUP Publications, Hyderabad |
| 4. | The IUP Journal of Knowledge Management | 2003 | Dr. Nasina Jigeesh | IUP Publications, Hyderabad |
| 5. | The IUP Journal of Supply Chain Management | 2004 | Dr. Nikhat Afshan | IUP Publications, Hyderabad |
| 6. | The IUP Journal of Financial Risk Management | 2004 | Dr. Ranajee | IUP Publications, Hyderabad |
| 7. | The IUP Journal of Soft Skills | 2009 | Prof. Mendemu Showry | IUP Publications, Hyderabad |
| 8. | The IUP Journal of The IUP Journal of Bank Management | 2012 | Dr. Vigneswara Swamy | The IUP Journal of Bank Management |
| 9. | The IUP Journal of Applied Finance | 1996 | Dr. G P Girish | IUP Publications, Hyderabad |
| 10. | The IUP Journal of Effective Executive | 2001 | Dr. KBS Kumar | IUP Publications, Hyderabad |
| 11. | The IUP Journal of Computer Sciences | 2003 | Dr. B Seetharamulu | IUP Publications, Hyderabad |

The composition of the editorial boards of the journals are furnished below:

1. The IUP Journal of Case Folio:

Dr. Chi Anyansi-Archibong, North Carolina A&T State University, USA.Dr. Jeffrey E Michelman, University of North Florida, Florida, USA.Dr. Jeffrey Shay, Washington and Lee University, Virginia, USA.Dr. JyotiBachani, Saint Marys College of California, USA. Marilyn L Taylor, University of Missouri at Kansas City, USA.Dr. Vijaya Narapareddy, University of Denver, Colorado, USA.Dr.Trevor Williamson, Manchester Metropolitan University Business School, Manchester, England.Dr. Urs Müller, ESMT European School of Management and Technology, Berlin, Germany. Dr. Mikael Søndergaard, Aarhus University, Aarhus, Denmark.Dr. Todd Bridgman, Victoria University of Wellington, New Zealand. Sandra Vandermerwe, Gordon Institute of Business Science, Johannesburg, South Africa.Dr. Wee BengGeok, Nanyang Business School, Nanyang Technological University, Singapore. Dr. Mathew J Manimala, IIMB, Bangalore, India IUP Journal of Case Folio.

2. The IUP Journal of Applied Economics:

Dr. K L Krishna, Chair Person Madras Institute of Development Studies, Chennai.Former Director Delhi School of Economics, Delhi. Dr. R Radhakrishna, Chairman Centre for Economic and Social Studies,

Hyderabad. Former Chairman National Statistical Commission, New Delhi. Dr. S MahendraDev, Director and Vice-Chancellor, IGIDR, Mumbai. Dr. J Mahender Reddy, Vice-Chancellor, IFHE University, Hyderabad. Dr. B Kamaiah, School of Economics, University of Hyderabad, Hyderabad.

3. The IUP Journal of Accounting Research & Audit Practice:

Dr. BalaShanmugam, Chair of Accounting and Finance & Director, Banking and Finance Unit School of Business, Monash University Malaysia; Dr. R Vaidyanathan, Professor (Finance and Control) Indian Institute of Management, Bangalore; Dr. S Sundararajan,Professor of Finance,Indian Institute of Management, Bangalore; Dr. M Jayadev, Associate Professor (Finance and Control) Indian Institute of Management, Bangalore, Dr. M T Thiripalraju, Professor and Director Indian Institute of Capital Markets, Mumbai and Dr. D V Ramana Professor (Accounting and Finance) Xavier Institute of Management, Bhubaneswar.

4. The IUP Journal of Organizational Behaviour:

Dr. K B Akhilesh, Professor, Department of Management Studies, Indian Institute of Science, Bangalore; Dr. N Jayaram, Dean, School of Social Sciences, Tata Institute

of Social Sciences, Mumbai; and Dr. T V Rao, Chairman, T V Rao Learning Systems Pvt. Ltd. &Adjunct Professor, IIM, Ahmedabad.

5. The IUP Journal of Business Strategy:

G Sridhar, Associate Professor (Marketing),IIM Kozhikode, Raghunath S,Professor (Corporate Strategy and Policy) IIM Bangalore; Ravi Dasari,Vice-President and Group Head, HR,Jasper Industries, Hyderabad, Saptarshi Purkhayastha Assistant Professor (Strategic Management),IIM Calcutta, India and Vipin GuptaAssociate Dean, Professor and Director,Global Management Center,California State University, San Bernardino, USA.

6. The Management Research:

Delphine Lacaze,IAE Aix Graduate School of Management, Aix-Marseille University, France; Jay Mitra, Director, Centre for Entrepreneurship & Innovation, Associate Director (International Development),Essex Business School, University of Essex, UK;Monica Forret,Director, DBA Program, St. Ambrose University, Iowa, USA; and Sita Vanka, Dean, School of Management Studies,University of Hyderabad, Hyderabad; Thomas W (Tom) Dougherty,Hobbs/Brown Chair of Business & Economics and Professor of Management, University of Missouri, Columbia Missouri, USA.

7. The IUP Journal of Operations Management:

Chandra K Jaggi,Professor, Department of Operational Research, Faculty of Mathematical Sciences, New Academic Block, University of Delhi, Delhi ; Indrajit Mukherjee,Associate Professor(Operations Management Group), Shailesh J Mehta School of Management, IIT-Bombay; Kampan Mukherjee,Professor (Operations Management) & Dean (Planning and Development),IIM-Kashipur, Uttarakhand, India.

8. The IUP Journal of Knowledge Management:

Alonso Perez-Soltero, Professor, Departamento de Ingeniería Industrial, Universidad de Sonora, Hermosillo, Sonora, México;P H Anantha Desik. Product Specialist – Analytics and Actuarial, Tata Consultancy Services, Hyderabad and Sartaj K Sahni, Professor of Computer and Information Sciences and Engineering, University of Florida, USA.

9. The IUP Journal of Supply Chain Management:

Bhimaraya Metri, Director, IIM-Trichy; Hrabin Bachev, Professor, Institute of Agricultural Economics, Sofia, Bulgaria; Rana Singh, Director, Institutional Effectiveness (Quality Assurance), University of Jazeera, Dubai, UAE; Ravi Prakash Mathur, Senior Director, Supply Chain – Head of Logistics, Central Planning and Corporate Sourcing, Dr. Reddys Laboratories, Hyderabad; Subodh Kulkarni, Director, Global Institute for IT Management (GIIM), Mumbai.

10. The IUP Journal of Financial Risk Management:

Kartik Raman, Associate Professor of Finance, Bentley College Boston, USA ; Patrick L Leoni, Associate Professor in Finance, Euromed Management, France; V Shunmugun, Chief Economist, Multi Commodity Exchange of India, Mumbai.

11. The IUP Journal of Soft Skills

Chetan Srivastava, Proctor and Co-Chair, Placement Guidance and Advisory Bureau, University of Hyderabad; I S F Irudayraj Professor, Faculty of Organizational Behavior, XLRI, Jamshedpur; Lekha Sishta, Global Strategic Consultant, ACORE Group Dubai, UAE; Sukanya Patwardhan, Practice Leader, Tata Management Training Center, Pune.

12. The IUP Journal of Bank Management

Dr. D K Malhotra, Professor of Finance, School of Business Administration Philadelphia University, USA. Dr. Jayant R Kale,Philip R McDonald Chair and Professor of Finance DAmore-McKim School of Business Northeastern University, Boston, MA, USA. Dr. Ganti Subrahmanyam, Currently, Chair Professor, GITAM Institute of Foreign Trade Visakhapatnam, India. Former Director, National Institute of Bank Management Pune, India. Dr. Biswajit Chatterjee, Professor of Economics and Dean, Faculty of Arts Jadavpur University, Kolkata.

13. The IUP Journal of Applied Finance:

Dr. Kirit Parikh, Former Member, Planning Commission, Government of India, Dr. V Raghunathan, CEO, GMR Varalakshmi Foundation, Hyderabad. Dr. R Vaidyanathan, Professor (Finance and Control), Indian Institute of Management, Bangalore.Dr. S Sundararajan, Professor of Finance, Indian Institute of Management Bangalore. Dr. Shyamal K Ghosh, Retired Professor, Indian Institute of Management, Kolkata. Dr. P R Joshi, Former Director, UTI Institute of Capital Markets, Mumbai.

14. The IUP Journal of Effective Executive:

Grzegorz Michalski Associate Professor, Corporate Finance,Wroclaw University of Economics, Poland; Malcolm Higgs Professor, Organizational Behavior and HRM, Southampton Business School, University of Southampton, UK; Pushpendra Priyadarshi, Associate Professor, HRM, IIM-L; S Subramanian, Associate Professor, Strategic Management, IIM-K.

15. The IUP Journal of Computer Sciences

Anupam Basu, Professor and Head, Department of Computer Science and Engineering, and Professor-in-Charge Media Lab, Asia-IIT-KGP La, IIT-Kharagpur, L M Patnaik, former Vice Chancellor, Defence Institute of Advanced Technology (DU) Girinagar, Pune; M P Sebastian, Professor and Head, Department of Computer Engineering,National Institute of Technology, Calicut.

The faculty members of the University are also associated with 4 in-house magazines as consulting editors. The details are presented in Table 26.

| Table 26: Magazines | | | | |
|---------------------|----------------------|-------------------------------|-------------|-----------------------------|
| Sl. No. | Name of the Magazine | Name of the Consulting Editor | Periodicity | Publisher |
| 1. | HRM Review | Dr. Manish Gupta | Bimonthly | IUP Publications, Hyderabad |
| 2. | Portfolio Organizer | Dr. D. Satish | Bimonthly | IUP Publications, Hyderabad |
| 3. | Treasury Management | Prof. C. Anita | Bimonthly | IUP Publications, Hyderabad |
| 4. | Marketing Mastermind | Dr. JSK Chakravarthi | Bimonthly | IUP Publications, Hyderabad |

5. Faculty Seminars

The faculty seminars are conducted regularly. The participants are essentially faculty members and doctoral students. During the academic year 2020-21, the faculty members have presented 212 seminars. The details are presented in Table 27.

| Table 27: Lists of Faculty Seminars | | | | |
|-------------------------------------|-----------------------------------|---|--------------|--------------|
| Sl. No. | Faculty Member | Seminar Title | Date | Participants |
| Economics | | | | |
| 1 | All Faculty | Round Table on COVID-19 crisis and India: Economic Impact and Response | 26-June-2020 | 17 |
| 2 | Dr IRS Sarma | Working Capital Management efficiency of Cement Sector of India | 10-July-2020 | 15 |
| 3 | Dr Lagesh MA | Do financial cycles cause business cycles in India? Evidence from Wavelet based Causality Analysis | 17-July-2020 | 14 |
| 4 | Dr Shyam Sundar | Some Aspects of COVID-19 in Southeast Asia | 24-July-2020 | 16 |
| 5 | Mr. Harvinder Pal Singh | Innovation, Internationalization and Energy Efficiency: A study of Indian manufacturing firms | 31-July-2020 | 13 |
| 6 | Dr Aruna Kumar Dash | Can Foreign Aid Buy Growth in South Asian Countries? An Empirical Insight | 14-Aug-2020 | 15 |
| 7 | All Faculty | Round Table on Unlocking the Great Lockdown:Uncertain Global Growth | 11-Sep-2020 | 15 |
| 8 | Dr T Shyam Sundar | A Review of Studies on Inequality & Their Implications for Public Policy | 25-Sep-2020 | 14 |
| 9 | Dr V Padmavathi | Recent trends in insurance and challenges | 24-Oct-2020 | 15 |
| 10 | Dr Neeraj Kumar | The silver Lining of COVID 19 lockdown:Proposal of carbon-lockdown policy and other practices | 30-Oct-2020 | 15 |
| 11 | All Faculty | Resurgence of the Indian economy- Atmanirbhar Bharat Abhiyaan | 13-Nov-2020 | 15 |
| 12 | Dr KG Suresh | Comparing Debt Choices Of Existing And New Smes Of India: A Study On Indian Manufacturing Sector | 04-Dec-2020 | 15 |
| 13 | Laila Memdani | Factors determining NPAs in the Indian Banking Sector | 27-Nov-2020 | 13 |
| 14 | All Faculty | Strengthening the Indian economy- should RBI cut down interest rate further? | 11-Dec-2020 | 12 |
| 15 | Dr Sushanta Kumar Mahapatra | Impact of COVID 19 on the Fiscal Health of India: A Sub-National Analysis from Odisha State | 18-Dec-2020 | 13 |
| 16 | Dr KG Suresh | Economic Impact Of Covid-19 Related Lockdowns: A Study On Selected Countries | 28-Dec-2020 | 14 |
| 17 | Dr V Padmavathi | Assessment of SDGs in Telangana | 22-Jan-2021 | 12 |
| 18 | Dr T Shyam Sundar | Some aspects of Globalisation | 29-Jan-2021 | 14 |
| 19 | Dr. Koti Reddy | Debt sustainability of states in India-An Analysis | 09-Apr-2021 | 15 |
| 20 | All Faculty | Second wave of COVID-19 and its impact on Indias Recovery | 16-Apr-2021 | 14 |
| 21 | Dr Lagesh MA | Livelihood Vulnerability, Policy Response of State and Coping Strategies during COVID-19: A Study of Informal Workers in Kerala, India. | 23-Apr-2021 | 13 |
| 22 | Dr V Padavathi & Dr Laila Memdani | Student Engagement through Mentimeter & Breakout rooms | 17-May-2021 | 12 |
| 23 | Dr Laila memdani | Women Employment in Informal sector in COVID and Post COVID India | 04-June-2021 | 13 |
| 24 | All faculty | Round table discussion on Cities in India need to be more liveable:Challenges and way forward | 18-June-2021 | 12 |
| 25 | Dr Pooja Choudhary | Examining the factor structure of quality of technical education :Evidence from Punjab state of India | 25-June-2021 | 12 |

Table 27: Lists of Faculty Seminars

| Sl. No. | Faculty Member | Seminar Title | Date | Participants |
|--------------------------------|-------------------------|--|----------------|---------------------|
| Finance & Accountng | | | | |
| 26 | Akanksha Saxena | Ph.D Progress Seminar | 6-May- 2020 | 27 |
| 27 | Satish Kumar | Speed of Adjustment for Energy and Metal Prices: Evidence from India | 15-May- 2020 | 23 |
| 28 | Kaushik Bhattacharjee | Modelling the Critical Performance Factors of Primary Agricultural Cooperative Credit Societies in India | 22-May- 2020 | 28 |
| 29 | Akanksha Saxena | Proposal Defence | 16-June- 2020 | 25 |
| 30 | VDMV Lakshmi | Performance of Arbitrage Mutual Funds | 10-July- 2020 | 28 |
| 31 | Satish Chandra Tiwari | Capital Structure, Competitive Intensity and Firm Performance: An Analysis of Indian Pharmaceutical Companies | 17-July- 2020 | 24 |
| 32 | Saumita Roy | Proposal Defence | 16-Sep- 2020 | |
| 33 | Kaushik Bhattacharjee | Hub and Spoke Model in Indian Trucking Industry | 18-Sep- 2020 | 34 |
| 34 | Nityanand Tripathi | Bank Performance and NPA | 25-Sep- 2020 | 31 |
| 35 | Pavana Jyothi | Corporate Social Innovation: A Literature Review | 23- Oct -2020 | 23 |
| 36 | Meher Pramod Mantravadi | Does Merger Types of Industry Affect Operating Performance of Acquiring Firms? A Long-Term Merger Performance Study in India | 30- Oct -2020 | 27 |
| 37 | Md Sikandar Azam | Effect of Environmental Concern on Adoption of Organic Farming in India | 6-Nov- 2020 | 27 |
| 38 | Satish Kumar | Factors of the Term Structure of Realized Risk Premiums in Currency Forward Markets | 13-Nov- 2020 | 32 |
| 39 | P Srikanth | Institutional Ownership and Earnings Management | 20-Nov- 2020 | 32 |
| 40 | Koya Raghu Nadh | Performance Evaluation of Indian Banks | 4-Dec- 2020 | 27 |
| 41 | T Sita Ramaiah | Board Diversity and Performance of Banks in India | 11-Dec- 2020 | 25 |
| 42 | Akanksha Saxena | Data Seminar | 18-Dec- 2020 | 28 |
| 43 | Kaushik Bhattacharjee | Options Pricing | 26-Mar- 2021 | 38 |
| 44 | Ranajee | Agency Theory & Its Imperatives | 6-Apr- 2021 | 31 |
| 45 | Satish Kumar | Capital Structure Thories | 9-Apr- 2021 | 34 |
| 46 | Geeta | ISSI: Dividend Policy | 16-Apr- 2021 | 37 |
| 47 | Geeta | ISSI: Dividend policy contd... | 20-Apr- 2021 | 22 |
| 48 | Saumita | Data Seminar: Impact, Trend and Determinants of Idiosyncratic Volatility on Indian Stock Market | 27-Apr- 2021 | 29 |
| 49 | Munawar | ISSI: Mutual Fund and Board Structure | 30-Apr- 2021 | 25 |
| 50 | Naseem Ahmed | Law and Finance | 18-May- 2021 | 35 |
| 51 | T Sitaramaiah | Cost Driver and Cost Allocation | 21st May- 2021 | 40 |
| 52 | Y Ramakrishna | ABC Wealth Advisors | 28-May- 2021 | 39 |
| 53 | Nityanand Tripathi | The Cost of Capital, Corporation Finance and the Theory of Investment | 4-June- 2021 | 32 |
| 54 | Bharat Supra | Agency Problem and Dividend Policies Around the World | 18-June- 2021 | 36 |
| 55 | Rajneesh Ranjan Jha | Is Group Affiliation Profitable in Emerging Markets? An Analysis of Diversified Indian Business Groups | 25-June- 2021 | 33 |
| 56 | D Satish | Developing a Mature AOL Process | 9-July- 2021 | 40 |
| 57 | Abhishek Sinha | Case on Valuation: Sterlite Technologies Ltd | 16-July- 2021 | 36 |
| 58 | Pavana Jyothi | Revenue Recognition | 30-July- 2021 | 29 |
| HR & Soft Skills | | | | |
| 59 | Kalaa chenji | A Study on Financial Inclusion: Access to Bank Credit in Telangana, India | 15-May-2020 | 27 |
| 60 | G. Ashok Kumar | A Study of Individual and Situational Antecedents of Ethical Voice and Ethical Behavior | 29-May-2020 | 28 |
| 61 | Sreya Roy | A Study of Daily Break Activities, its Impact on Work Related Outcomes and Wellbeing | 5-June-2020 | 28 |
| 62 | Niraj Chimote | An empirical analysis to study the factors influencing the perceived effectiveness of electronic recruitment programs for (University) post-graduate students (MBA) in Hyderabad | 19-June-2020 | 28 |
| 63 | Namrata Chatterjee | Exploring the Antecedents of Wearable Activity Trackers Adoption among Youth in India: Extending the Technology Acceptance Model | 10-Jul-2020 | 19 |
| 64 | Neha Gehlawat | Maternity & Work in India: The Implications of Maternity break on Womens Career Progression | 17-Jul-2020 | 26 |
| 65 | Rajasekhar David | Identifying strategies to increase Instagram followers engagement: A qualitative analysis | 24-Jul-2020 | 23 |

Table 27: Lists of Faculty Seminars

| Sl. No. | Faculty Member | Seminar Title | Date | Participants |
|----------------|-----------------------|--|-------------|---------------------|
| 66 | Prerna Chhetri | Job crafting perspectives: A conceptual framework for the process model of job crafting | 07-Aug-2020 | 25 |
| 67 | Preshita Neha Tudu | Blow whistle, should I or shouldnt I: A study on moderating effect of perceived organizational support on intention to blow the whistle among Indian government employees. | 14-Aug-2020 | 21 |
| 68 | Akbar Jan | Does Health Consciousness and Perceived Privacy Protection Critical to Use Wearable Health Devices? Extending the Model of Goal-directed Behavior | 21-Aug-2020 | 19 |
| 69 | M. Bhaskara Rao | Sustainable Human Resource Management: Making human resources more responsible | 04-Sep-2020 | 24 |
| 70 | KBS kumar | Can Philip Morris Sustain the Big Shift in Global Smoking Landscape? | 11-Sep-2020 | 24 |
| 71 | M Showry | A study on Influence of managerial and employee attitudes on Physical, Safety and welfare at work in times of Covid | 18-Sep-2020 | 24 |
| 72 | Kranthi Kumar | Determinants of Mobile Shopping App Adoption: An Extension Of UTAUT2 Model | 25-Sep-2020 | 25 |
| 73 | G. Ashok Kumar | A study of the Impression Management Strategies used by Women. | 16-Oct-2020 | 19 |
| 74 | Raghavendra Sode | Teachers Satisfaction with Life during the Pandemic | 23-Oct-2020 | 19 |
| 75 | A. Srinivasa Rao | Challenges of Micro level Women Entrepreneurs : A comparative study between U.A.E. & India | 11-Nov-2020 | 15 |
| 76 | Sharda Singh | Hyderabad floods 2020: Insights from Twitter data | 25-Nov-2020 | 17 |
| 77 | Asha Binu Raj | Does workplace wellbeing mediate the relationship between workplace spirituality and job satisfaction? | 02-Dec-2020 | 21 |
| 78 | Keerti Shukla | Can Self-leadership Strategies Impact Human Capital? | 09-Dec-2020 | 12 |
| 79 | Manish Gupta | Do HRD practices affect perceived market performance through operational performance? Evidence from software industry | 16-Dec-2020 | 17 |
| 80 | Niraj Chimote | Case study on Recruitment Woes at Leo Burnett | 07-Jan-2021 | 16 |
| 81 | Mohd Abdul Nayeem | The Impact of Police Trust and Integrity on Police performance and Community Happiness: Mediating Role of Procedural Justice | 12-Jan-2021 | 18 |
| 82 | Sreya Roy | A Study of the Impact of Within Workday Break Activities onEmployee Wellbeing and Work Related Outcomes | 28-Jan-2021 | 21 |
| 83 | M. Showry | Labor Strife and hostility at Pricol | 11-Mar-2021 | 12 |
| 84 | Preshita Neha Tudu | The Danger in Danger – A study on the psychological impact of COVID-19 lockdown on people in the Indian context | 24-Mar-2021 | 18 |
| 85 | Kalaa Chhenji | Echoes of Workplace Incivility: A Moderated Mediation Model of Job Burnout and Turnover Intentions | 31-Mar-2021 | 21 |
| 86 | Namrata Chatterjee | Exploring the Antecedents of Household Waste Separation Behavior among Urban Residents in India | 07-Apr-2021 | 17 |
| 87 | Sonali Narbariya | A study on the Impact of High-Performance Work Systems on Employee Readiness for Change: An Empirical Analysis in the Indian Context | 23-Apr-2021 | 28 |
| 88 | Surajit Saha | Bibliometric study on the last 30 years of research on workplace bullying and harassment | 30-Apr-2021 | 25 |
| 89 | Chetna Priyadarshini | Emotion Regulation Strategies and Job Search Behaviour: The Role of Job Search Anxiety and Job Search Self-esteem | 12-May-2021 | 26 |
| 90 | Raghavendra Sode | Interpersonal transgression and Wellbeing: Moderating Role of Recovery | 19-May-2021 | 28 |
| 91 | Musarrat. Shaheen | An interpretive phenomenological analysis of employees coping strategy under role-ambiguity and role-conflict of matrix design | 04-Jun-2021 | 26 |
| 92 | KN Viswanatham | Executive Coaching Intervention | 11-Jun-2021 | 25 |
| 93 | Akbar Jan | Does smartphone affect work-life balance, stress, and satisfaction among school teachers during online education? | 18-Jun-2021 | 23 |
| 94 | Nishath Moheb Usmani | Studying the impact of benevolent sexism on womens attainment of leadership positions | 25-Jun-2021 | 24 |
| 95 | Namrata Chatterjee | Exploring the Antecedents of Household Waste Separation Behavior among Urban Residents in India | 07-Apr-2021 | 17 |
| 96 | Sonali Narbariya | A study on the Impact of High-Performance Work Systems on Employee Readiness for Change: An Empirical Analysis in the Indian Context | 23-Apr-2021 | 28 |
| 97 | Surajit Saha | Bibliometric study on the last 30 years of research on workplace bullying and harassment | 30-Apr-2021 | 25 |
| 98 | Chetna Priyadarshini | Emotion Regulation Strategies and Job Search Behaviour: The Role of Job Search Anxiety and Job Search Self-esteem | 12-May-2021 | 26 |
| 99 | Raghavendra Sode | Interpersonal transgression and Wellbeing: Moderating Role of Recovery | 19-May-2021 | 28 |

Table 27: Lists of Faculty Seminars

| Sl. No. | Faculty Member | Seminar Title | Date | Participants |
|---------------------------------|------------------------|---|---------------|---------------------|
| 100 | Musarrat Shaheen | An interpretive phenomenological analysis of employees coping strategy under role-ambiguity and role-conflict of matrix design | 04-Jun-2021 | 26 |
| 101 | KN Viswanatham | Executive Coaching Intervention | 11-Jun-2021 | 25 |
| 102 | Akbar Jan | Does smartphone affect work-life balance, stress, and satisfaction among school teachers during online education? | 18-Jun-2021 | 23 |
| 103 | Nishath Moheb Usmani | Studying the impact of benevolent sexism on womens attainment of leadership positions | 25-Jun-2021 | 24 |
| 104 | Asha Binu Raj | Employee engagement and commitment: Analysing the role of spiritual leadership | 16-Jul-2021 | 22 |
| Marketing & Strategy | | | | |
| 105 | Chhagan Donode | Independent Study Seminar – II | 12-Jun-2020 | 35 |
| 106 | Ms. Khushboo Vaishnav | Personal Branding on Social Media: A Systematic Literature Review | 19-June-2020 | 24 |
| 107 | Rishi Dwesar | Understaning Digital Marketing Eco-System | 03-Jul-2020 | 40 |
| 108 | Surjit Kumar Kar | Artificial Management Decision Support-A Cursory look | 10-Jul-2020 | 40 |
| 109 | Vaibhav Shekhar | Customer Engagement Behaviours: Role of Service Convenience and Organisational Characteristics? | 24-Jul-2020 | 35 |
| 110 | Debjani Sahoo | Mothers engagement towards babycare product: A comparision across developing nations | 30-Jul-2020 | 35 |
| 111 | Purva Sharma | Antecedents of continuous purchase intention of luxury brands in India | 07-Aug-2020 | 37 |
| 112 | Shailendra Singh Bisht | Teaching with Digital Tools - MentiO | 28-Aug-2020 | 35 |
| 113 | Anitha Acharya | The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth | 14-Aug-2020 | 30 |
| 114 | Achyut Telang | Social Media Marketing Simulation | 17-Nov-2020 | 26 |
| 115 | Vikas Gautam | Understanding Roles of Institution Based Trust and Social Interactions in Social Commerce Environment | 5-Jan-2021 | 34 |
| 116 | Ankur Srivastava | Marketing and the sharing economy | 11-Jan-2021 | 24 |
| 117 | Police Keerthi | I) Improving attitude-behavior prediction models with economic variables: Farmer actions toward soil conservation. 2) Conservation technology adoption decisions and the theory of planned behavior. | 16-Jan-2021 | 29 |
| 118 | Amar Raju | Amazon:Cozying up to Influencers | 19-Jan-2021 | 29 |
| 119 | Purva Sharma | Thesis Data Seminar | 21-Jan-2021 | 35 |
| 120 | Mr Umang | Access-based services (ABS) | 23-Apr-2021 | 28 |
| 121 | Ms Syeda Tahera Sadia | I) Not always co-creation: introducing interactional co-destruction of value in service-dominant logic 2) Co-creation and Co-destruction: A practice-theory based study of interactive value formation | 30-Apr-2021 | 18 |
| 122 | Rishi Dwesar | Creating Visualizations and Dashboard using Tableau | 07-May-2021 | 42 |
| 123 | Shailendra Singh Bisht | Case Discussion using Online tools for effective student engagement | 14-May-2021 | 29 |
| 124 | Ms Atifa Tamkeen | Adoption, completion and continuance of MOOCs: a longitudinal study of student's behavioural intentions. | 28-May-2021 | 26 |
| 125 | Nandan Kumar Dey | Proposal Defense: Online Customer Experience and its Influence on E-Patronage Intentions in Online Shopping of Digital Products: A Customer Perspective | 07-June-21 | 47 |
| Operations & IT | | | | |
| 126 | ShailjaTripathi | Assessing the firms performance through IT-business alignment in a cloud computing environment | 12-June-2020 | 24 |
| 127 | Vaibhav Mishra | Consumer Intentions to Buy Conterfiet products | 19-June-2020 | 16 |
| 128 | Krishna Kumar Dadsena | Efficiency of micro truck owners: Difficulty in management ofn the level of competition | 03-July-2020 | 18 |
| 129 | Vikram Raydurgam | Impact of business analytics capabilities and knowledge management capabilities on adoption of business analytics in management accounting | 10-July-2020 | 15 |
| 130 | Jaipal Dhobale | Blockchain and its applications | 16-July-2020 | 18 |
| 131 | Arindam Ghosh | Search Engine Optimization | 24-July-2020 | 16 |
| 132 | Anusha Sreeram | research opportunities for more resilient post-covid-19 supply chain | 08-July- 2020 | 24 |
| 133 | Bijeta Shaw | Adoptionof mobile payment services by millenials: role of smartphone addiction, compatibility and relative advantage | 14-Aug-2020 | 18 |
| 134 | Sumant Tewari | reinventing ICTM for sustainability and growth- An interdisciplinary approach | 04-Sep-2020 | 18 |

Table 27: Lists of Faculty Seminars

| Sl. No. | Faculty Member | Seminar Title | Date | Participants |
|---------|--------------------------|--|-------------|--------------|
| 135 | A Sandeep | Significance of software architecture in software project management | 11-Sep-2020 | 20 |
| 136 | Nishit Kumar Shrivastava | Exploring antecedents of wearable activity trackers adoption among youth in India: extending TAM model | 18-Sep-2020 | 24 |
| 137 | Krishna Kumar Dadsena | Analysis of barriers for the build of the resilient supply chain networks post covid-19 | 16-Oct-2020 | 22 |
| 138 | Siva Prasad | Challenges in conducting online examinations | 23-Oct-2020 | 20 |
| 139 | Shankha Sengupta | Qualitative research in operations management | 30-Oct-2020 | 24 |
| 140 | Santosh Kumar Yadav | Supplier selection using multi criteria decision making methods | 13-Nov-2020 | 18 |
| 141 | Amit Singh | Performance assessment and weakness detection from online reviews | 26-Nov-2020 | 17 |
| 142 | Sanjay Fuloria | blockchain basics and demonstration | 04-Dec-2020 | 16 |
| 143 | C Lakshmi Devasena | Assessing management students employability using fuzzy | 18-Dec-2020 | 24 |
| 144 | Nikhat Afshan | Supply chain integration and performance | 12-Jan-2021 | 16 |
| 145 | Shankha Sengupta | Qualitative research in operations management: continue discussion | 28-Jan-2021 | 18 |
| 146 | Subhagata Roy | Development and aging population: An evaluation of Financial Autonomy | 05-Mar-2021 | 15 |
| 147 | Vishal Mishra | Capacity Management, sourcing and location decisions | 12-Mar-2021 | 18 |
| 148 | Siva Gabbita | Goal Disbursement in Management School | 19-Mar-2021 | 18 |
| 149 | Prince Vijai | Capacity management, sourcing and location decisions | 25-Mar-2021 | 18 |
| 150 | KVSSN Murthy | testing market efficiency with non-linear methods | 09-Apr-2021 | 21 |
| 151 | Arindam Ghosh | an integrated supply chain with uncertain demand and random defect rate under carbon cap and trade policy | 16-Apr-2021 | 17 |
| 152 | Krishna Kumar Dadsena | performance evaluation of trucking industry using BSC and DEA approach | 22-Apr-2020 | 19 |
| 153 | Sashikala Parimi | Factors affecting post harvest wastage of food | 07-Apr-2021 | 17 |
| 154 | Amit Singh | Performance Assessment of Automobile Manufacturers using Online Reviews: An Integrated Text Analytics approach | 18-Jun-2021 | 22 |

Faculty of Science & Technology

| | | | | |
|-----|---------------------------|---|-------------|----|
| 155 | B. Naresh Kumar Reddy | Hardware implementation of fault tolerance NoC core mapping | 03-Mar-2020 | 12 |
| 156 | Dr. T. Srinivasa Rao | Basics of FSW | 10-Mar-2020 | 15 |
| 157 | Dr. Barla Madhavi | Heat Flow in FSW | 12-Apr-2020 | 18 |
| 158 | Dr. Barla Madhavi | Introduction to MEMS and its Applications | 05-Sep-2020 | 19 |
| 159 | Dr. Barla Madhavi | Bond Graph theory\$ | 22-May-2020 | 20 |
| 160 | B. Naresh Kumar Reddy | Design and implementation of high performance and area efficient square architecture using Vedic Mathematics | 06-Apr-2020 | 14 |
| 161 | Akash Kumar Sahu | Phosphate based mixture of Mn and Mg: Thermal energy storage materials | 07-May-2020 | 6 |
| 162 | Dr. G S Brahma | Phosphate based mixture of Mn and Mg: Thermal energy storage materials | 07-May-2020 | 8 |
| 163 | Dr. G S Brahma | Solvent effect on reaction of [Cr- NTA] with L Ascorbic acid | 14-Aug-2020 | 8 |
| 164 | Dr. Renu Rani | Synthesis and characterization and kinetics of [M-Schiffs base] complexes with biological important compounds | 29-Aug-2020 | 8 |
| 165 | Dr. G S Brahma | Structural elucidation of Fe(diene-salm) complexes and study of catalytic applications | 12-Sep-2020 | 10 |
| 166 | Dr. Manmadhachary | Sensors and actuators in MEMS | 12-Sep-2020 | 19 |
| 167 | Dr. G Suresh Kumar | Fabrication techniques of MEMS devices | 19-Sep-2020 | 20 |
| 168 | Dr. V. Srilalitha | Green Chemistry – a viable alternative of future | 26-Sep-2020 | 8 |
| 169 | Ravikiran Uppala | Role of Sm, Na in ferroelectric, and piezoelectric behaviour of SBTi ceramics | 15-Oct-2020 | 6 |
| 170 | Dr. Syed Quadir Moinuddin | Gas metal arc welding | 20-Oct-2020 | 15 |
| 171 | Aravind R | Co-Mo nano-composite material: Synthesis, characterization and thermal behavior | 11-Mar-2020 | 6 |

Table 27: Lists of Faculty Seminars

| Sl. No. | Faculty Member | Seminar Title | Date | Participants |
|----------------|-----------------------|--|-------------|---------------------|
| 172 | Dr. Renu Rani | Spectral studies of [M-Schiffs base] complexes | 14-Nov-2020 | 10 |
| 173 | Dr. Rajesh Jha | Magnetic Memory fabrication and characterization | 18-Nov-2020 | 8 |
| 174 | Dr. P. Akendra | Digital design using Verilog | 19-Nov-2020 | 12 |
| 175 | Dr. V. Srilalitha | Green Chemistry II | 18-Dec-2020 | 12 |
| 176 | Aravind R | Synthesis, characterization and thermal property of Nickel-Molybdenum mixed metal complex mixture | 20-Dec-2020 | 6 |
| 177 | Dr. G S Brahma | Synthesis, characterization and thermal property of Nickel-Molybdenum mixed metal complex mixture | 20-Dec-2020 | 10 |
| 178 | Dr. A. Manmadha chary | Manufacturing of customized implants for orbital fractures using 3D Printing | 21-Jan-2021 | 16 |
| 179 | Dr. G S Brahma | Synthesis of Fe(diene-salm) complexes | 22-Jan-2021 | 10 |
| 180 | Dr. T. Govardhan | Study on tilt based performance on thrust bearings | 27-Jan-2021 | 17 |
| 181 | Dr. Barla Madhavi | Vibration Analysis in FSW | 02-Feb-2021 | 16 |
| 182 | Dr. Barla Madhavi | Microstructure analysis in FSW | 02-Feb-2021 | 16 |
| 183 | Dr. G. Suresh kumar | Smart garbage system | 12-Feb-2021 | 15 |
| 184 | Swapna Samala | Study of thermal behavior of a novel nano crystallite cobalt complex containing highly hindered poly anionic chelated ligand | 18-Feb-2021 | 6 |
| 185 | G S Brahma | Study of thermal behavior of a novel nano crystallite cobalt complex containing highly hindered poly anionic chelated ligand | 18-Feb-2021 | 12 |
| 186 | Avinash Malladi | Design for Additive Manufacturing: A Review | 19-Feb-2021 | 9 |
| 187 | Soumita Ghosh | Phasor measurement units: Big Data Analysis. | 19-Mar-2021 | 14 |
| 188 | Shubhro | Memristors for Neuromorphic Computing and AI | 21-Mar-2021 | 10 |
| 189 | Syed Quadir Moinuddin | Emerging Trends in Electromechanical System, and Renewable Energy | 10-Mar-2021 | 17 |
| 190 | Anjanna Matta | Thermal convection analysis on Maxwell fluid flow through a horizontal porous layer | 11-Mar-2021 | 8 |
| 191 | Swapna Samala | Synthesis and Characterization of a complex mixture based on cobalt and tin and study of its application towards production of hydrogen gas from ethanol | 24-Apr-2021 | 6 |



Table 27: Lists of Faculty Seminars

| Sl. No. | Faculty Member | Seminar Title | Date | Participants |
|-----------------------|--------------------------|---|-------------|--------------|
| Faculty of Law | | | | |
| 192 | Dr. Iti Vyas | Maternal Commitments and Women Workforce Participation in Urban India | 14-Aug-2020 | 38 |
| 193 | Dr. Vinay Sharma | The Threshold of OECD revised guidance on Profit – Split Method during Covid – 19 | 21-Aug-2020 | 36 |
| 194 | Dr. Himavathi | Plea Bargaining | 28-Aug-2020 | 37 |
| 195 | D .Durga Prasad | Real Estate Market An Overview in the UAE -An Empirical Study on Dubai Real Estate | 04-Sep-2020 | 34 |
| 196 | Dr. Ramadevi Gudemela | Inconvenience in Flag of Convenience | 11-Sep-2020 | 39 |
| 197 | Rajasekhar Reddy | Cost Reduction Approaches to Profit Improvement | 25-Sep-2020 | 30 |
| 198 | A. Raja Rajeshwari | The FRDI Bill- Resolution of Banks, Fears, Hopes and Trust | 01-Oct-2020 | 39 |
| 199 | Dr. C. Y. Sai Krishna | Appraisal of Support and Benefits of Information Edifice to Human Resource Information Systems with Special Reference of Medium Scale Textile Units | 09-Oct-2020 | 39 |
| 200 | Hartej Singh Kochhar | The Control Quandary- What Constitutes Control Under The Competition Act, 2002 In A Combination Transaction And How To Structure Combinations To Avoid CCI Scrutiny | 16-Oct-2020 | 38 |
| 201 | Dr. Veena | Law of Trademarks and Service Marks | 19-Oct-2020 | 38 |
| 202 | Richa Prateek Jain | The Curious Case of Collusion by Algorithms | 23-Oct-2020 | 38 |
| 203 | Rishav Soni | Street Art and Graffiti: Basics and Recognition | 30-Oct-2020 | 38 |
| 204 | Rukma Lavanya | Traditional Knowledge in India: A Legislative Analysis | 06-Nov-2020 | 42 |
| 205 | Sumanth Meher | Fugitive Economic Offender and Extradition Law in India; A Critical Analysis | 13-Nov-2020 | 35 |
| 206 | Dr. A. Arun Kumar | What you look for in a Smart Phone? | 20-Nov-2020 | 40 |
| 207 | Dr. Annamaneni Sreelatha | Stem Cell Protection: Legal and Ethical Issues | 30-Dec-2020 | 38 |
| 208 | Dr. Poorvi Kantroo | Changing Perceptions in Space Law: A Special Focus on Theory of Non -Appropriation and Commercialization of Outer Space | 03-Feb-2021 | 38 |
| 209 | Aditi Nidhi | Regulation of Clinical Trials in India: A Critical Study with special reference to the Drugs and Cosmetics Act, 1940 | 18-Feb-2021 | 38 |



6. Centres of Excellence

Case Research Centre

The Case Research Centre (CRC) at ICFAI Business School is a Center of Excellence. In addition to being a revenue generating unit, CRC contributes towards enhancing the brand and reputation of the School internationally. It also supports the case method of teaching at ICFAI institutions, saving the institutions millions of rupees in procuring such cases from other sources. CRC has helped ICFAI in differentiating itself from the other institutions in India as a B-school providing the case advantage. CRC has also established itself as one of the top five case development institutions in the world both in terms of number of cases developed and cases sold.

The foundation for case development in the ICFAI system was laid by late Prof. N. J. Yasarwy (NJY) during the 1990's. During the late 90's, ICFAI started using case method as part of pedagogy and case development to support this. The case development initiative was formally institutionalized by Prof. NJY in 2000, with a vision of building one of the world's top case development centers based out of India. The development activities were initiated at several centers across ICFAI. During the period 2001 to 2010 a large repository was created by all the constituents involved in case development. In 2010, all the case development initiatives were consolidated at IBS Hyderabad at Dontanapally Campus.

I. Activities, Products and Services

A. Case Development

CRC is the central source of cases for all units of ICFAI viz., all IBS campuses, ICFAI Universities and distance learning programs. The CRC is one of the top case development centers in the world with a repository of more than 6,400 cases.

Cases: The primary activity of CRC is to develop cases in specific subject areas. The center concentrates on developing case studies, maintaining high standards of quality.

Digitization of Cases for iPad: With the extensive availability and use of tablets, in 2011, it was decided to develop our cases with a provision to access them through iPads. Around four hundred cases used in first and second semester MBA have been converted into iPad formats. These cases have been enriched with access to additional material through external links and are incorporated in iBooks that have been developed for all courses in first and second semester MBA.

Access through our exclusive Portal: Designed and developed an exclusive Portal for providing online access to students and faculty members for cases pertinent to them.

Comic book cases: Designed cases as graphic novels, which have attracted the attention of educators internationally.

Multimedia Cases: These are cases presented through a combination of media – video, written text, excel sheets and/or any other medium deemed to be suitable for that particular case.

Detailed Teaching Notes: All the cases include a basic teaching note with teaching objectives, target

audience and discussion questions. For selected cases detailed and elaborate teaching notes are prepared, with analysis of the questions. These teaching notes can be used by faculty in classroom discussions and in management development programs.

B. Case Volumes

Several case volumes on specific topics have been published. These are purchased by libraries all over the country.

C. Reprint services

Reprint permissions to publishers of textbooks are provided to print our cases as support material for chapters. Several authors and international publishers use our cases in their textbooks. We charge a lump sum amount for reprinting of each case.

D. Training & Support

CRC conducts training programs on case writing and case methodology to help institutions introduce case pedagogy and enhance the skills of the faculty and research scholars. A student handbook is also available for the benefit of students who are invariably new to the case method.

E. Workshops & Conferences

CRC conducted number of workshops/FDPs/MDPs for organizations such as National Academy of Defense Production, TAPMI, IIM Ranchi, IIM Bangalore, etc. Internationally, CRC has been involved as facilitator/chair/organizer in conducting professional development workshops (PDW) at the prestigious AOM Annual Meetings in Boston, Philadelphia, Orlando, Anaheim, Vancouver, Atlanta, and Chicago. CRC is involved in conducting a PDW at the prestigious Strategic Management Society Annual Meeting in Paris.

CRC organizes an International Case Study Conference to promote the use of case method in the pedagogy and to provide a platform for case authors from India and abroad to interact and share. In the past we have collaborated with institutions such as The Case Centre, AMDISA, Uttara University Malaysia, etc. for organizing these conferences.

F. Case Journal

CRC provides editorial support for the publication of the quarterly journal 'Case Folio – The IUP Journal of Management Case Studies' which is published by IUP.

2. Sales Channels

CRC's main channel for sale of cases is The Case Centre, UK (formerly European Case Clearing House). All our cases are included in the repository at The Case Centre and most of the international customers purchase cases through this channel. We receive a royalty on each copy sold through The Case Centre.

In addition, we have direct online sales through our websites icmrindia.org and ibscdc.org. Cases are sold offline through email, phone and post.

Delivery of cases is mostly done in the form of pdf versions through email.

CRC enters into institutional licensing arrangement to provide access to cases repository on a per student per year basis. CRC also receives orders for case volumes are received through emails and post which are fulfilled through courier.

3. Revenue Streams

The revenue streams for CRC include royalty for sale of cases through The Case Centre, direct online sales through websites www.icmrindia.org, www.ibscdc.org and direct offline sales, Institutional licensing, reprint permission to international publishers like Pearson, Alexander Street Press (ProQuest), Cogenlla, etc., sale of case volumes and Google AdSense through sale of advertisement space on our sites to Google.

4. Client Base

More than 870 B-schools from more than 80 countries use CRC cases. About 90% of the customers are from outside India (mostly from North America and Europe). Institutions using CRC cases include London Business School, London School of Economics, Oxford Said Business School, Cambridge Judge Business School, HEC Paris, HEC Montreal, SDA Bocconi, etc.

In India, top schools such as IIMs, TAPMI, ISB, SP Jain, Symbiosis, etc. use CRC case studies. Other organizations, using these cases include McKinsey, Boston Consulting Group, KPMG, Tata Management Training Center, etc.

Thought Leadership

In addition, to the intellectual capital that CRC develops in the form of cases and teaching notes and the capacity development initiatives in the form of MDPs/ FDPs CRC conducts, plays a key role in the case method community through service such as:

- Editorial Board Member, Case Research Journal (#1 case journal published by the North American Case Research Association)
- Editorial Advisory Member, The CASE Journal (official journal of The CASE Association, published by Emerald Group, UK)
- Editorial Advisory Member, Emerald Emerging Market Case Studies (published by Emerald Group, UK)
- Organizer, Facilitator of Professional Development Workshops - Academy of Management Annual Meetings.
- Jury Member, oikos International (Switzerland)
- Judging panel member for The Case Centre Annual Competitions
- Judge for EFMD Case Writing Competition

5. Accolades, Awards & International Recognition:

In addition to the global client base, the prizes and awards that CRC receives internationally is a testimony to its quality and performance.

- Dr. Debapratim Purkayastha received 'Faculty Research Award' for his contribution in the field of Management. Union Minister of HRD, Sri Prakash Javadekar gave away the award in presence of Prof. Anil D Sahasrabudhe, Chairman, AICTE. This award is constituted by Careers360 to recognize the efforts of

India's brightest minds in the field of academic research, and other professors winning the award were from institutions like IIT, IISc, AIIMS, etc.

- Dr. Purkayastha was declared the #1 bestselling case author for the second consecutive year out of more than 8,000 case authors worldwide, by The Case Centre UK. Other authors in the Top 40 list include Harvard, INSEAD, IMD, Stanford, etc.
- Dr. Purkayastha won the 'Outstanding Contribution to the Case Method Award' in 2019, from the executive committee of The Case Centre, UK, which comprised of eminent educators from across the world. This award has been received, till now, by a handful of faculty members from top schools like Harvard, INSEAD, IMD, London Business School and Ivey School of Business.

CRC won 100 international awards and prizes from institutions such as Academy of Management (AOM), Association of MBAs (AMBA), The Central and Eastern European Management Development Association (CEEMAN), European Foundation for Management Development (EFMD), Emerald Group Publishing, NACRA, oikos International (Switzerland), The Case Centre UK, John Molson School of Business (University of Concordia, Canada), AESE Business School (Portugal), Project Management Institute (USA), Syracuse University (USA), etc. The details of the awards and the areas covered are furnished below:

Over the years, CRC won 24 Awards in oikos Case Writing Competition, Switzerland. The competition encourages development and use of cases on sustainability in courses on management, finance and entrepreneurship. Awards are given for cases in three tracks - corporate sustainability, social entrepreneurship and sustainable finance.

The Center got 18 Awards in John Molson Case Writing Competition, Montreal, Canada. This Case Writing Competition focused cases on strategy from any business discipline e.g. strategy, finance, sustainability, entrepreneurship, e-commerce, international trade, organizational behavior, governance, marketing, succession planning, merger & acquisition.

The Center won 10 Awards from Academy of Management – Dark Side Case Writing Competition. This competition is designed to encourage and acknowledge case writing that addresses the dark side of contemporary capitalism.

The center also got 10 Awards in the EFMD case writing competition, based in Brussels, Belgium. This competition has a wide selection of categories that focus on specific numbers, as well as specific regions of the world. The aim of the EFMD case competition is to encourage and support the writing and creation of new and innovative case material.

The center also received 9 awards from The Case Center, U.K in various categories like Ethics and Social Responsibility, Information and Communication Systems Management, Entrepreneurship, Human Resource Management and Organizational Behaviour, Knowledge, Information and Communication System, Finance, Accounting and Control.

CRC also received other international awards from AESE (Portugal), CEIBS (China), NACRA (USA), CEEMANS

(Slovenia), E-PARCC Syracuse University, New York, USASBE - Baylor (USA), etc.

6. Cases in International Publications

More than 260 case studies have been published in leading international textbooks and journals. More than 100 AACSB Accredited Institutions all over the globe use CRC case studies.

IFHE Institution's Innovation Council

IFHE's Institution's Innovation Council (IIC) was constituted to promote ideation, innovation, and creativity among students, faculty and professional staff. The IIC has conducted webinars/ workshops/hackathons/ideation camps etc. The IFHE's IIC has collaborated with institutes identified by the NITI Aayog for developing entrepreneurial ecosystem.

A. Activities of IIC:

- Conducted various innovation and entrepreneurship related activities prescribed by MoE's MIC in time bound fashion.
- Identified and rewarded innovation and shared success stories.
- Organized periodic workshops/seminars/interactions with entrepreneurs, investors, professionals and created a mentor pool for student innovators.
- Networked with peers and national entrepreneurship development organizations.
- Created student innovation and entrepreneur clubs in each school of IFHE for decentralised activities in innovation and startup domain.
- Organized hackathons, idea competition, mini-challenges, etc. with the involvement of industries.
- Signed MoU with AIC-SKU and MoU with AIC-CCMB to create a healthy ecosystem for co-innovation.
- Pre-incubation camp for 22 ideas was conducted by external expert mentors. Two ideas have been shortlisted, which will go to the next stage of development.

Few important activities conducted are mentioned below:

B. Orientation Session on Implementation of National Education Policy (with a focus on Innovation and Entrepreneurship)

The ICFAI Staff College and IIC organized an online webinar on the 'Implementation of National Education Policy 2020' on November 16, 2020. The program was

conducted in compliance with the mandatory activity of MoE's MIC. The session was conducted with an objective of disseminating the provisions of the NEP 2020 and also discuss the prominence of NEP towards Innovation and its importance.

The webinar was addressed by Prof. R. Natarajan, former Chairman, All India Council for Technical Education, former Director, IIT Madras and Prof. R. P. Kaushik, former Ambassador of India to Turkmenistan, former Member, UGC, and former Professor, JNU, New Delhi. The webinar was attended by around 220 participants, all faculty members and students of higher education.

C. Webinar on National Innovation and Startup Policy (Mandatory Event as per MHRD)

A webinar on orientation program on the topic "National Innovation and Startup Policy" was conducted. The session was taken by Dr. K Nagabhushana Raju, Executive officer of AIC-SKU, Prof. Ramesh Loganathan, Professor co-innovation at IIIT Hyderabad, and Mr. Sayantan Mukherjee, Ex-innovation manager at Mahindra & Mahindra Ltd.

Several clubs participated in the competition of pitching in a unique business proposal. The participating teams focused on innovative business ideas.

D. Design Thinking Workshop

Macon with IIC organized a Design Thinking Workshop on the topic Un-Complicating Innovation and design thinking. The session was taken by Mr. Biju Balagopal, CEO of Renodo Consulting.

E. Entrepreneurship Development Workshops – Phases 1, 2 & 3

Thrust area: Validation & Concept development

As part of MIC driven activity, the IFHE's IIC organized Entrepreneurship Development workshops in three phases, i.e., Phase 1, 2 & 3. The objective of these workshops was to bring awareness among students on entrepreneurship and its development phases.

These workshops were aimed at imparting knowledge and skills of various phases of entrepreneurship in a sequential manner. These workshops were conducted by both IFHE faculty members and also external experts.

The IFHE students were actively involved in all the above mentioned workshops. IIC faculty from IFHE also participated in these workshops.

Kapila: Kalam Program for IP Literacy and Awareness

A workshop on identifying Intellectual Property component at early stage of innovation was conducted.

Apart from the mandatory events the IFHE's-IIC has conducted webinars on various topics focusing mainly on entrepreneurship/start-up policy/ IPR/ Innovation Management, etc, by external experts/mentors: The list of webinars details are presented in Table 28.

Table 28: Webinars on Innovation Management

| Sl. No. | Date | Webinar Title | Speakers |
|---------|-------------|---|---|
| 1. | 21-Aug-2020 | Innovation Management | Dr. Anil Kumar Kruthaventi, Chief Scientific Officer, Arna Immuno Ingredients Pvt Ltd |
| 2. | 28-Aug-2020 | Master Skills for Technology and Successful Innovation by Entrepreneurs | Mr. Charles Sasi Paul |
| 3. | 4-Sep-2020 | Education is not just for Employment; it is for Empowerment | Mr. M. Karunakar Reddy |
| 4. | 11-Sep-2020 | Importance of Problem Solving and Decision Making in Entrepreneurship | Mr. Y. C. Roy |
| 5. | 18-Sep-2020 | The Entrepreneurial Landscape in India - A VC Perspective | Mr. Jay Krishnan |
| 6. | 25-Sep-2020 | Role of Incubators in Accelerating Student-driven Innovation | Dr. Ramjee Pallela |
| 7. | 2-Oct-2020 | IFHE- Expert Webinar on Disruptive Intrapreneurship using Industry 4.0 in VUCA times | Mr. Karthik Ramesh |
| 8. | 9-Oct-2020 | Journey from Idea to Product-How to leverage the eco-system | Dr. Shivakiran M.S |
| 9. | 16-Oct-2020 | Entrepreneurship, Leadership and Employment | Mr. Rajiv Vaishnav |
| 10. | 23-Oct-2020 | Freedom of Choice | Ms. Bindu Reddy |
| 11. | 30-Oct-2020 | Expert Webinar on HR Challenges in a Startup Company | Mr. Venkata Raman Jagannathan |
| 12. | 5-Nov-2020 | Workshop on Design Thinking, Critical Thinking | Mr. Biju Balagopal |
| 13. | 6-Nov-2020 | Orientation Program on NISP (3 sessions) | Prof. Nagabhushan Raju Prof. Ramesh Loganathan Mr. Sayanytan Mukherjee |
| 14. | 6-Nov-2020 | Expert Webinar on Foundation of Entrepreneurial Thinking | Prof. Anusha Sirigiri |
| 15. | 20-Nov-2020 | Workshop on Entrepreneurship Development Phases Session I - Introduction & Overview | Dr. D. Srinivasa Rao |
| 16. | 27-Nov-2020 | Workshop on Entrepreneurship Development Phases Session II – Opportunity Identification and Ideation | Mr. Sayanytan Mukherjee |
| 17. | 4-Dec-2020 | Workshop on Entrepreneurship Development Phases Session III – Concept Development | Mr. Sayanytan Mukherjee |
| 18. | 11-Dec-2020 | Workshop on Identifying Intellectual Property Component at Early Stage of Innovation | Ms. Niharika Sahoo Bhattacharya |
| 19. | 18-Dec-2020 | Workshop on Identifying Intellectual Property Component at Early Stage of Innovation | Ms. Niharika Sahoo Bhattacharya |
| 20. | 24-Dec-2020 | KAPILA Workshop on Identifying Intellectual Property Component at Early Stage of Innovation | Dr. Dilip Sharma |



Centre for Criminal Law

The Centre for Criminal Law was formed in January, 2020. It forms the pedestal to create awareness concerning crime and criminal law. The Centre seeks to undertake extensive research and allied activities in issues pertinent to the criminal justice system. It aims to provide viable forum for discussion on the modern approaches to criminal law. The ultimate philosophy of the Centre remains promoting thoughts seeking to make the world a humanitarian place where crime prevention is the ultimate goal and offenders being tackled in a wise manner.

During the Academic Year 2020-21, the Centre organized webinars through virtual mode. The details are presented in Table 29.

Table 29: Webinars on Criminal Law

| Date | Topic | Speaker |
|-------------------|---|--|
| June 15, 2020 | Law and Correctional Administration in India amid COVID-19 | Dr. Upneet Lalli, Deputy Director, Institute of Correctional Administration, Chandigarh. Mr. Mukesh Kumar Sharma, Additional Vice-Principal, Punjab Jail Training School, Patiala Dr. M. R. Ahmed, former Inspector of Prisons, AP |
| July 2, 2020 | Aesthesia of victims in the Criminal Justice System: Emerging Trends | Hon'ble Mr. Justice (Retd.) Ved Prakash Vaish (High Court of Judicature Allahabad), Chairman of the Madhya Pradesh Law Commission, Professor S. P. Srivastava, Professor at the National Judicial Academy, Bhopal. Professor A V Narasimha Rao, Director, ICFAI Law School, IFHE |
| July 25, 2020 | Criminal Justice System and Police Administration during Covid-19: A Social Pluralism | Hon'ble Justice (Retd.) K C Bhanu, Hon'ble Justice (Retd.) B Prakash Rao Dr. M. Malakondayya, IPS (former DGP, AP). |
| July 27, 2020 | Cybercrime investigation: Forensic Stratagems | Ms. Anjana K, Scientific Officer, CHFI, Cyber Forensic Expert, Scientific Officer |
| August 16, 2020 | India's Internal Security Challenges – Policing in Pandemic Times | Mr. N Sanjay (IPS), ADG, Director, Andhra Pradesh Police Academy, Dr. Gajarao Bhoopal (IPS), Dy. Commissioner of Police, Hyderabad Dr. Ramesh Kannaganti, Founder and Director of Center for Human Security Studies, Hyderabad |
| November 20, 2020 | Psychological Techniques in Crime Investigation | Dr. Anita Evangelin, Joint Director, Director of the Telangana State Forensic Science Laboratory (TSFSL), Hyderabad |
| February 27, 2021 | Collection, Recording, Storage and Analysis of Ballistics as Corroborative Evidence | Dr. V. Venkateswaralu, Assistant Director of the Telangana State Forensic Science Laboratory (TSFSL), Hyderabad |
| March 9, 2021 | Drug Abuse: Trends and Forensic Analysis | Dr. V. Gunasheela, Assistant Director of the Telangana State Forensic Science Laboratory (TSFSL), Hyderabad |
| April 5, 2021 | Investigation under Criminal Procedure Code - A Prerogative of Judiciary or Police | Hon'ble Mr. Justice (Retd.) K C Bhanu |

Centre for Intellectual Property Rights

The Centre for Intellectual Property Rights is established for the dissemination of knowledge in the area of Intellectual Property Rights, to assist the development of Intellectual Property Rights and their protection.

During the Academic Year 2020-21, the Centre conducted a Two-day National E-Conference on “Intellectual Property Rights: Breaking Conventionalities and Future Prospects” during 17–18 April 2021. The conference received 41 abstracts covering various contemporary themes out of which 28 participants have sent their full papers. Twenty-Six Papers were accepted and were presented at the Conference and were published as Conference Proceedings. One hundred and thirty participants attended the inaugural session.

During the inaugural session of the conference two books, were released. The details are presented in Table 30.

Table 30: Webinars on Intellectual Property Rights

| Sl. No. | Author(s) | Title of the Book | Publisher | Year | ISBN Number |
|---------|---|---|-----------------------------|------|-------------------|
| 1. | Dr S V Damodar Reddy, Mr. Dilip Sharma, Ms. Richa Prateek Jain, ICFAI Law School, Hyderabad | Intellectual Property Rights: Changing Vistas | IUP Publications, Hyderabad | 2021 | 978-81-949152-8-7 |
| 2. | Dr S V Damodar Reddy, Mr. Dilip Sharma | Intellectual Property Rights: Breaking Conventionalities and Future Prospects | IUP Publications, Hyderabad | 2021 | 978-81-949152-7-0 |

Faculty Development Programs

The Centre organized the three Faculty Development Programs (FDPs). The details are presented in Table 31.

| Table 31: Faculty Development Programs | | | |
|--|-----------------------|--|--|
| Sl. No. | Date of FDP Conducted | Topic | Speaker |
| 1. | October 17, 2020 | Intellectual Property as Game Changer & Copyrights | Dr. A V Narsimha Rao, Director, ICFAI Law School, IFHE |
| 2. | November 12, 2020 | Prevention of Plagiarism for Success in Publications | Dr. A V Narsimha Rao, Director, ICFAI Law School, IFHE |
| 3. | November 21, 2020 | Intellectual Property as Game Changer: Patents | Dr. S V Damodar Reddy, ICFAI Law School, IFHE |

Forest Officers Training Program:

The Centre organised one-week refresher training program for the Senior Forest Officers on 'Intellectual Property Rights: Forest and Trade' during November 2-6, 2020. Dr Irene Calboli, Professor of Law, University of Texas, USA, was the guest of honour during the inaugural session. During the training inputs on the interface between the Intellectual Property Rights with the forest produce and trade were given. The training includes discussion on various forms of the Intellectual Property such as Patents, Trademarks, New Plant Varieties, Geographical Indications Laws and Biodiversity Laws.

Workshops/Webinars

The Centre conducted the following Workshops/Webinars during the academic year 2020-21. The details are presented in Table 32.

| Table 32: Workshops/Webinars | | | |
|------------------------------|--------------------------------|--|---|
| Sl. No. | Date of the Workshop / Webinar | Topic | Speaker |
| 1 | June 20, 2020 | Changing Dynamics of Technology Transfer in IP - Pre and Post Pandemic Scenario | Prof. (Dr.) Gargi Chakrabarti, Research Fellow, Max Planck Institute of Innovation and Competition, Munich, Germany & Associate Professor, NLU Jodhpur, India. Adv. Ayush Sharma, Advocate-on-Record, Supreme Court of India, New Delhi, India. Adv. Abhishek Malhotra Managing Partner, TMT Law Practices, New Delhi, India. |
| 2 | July 10, 2020 | Intellectual property prosecution, filing and enforcement during COVID-19 Pandemic in collaboration with Wordict-IP and Innovpath | Mr. Ramakrishna Damodharan, Managing Director, Adipven, Malaysia Mr. Ashok Ram Kumar, Founder, Wordict-IP, Hyderabad, India. |
| 3 | July 20, 2020 | Intellectual Property Prosecution, Filing and Enforcement during COVID-19 Pandemic in collaboration with Wordict-IP and Innovpath | Mr. Nevin Jacob Koshy, Partner, United Trademark and Patent Services, Dubai |
| 4 | December 11, 2020 | Identifying Intellectual Property Component at Early-Stage of Innovation | Dr. Niharika Sahoo Bhattacharya, Assistant Professor, Rajiv Gandhi School of Intellectual Property Law, IIT, Kharagpur, Ph.D, Mr. Dilip Sharma, Assistant Professor, ICFAI Law School |
| 5 | December 18, 2020 | Identifying Intellectual Property Component at Early-Stage of Innovation | Dr. Niharika Sahoo Bhattacharya, Assistant Professor, Rajiv Gandhi School of Intellectual Property Law, IIT, Kharagpur, Ph.D, Mr. Dilip Sharma, Assistant Professor, ICFAI Law School |
| 6 | December 24, 2020 | Identifying Intellectual Property Component at Early-Stage of Innovation | Dr. Niharika Sahoo Bhattacharya, Assistant Professor, Rajiv Gandhi School of Intellectual Property Law, IIT, Kharagpur, Ph.D, Mr. Dilip Sharma, Assistant Professor, ICFAI Law School |
| 7 | February 20, 2021 | Challenges in Patenting Biotechnology Based Inventions | Syed Afsar Ali Bukhari, Patent Attorney & Registered Patent Agent |
| 8 | March 30, 2021 | Intellectual Property Rights (IPRs) and IP Management for Start-up ICFAI Law School in association with Institution's Innovation Council | Mr. Dilip Sharma and Mr. S. Rakesh, ICFAI Law School, IFHE |

Centre for Cyber Law and Data Protection Law

The Centre for Cyber Law and Data Protection Law was established in the year July, 2019 with the following objectives:

- To enhance the awareness about the ever-increasing cybercrimes in the society and provide inputs to the students and general public about safe and efficient handling of the social media,
- To provide inputs to use internet, mobile phones, ATM Cards and confidential information securely,
- To understand and enlighten the problems and critical issues that are emerging with the growth of information technology,
- To promote research in the area of cyber and data protection law and make suggestions for Cyber and Data Protection Policy, updating the existing laws.

- To arrange and organize the conferences, workshops, training and awareness programs for capacity building of academic institutions, investigating agencies and knowledge bank.
- To develop technically skilled manpower in the area of cyber law and Cyber forensics.
- To arrange the frequent interactions of students and faculty with the cyber computer forensic experts and cyber-crime investigators.
- To arrange the quiz and essay writing competitions to the students and working groups to highlight the problems that are cropping up in the area of cyber-crimes and data protections.
- To encourage the research scholar to undertake their research on the topics of 'social media and infringement of rights' etc.
- To undertake minor and major projects in the area of Cyber law and Data Protection.
- To organize the Hackathons to promote the creative idea generations and grounding the start-ups in the area of Cyber law and Data Protection.

During the Academic year 2020-21 the Centre for Excellence in Cyber Law and Data Protection Law of the ICFAI Law School, Hyderabad has organized the following events:

- a. The Centre along with the BMS Legal, New Delhi, arranged a workshop on the data protection. Research was undertaken by a team of students of law school and submitted recommendations to the Select Committee of Parliament for suggesting changes to improve the 'Data Protection Bill 2019 pending before the Parliament' and received acknowledgment from Divpreet Kaur (Ms.) Administrator, Indian National Association of Legal Professionals (INALP).
- b. The Cyber Security Center of Excellence (CCoE) which operates under the Data Security Council of India (DSCI) has organized an online workshop on Product Management. The Workshop was held on April 13, 17, 20 and 24, 2020) and was attended by the Centre Head.
- c. The Centre has entered into an MoU with the 'Cyber Security Centre of Excellence', a joint venture of the Data Security Council of India and Government of Telangana in August, 2020.
- d. In order to accomplish the objectives and promote the cyber law and data protection laws among the students, introduced a specialized honors' stream in Cyber Law and Data Protection Laws in the final year of the Law programs with 8 electives from the academic year 2020-21. The list of 8 electives are presented below:
 1. Artificial Intelligence and Robotics: Law and Regulation
 2. Block Chain and Cryptocurrency: Legal Analytics
 3. e-Commerce and Law
 4. Data Privacy and Protection
 5. Cyber Security and Cyber Forensics
 6. Cyber Crimes
 7. e-Governance and Judicial Administration
 8. Emerging Technologies and Law



- e. As part of the Faculty Development Program, the centre arranged a lecture on 'Electronic Evidence in the Criminal Justice System in India' on May 8, 2020. The details are presented in Table 33.

Table 33: Webinars on Electronic Evidence in the Criminal Justice System

| Sl. No. | Date | Topic | Speaker |
|---------|-------------------|---|---|
| 1 | July 27, 2020 | Cyber Crime Investigation: Forensic Stratagems | Ms. Anjana. K, Cyber Forensic Scientific Officer, Telangana State, Forensic Science Laboratory, Hyderabad |
| 2 | July 31, 2020 | Artificial Intelligence: A conceptual contour | Dr. Atul Negi, Professor of Computer and Information Science, University of Hyderabad Mr. Raghu Boddu, Global Director, SAP Innovation and Automation, Toggle now Software Solutions Pvt.Ltd. Prof. A.V. Narsimha Rao, Director, ICFAI Law School, Hyderabad. |
| 3 | August 9, 2020 | Hacking and Network Intrusions: Techno-Legal Formulations | Mr. U. Ram Mohan, SP(CID), Government of Andhra Pradesh Mr. Ashok Ram Kumar, Senior IPR Attorney Mr. Neeraj Arora, Advocate, Supreme Court of India |
| 4 | December 17, 2020 | Data Protection and Cyber Laws in India | Dr. A. Nagarathna, Associate Professor, NLSIU, Bangalore. |
| 5 | January 29, 2021 | International Webinar on Role of AI in Legal Analytics | Mr. Kevin D. Ashley, Professor of Law, School of Law, University of Pittsburg. |
| 6 | February 23, 2021 | International Webinar on Platform Power and Governance | Prof. Andrew D Murray FRSA, Deputy Head of Department and Chair in Information Technology Law, Director, LSE Law Technology and Society Group. London School of Economics |
| 7 | February 28, 2021 | Cyber Safety and Security Standards | Dr. Amar Prasad Reddy, President (All India) – National Youth Council of India, Media Advisor, Union Minister of State for Health and Family Welfare, Govt. of India, New Delhi and Vice Chairman, National Cyber Safety and Security Standards, Chairman, Entrepreneurs Council of India |
| 8 | March 12, 2021 | Block Chain Technology and Crypto Currency | Mr. Rajesh Dhuddu, Vice President& Practice Leader, Block Chain & Cyber Security, Tech Mahindra |
| 9 | July 3, 2021 | Prevention from Phishing Attack' | Mr. Abhishek Mitra, Managing Director, Indian Cyber Security Solutions and Mr. Taha Lohawala, Intern at ICSS, Certified Ethical Hacker. |
| 10 | July 11, 2021 | Mobile Hacking & Its Prevention | Mr. Abhishek Mitra, Managing Director, Indian Cyber Security Solutions and Mr. Bivas Chatterjee, Special Public Prosecutor, Cyber Law and Electronics Evidence, Government of West Bengal. |
| 11 | July 31, 2021 | Web Hacking, Data Tampering & Its Prevention | Mr. Kanchan Mallick, Regional Head, Trendmicro India Private Ltd. Eastern India, Nepal, Bhutan and Bangladesh and Mr. Abhishek Mitra, Managing Director, Indian Cyber Security Solutions |

f. Two Day National Conference on Data Privacy - A Cyber Colloquium

The Centre organized Online two-day national conference on 'Data Privacy - A Cyber Colloquium' during June 4-5, 2021. The Inaugural session was graced by Prof. Dr. A.V. Narsimha Rao, Director, Icfai Law School, ICFAI Foundation for Higher Education, Hyderabad, Chief Guest Dr. Pavan Duggal, Advocate, Supreme Court of India, Chairman, International Commission on Cyber Security Law and Guest of Honour Mr. U. Ram Mohan, SP, Andhra Pradesh.

- g. Five-Day Faculty Development Programme (FDP) on "Advancements in Cyber Security" which is tentatively scheduled to be organised from 8th March 2021 to 12th March 2022

h. MoU with Cyber Security Centre of Excellence:

Centre for Cyber Security and Data Protection Cell, has entered into an MoU with the 'Cyber Security Centre of Excellence', a joint venture of the Data Security Council of India (DSCI) and Government of Telangana.

The Cyber security Centre of Excellence (CCoE) is a global hub based in Hyderabad to catalyze innovation, entrepreneurship and capability building in cyber security and privacy. It is a joint initiative of the Government of Telangana and DSCI setup to fulfil DSCI's commitment towards creating a safe, secure and a trusted cyberspace. The objective is to build best practices, standards and execute initiatives in cybersecurity and privacy domain. It nurtures a culture of innovation by, incubating start-ups, conducting trainings/workshops/events, showcasing products in experience zone, hosting delegations and collaborating in local, national and international initiatives.

Center for Environment and Forest Laws

The Centre for Environmental Laws was been founded with the objective of dissemination of knowledge in the area of environment and forest laws and related issues. The Centre has also started an Environmental Law Student Club – GAIA (Green Ambassadors Inspiring All).

Forest Officers Training Program

The Centre organized a one-week refresher training program for the Senior Forest Officers on 'Intellectual Property Rights: Forest and Trade' during 2-6 November, 2020 nominated by the R & T Dept. of Ministry of Environment Forest and Climate Change. The training included discussion on various forms of the Intellectual Property such as Patents, Trademarks, New Plant Varieties, Geographical Indications Laws and Biodiversity Laws.

During the Academic Year the centre conducted webinars as detailed presented in Table 34.

Table 34: Webinars on Environment and Forest Laws

| Sl. No. | Date of the Webinar | Topic | Speaker |
|---------|---------------------|---|--|
| I. | December 13, 2020 | Wild Life Crimes and Legal Aspects | Dr. S. Rajesh, IFS, Director, NITI Aayog, New Delhi, Covid 19 Core Team, Dept. of Health Research, Government of India |
| 2. | February 13, 2021 | International Webinar on Measures for Protection against Climate Change in India and Kenya" | Dr. Charles Mwirigi Keega, Post Doctoral Fellow in Climate Justice and Voluntary Groups, Kenya |

International Earth Day 2021

On the eve of International Earth Day on June 5, the Environmental Club of ICFAI Law School (GAIA) has organized several events like debate, extempore, painting, poster making and short film. Approximately 50 colleges took part in the event. Inaugural session of the event was chaired by Hon'ble Justice B. Sesashayana Reddy, former Judge, High court of Judicature Andhra Pradesh and is presently a Judicial member of National Green Tribunal. The event saw the enthusiastic participation from different law schools across the country. The winners and runners up have been awarded with the cash prizes.

Centre for Management Studies

Centre for Management Studies (CMS), was started in the year 2020 and has been at the forefront of academic participative activities of ICFAI Law School, IFHE.

CMS over the last one year has proliferated contemporary, out of the box and futuristic programs with a blend of industry – academia thought process, a good recipe for academic excellence. Due to Covid-19 pandemic, the center conducted webinars through virtual mode. The webinars had a 360° zoom in across business functions – Finance, Economics, Marketing, HR and Law. The topics covered include Human Capital Management, Emotional Wellness, Digital Marketing, Cyber Security, etc. Domain experts were invited to chair and share their insights.

The webinars benefitted not only student's community but expanded the horizon of subject knowledge of faculty members too. The participants included not only ILS students but students and faculty from other institutions across the country.

The details of the webinars are presented in Table 35.

Table 35: Webinars Organized by CMS

| Date | Topic | Speaker |
|---------------|---|--|
| July 20, 2020 | Jolted Economy and Stimulus packages | Dr. Geeta Rani Duppatti, Senior Lecturer in Finance, The University of Waikato, Hamilton, New Zealand |
| July 20, 2020 | Jolted Economy and Stimulus packages | Dr. Narasimha Reddy, Former Professor of Economics, University of Hyderabad |
| July 20, 2020 | Turning Breakdowns into Breakthroughs | Mr. Rajesh Murthy- Author, Lifeskills Coach, Trainer |
| July 24, 2020 | Challenges of Recruitment & Human Capital Management during COVID-19 Crisis | Mr. Sumanth Rao Thanam, AGM - HRD, Kfintech |
| July 28, 2020 | Emotional Wellness for Entrepreneurs during COVID-19 | Dr. Shraddha Kulkarni, Director, MDP, International Institute of Management Studies, Pune |
| Dec 13, 2020 | Wild Life Crimes and Legal Aspects | Dr. Rajesh Kumar, IFS, Director, NITI Aayog, COVID-19 Core Team, Department of Health Research, Government of India, New Delhi. |
| Dec 21, 2020 | Digital Marketing – The Game Changer | Mr. Shwet Kamal, CEO – RoyalMobi Media, Bengaluru |
| Jan 21, 2021 | New Farm Laws: "Reforms, Resistance and Way Forward | Prof. A. Amarender Reddy, Principal Scientist (Agricultural Economics) ICAR-Central Research Institute for Dry land Agriculture, Hyderabad |
| Feb 6, 2021 | Digital Business Ecosystem – Challenges & Opportunities | Mr. Abhishek Mitra, CEO – Indian Cyber Security Solutions |
| Feb 18, 2021 | Feature of Indian Startup Ecosystem: Analysis of Union Budget | Prof. A Vinay Kumar, Professor, IIM, Lucknow |
| Feb 28, 2021 | MSMEs in Building Atma Nirbhar Bharath Issues and Challenges | Dr S. Linga Murthy, Assistant Professor, Department of Economic Studies and Planning, School of Business Studies (SBS) |
| Apr 3, 2021 | WTO Compliant Self Reliance | Prof. Aswhin Mahajan, Associate Professor, Department of Economics PGDAV College University of Delhi |

7. Collaborations

Foreign Collaborations

To promote academic and research collaboration, B-School has partnered with several universities abroad. These collaborations presently form the base for the Visiting Scholar Program for Research Scholars. These programs are aimed at inculcating global management research skills in the students and improving their ability to engage in critical thinking and communicate effectively across cultures. The University continues to have collaborations with the following universities

1. University of Salford, USA
2. University of Florida, USA
3. University of Pittsburgh, Pennsylvania, USA
4. Widener University Delaware Law School, USA
5. Canterbury Christ Church University, UK
6. Sheffield Hallam University, UK
7. Glasgow Caledonian University, UK
8. Bangor University, UK
9. Flinders University, Australia
10. Macquarie University, Australia
11. The University of Newcastle, Australia
12. University of Dundee, Scotland
13. Rajarshi Janak University, Dhanusha, Nepal

National Collaborations

1. Munger University, Munger, Bihar
2. North Orissa University, Sri Ram Chandra Vihar, Odisha
3. National Law School of India University (NLSIU), Bengaluru
4. World Wildlife Fund, India
5. Patna University, Patna
6. Purnea University, Purnia, Bihar
7. Veer Kunwar Singh University, Ara, Bihar
8. Center for Human Security Studies, Hyderabad
9. Cybersecurity Centre of Excellence, Hyderabad
10. National Forensic Sciences University, Gandhinagar, Gujarat
11. National Institute for Micro, Small & Medium Enterprises, Hyderabad
12. Janardan Rai Nagar Rajasthan Vidyapeeth, Udaipur, Rajasthan
13. Alagappa University, Karaikudi, Tamil Nadu
14. Bhagat Phool Singh Mahila Vishwavidyalaya, Sonipat, Haryana

15. Magadh University, Bodh Gaya, Bihar
16. Mahatma Gandhi Central University, Motihari, Bihar
17. Mizoram University, Aizawl, Mizoram
18. Centre for Educational and Social Studies (CESS), Bengaluru
19. Swami Ramanand Teerth Marathwada University, Nanded, Maharashtra

Industry Collaborations

1. Ahex Technologies Private Limited
2. Blockfortrust Pvt Ltd
3. Codecrux
4. Dishaam Solutions
5. DIYLabs
6. EOS InfoTech IT Solutions
7. eProSoft
8. GHMEV
9. Isthara Parks Pvt. Ltd.
10. MSER Ventures
11. Outshade Digital Media Pvt Ltd
12. ParkOye
13. PayMatrix
14. Poker Launcher
15. Qitech
16. Sixpep Technovations Pvt Ltd.
17. Your Mentor
18. Cognoshore Technologies (OPC) Pvt. Ltd.
19. Hostel Owner
20. TIE - Hyderabad
21. ADGrid Digital Innovations Private Limited
22. AERO CAMPUS Aquitaine
23. DEEPGRID Data center Pvt. Ltd.
24. Murty & Manyam
25. GBCI
26. SMS Grid IT Solutions Pvt. Ltd.
27. Joraum Solutions Pvt Ltd.
28. Smaat India Private Limited
29. VSD Enterprises
30. NG Entreprise
31. ShopTab
32. Pearson

8. Placements

Faculty of Management

In the Faculty of Management, placements for the MBA students have been good with a historic achievement where more than 1000 students out of 1190 have been placed by the university despite the pandemic. The recruitments were done by 180 companies from various sectors of industry, with 80 of them being first time recruiters. The balance students are going thru placement activity and are expected to get placed very shortly. This is a testimony to the trust that companies place in our institute and its students. The specialization-wise break-up and sector-wise break-up of placed students is presented in Table 36 and Table 37.

Table 36: Specialization-wise break-up of placed students

| Sl. No. | Specialization | Nos. | Opted Out | Placed | Balance |
|--------------|----------------|-------------|------------|-------------|-----------|
| 1. | Finance | 448 | 37 | 391 | 20 |
| 2. | HR | 90 | 8 | 73 | 9 |
| 3. | Marketing | 636 | 70 | 528 | 38 |
| 4 | Operations | 17 | 1 | 16 | — |
| Total | | 1191 | 116 | 1008 | 68 |

(Note: As on 8 July 2021)

Table 37: Sector-wise break up of Placements

| Sector | #Placements | %Placements |
|---------------------------|-------------|-------------|
| Banking | 110 | 11 |
| Consulting | 199 | 20 |
| Education/ Training | 78 | 7.8 |
| Financial Services | 105 | 10.1 |
| FMCG/Retail | 25 | 2.5 |
| Infra/Telecom/Real estate | 18 | 1.7 |
| Insurance | 51 | 5 |
| IT/ITES | 282 | 28 |
| Manufacturing | 38 | 3.8 |
| Media & Research | 39 | 3.9 |
| Pharma/Healthcare | 16 | 1.6 |
| Others | 47 | 4.6 |
| Total | 1008 | 100 |

B. Placement Staff Status:

Current Strength: Team Leaders 5, Team Members 7

Faculty of Science & Technology

The details of placements for B.Tech Class of 2021 is presented in Table 38.

Table 38: Faculty of Science & Technology Placements

| Sl. No. | Name of student | Company Placed | CTC IN (INR. LAKHS) |
|---------|----------------------------------|------------------------------|---------------------|
| 1 | Nitish Gattepalli (Infosys, MTX) | Paymtrix | 8.1 |
| 2 | Robin Raj | Jaro Education | 6.6 |
| 3 | Vedang Joshi | Jaro Education | 6.6 |
| 4 | Amritam | Elemathics Engineers pvt ltd | 6.5 |
| 5 | K Sasidhar | Nalsoft /Onwards/TCS | 6.5 |
| 6 | Parv Garg | Somish Solutions Limited | 6.5 |

Table 38: Faculty of Science & Technology Placements

| Sl. No. | Name of student | Company Placed | CTC IN (INR. LAKHS) |
|---------|--------------------------------|------------------------|---------------------|
| 7 | Koora Sai Kumar | Aparna Constructions | 5.2 |
| 8 | Sai Lalitha Sunaina M | Brane Enterprises | 5 |
| 9 | K Yashwanth Sai Raja | Bright Champs | 5 |
| 10 | P.Sushrutha Reddy | Brane Enterprises | 5 |
| 11 | Amrita Singh | Brane Enterprises | 5 |
| 12 | Namratha Matcha | Brane Enterprises | 5 |
| 13 | Suuraj Roshan Perpeli | Morodor Intelligence | 5 |
| 14 | Nivideya | Morodor Intelligence | 5 |
| 15 | Yeleswarapu Krishna Koushik | Osure Care Pvt Limited | 5 |
| 16 | G. Kamal Khushi | Phemon People | 4.5 |
| 17 | Siliveru Akhil Durga | Phemon People | 4.5 |
| 18 | Inapakolla Indrani | Phemon People | 4.5 |
| 19 | Gathpa Koushik Siddartha Reddy | TCS/Nalsoft | 4.5 |
| 20 | Gunna Sai Vishal Reddy | Nalsoft/TCS | 4.5 |
| 21 | Samudrala Nithin | Onwards Health | 4.5 |
| 22 | K Lakshman Chandu | Nalsoft | 4.2 |
| 23 | Bandlamudi Greeshmanjali | Nalsoft | 4 |
| 24 | B Girish | Nalsoft | 4 |
| 25 | Bandagonda Sai Sirisha Goud | NTT DATA | 3.5 |
| 26 | D. Abhinav | TCS | 3.5 |
| 27 | Vinnakota Shreya | NTT DATA | 3.5 |
| 28 | Neha Pavuluri | NTT DATA | 3.5 |
| 29 | G Sathvik | NTT DATA | 3.5 |
| 30 | Anna Devi Sri Ram Kumar | TCS | 3.5 |
| 31 | Morram Shetty Ajay Teja | Isthara | 3.5 |
| 32 | Aditi Bhattacharya | Ahex Technologies | 3.25 |
| 33 | P.Shashank Reddy | ERMIN Automotive | 3 |
| 34 | Dalijet Shanmukhi Priya | Impelsoft | 3 |
| 35 | Pragya Prashant Kumar | Unseen Royalty | 3 |
| 36 | Vangeti Bhanu Prakash Reddy | Aspiero/TCs | 3 |
| 37 | Ekta Kumari | TCS | 3 |
| 38 | Chennu Sai Sri Govind | Piquota. | 3 |
| 39 | Kamtam Sahaja | Face Prep | 3 |
| 40 | Padmanabhuni Pravalika | Face Prep | 3 |
| 41 | Akshita | Sciens Technologies | 3 |
| 42 | Abhilesh Singh | Isthara | 3 |
| 43 | K Aravind Kumar Reddy | Embedd IT Solutions | 3 |
| 44 | Latchireddy Niveditha | Vipnay Group | 2.65 |
| 45 | Nitin Kumar Padigela | Vipnay Group | 2.65 |

Faculty of Law

The details of placements for BBA-LLB (Hons) and BA-LLB (Hons.) Class of 2021 is presented in Table 39.

Table 39: Faculty of Law Placements

| Sl. No. | Name of the Student | Company Name |
|---------|---------------------|------------------------|
| 1 | Aditi Kumari | Ashi Legal |
| 2 | Bidisha Mazumdar | Aliens Group |
| 3 | Sai Shraddha Samal | Aliens Group |
| 4 | Shristi Benerjee | Juris Prime |
| 5 | Suvansitha Daroor | Juris Prime |
| 6 | Ayush Kumar | Quislex |
| 7 | Mohit Sudani | Quislex |
| 8 | Shashwat Shukla | Quislex |
| 9 | Tilak Kumar Basu | Quislex |
| 10 | Aprajitha Halder | Quislex |
| 11 | Phebe | Amazon |
| 12 | Srinath Sambangi | Amazon |
| 13 | K S V Sunayana | Amazon |
| 14 | Abhineeth M | Sumadhura Group |
| 15 | Harshit Jain | Genius Consultants Ltd |
| 16 | Nikitha Agarwal | Laalsaa |
| 17 | Simran Punnia | Aliens Group |



9. Co-curricular/Extra-Curricular Activities

Student Activities

Table 40: Student Activities

| Activity | Event Date |
|---|---|
| Faculty of Science and Technology Alumni Meet | 28 th July 2020 |
| Webinar on New Age Engineering Careers | 28 th July 2020 |
| Webinar on Science is about Knowing and Engineering is about Doing | 15th August 2020 |
| Acharya Devo Bhava - Teachers Day Celebrations | 5 th September 2020 |
| Engineers Day | 15 th September 2020 |
| Guest Lecture on "Power of Raagas" | 29 th October 2020 |
| Best Out of Waste - Environment event | 4 th Nov – 7 th November 2020 |
| Webinar on Block Chain will be a Game Changer | 30 th November 2020 |
| Webinar on Artificial Intelligence and Machine Learning Revolution in the Technological World | 27 th December 2020 |
| National Youth Day Celebrations | 12 th January, 2021 |
| National Science Day Celebrations | 28 th Feb to 28 th March 2021 |
| World Intellectual Property Day | 26-04-2021 |
| World Environment Day | 05-06-2021 |
| Erga Literarium | 10-11, April, 2021 |
| International Women's Day | 08-03-2021 |
| Republic day celebrations by Mirakhi, Cultural Club, Faculty of Law | 26-01-2021 |
| LexKnot 2020, Virtual Lex-Festum, Mediation Competition | 31-10-2020 to 01-11-2020 |
| LexKnot 2020, Virtual Lex-Festum, Client Counseling | 16-10-2020 to 18-10-2020 |
| Shri N J Yasaswi 5 th Memorial Virtual Moot Court Competition 2020 | 16-10-2020 to 18-10-2020 |

Student Seminars:

Table 41: Student Seminars

| Sl. No. | Name of the student | Topic | Date |
|---------|----------------------------|---|-------------|
| 1 | M Goutham Kumar | Sun Tracking Solar Panel Using Avr Microcontroller | 30.12.2020 |
| 2 | Komaragoni Akanksha Goud | Solar Battery Charger Implementation | 30.12.2020 |
| 3 | Papasani Sri Sai Charan | Arduino Based Finger Print Door Lock System | 30.12.2020 |
| 4 | V Krithika | Computer Aided Housekeeping Unit (CAHU) - Listing ACC students in Moodle | 30.12.2020 |
| 5 | Sama Vikram Reddy | Computer Aided Housekeeping Unit (CAHU) - Listing students year/branch wise in moodle | 30.12.2020 |
| 6 | Govu Harshavardhan Yadav | Arduino Based Digital Code Lock | 29.12.2020 |
| 7 | Padakanti Pranay Kumar | Wireless Ac Power Detector | 29.12.2020 |
| 8 | Naga Kushal Sunkara | Automatic Irrigation System | 29.12.2020 |
| 9 | Mohammed Sarfaraz Hussain | Android Based Home Automation | 29.12.2020 |
| 10 | Thokala Abhinay Reddy | Smart Home Automation Using Android | 29.12.2020 |
| 11 | M. V. R. Mahendra Reddy | Arduino Based Flame Sensor | 28.12.2020 |
| 12 | Indukuri Sai Kranthi Varma | Arduino Based Fingerprint Door Lock System | 28.12.2020 |
| 13 | Mungala Hemavanth Reddy | Solid State Smart Solar Lamp | 28.12.2020 |
| 14 | Sahiti Reddy | Computer Aided Housekeeping Unit (CAHU) - Machine learning model development from the LMS data | 24.12. 2020 |
| 15 | Peddineni Venkat Kalyan | High Performance and Area Efficient Carry Select Adder without Using Multiplexers | 16.12.2020 |
| 16 | Duda Snigdha Raj | Design and Implementation of Boolean functions using multiplexer | 16.12.2020 |
| 17 | Madhulapally Nithya | An Efficient way to detect Matrix multiplication faults in Many-Core Systems | 16.12.2020 |
| 18 | Paramkusam Sinduja | FPGA implementation of booth recoded Wallace tree multiplier for fast arithmetic circuits | 16.12.2020 |
| 19 | Adrian Ruben Lima | Finger print doorlock with arduino | 15.12.2020 |
| 20 | Mallarapu Venkata Raju | Rain detector & alarm | 15.12.2020 |
| 21 | Ayiti Lokesh | An FPGA implementation of High Performance and Area Efficient Priority Encoder Structure | 14.12.2020 |
| 22 | Kataru Bharadwaj | Low-Power and Area-Efficient Design of Radix 2 Butterfly Structure using Vedic Multiplier and CLA | 14.12.2020 |

Table 41: Student Seminars

| Sl. No. | Name of the student | Topic | Date |
|----------------|-----------------------------|--|-------------|
| 23 | Eeshwar Vannem Reddy | FPGA implementation of low power and high speed multiplier using quaternary carry look-ahead adder | 14.12.2020 |
| 24 | Melimi Asha Latha | Finger Print Door Unlock System | 14.12.2020 |
| 25 | Miriyala Niharika | Design and Implementation of Fault-Tolerance Matrix–Vector Multiplications | 10.12.2020 |
| 26 | A. Vijaya Sai | Design and Implementation of Vedic BCD Multiplier using Vinculum Method | 10.12.2020 |
| 27 | Ramisetty Baby Swathi | High performance and area efficient vedic multiplier using customized full adders | 10.12.2020 |
| 28 | Akunuri Nishanth | Design and Implementation of Reduced Complexity Wallace Multiplier Using Full Adder | 10.12.2020 |
| 29 | Tamma Naga Praneetha | Automatic face recognition from video (Machine learning) | 07.01.2021 |
| 30 | P. Venkata Ramya | Multiple Face Recognition of an Image using the Algorithms of Machine | 07.01.2021 |
| 31 | Punagani Lalithanjali | 3-Phase induction motor | 07.01.2021 |
| 32 | Parasa Sanjana Deepti | Plant Moisture Monitoring System | 06.01. 2021 |
| 33 | Kandati Dhathreeswar | Computer Aided Housekeeping Unit (CAHU) - Moodle Plugin- Individual Student's Academic record | 06.01.2021 |
| 34 | G. Sahithi | Computer Aided Housekeeping Unit (CAHU) - Moodle Plugin- Individual Student's Academic record | 06.01.2021 |
| 35 | Tokala Thanmai | Power Efficient Mini Inverter | 06.01.2021 |
| 36 | Bajjuri Sreechakra | Real Time Solution using Prototype for Internet of Things (IoT) Based Smart Parking System | 05.01.2021 |
| 37 | S. Sai Siddarth Reddy | Sun Tracking Solar Panel | 05.01.2021 |
| 38 | Kurma Rohit | Vehicle Tracking And Theft Detection System | 05.01.2021 |
| 39 | Aryaman Singh | Wireless Mobile Charging | 04.01.2021 |
| 40 | Anandan Mahideep | web development on designing webpages of newly opened restaurant | 04.01.2021 |
| 41 | G. Durga Ram Prasad | Cellphone Jammer | 04.01. 2021 |
| 42 | Desa Vaishnavi | IoT theft detection using raspberry pi | 03.01. 2021 |
| 43 | Peddiraju Sai Anudeep Raj | IOT based on home automation using FPGA | 03.01. 2021 |
| 44 | Salvaji Rohit | IoT based gas leakage monitoring | 03.01. 2021 |
| 45 | Bandari Srikanth | Home Automation Using Arduino Through Android Device | 03.01. 2021 |
| 46 | Nidasanametla Sai Vamshee | Air Pollution Monitoring System | 03.01.2021 |
| 47 | Niskarsh Srivastava | IOT Traffic Signal Monitoring & Controller System | 02.01.2021 |
| 48 | Yannabathula Venkata Rajesh | Remote control of home appliances over the internet | 02.01.2021 |
| 49 | Reddim Sai Monesh | Portable Thermal Scanner | 02.01.2021 |
| 50 | Amit Kumar Mahakud | IOT based security camera and door lock | 02.01.2021 |
| 51 | Yeruva Bala Ashish Reddy | RFID Based Door Access | 02.01.2021 |

Technology Innovation Projects under taken by students:**Table 42: Technology Innovation Projects**

| Sl. No. | Name | Project Name |
|----------------|-----------------------|--|
| 1 | Miriyala Niharika | Design and Implementation of Fault-Tolerance Matrix–Vector Multiplications |
| 2 | Parasa Sanjana Deepti | Plant Moisture Monitoring System |
| 3 | Akunuri Nishanth | Design and Implementation of Reduced Complexity Wallace Multiplier Using Full Adder |
| 4 | Kataru Bharadwaj | Low-Power and Area-Efficient Design of Radix 2 Butterfly Structure using Vedic Multiplier and CLA |
| 5 | Eeshwar Vannemreddy | FPGA implementation of low power and high speed multiplier using quaternary carry look-ahead adder |
| 6 | G Sahithi | Computer Aided Housekeeping Unit (CAHU) |
| 7 | Tamma Naga Praneetha | Automatic face recognition from video (Machine learning) |
| 8 | Melimi Asha Latha | Finger Print Door Unlock System |
| 9 | Madhulapally Nithya | An Efficient way to detect Matrix multiplication faults in Many-Core Systems |
| 10 | Paramkusam Sinduja | FPGA implementation of booth recoded Wallace tree multiplier for fast arithmetic circuits |
| 11 | P. Venkata Ramya | Multiple Face Recognition of an Image using the Algorithms of Machine |
| 12 | A. Vijaya Sai | Design and Implementation of Vedic BCD Multiplier using Vinculum Method |
| 13 | Ramisetty Baby Swathi | High performance and area efficient vedic multiplier using customized full adders |

Table 42: Technology Innovation Projects

| Sl. No. | Name | Project Name |
|----------------|----------------------------|--|
| 14 | Bajuri Sreechakra | Real Time Solution using Prototype for Internet of Things (IoT) Based Smart Parking System |
| 15 | Sahiti Reddy | Computer Aided Housekeeping Unit (CAHU) |
| 16 | V. Krithika | Computer Aided Housekeeping Unit (CAHU) |
| 17 | Thokala Abhinay Reddy | Smart Home Automation Using Android |
| 18 | Peddineni Venkat Kalyan | High Performance and Area Efficient Carry Select Adder without Using Multiplexers |
| 19 | Sama Vikram Reddy | Crop Protection using raspberry pi |
| 20 | Duda Snigdha Raj | Design and Implementation of Boolean functions using multiplexer |
| 21 | Tokala Thanmai | Power Efficient Mini Inverter |
| 22 | Kurma Rohit | Vehicle Tracking And Theft Detection System |
| 23 | Ayiti Lokesh | An FPGA implementation of High Performance and Area Efficient Priority Encoder Structure |
| 24 | Punagani Lalithanjali | Solar Inverter |
| 25 | Varun Yadav A | Predicting approval of credits card using machine learning |
| 26 | Chandra Priyatam | Lora Characteristics Analysis for IoT Applications |
| 27 | Maheedhar | Reconfigurable multiprocessor System-on-Chip with Network-on-Chip. |
| 28 | T. Jayanth Chandra Kishore | LORA transceiver design using MATLAB |
| 29 | G. Ramcharan | Medical Image retrieval using local patterns technique |

Guest Lectures Organized

Table 43: Guest Lectures

| Date | Name | Organization | Topic |
|-------------|-----------------------|---|--|
| 26-02-2020 | D. K. Srivastava | Chief Policy Advisor, Ernest & Young India | Can the Budget Reverse the Slowdown |
| 15-05-2020 | Sridhar Radhakrishnan | Deputy Managing Director, Tata Sons | Discuss the steps organizations should envision to transform |
| 15-05-2020 | Anant Maheshwari | President, Microsoft India, Country Head, Microsoft India Group | Learn the importance of resilient leadership in current times |
| 19-05-2020 | Arvind Shah | Vice President, Adani Group | Deep dive into real-world examples of how business leaders are embracing digitization to innovate |
| 19-05-2020 | Shrinivas Kabbe | Tech Mahindra | The Future of Indian Industry |
| 23-05-2020 | Neeraj Khandelwal | Vice President, Financial Services Analytics, Genpact | Is Corporate world setting new expectations for recruitments / placements as a repercussion of Covid -19 |
| 06-06-2020 | Chaitanya Reddy | Assistant Vice President, Barclays | Can there be a strong correlation between the quality of credit risk management and sources of global financial crises |
| 14-06-2020 | Dr. R. Ramana Murthy | Radiation Oncologist, Grand River Regional Centre, Ontario Canada | A short video by explaining the real-world scenario on importance of blood donation. |
| 17-06-2020 | Sairam B | Senior Vice President, DBS Bank | The New Business Imperative Digital & Agile Transformation |
| 19-06-2020 | Arshdeep Khurana | Job Vision (India and Canada) | Leading through a pandemic. |
| 27-06-2020 | Anuya Trivedi | Green Buddies | Talk show with green buddies on 3Rs (Reuse, Reduce and Recycle) |
| 19-06-2020 | Kunj Sanghvi | COO, InsideLIM.COM | Impact of COVID on the careers of Fresh MBAs |
| 19-06-2020 | Arshdeep Khurana | Founder and Director, Job Vision Consultants | Webinar on Leading through Pandemic |
| 19-06-2020 | Praveen Jaipuriar | CEO, Continental Coffee Pvt. Ltd | Use of Analytics in Generating Consumer Insights |
| 20-06-2020 | Srinivas Korlepar | Vice President, RBL Bank | Are Commercial banks navigating and emerging stronger than before in this pandemic |
| 21-06-2020 | Kushika Grover | Yoga Instructor | International Yoga Day |
| 25-06-2020 | Abhishek De | Director and Global Head of Talent Acquisition | Future of HR Amid Pandemic |

Table 43: Guest Lectures

| Date | Name | Organization | Topic |
|------------|---|--|--|
| 27-06-2020 | Anuya Trivedi | Owner, Green Buddies | Talk show on 3Rs |
| 27-06-2020 | Surendra Tipparaju | Director & Principal AI Architect Lead-Microsoft, Hyderabad | Artificial Intelligence |
| 28-06-2020 | Alifiya Yusuf | Marketing Head, Managing Partner and Co-Founder, Vernest Property Investment Consultant | Sinking Real Estate sector and its impact on Indian Economy. |
| 09-07-2020 | Romil Barthwal | Placement Head, DGMP course, IIM, Lucknow | Journey to Everest |
| 10-07-2020 | Albert Almeida | COO, BookMyShow | How coronavirus has affected the entertainment industry |
| 31-07-2020 | Colonel Sumit Basu- | Retired Colonel- Indian Army | Imbibing Leadership Skills from the Army for the Corporate World. |
| 02-08-2020 | Anant Ladha, CA, CFA, CFP | Founder, YouTube Channel Invest Aaj for Kal | Financial Planning of Youth |
| 18-08-2020 | Pritam Laxman Onsker | Associate VP and Head, Mecca Sales at Tata Communications | How Technology Fuels Growth in Marketing |
| 19-08-2020 | Peter Glendinning | Professor, Michigan State University | World Photography Day - The event described his journey of photography and how he captured pictures to get it right |
| 21-08-2020 | Tanuja Abburi | Founder/CEO - Beyond Pinks | Gender balance is not a women's issue, it's an economic issue |
| 22-08-2020 | David Zakkam | Vice President, Swiggy | Use of Data Analytics in Platform Business, How they use to deliver and service in the Swiggy Platform Business |
| 23-08-2020 | Srinivas Anantharaman | Founder and Co-founder of different start-ups-First Feet Business Services and Silicryst Energy Solutions, | Career Opportunities available post Covid-19 |
| 28-08-2020 | Birendra Rana | Senior General Manager Medical Marketing, Dabur | Sales forecasting and its effects on sales deployment, financial planning, budgeting, operations planning, and marketing planning. |
| 28-08-2020 | Sushil Vaishnav | Founder-KNP Arises Green Energy Pvt Ltd | Leadership in Start Ups Across Stages |
| 29-08-2020 | Benoit Ruben | Senior Vice President - Retail - Dalmia Cement (Bharat) Ltd. | Understanding E- Retail and Technology in this digital era |
| 30-08-2020 | Workshop by Nishika Agarwal | Nishika-Mandala Art | Inner Peace |
| 06-09-2020 | Ayush Bafna | Product Manager, McKinsey & Company. | Building a Successful Career with Entrepreneurial Attitude |
| 13-09-2020 | Aswini Baja | CEO-Leveraged Growth | Emotional Quotient, Education and Employability in the times of Covid-19 |
| 17-09-2020 | Dr. Suneeth Rajesham | Student Counsellor, IFHE | Build positive attitude for mental wellness |
| 18-09-2020 | Dhiraj Kunwar | Managing Director, Business Banking - RakBank, Dubai | How technology is driving business models and digital marketing |
| 18-09-2020 | Venu Kalyan- | CEO, Founder Unik Life | How to be successful in the career students choose |
| 19-09-2020 | Adarsh Pete - Ramani Iyer - the Co-founder of Just Dial; Mahima Garg - the head of India Marketing, training and certification of AISPL. | Conclave | "Mechanics of Modern Marketing" as a knowledge sharing platform that helps young minds to enhance their learning curve through a perspective shift. |
| 19-09-2020 | Bernard G | Chief Business Officer, Bhadra Entertainment Ltd. | How B School Graduates can reinvent themselves after Covid - 19? |
| 20-09-2020 | Omesh Saraf | Head of Analytics- Bajaj Allianz | Technology & analytics redefining business world. |
| 20-09-2020 | Trupti Bhandari – Executive Vice President at GSK (Glaxo Smith Kline) Consumer Healthcare; Namita Liz Koshy – Vice President at Ogilvy India; Rajesh Kumar - CMO - UiPath India & South Asia; | Conclave | Conclave was conducted with the idea of bringing on esteemed industrial experts to discuss & challenge the key ideologies under the umbrella topic - "Mechanics of Modern Marketing" as a knowledge sharing platform that helps young minds to enhance their learning curve through a perspective shift. |
| 19-10-2020 | Ritwika Bhattacharya | CEO, Program Lead-Swaniti Initiative- | Call to Public Service: How community can effectively engage on civic issues. |

Table 43: Guest Lectures

| Date | Name | Organization | Topic |
|------------|---|---|--|
| 24-10-2020 | Anjita Singh | Mentor in Youth for Global Peace and Transformation | Dream it Achieve it. |
| 24-10-2020 | Abhishek Salecha | Co-founder, ForeVision | Roles of an Investment Banker |
| 28-10-2020 | Sachin Gupta | President & Chief Information and Innovation Officer - Usha International | Innovation in Operations Management for a Sustainable World |
| 28-10-2020 | Kumar Anurag Pratap | Senior Director and Head CSR - Capgemini | CSR in Business Operations taking into account the standards of Digitalization during Pandemic |
| 30-10-2020 | Firoz Sait | Head, Sales and Sales Coach, Jobnet | Becoming Job Ready in this pandemic |
| 31-10-2020 | Amardeep Sibia- | Founder and CEO - Drishya AL Labs | Building Analytics Venture using Artificial Intelligence |
| 01-11-2020 | Varun Agarwal | Vice President Goldman Sachs | Building a successful career path in the field of finance and investment. |
| 01-11-2020 | Muthukumar | Vemban- Operations Director, Bacardi Ltd. (American Company) | Covid 19 Impact on Supply Chain |
| 07-11-2020 | Amtul Ali Lubna | Chief Operating Officer, Bottom Half Pvt Ltd | Employer Branding- The Biggest Challenge |
| 07-11-2020 | Ankit Bhuptani & Raga Olga D' Silva | Human Right Workers | Block Chain will be A Game Changer |
| 08-11-2020 | Ashok Sivan | Freelancer | Enhancing the aptitude skills of the students and the major focus was on Quants. |
| 13-11-2020 | Amit Kumar | Vice President and Business head, Metering and Protection systems L&T electrical and automation (A unit of Schneider Electrics) | Management & Importance of Work Culture |
| 13-11-2020 | Annu Kalra & Naveen Varshneya | Freelancer | Spirituality at Workplace |
| 16-11-2020 | Prof. M. S. Rao | Founder, M Leadership Consultants | Improve your attitude to excel as a leader |
| 16-11-2020 | Sivasailam N, IAS (Retd) - Special Secretary (Logistics) | Department of Commerce, Govt. of India | How transformation in the logistics sector and digitalization benefit Indian Economy |
| 16-11-2020 | Dr. Rakesh Paras Singh, Chairman | Founder SCMPro Knowledge Forums | How transformation in the logistics sector and digitalization benefit Indian Economy |
| 18-11-2020 | Amith Raman | COO at Inker Robotics | Start-up's operation management struggles in Covid-19 |
| 18-11-2020 | Sandeep Chatterjee | Associate Director Deloitte/CEO and Chairman of ISCEA | Covid-19 An opportunity for operations |
| 18-11-2020 | Amit Borkar | Vice President Operations, Raymond Fasteners India Pvt. Ltd. | Covid-19- An opportunity for operations |
| 18-11-2020 | Pranjali Kumar Phukan | Honorary Director-Strategy - ICTMAE/ Chief Manager- Brahmaputra Cracker and Polymer Ltd. | Covid-19- An opportunity for operations |
| 22-11-2020 | Dr. Shishir Palsapure, Founder, Atijeevan Foundation, an NGO; Harish Lyre, Indian Equal Rights Activist; Raashi Thakran, WICCI Council Member and Marketing Executive at YourDOST.com | Panel Discussion | Addressed the questions of the audience on mental health, OCD, suicidal cases, advantages of professional help, etc. |
| 22-11-2020 | Rohan Singh & Siddharth Kaushik | Co-Founders, TutorateIndia | Workshop on Basics of Technical Analysis |
| 23-11-2020 | Bala Sathyaranayanan | Senior VP and CHRO , GRIEF - US | Transformation of Global human Resources and its impact on training and development |
| 24-11-2020 | Dr. Anjum Padyal | Aerobic Gymnast and the author of the Best Selling on Amazon "Marshal the Mind" | Tips and tricks to be healthy and happy during Covid-19 pandemic |
| 26-11-2020 | Dr. A. Suneetha Rajesham | Psychologist, Counsellor | Health, Hygiene and Happiness |
| | Dr. Azim Memdani-Pharmacologist & Anisha Memdani-Ophthalmologist | Doctors | Health, Hygiene and Happiness |
| 28-11-2020 | Debashish Ghosh | Vice President, Berkadia India | Personalizing organization experience using Artificial Intelligence |
| 28-11-2020 | Kakarla Subhash | Director, Phoenix Global | Symposium on Digital Marketing |
| 28-11-2020 | Vishak Bharadwaj | Strategic HR partner - Monocept | Symposium on Digital Marketing |

Table 43: Guest Lectures

| Date | Name | Organization | Topic |
|------------|---|--|---|
| 28-11-2020 | Srikanth, M. K., Deputy General Manager, SEBI; Harinath Reddy, Senior Manager, NSE; Y. Santosh Reddy, Assistant Manager, NSDL | Stock Markets Experts | Understanding the changing Dynamics of Capital Market over the years |
| 28-11-2020 | Sirisha Challapalli | Lead Content Developer, Learning Curve Lifeskills Foundation | Workshop on Emotional Well-Being |
| 01-12-2020 | Arun Singh, Director, UBS; Amardeep Chougale, Co-Founder, Yoryo; Mukesh Gupta, Vice President, Global Logic; Arun Kondpalle, CEO, Vector GPS | Conclave | Achieving Business Resilience through Technology |
| 01-12-2020 | Dr. Rakesh Bharti, Consultant & Bharti Derma Care and Research Centre | Health Sector | Awareness and Prevention of HIV/AIDS Epidemic |
| 05-12-2020 | Madhujit Singh, CEO Founder of Ananya Foundation; Anil Kumar Majji, Head Trainer at Kalinga Martial Arts academy | Webinar | Sexual harassment at workplaces and self-defence training |
| 05-12-2020 | Sukhendra Reddy Rompally | Founder and CEO, Chezuba | Webinar on How the managers can serve the Country without being a part of the government sector |
| 06-12-2020 | Shalini Singh, Chief Corporate Communications, Tata Power; Sheelaa M Bajaj, Chief Executive Officer, Rising Phoenix; Ankita Tandon, Vice President, Unacademy; Sakshi Soi, Moderator, Co-founder, Prows; Anubha Maneshwar, Founder, GirlScript; Dr. Nisha Khanna, Mental Health Practitioner, Bye-tense | Panel Discussion | New Age Business Women & Women are the largest untapped reservoir of talent in the world |
| 10-12-2020 | Farida Tampal | State Head, World-wide Fund for Nature Company | B(e) for Biodiversity |
| 12-12-2020 | G. Laxmi Pranathi, Student, Amali English Medium High School; P. Naga Pujitha, Student, KBN College, Dr. Shreya Pandey, Student, Hind Institute of Medical Sciences | Music Event | |
| 19-12-2020 | Harshavardhan Chauhan | Vice President, Spencer's Retail's | Digital Transformation in Retail |
| 21-12-2020 | Tarun Mapara, Co-Founder, Sprihaat Retail Network Pvt Ltd; Ambi Parameshwaran Founder, Brandbuilding.com; Nikhil Chandwani, Founder, NYKDaily; Ruddraadev Roy Choudhary, Division Director, Toastmasters International; Saifiullah Ansari, General Manager, Suraksha Diagnostic Pvt Ltd; Sandhya Sharma, Chief Financial Officer, Schindler India Pvt. Ltd.; Nishant Arora, Head, Marketing & Strategy, IBM; Mohan Chobe, COO, Aurangabad Carbon Products Pvt Ltd.; Vishal Bhardwaj, Co-founder, Prediction for success; Sharad Sharma, Executive Vice President, Tata Metaliks | Webinar | Topics related to Media, AI, Technology |
| 29-12-2020 | Victor Pravin Kumar, Senior Manager, HR- CSR Lead, Tamil Nadu, TCS; Manjula Devi, Manager, CSR Volunteering Chennai Lead, TCS | Webinar | Impact of CSR activities on Workplace and Community |

10. Alumni Activities

The University has vibrant alumni associations in all its schools. Each school conducts regular alumni meets where the alma mater get together for networking and for planning activities that support the institution. Alumni eagerly participate in guest lectures, panel discussions, as members of jury for various academic and co-curricular events, as members of mock group discussions and personal interviews, etc. Some of the key areas where alumni collaborate with the University are presented below:

I. UTSAV: The IBS Alumni E-meet

Alumni Relations Cell (ARC) organized its first-ever E-Alumni Meet on July 12, 2020. UTSAV, a program to facilitate, consolidate and coordinate Alumni Activities, where batches from 1997-2004 were invited. The meet was well attended by alumni, faculty members, and area coordinators. This event saw enthusiastic participation from the alumni base and acted as a platform for interaction among various batches. Considering the need of the hour and requirements of the students, ARC encouraged and enlightened the alumni to extend their support and assistance to students and the institute. Some of the prominent alumni who participated in the meeting are presented in Table 44.

Table 44: Prominent Participants in UTSAV

| Name | Batch | Organisation | Designation |
|-----------------------------|-------|------------------------------------|--------------------------------|
| Challa Maruthy Subrahmanyam | 1997 | Exedail Pvt Ltd. | CEO |
| Manu Sreenivasan | 1997 | Wektra Family Office | CEO & Founder |
| Hozefa | 1999 | Navia Markets Ltd. | CEO |
| Chandan Sengupta | 2002 | Colruyt Group | Associate Technical Consultant |
| Anirban Sarkar | 2004 | Novartis | Solution delivery manager |
| Pulla Reddy | 2008 | Aditya Birla Group | Regional Head |
| Vikas SS | 2003 | Securities Exchange Board of India | Deputy General Manager |
| Ashish Narayan | 2004 | Capgemini | Senior Manager |

Mock GD-PI:

Mock GD-PI sessions were conducted during the period August 21-22, 2020 and 23-31, 2020 for the final year students of MBA. Senior industry professionals and alumni were invited to be part of assessment panels and to provide guidance and feedback to the students.

Alumni who participated in the Mock GD-PI sessions are presented in Table 45.

Table 45: Resource Persons for Mock GD-PI Sessions

| Name | Batch | Organisation | Designation |
|-------------------------------|-------|---|--|
| Amit Ranjan Kumar | 2003 | Inspirage Solutions | Product Management, SCM, SFO |
| Gaurav kumar Parashar | 2009 | Thryve digital health | Associate Manager |
| Jyoti Arora | 2007 | D E Shaw | Principle Analyst in the Strategy Team |
| Krishna Chaitanya Bellamkonda | 2006 | IDBI Bank | AGM |
| M. Phani Bhushan | 2012 | Pramapi Tech | Business Analyst |
| Sushant Chandra | 2010 | Own Business | Founder |
| Sumant Shayan | 2010 | DewPond | Manager -Process Excellence |
| Sumit Jain | 2009 | Accenture | AVP |
| S Anser | 2010 | Cognizant | Associate Director |
| Atul Nagar | 2010 | Deloitte Consulting India Pvt. Ltd | Manager |
| Rahul Sharma | 2006 | RS Enterprises | Founder and Managing Partner |
| Gautam Modi | 2009 | Verity | Senior Manager |
| Hari Annamaraju | 2012 | Nowfloats | Assistant Manager Strategy and Analytics |
| praveen Agarwal | 2009 | Google | Senior program manager |
| Shashank | 2008 | First Impression Training Solutions pvt ltd | CEO |
| Najeeb Sheikh | 2010 | Wipro tech | HR Business Partner |
| Sheetal Chawla | 2010 | Shriram Life Insurance Co. Pvt. Ltd | Manager-Operations |
| Sanjay Myadala | 2002 | Deloitte Tax Services | Senior Manager |
| KBS Kumar | 2005 | ITC | Managing Partner |
| Bharat Mohan | 1998 | NISG Consulting Org | General Manager |
| Praveen Pantula | 2008 | | |
| Abhishek De | 2007 | Browserstack | Director & Global Head of Recruiting |
| Abishek Vijayakumar | 2010 | Standard chartered global services | Associate Manager-HR Ops |
| Alok Ranjan | 2010 | Boston Consultants | Marketing Content Lead |
| Amir Yazdan Qaiser | 2010 | EWC | Senior Manager |
| Amit Kumar Shaw | 2010 | Genpact | Process Developer |
| Vikram Israni | 2008 | vertusa corp | Manager of Corporate Strategy |
| Rohit Jasoo | 2012 | Delloite | Manager |

Table 45: Resource Persons for Mock GD-PI Sessions

| Name | Batch | Organisation | Designation |
|-----------------------------|-------|------------------|-----------------------------|
| Challa Maruthy Subrahmanyam | 1997 | Exedail Pvt Ltd. | CEO |
| Komal Sinha | 2006 | RePurpose Global | Head of Impact |
| Sumant Shyan | 2010 | DuPont | Manager -Process Excellence |

Table 45: Resource Persons for Mock GD-PI Sessions

| Name | Batch | Organisation | Designation |
|-------------------|-------|------------------------------------|---|
| Ankit Sureka | 2007 | Genpact | Senior Assistant Manager - Commercial Lending |
| Puja Jalan | 2009 | Care Ratings | Associate director |
| Nirvik Mitter | 2013 | Popcorn Apps | Manager Business Development and Global Markets |
| Talisha Mehra | 2015 | System India Rapid Private Limited | General Manager and Credit Liason |
| Pulla Reddy Botta | 2008 | Aditya Birla Group | Regional Head Business Development |

2. CONFLUX:

The Panel Discussion was held on the topic "The Future of Work". The virtual event was organized on November 08, 2020.

The erudite panel members (Table 46) comprised of the following alumni.

Table 46: Resource Persons for CONFLUX

| Name | Batch | Company | Designation |
|------------------|-------|----------------------------|--|
| Sandeep Mishra | 2004 | Mishra Consulting | CEO |
| Raja Satish | 2010 | Turito | Senior Marketing Communications Specialist |
| Shashank Malpani | 2008 | First Impressions Training | CEO & Founder |
| Chandan Sengupta | 2002 | Colruyt Group | Associate Technical Consultant |

Prof. Shailendra Bisht was the moderator for the panel discussion. It was attended by 200 students.

Guest Lectures

A. Future of HR Amid Pandemic

Club Convergence, the HR Club, coordinated and successfully organized the lecture on April 25, 2020. In today's competitive hiring market, employers face a steep challenge when it comes to finding candidates with the right combination of skills and experience and this challenge has become even more difficult due to the pandemic. So, to inspire our students and make them aware of the future of HR and how HR plays a crucial role to bring stability, ARC collaborated with Club Convergence and hosted a webinar with Mr. Abhishek De (2007 batch, IBS) where key factors that contributed to job performance were explored. Mr. Abhishek De is a Director and Global Head of Talent Acquisition at BrowserStack.

B. How to Separate Wheat from Chaff: A Stock Market Perspective

The internet is a mixed blessing. Never before have we been able to access as much information so easily and quickly as it is now available. The problem is, there's too much of it, and most of it is either not worth paying attention to or may be positively harmful. Financial markets and investing are a classic example. Sentiments change along with the prices. So do economic conditions that affect further change. At such times, guidance from experts who closely monitor the market can be very helpful. So, to help the students, ARC conducted a webinar by Mr. Vikas Agarwala (Batch 2003), Senior Vice President at Howden Insurance Brokers India Pvt. Ltd. The event was hosted by Club MMC & FinStreet on May 24, 2020.

C. Unlocking the Real MBA : June 26, 2020

The pandemic has come like a storm in the lives of people and disrupted what one calls the normal. Its times like these that make people to grasp for the silver lining and that's what we must cling on to. As the world has been brought to a standstill, there are several questions, confusions in all our minds regarding our academic future, placements, the future of the economy, the country, and most importantly how to navigate through the unexpected turn that has come in our MBA journey. Mr. Rahul Jain (Batch 2008), Managing Director, Living Life has delivered a power packed session on 'Unlocking the real MBA' for the benefit of students.



11. Funded Research

External Funding Applied

During the academic year 2020-21, faculty members of IFHE applied for 11 externally funded projects for which the approval is awaited. The details are presented in Table 47.

Table 47: Proposals Submitted for External Funding

| S. No. | Faculty Name | Sanctioning Agency/Board | Project Title | Date | Proposed Cost |
|--------|-----------------------------|---|---|-------------|---------------|
| 1. | Dr. Gouri Sankhar Brahma | Department of Science & Technology | Removal of heavy metals, mainly Chromium (VI) from seepage water of chromite mines as well as tanning industrial wastewater and convert it into Cr(III) | 30.10.2020 | 2583600 |
| 2. | Dr. Soumita Ghosh | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Situational awareness analysis for the national grid and a Bayesian network-based decision making tool for the grid operators | 30-Dec-2020 | 2696600 |
| 3. | Dr. Barla Madhavi | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Experimental and Numerical Investigations on Weldability and Weldment Quality of Advanced High Strength Steels (AHSS) using Frictions Stir Welding (FSW) and Hybrid Welding (FSW + Arc) | 11-01-2021 | 10703000 |
| 4. | Dr. Shubhro | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Memristor for deep learning and spiking neurons for coming neuromorphic and bio-inspired applications | 24-Feb-2021 | 3223900 |
| 5. | Dr. Rajesh Kumar Jha | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Investigation of Negative Capacitance and Memory Parameters in 2D Van Der Waals heterostructure based Ferroelectric Materials for next generation logic-in memory fields effect transistors | 26-Feb-2021 | 3000000 |
| 6. | Dr. Padavala Akhendra Kumar | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Reconfigurable Metamaterial Inspired On-Chip Antenna for 5G Communication System | 01-Mar-2021 | 1888000 |
| 7. | Dr. G Nagaraju | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Dusty fluid flow generated due to motion of cylinders with industrial applications | 01-Mar-2021 | 750000 |
| 8. | Dr. Rakesh Reddy T | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Hilbert Functions of Syzygy Modules Over Complete Intersections | 01-Mar-2021 | 360000 |
| 9. | Dr. Kesetti Ramesh | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Numerical Analysis of entropy generation of convective non-Newtonian nanofluid flows | 01-Mar-2021 | 1284000 |
| 10. | Dr. Theegala Divya | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Development of an inter-atomic potential model to realize the Flow Accelerated Corrosion phenomenon in pipes of Indian Nuclear Power Plants | 01-Mar-2021 | 2436158 |
| 11. | Dr. A Manmadha Chary | Science and Engineering Research Board (SERB), Department of Science & Technology, Govt. of India. | Preparation of Biodegradable Alloys for Patient Specific Implants and Scaffolds | 12-03-2021 | 2795500 |

Seed Money Projects

During the academic year 2020-21, 12 seed money projects were approved and awarded. The details are presented in Table 48.

Table 48: Seed Money Sanctioned During the Period 2020-21

| Sl. No | Title of the Project | Principal Investigator | Amount (in ₹) |
|--------|--|---|----------------|
| 1 | Fabrication, Characterization and Tribological analysis of Hybrid Polymer Composites | Dr. Pravat Ranjan Pati | 201025 |
| 2 | Marketing Feasibility Study of` Commercial Grade 'Mahua' Products | Dr. Surjit Kumar Kar | 200000 |
| 3 | Changing Characteristics of Manufacturing Enterprises in Informal Sector in India with a Special Focus on Enterprises Established by SCs/STs | Dr. Sushanta Kumar Mahapatra | 200000 |
| 4 | Investigating the Medical Supply Chain using Blockchain Technology for easing the process and creating trust between stakeholders and consumers | Dr. Sandeep Kumar Panda | 200000 |
| 5 | A Novel approach for reducing frauds and time delay in Land registry system using Blockchain. | Dr. Sandeep Kumar Panda, Prof. K. Varaprasad Rao | 200000 |
| 6 | Performance Evaluation of a Domestic Refrigerator with Al2O3, TiO2 and ZnO Nanoparticles suspended in an R290/R600a (64/36%Wt) Refrigerant Mixture | Mr. D.V. Raghunatha Reddy, Dr. P. BHARAMARA | 200000 |
| 7 | Sponsors vs. Partners in Concurrent Sponsorship: Who gains in terms of Customer Based Brand Equity? | Dr. Anish Yousaf, Dr. Abhishek Mishra, Dr. Anil Gupta, Jason Doyle | 200000 |
| 8 | Modeling Indian Spot Electricity Prices: A revisit | Dr. Girish G P | 150000 |
| 9 | Enhancing Healthcare Utilization through Technology Driven Self-Care Interventions in India | Dr. Sanjay Fuloria, Dr. Vishal Mishra | 200000 |
| 10 | Determinants of Continued Usage of digital payments by merchants of unorganized sector in an emerging market | Dr. Ankur Srivastava, Dr. Nripendra Rana | 230000 |
| 11 | A Predictive Diagnostic System for Psychological Disorder individuals | Dr. P. Pavan Kumar, Dr. SACHI NANDAN MOHANTY | 200000 |
| 12 | Antecedents and Consequences of Patients' Trust: A Medical Tourism Perspective | Dr. Musarrat Shaheen, Farrah Zeba, Mahesh Kumar Soma, Mushtaque Hussain | 190000 |
| | | Total | 2371025 |



12. Consultancy

The Center for Management Development (CMD) is primarily involved in offering training to executives from industry and academia from various institutes and universities on contemporary topics in different areas. These programs are being offered as Management Development Programs (MDPs). MDPs are meant for practicing managers and FDPs for academicians. Both these programs are offered as open and in-company programs. Open programs are for participants from any organization while in-company programs are for specific organizations and are conducted on a special request from the respective organizations.

This year CMD conducted 6 MDPs, totaling to 440 participant days. We have added SRM, Kerala Government Employees, Kerala Institute of Local Administration to our list of clients this year. The details of the programs are presented in Table 49.

Table 49: Management Development Programs

| Sl. No. | Duration | Title of program | Coordinator / Lead Faculty member | Category | No. of Participants | Days | Participant Days |
|--------------|-------------------|---|--|---|---------------------|-------------|------------------|
| 1 | Aug 07 - 08, 2020 | Using data to generate Insights: R and Python Programming | Dr. Sanjay Fuloria | Open Program | 20 | 2 | 40 |
| 2 | Aug 17, 2020 | Content and Thematic analysis of Field Data | Dr. Mussarat Shaheen | Open Program | 35 | 1 | 35 |
| 3 | Sep 27, 2020 | Learn what, when and why of Ethnography | Dr. Mussarat Shaheen | Open Program | 25 | 1 | 25 |
| 4 | Jan 19 – 22, 2021 | Green Financing and InVIT | Prof. D. Satish | Online MDP for senior railways employees | 40 | 4 | 160 |
| 5 | Jan 21 – 22, 2021 | Agri- Business marketing Skills | Prof. Chethana Krishna and Prof. D. Satish | Senior Plantation Managers of ITC | 30 | 1.5 | 45 |
| 6 | Feb 08 – 10, 2021 | Leadership and Business Acumen | Prof. Ashok Kumar and Prof. D. Satish | Senior executives of Rastriya Chemicals and fertilizers Limited | 45 | 3 | 135 |
| Total | | | | | 195 | 12.5 | 440 |



13. Faculty and Staff Development

ICFAI Staff College

The ICFAI Staff College (ISC) conducted several faculty and staff development programs for capacity building in the University. A total of 120 Faculty Development Programs, Staff Development Programs and Staff Welfare Programs were conducted during the year. The training programs covered a variety of contemporary topics.

5-day Online FDP on Design Thinking sponsored by the ATAL Academy, AICTE

The ICFAI Staff College successfully conducted a 5-day Faculty Development Program on Design Thinking approved by the AICTE Training and Learning (ATAL) Academy, AICTE. The sponsor ATAL Academy funded the FDP to the tune of Rs.93,000/- . The FDP conducted during January 5-9, 2021 was attended by 141 participants out of the 200 registered. The participants represented 22 different states from Jammu to Kerala, and Gujarat to Mizoram. Around 10 percent of the participants are from industry. Their experience of participants ranged from one year to forty years. They are from diverse educational backgrounds such as engineering, management, pharmacology, architecture, law, commerce, etc. The resource persons were practitioners of design thinking. Dr. M. Bhaskara Rao was the Program Coordinator for this FDP.

Partial list of successful FDPs is presented in Table 50.

Table 50: Faculty Development Programs

| Sl. No. | Date | Program | Resource Person(s) | No. of participants | Training Hours |
|---------|-----------|---|--|---------------------|----------------|
| 1 | 09-Sep-20 | Seed Money Project Proposals | Prof. J. Mahender Reddy; Prof. V. Nagi Reddy; Prof. Bhanoji Ro & Prof. K. Pratap Reddy | 94 | 141 |
| 2 | 15-Oct-20 | The Art of Publishing Papers in High Quality Journals | Prof. Satish Kumar, Prof. Vaibhav Shekhar | 88 | 132 |
| 3 | 16-Oct-20 | The Case Method | Prof. Debapratim Purkayastha | 43 | 64.5 |
| 4 | 16-Oct-20 | The Art of Online Teaching | Prof. Shailendra Singh Bisht | 50 | 75 |
| 5 | 17-Oct-20 | Intellectual Property Rights | Prof. A V Narasimha Rao | 23 | 34.5 |
| 6 | 18-Oct-20 | Classroom Management | Prof. Venugopal Rao | 33 | 33 |
| 7 | 18-Oct-20 | Management Games | Prof. Sanjay Fuloria, Prof Rishi Dwesar | 21 | 24.15 |
| 8 | 19-Oct-20 | POSH Act | Madhuri Irene | 13 | 19.5 |
| 9 | 19-Oct-20 | The M Factor | Joel S. Godi | 16 | 24 |
| 10 | 20-Oct-20 | Choosing a Right Journal | Dr. Manish Gupta | 42 | 63 |
| 11 | 27-Oct-20 | Stess Management & Relaxation Techniques | Prof. Mahesh Kumar Soma | 12 | 12 |
| 12 | 31-Oct-20 | Office Etiquettes | Prof. Chethana Krishna | 8 | 8 |
| 13 | 12-Nov-20 | Plagiarism: Prevention for Success in Publications | Prof. A V Narasimha Rao | 26 | 39 |
| 14 | 16-Nov-20 | Webinar on Implementation of National Education Policy 2020 | Prof. R. Natrajan; Prof. R. P. Kaushik | 220 | 330 |
| 15 | 18-Nov-20 | Using smartboard for effective teaching | LG Technical Team | 50 | 75 |
| 16 | 18-Nov-20 | Using smartboard for effective teaching | LG Technical Team | 58 | 87 |
| 17 | 18-Nov-20 | Using smartboard for effective teaching | LG Technical Team | 49 | 73.5 |
| 18 | 19-Nov-20 | The Art of Successful Case Writing | Prof. Debapratim Purkayastha | 58 | 87 |
| 19 | 21-Nov-20 | Intellectual Property as Game Changer: Patents | Dr. S. V. Damodar Reddy | 21 | 31.5 |
| 20 | 26-Nov-20 | Seminar on Health, Hygiene and Happiness | Dr. Suneetha Rajesham, Dr. Anisha Memdani, Dr. Azim Memdani, Dr. V. Padmavathi | 70 | 105 |
| 21 | 16-Dec-20 | Resilient Teaching | Dr. Rebecca Quintana, University of Michigan | | |

14. Eminent Visitors and Guest Lectures

Table 51: Eminent Visitors to IFHE

| Sl. No. | Date | Name | Organization | Designation | Topic |
|---------|------------|----------------------|---|----------------------------------|--|
| 1 | 20-8-2020 | Mr. Fumiko Takeda | University of Tokyo | Associate professor | Economic system of Japan |
| 2 | 8-10-2020 | Prof. S Mahendra Dev | Indira Gandhi Institute of development Research | Director & Vice Chancellor | Economy, Finance, Well Being and some issues in Research Methodology |
| 3 | 8-10-2020 | Dr. C. Rangarajan | IFHE, Hyderabad | Chancellor | Inaugural Address |
| 4 | 16-11-2020 | Prof. R. Natarajan | All India Council for Technical Education IIT Madras | Former Chairman, Former Director | Implementation of National Education Policy, 2020 |
| 5 | 16-11-2020 | Prof. R. P. Kaushik | Former Ambassador of India to Turkmenistan Former Member and Former Professor | UGC JNU, New Delhi | Implementation of National Education Policy, 2020 |
| 6 | 5-1-2021 | Mr. Ravi Kant | Chief Executive Officer & Founder | Innovation Spark Asia | Design Thinking |

Faculty of Management

Table 52: Guest Lectures Organized by Departments

| Sl. No | Date | Name | Designation | Organization | Topic |
|---------------------------|------------|---------------------------|---|-------------------------------------|---|
| Economics | | | | | |
| 1 | 10-09-2020 | Dr. Sibani Prasad Sarangi | CRISIL Ltd., Mumbai | Lead Analyst Manager | Economics and Real World |
| 2 | 11-09-2020 | Mr. Rindo Sunny | SAP Consulting | Functional consultant | Career in Industry: Skill Requirements |
| 3 | 12-09-2020 | Mr. Amarnath K | Corporate Business Unit, Karur Vysya Bank, Chennai | Credit Analyst (Manager) | Changing Landscape of Banking Industry in India |
| 4 | 12-09-2020 | Mr. Yash Giridhar | Royal Bank of Scotland | Associate Vice-President | Success Mantra |
| HR and Soft Skills | | | | | |
| 5 | 01-08-2020 | Mr. Dolon Gupta | Freelance Business Communication & Intercultural Competence Trainer | Freelancer, Kolkata, India | Intercultural Comperence |
| 6 | 23-01-2020 | Mr. Bhaskar Shukla | Lead Business Analyst | Trianz Holdings, Hyderabad | "Role of Cross Cultural Communication in Career Management" |
| 7 | 28-01-2020 | Ms. Amtul Ali Lubna | VP Operations | Raytex IT Services, Hyderabad | "Role of Cross Cultural Communication in Career Management" |
| 8 | 30-01-2020 | Mr. Nishath Osmani | Director | KPMG | Agile HR Practices in New World' |
| 9 | 03-10-2020 | Dr. Hory Shanker Mukerjee | Principal-Education, Training & Assessment | Infosys, Hyd | Industry Expectations on How to Prepare for Placements |
| 10 | 4-11-2020 | Mr. Rajat Bhatia | VP & Head - People & Culture | Fareportal | Design thinking in HRM |
| 11 | 6-11-2020 | Dr. Ajit Kar | In-charge (L&D) | Indian Metals and Ferro Alloys Ltd. | Gamification in HRM |
| 12 | 23-06-2020 | Mr. V. Muralidhar | Senior Director, Operations & Service Delivery | Teleperformance | Group Discussion Evaluation |
| 13 | 07-08-2020 | Mr. Lalitha Murthy | Freelance Business Communication & Intercultural Competence Trainer | Freelancer, Bengaluru, India | Clarity and tone in business writing |
| 14 | 07-09-2020 | Ms. Padma | Head (HR), | Optum Global Solutions | 'Agile HR Practices in New Normal' |
| 15 | 07-11-2020 | Mr. Arun Rao | Chief People Officer | Birlasoft | Building an Agile and Strategic HR Function |
| 16 | 18-07-2020 | Mr. Rushabh Trivedi | Research Scholar | University of Hyderabad | Providing citations to avoid plagiarism |
| 17 | 29-07-2020 | Ms. Priyanka | Strategic HR leader and Business partnering professional | Independent Consultant | Competency Mapping & Assessment |

Table 52: Guest Lectures Organized by Departments

| Sl. No | Date | Name | Designation | Organization | Topic |
|---------------|-------------|--------------------------|---|---|--|
| 18 | 29-07-2020 | Mr. Nishath Osmani | Director | KPMG | Agile HR Practices in New World' |
| 19 | 28-08-2020 | Mr. Rajorshi Ganguly | President &Global HR Head | Alkem Laboratories, Mumbai | A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality |
| 20 | 08-07-2020 | Dr. Yuliya Shtalovna | Freelance Faculty, Germany | Freelancer, Germany | Soft skills for management students |
| 21 | 16-08-2020 | Mr. Kirsten Waechter | Freelance Business Communication & Intercultural Competence Trainer | Freelancer, Germany | Business Report Writing |
| 22 | 22-08-2020 | Mr. Najeeb Sheikh | HR Business Partner | WIPRO Infotech | Employability Skills and Pre-Placement Training session |
| 23 | 23-08-2020 | Mr. LVVSN Murthy | Sr. Manager HR BDL | Bharat Dynamics Limited | Employability Skills and Pre-Placement Training session |
| 24 | 23-08-2020 | Mr Pradeep Kumar Bonda | Director | People Success Team, Altruista Health Inc | Employability Skills and Pre-Placement Training session |
| 25 | 23-08-2020 | Ms. Aparna Reddy | Director, HR , | Therapiva Pharma Ltd | Employability Skills and Pre-Placement Training session |
| 26 | 23-08-2020 | Ms. Swarna Reddy | Director, HR and Strategy | Mouri Tech | Employability Skills and Pre-Placement Training session |
| 27 | 23-08-2020 | Ms. Sakshi Jain | Associate HR Hiring Division | INFOSYS | Employability Skills and Pre-Placement Training session |
| 28 | 23-08-2020 | Mr. Pranav Dwesar | Head of Human Resources | Utkarsh Small Finance Bank | Employability Skills and Pre-Placement Training session |
| 29 | 23-08-2020 | Mr. Bhargavi Priya | Manager HR | Sigachi industries ltd | Employability Skills and Pre-Placement Training session |
| 30 | 23-08-2020 | Mr. Satyanarayana | Head HR | Cronus Pharma | Employability Skills"and Pre-Placement Training session |
| 31 | 23-08-2020 | Ms. Archana Naidu | Head HR | Srinivasa Farms | Employability Skills and Pre-Placement Training session |
| 32 | 23-08-2020 | Ms. Priyanka | Strategic HR leader and Business partnering professional | Independent Consultant | Employability Skills and Pre-Placement Training Session |
| 33 | 28-08-2020 | Dr. N. Mallikharjuna Rao | Head of HR – API & OSD India Operations | Mylan Laboratories Ltd, Hyderabad | A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality |
| 34 | 28-08-2020 | Mr. Suresh Samudrala | Associate Vice President, HR | Tech Mahindra | A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality |
| 35 | 28-08-2020 | Prof. K. Prathap Reddy | Former Director, IRMA, Visiting Professor | ICFAI Business School, Hyderabad | A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality |
| 36 | 28-08-2020 | Ms. Sangeeta Menon | Publishing Relationship Manager | Emerald Publishing | Emerging Trends, Practices and Concerns In HRM |
| 37 | 28-08-2020 | Ms. Neeru Mehta | VP - People Development & Learning, Head of Human Resources | GlobalLogic India | Emerging Trends, Practices and Concerns In HRM |
| 38 | 29-08-2020 | Ms. Inna Koblents | Faculty | University for foreigners Dante Alighieri, Reggio Calabria, Italy | Creativity and critical thinking |
| 39 | 29-08-2020 | Mr. Rahul Kalia | Digital Solution Expert | McGraw Hill – India | Virtual Classrooms: Assisting Faculty Members in Students Learning |
| 40 | 29-08-2020 | Mr. Arish Ali | CEO | Neurofy eServices Private Limited | HR Analytics: Employee Attrition Analysis using Python |
| 41 | 19-09-2020 | Dr. Gaurav Kumar | Assistant Professor | Jawaharlal Nehru University, Delhi | Learning foreign languages to enhance employability skills |
| 42 | 23-09-2020 | Dr. Suresh | Senior VP | Autobindo Pharma | Industrial Disputes Resolution and Discipline |

Table 52: Guest Lectures Organized by Departments

| Sl. No | Date | Name | Designation | Organization | Topic |
|--------|------------|--------------------------------|--|---------------------------------------|---|
| 43 | 28-06-2020 | Mr. Venugopal Reddy Kandimalla | Senior VP and Global Head, Healthcare & Life Science | Tech Mahindra, Hyderabad | Role of Cross Cultural Communication in Career Management" |
| 44 | 28-10-2020 | Mr. Jaideep Agarwal | Managing Director | Goldman Sachs | Technology in HR |
| 45 | 29-10-2020 | Mr. Nishat Osmani | Director | KPMG | Automation of Work Activities & Training". |
| 46 | 30-10-2020 | Mr. CR Rao | Senior Director -Employee Success, HR, | Regalix | HR Practices using Agile and scrum models |
| 47 | 31-10-2020 | Mr. Prabhakar Pandey | Solution Design Expert - People Analytics, | Novartis | HRIS, HRBI and Solutions Design for HR |
| 48 | 11-11-2020 | Mr. Emmanuel Gosula | Senior Resource Development Manager | EPAM Systems | IOT in HRM |
| 49 | 23-11-2020 | Ms. Rupali Nandamuri | Independent consultant | HR professional in various industries | AI and Blockchain Technology in HR |
| 50 | 08-12-2020 | Mr. Raja Satish | Senior Communications Specialist | Genpact | Corporate Communication: a dynamic career option to pursue |
| 51 | 12-09-2020 | Mr. Oksana Hera | Freelance Business Communication Trainer | Freelancer, Ukraine | Email and chat communication for international teams |
| 52 | 12-09-2020 | Ms. Nishath Osmani | Director | KPMG | Agile HR Practices in New World' |
| 53 | 12-11-2020 | Ms. Rajalakshmi Shivanand | Senior Director-Human Resources | Model N | Changing face of HR in Gig Economy |
| 54 | 23-01-2021 | Mr. Christian Hoferle | President & CEO | The Cultural Mastery, USA | Mastering Intercultural Competence |
| 55 | 23-01-2021 | Ms. Rupali Nandamuri | Independent consultant | HR professional in various industries | Technology and AI in organizations |
| 56 | 13-02-2021 | Dr. George Simons | Creator & Editor in Chief | Diversophy, France | There is a crack in everything: How new research affects cultural competence? |
| 57 | 06-02-2021 | Dr. Yuliya Shtaltovna | Freelance Faculty, Germany | Freelancer, Germany | Cultural paradigms and Intercultural Communication |
| 58 | 11-01-2021 | Mr. Anindita Sinha | Head, Corporate Communication | L&T Metro Rail, Hyderabad | Corporate Communication: a dynamic career option to pursue |

Marketing and Strategy

| | | | | | |
|----|------------|----------------------|--------------------------------------|--|--|
| 59 | 21-08-2020 | Mr. Ankit Kumar | Tech Mahindra | Senior Software Engineer | Employability Skills: Pre-Placement Training session |
| 60 | 21-08-2020 | Ms. Swati Ojha | ZOHO | Product Manager | Employability Skills: Pre-Placement Training session |
| 61 | 21-08-2020 | Mr. Sikandar Koke | GE Healthcare, Blore | FP&A Operations Manager | Employability Skills: Pre-Placement Training session |
| 62 | 21-08-2020 | Mr. Subhasish Muduli | Wells Fargo, Hyd | Business System Consultant | Employability Skills: Pre-Placement Training session |
| 63 | 21-08-2020 | Mr. Bhaskar Rajhans | Vishakha Industries Ltd.,Delhi | Business Head-North India | Employability Skills: Pre-Placement Training session |
| 64 | 21-08-2020 | Mr. Om Puran | solutus middle east | Regional field marketing manager | Employability Skills: Pre-Placement Training session |
| 65 | 21-08-2020 | Mr. Ashish Singh | Minton Consulting Pvt Ltd | COO | Employability Skills: Pre-Placement Training session |
| 66 | 21-08-2020 | Mr. Balaji Chaitanya | Jindal Stainless Steel Ltd | Manager Sales (AP & Telangana) | Employability Skills: Pre-Placement Training session |
| 67 | 21-08-2020 | Mr. Ravish | Reliance Digital | Regional Manager South - Merchandising | Employability Skills: Pre-Placement Training session |
| 68 | 22-08-2020 | Mr. Bipin Dutta | BBSR Stock Exchange,Bbsr | Manager-Corp. Affairs | Employability Skills: Pre-Placement Training session |
| 69 | 22-08-2020 | Nagarjuna P | Hindustan Petroleum Corporation Ltd. | Area Sales Manager | Employability Skills: Pre-Placement Training session |
| 70 | 22-08-2020 | Mr. Taranpreet Singh | HDFC | SENIOR manager | Employability Skills: Pre-Placement Training session |

Table 52: Guest Lectures Organized by Departments

| Sl. No | Date | Name | Designation | Organization | Topic |
|---------------|-------------|--------------------------|--|--|---|
| 71 | 22-08-2020 | Mr. Varun Malik | Reebok. (Adidas Group) | Head of Omni Channel Marketing and Consumer Experience | Employability Skills: Pre-Placement Training session |
| 72 | 22-08-2020 | Mr. Hemant Singh | ICICI Bank Ltd. | Chief Manager | Employability Skills: Pre-Placement Training session |
| 73 | 22-08-2020 | Mr. Ankit Kumar | Tech Mahindra | Senior Software Engineer | Employability Skills: Pre-Placement Training session |
| 74 | 22-08-2020 | Ms. Swati Ojha | ZOHO | Product Manager | Employability Skills: Pre-Placement Training session |
| 75 | 22-08-2020 | Mr. Subhasish Muduli | Wells Fargo, Hyd | Business System Consultant | Employability Skills: Pre-Placement Training session |
| 76 | 22-08-2020 | Mr. Bhaskar Rajhans | Vishakha Industries Ltd.,Delhi | Business Head-North India | Employability Skills: Pre-Placement Training session |
| 77 | 22-08-2020 | Mr. Om Puran | solitus middle east | Regional field marketing manager | Employability Skills: Pre-Placement Training session |
| 78 | 22-08-2020 | Mr. Ashish Singh | Minton Consulting Pvt Ltd | COO | Employability Skills: Pre-Placement Training session |
| 79 | 22-08-2020 | Mr. Sikandar Koke | GE Healthcare, Blore | FP&A Operations Manager | Employability Skills: Pre-Placement Training session |
| 80 | 22-08-2020 | Mr. Manoj Kumar Moharana | NIC Ltd., Cuttack | Dy. Manager-Finance | Employability Skills: Pre-Placement Training session |
| 81 | 22-08-2020 | Mr. Balaji Chaitanya | Jindal Stainless Steel Ltd | Manager Sales(AP & Telangana | Employability Skills: Pre-Placement Training session |
| 82 | 23-08-2020 | Mr. Bipin Dutta | BBSR Stock Exchange,Bbsr | Manager-Corp. Affairs | Employability Skills: Pre-Placement Training session |
| 83 | 23-08-2020 | Mr. Ashutosh Chaudhury | Kantar Operations, Kochi, Kerala | Office Head-DA | Employability Skills: Pre-Placement Training session |
| 84 | 23-08-2020 | Mr. Debasmita Dey | Le Meridien, Mahabaleswar | HR Manager | Employability Skills: Pre-Placement Training session |
| 85 | 23-08-2020 | Mr. Swetank Choudhary | BHEL, Hyd | JE-HR | Employability Skills: Pre-Placement Training session |
| 86 | 23-08-2020 | Ms. Tulika Pandit | Illuminated Ideas, B'llore | CEO | Employability Skills: Pre-Placement Training session |
| 87 | 23-08-2020 | Mr. Badal Rath | Webinar Planet,Faridabad | Product Manager | Employability Skills: Pre-Placement Training session |
| 88 | 23-08-2020 | Mr. Biswagourav Mohanty | Aditya Birla Health Insurance, Bhubaneswar | Branch Manager | Employability Skills: Pre-Placement Training session |
| 89 | 23-08-2020 | Mr. Nagarjuna P | Hindustan Petroleum Corporation Ltd. | Area Sales Manager | Employability Skills: Pre-Placement Training session |
| 90 | 23-08-2020 | Mr. Farhan Ahmed | Infosys | Senior Technology Analyst | Employability Skills: Pre-Placement Training session |
| 91 | 23-08-2020 | Mr. Taranpreet Singh | HDFC | Senior manager | Employability Skills: Pre-Placement Training session |
| 92 | 23-08-2020 | Varun Malik | Reebok. (Adidas Group) | Head of Omni Channel Marketing and Consumer Experience | Employability Skills: Pre-Placement Training session |
| 93 | 23-08-2020 | Hemant Singh | ICICI Bank Ltd. | Chief Manager | Employability Skills: Pre-Placement Training session |
| 94 | 23-08-2020 | Ankit Kumar | Tech Mahindra | Senior Software Engineer | Employability Skills: Pre-Placement Training session |
| 95 | 23-08-2020 | Sumitro Mukherjee | TCS | Lead, Strategy & Planning | Employability Skills: Pre-Placement Training session |
| 96 | 23-08-2020 | Soumyadeep Ghosh | ExxonMobil | Distributor Business Consultant | Employability Skills: Pre-Placement Training session |
| 97 | 23-08-2020 | Ambuj Singh | Wipro Consumer Care | Zonal Manager | Employability Skills: Pre-Placement Training session |
| 98 | 23-08-2020 | Rakhi | ITC Patna | Unit HR | Employability Skills: Pre-Placement Training session |

Table 52: Guest Lectures Organized by Departments

| Sl. No | Date | Name | Designation | Organization | Topic |
|--------|------------|---------------------------|--------------------------------------|--|--|
| 99 | 23-08-2020 | Pratibha Chhaya | Piramal | Vice President and Business Head | Employability Skills: Pre-Placement Training session |
| 100 | 23-08-2020 | Mr Animesh Padhi | Kelloggs | ASM | Employability Skills: Pre-Placement Training session |
| 101 | 23-08-2020 | Mr Om Puran | solutus middle east | Regional field marketing manager | Employability Skills: Pre-Placement Training session |
| 102 | 23-08-2020 | Mr.Ashish Singh | Minton Consulting Pvt Ltd | COO | Employability Skills: Pre-Placement Training session |
| 103 | 23-08-2020 | Ms. Any Ayyar | Religiate Interactive | CEO | Employability Skills: Pre-Placement Training session |
| 104 | 23-08-2020 | Mr. Balaji Chaitanya | Jindal Stainless Steel Ltd | Manager Sales (AP & Telangana) | Employability Skills: Pre-Placement Training session |
| 105 | 30-08-2020 | Mr. Ashutosh Chaudhury | Kantar Operations, Kochi, Kerala | Office Head-DA | Employability Skills: Pre-Placement Training session |
| 106 | 30-08-2020 | Ms. Debasmita Dey | Le Meridien, Mahabaleswar | HR Manager | Employability Skills: Pre-Placement Training session |
| 107 | 30-08-2020 | Ms. Tulika Pandit | Illuminated Ideas, B'lore | CEO | Employability Skills: Pre-Placement Training session |
| 108 | 30-08-2020 | Mr. Nagarjuna P | Hindustan Petroleum Corporation Ltd. | Area Sales Manager | Employability Skills: Pre-Placement Training session |
| 109 | 30-08-2020 | Mr. Farhan Ahmed | INFOSYS | Senior Technology Analyst | Employability Skills: Pre-Placement Training session |
| 110 | 30-08-2020 | Mr. Taranpreet Singh | HDFC | SENIOR manager | Employability Skills: Pre-Placement Training session |
| 111 | 30-08-2020 | Mr. Varun Malik | Reebok. (Adidas Group) | Head of Omni Channel Marketing and Consumer Experience | Employability Skills: Pre-Placement Training session |
| 112 | 30-08-2020 | Mr. Hemant Singh | ICICI Bank Ltd. | Chief Manager | Employability Skills: Pre-Placement Training session |
| 113 | 30-08-2020 | Mr. Sumitro Mukherjee | TCS | Lead, Strategy & Planning | Employability Skills: Pre-Placement Training session |
| 114 | 30-08-2020 | Mr. Ambuj Singh | Wipro Consumer Care | Zonal Manager | Employability Skills: Pre-Placement Training session |
| 115 | 30-08-2020 | Mr. Pratibha Chhaya | Piramal | Vice President and Business Head | Employability Skills: Pre-Placement Training session |
| 116 | 30-08-2020 | Mr. Animesh Padhi | Kelloggs | ASM | Employability Skills: Pre-Placement Training session |
| 117 | 30-08-2020 | Ms. Any Ayyar | Religiate Interactive | CEO | Employability Skills: Pre-Placement Training session |
| 118 | 10-11-2020 | Mr. Sayan Goswami | Zonal Sales Head | Captiva Energy Solutions Pvt Ltd | Employability Skills: Pre-Placement Training session |
| 119 | 11-11-2020 | Mr. Sandesh Satyanarayana | AVP Business Alliances | Logic Serv | Employability Skills: Pre-Placement Training session |
| 120 | 13-11-2020 | Mr. Mayur Lakudkar | Search Specialist | Google | Employability Skills: Pre-Placement Training session |
| 121 | 13-11-2020 | Dr. Mridula Mishra | IPSOF Research | Director - Research (India) | Employability Skills: Pre-Placement Training session |
| 122 | 20-11-2020 | Ms. Parul Pandey | H2O.ai | Data Scientist and Evangelist | Employability Skills: Pre-Placement Training session |
| 123 | 21-11-2020 | Mr. Sashwat S. Bannick | Senior Business Consultant, | Capgemini | Employability Skills: Pre-Placement Training session |

Operations and IT

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|-----|------------|---------------------------|---|----------------------------|--|
| 124 | 01-08-2020 | Ms. Dolon Gupta | Freelance Business Communication & Intercultural Competence Trainer | Freelancer, Kolkata, India | Intercultural Competence |
| 125 | 03-10-2020 | Dr. Hory Shankar Mukerjee | Principal Education Training | Infosys, Bhubaneswar | Industry Expectations, How to prepare for Placements |
| 126 | 28-07-2020 | Dr. Ashutosh Chaudhury | Field Operations-Head | Kantar, Kochi, Kerala | Introduction to Data Collection in Market Research |

Table 52: Guest Lectures Organized by Departments

| Sl. No | Date | Name | Designation | Organization | Topic |
|---------------|--------------------------|--------------------------|--|---|--|
| I27 | 07-08-2020 | Ms. Lalitha Murthy | Freelance Business Communication & Intercultural Competence Trainer | Freelancer, Bengaluru, India | Clarity and tone in business writing |
| I28 | 07-09-2020 | Ms. Anuja Mishra | VP and Marketing Head | Godrej consumer products limited | Finding new business opportunities and skill sets required for FMCG |
| I29 | 14-07-2020 | Mr. G Srivastava | Project Manager | Capgemini, Hyderabad | Product Management & Innovation |
| I30 | 15-07-2020 | Mr. Ravi Pratik | Customer Service Team Manager | Amazon India. | Customer Service-Marketer's Concern |
| I31 | 18-07-2020 | Mr. Rushabh Trivedi | Research Scholar | University of Hyderabad | Providing citations to avoid plagiarism |
| I32 | 29-07-2020 | Ms. Inna Koblents | Faculty | University for foreigners Dante Alighieri, Reggio Calabria, Italy | Creativity and critical thinking |
| I33 | 30-07-2020 | Mr. Debjit Chakraborty | Consulting Partner & Global Head- Cloud Advisory & Technology Strategy Practices | Tech Mahindra | Recent trends in Software sector especially with respect to software project management and different cutting edge practices |
| I34 | 22 & 23-08-2020 | Ms. Debasmita Dey | Office Head-DA | Kantar Operations, Kochi, Kerala | GD/PI Guest |
| I35 | 8-07-2020 | Dr. Yuliya Shtalovna | Freelance Faculty, Germany | Freelancer, Germany | Soft skills for management students |
| I36 | 16-08-2020 | Ms. Kirsten Waechter | Freelance Business Communication & Intercultural Competence Trainer | Freelancer, Germany | Business Report Writing |
| I37 | 19-08-2020 | Mr. G Srivastava | Project Manager | Capgemini, Hyderabad | P for Product in Marketing Mix |
| I38 | 21-08-2020 to 23-08-2020 | Mr. Subhojit Sengupta | Associate Consultant | TCS | Employability Skills: Pre-Placement Training session |
| I39 | 23 & 30 -08-2020 | Mr. Bipin Dutta | Manager-Corp. Affairs | BBSR Stock Exchange, Bbsr | GD/PI Guest |
| I40 | 23 & 30-08-2020 | Mr. Satyanshu Patjoshi | HR Manager | Le Meridien, Mahabaleswar | GD/PI Guest |
| I41 | 23 & 30 -08-2020 | Ms. Swetank Choudhary | Sr. Tech. Program Manager | Amazon India, Blore | GD/PI Guest |
| I42 | 23 & 30 -08-2020 | Ms. Rekha Dey | JE-HR | BHEL, Hyd | GD/PI Guest |
| I43 | 30 -08-2020 | Ms. Tulika Pandit | Chapter Head-Kolkata | rai, Kolkata | GD/PI Guest |
| I44 | 23 & 30 -08-2020 | Mr. Badal Rath | CEO | Illuminated Ideas, B'lore | GD/PI Guest |
| I45 | 23 & 30 -08-2020 | Ms. Rakhi | Unit HR ITC Patna | ITC Patna | GD/PI Guest |
| I46 | 23 & 30 -08-2020 | Mr. Animesh Padhy | ASM Kelloggs, Hyderabad | Kelloggs, Hyderabad | GD/PI Guest |
| I47 | only 30 -08-2020 | Mr. Ashish Singh | COO | Minton Consulting, Hyderabad | GD/PI Guest |
| I48 | 23 & 30 -08-2020 | Mr. Hrishikesh Deshpande | Partner | Minton Consulting, Hyderabad | GD/PI Guest |
| I49 | 23 & 30 -08-2020 | Ms. Pratibha Chaya | VP and business Head, Piramal Ent. Ltd | Piramal Ent. Ltd | GD/PI Guest |
| I50 | 23 & 30 -08-2020 | Mr. Om Puran | Regional Head | Solitus Middle East | GD/PI Guest |
| I51 | 19-09-2020 | Dr. Gaurav Kumar | Assistant Professor | Jawaharlal Nehru University, Delhi | Learning foreign languages to enhance employability skills |
| I52 | 27-09-2020 | Mr. Rohit Agarwal | Managing Partner | Guideship LLP, Bhavnagar, Gujarat | Ship Recycling in India: A Sustainable Business Model |

Table 52: Guest Lectures Organized by Departments

| Sl. No | Date | Name | Designation | Organization | Topic |
|--------|---------------------------------------|------------------------------|---|---------------------------|---|
| 153 | 27-10-2020 | Mr. Suryanarayana Ambatipudi | Vice President | Bank of Singapore (DBS) | Employability Skills: Pre-Placement Training session |
| 154 | 29-10-2020 | Mr. Debiprasad Banerjee | Senior Vice President | Wavelabs | Employability Skills: Pre-Placement Training session |
| 155 | 21-10-2020 | Mr. Sanjeev Narsipur | Managing Director- Technology Consulting- Platform Advisory | Accenture | Employability Skills: Pre-Placement Training session |
| 156 | 12-09-2020 | Ms. Oksana Hera | Freelance Business Communication Trainer | Freelancer, Ukraine | Email and chat communication for international teams |
| 157 | 31-10-2020, Nov 4,5,7, 11,12,13, 2020 | Ms. Tulika Chakravorty | Senior Consultant | Accenture | Employability Skills: Pre-Placement Training session |
| 158 | 23-01-2021 | Ms. Christian Hoferle | President & CEO | The Cultural Mastery, USA | Mastering Intercultural Competence |
| 159 | 13-02-2021 | Dr. George Simons | Creator & Editor in Chief | Diversophy, France | There is a crack in everything: How new research affects cultural competence? |
| 160 | 06-02-2021 | Dr. Yuliya Shtalovna | Freelance Faculty, Germany | Freelancer, Germany | Cultural paradigms and Intercultural Communication |
| 161 | 11-01-2021 | Ms. Anindita Sinha | Head, Corporate Communication | L&T Metro Rail, Hyderabad | Corporate Communication: a dynamic career option to pursue |

Faculty of Science & Technology

Table 53: Guest Lectures Organized by Faculty of Science & Technology

| Sl. No. | Date | Details of Speaker | Title |
|---------|------------|---|--|
| 1 | 28.07.2020 | Mr. Ajit Kumar Pandey, Senior Design Engineer (Analog /Mixed Signal Design), FINISAR II-VI, Braunschweig, Germany | New Age Engineering Careers |
| 2 | 28.07.2020 | Dr. Kumar Rahul, Senior Data Scientist, Amazon Development Center, Hyderabad | New Age Engineering Careers |
| 3 | 28.07.2020 | Mr. Maninder Singh, Co-Founder & COO, Ahex Technologies, Hyderabad | New Age Engineering Careers |
| 4 | 15.08.2020 | Ms. Sangeetha Nath, Army Officer, Indian Army | Science is about Knowing and Engineering is about Doing |
| 5 | 15.08.2020 | Ms. Asifa Mulla, Stemcyte India Therapeutics Ltd, Regional Head, Maharashtra, Pune | Science is about Knowing and Engineering is about Doing |
| 6 | 29.10.2020 | Mr. Devulapalli Lakshmi Prachotan, Disciple of D. Raghavachary of the Hyderabad Brothers, Hyderabad. Mr. Prachotan shed light on different aspects of the evolving Music Industry and what it needs to become a musician | Power of Raagas |
| 7 | 30.11.2020 | Mr. Uday Seethamasetty, Enterprize Block Chain AI Sr. Architect& Strategic Advisor, Cryptocurrency/Exchange, Adsana Corp. USA. | Post Pandemic: Block Chain will be A Game Changer |
| 8 | 30.11.2020 | Mr. S. Sai Krishna, Application Developer, Nvest Campus, | Post Pandemic: Block Chain will be A Game Changer |
| 9 | 27.12.2020 | Mr. Harsha Wardhan, Senior Engineer, Soctronics, Hyderabad | AI and ML revolution in the Technological World |
| 10 | 9.02.2021 | Swami Bodhamayananda, Director of Vivekananda Institute of Human Excellence and Coordinator of the personality development project of Ramakrishna math | Strength is life weakness is Death |
| 11 | 20.02.2021 | Mr. Anuj Jalote Founder & CEO, PokerLauncher | Continuous Learning Approach for Professional and Personal Growth' |

Faculty of Law

Table 54: Guest Lectures Organized by Faculty of Law

| Sl. No. | Date | Details of Speaker | Title |
|---------|------------|---|-------------|
| I. | 06-12-2020 | Honourable Justice J. Chelameswar, Former Judge of the Supreme Court of India | Rule of Law |

15. Distinguished Lectures by the Vice Chancellor

The Vice Chancellor delivered the inaugural address at a three-day online MDP jointly organized by the National Institute of Disaster Management (NIDM), Ministry of Home Affairs, Government of India, and ICFAI Business School, on the theme "Disaster Risk Reduction and Disaster Management". The event was organized from June 24 to 26, 2021. Major General, Manoj Kumar Bindal, Executive Director, NIDM, Delhi, delivered the keynote address.

The Vice Chancellor addressed participants during the inaugural session of a virtual conclave organized by Business World on the topic "Future of Management Education" on October 17, 2020. More than 100 business school heads participated, including Mr. D. Shiva Kumar, Group Executive Vice President, of Aditya Birla Group; Prof. Rishikesha Krishnan, Director IIMB; Prof. Anju Seth, Director, IIMC, and directors of several other IIMs, SPJain, TAPMI, and TISS.

The Vice Chancellor, on an invitation from NAAC, participated as an expert in a virtual conference organized by NAAC on July 8-9, 2021, at Bengaluru on the theme "Online Final Dissemination Conference of EQUAM-BI Project". At the conference, the Indian partner HEIs of EQUAM-BI presented the outcome of this project.

This project "Enhancing Quality Assurance Management and Benchmarking Strategies in Indian Universities" (EQUAM-BI), was led by the University of Barcelona (UB) along with the

National Agency for Quality Assurance and Accreditation of Spain (ANECA) Spain and Indian NAAC. This project focused on quality improvement strategies through benchmarking among select Universities from Europe and India. About 14 Partner Institutions from Europe and India joined the Online Final Conference besides invited experts/delegates from India and across the globe.

Some of the other invitees to this prestigious global event were from Embassy of the European Union in India, European Agency for the Erasmus+ program, European Association for Quality Assurance in Higher Education (ENQA), and European University Association (EUA) and international academic experts.

The Vice Chancellor also participated in a number of other events including the World Universities Summit 2021 on the theme "Universities of the Future: Building Institutional Resilience, Social Responsibility and Community Impact", organized by O.P. Jindal Global University (JGU), an institute of eminence; the Asia Universities Summit, a three-day virtual meeting organized by Times Higher Education at Aichi, Japan; a two-day Indian B-Schools Leadership Conclave 2021 "Indian B-Schools: Navigating a Sustainable Future by Merging Local & Global Best Practices" organized by EPSI and AACSB; the AIU Annual Meet & National Seminar of Vice Chancellors; and some webinars organized by Jio Institute, an institute of eminence.



16. IFHE in the News

Media Coverage of Major Events

Table 55: List of Media Coverage of Selected Events

| Sl. No. | Event | Date | Affiliate | News Paper - Print /Online News Portals |
|----------------|--|-------------|------------------|--|
| 1 | AACSB Accreditation | 18-3-2021 | IBS | 01. BLoC Online |
| 2 | IBS Case Wins EFMD Case Writing Competition Award | 04-06-2020 | IBS | 01.The New Indian Express_04-06-2020 02.BLoC_Online_04-06-2020 03.The New Indian Express_Online_04-06-2020 |
| 3 | ICFAI Law School Signs MOU with The School of Law, Pittsburg University, USA | 12-06-2020 | ILS | 01.The Hindu_14-06-2020 02.Telegraph Today 18-6-2020 |
| 4 | IBS Organizes 2-day Virtual conference on Emerging Trends, Practices in HRM | 31-08-2020 | IBS | 01.BLoC_31-08-2020 (OL) |
| 5 | ICFAI Law School Signs MOU with Insolvency and Bankruptcy Board of India | 16-09-2020 | ILS | 01.Business Line_16-09-2020 |
| 6 | IFHE signs MoU with ASSOCHAM | 23-09-2020 | IFHE | 01.The Hindu_24-09-2020 (Print) |
| 7 | IBS Professor Tops Best Selling Case Authors List for the 5th Time | 26-10-2020 | IFHE | 02.BLoC_26-10-2020 (OL) 03.The New Indian Express_28-10-2020 |
| 8 | IBS Conducts 13 th Doctoral Thesis Conference | 08-10-2020 | IBS | 01.Business Line_09-10-2020_(Print) 02.Timesnownews_09-10-2020_(OL) 03.The Econoic Times_08-10-2020_(OL) 04.Financial Express_08-10-2020_(OL) 05.Business Standard_09-10-2020_(OL) |
| 9 | 9th NJY Memorial Lecture | 28-10-2020 | IFHE | 01.BLoC_29-10-2020_(Online) |
| 10 | IFHE 11th Foundation Day Lecture | 22-01-2021 | IFHE | 01.The Hindu (Print)_30-01-2021 02.Business Line (Print)_23-01-2021 03.The Times of India_21-01-2021 (OL) |
| 11 | IBS bags The 31 st Case Centre Award | 02-03-2021 | IFHE | 01.Financial Express_03-03-2021_(Print) |
| 12 | 10 th Convocation of IFHE | 10-03-2021 | IFHE | 01.The Hindu_11-03-2021_(Print) 02.The Times of India_11-03-2021_(Print) |



Press Clippings

THE NEW INDIAN EXPRESS

THURSDAY 04.06.2020

ICFAI wins case writing competition

ICFAI Business School (IBS) case 'JPMorgan Chase & Co. – Creating a Next-Gen Banking Experience Powered by Digital Technology,' written by Anil Anirudhan and Sanjib Dutta, was the winner in the EFMD Case Writing Competition in 'Finance and Banking' category.

The case is about the digital technologies strategies adopted by JPMorgan Chase to stay relevant amid changing customer expectations and the increasing trend of digital banking.

"This case on the digital transformation of a bank comes at a time when there is a digital transformation of education necessitated by the rapidly accelerating Covid-19 pandemic. Such contemporary cases is IBS's forte, and the reason why B-schools from around the world are choosing from more than 6,500 IBS cases to spice up their online programmes," said Dr Debabratim Purkayastha, director of IBS Case Research Center.

EFMD, an accreditation agency for Management Schools, announced these results.

The winners of other categories included cases from international management schools like INSEAD, London Business School, IMD, and others.



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Team BLoC

ICFAI Business School wins EFMD case award



Case outlines digital tech role in JP Morgan Chase staying relevant to meet customer expectations

ICFAI Business School's (IBS) case 'JPMorgan Chase & Co. – Creating a Next-Gen Banking Experience Powered by Digital Technology,' written by Anil Anirudhan and Sanjib Dutta, was the winner in the EFMD Case Writing Competition in the 'Finance and Banking' category.



Anil Anirudhan



Sanjib Dutta

The case is about the digital technologies play adopted by JPMorgan Chase to stay relevant amidst changing customer expectations and the increasing trend of digital banking, says a press release from IBS.

"This case on the digital transformation of a bank comes at a time when there is a digital transformation of education necessitated by the rapidly accelerating Covid-19 pandemic. Such high quality and contemporary cases is IBS's forte, and the reason why B-schools from around the world are choosing from more than 6,500 IBS cases to spice up their online programmes," said Dr. Debabratim Purkayastha, Director, IBS Case Research Centre.

EFMD, which is a prominent accreditation agency for management schools with their EQUIS accreditation, announced these results of the EFMD Case Writing Competition held recently.

The winners of other categories included cases from international management schools like INSEAD, London Business School, and IMD.

Home > Cities > Hyderabad

ICFAI wins case writing competition

The case is about the digital technologies strategies adopted by JPMorgan Chase to stay relevant amid changing customer expectations and the increasing trend of digital banking.



Published: 04th June 2020 08:36 AM | Last Updated: 04th June 2020 08:36 AM

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By Express News Service

HYDERABAD: ICFAI Business School (IBS) case 'JPMorgan Chase & Co. — Creating a Next-Gen Banking Experience Powered by Digital Technology,' written by Anil Anirudhan and Sanjib Dutta, was the winner in the EFMD Case Writing Competition in 'Finance and Banking' category.

The case is about the digital technologies strategies adopted by JPMorgan Chase to stay relevant amid changing customer expectations and the increasing trend of digital banking. "This case on the digital transformation of a bank comes at a time when there is a digital transformation of education necessitated by the rapidly accelerating Covid-19 pandemic.

Such contemporary cases is IBS's forte, and the reason why B-schools from around the world are choosing from more than 6,500 IBS cases to spice up their online programmes," said Dr Debapratim Purkayastha, director of IBS Case Research Center. EFMD, an accreditation agency for Management Schools, announced these results. The winners of other categories included cases from international management schools like INSEAD, London Business School, IMD, and others.

HYDERABAD THE HINDU
SUNDAY, JUNE 14, 2020

MoU signed

HYDERABAD

ICFAI Law School, a constituent of the ICFAI Foundation for Higher Education has signed an MoU with the School of Law, Pittsburgh University, USA, for collaboration in the field of legal education, including exchange of faculty, students and research partnerships.

The Telegraph

18-06-2020

ICFAI Law School signed MoU with School of Law, Pittsburgh University, US

ICFAI Law School a constituent of The ICFAI Foundation for Higher Education (IFHE), declared as a Deemed-to-be University, Hyderabad,



has signed MoU with the School of Law, Pittsburgh University, United States of America for collaboration in the field of legal education. The collaboration MoU covers the exchange of faculty, students, research partnerships and joint conferences etc. Mr Wildermuth, Dean School of Law, and Ariel C Armony, Vice Provost for Global Affairs and Prof A V Narsimha Rao, Director, ICFAI Law School, IFHE Hyderabad and Prof J Mahender Reddy Vice Chancellor of IFHE have signed the MoU.

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31 Aug 2020 17:51 IST

Team BLoC

ICFAI virtual conference discusses future of HR

VP GlobalLogic highlighted the importance of learning and readiness for change

ICFAI Business School, Hyderabad organised a two-day conference virtually on 'Emerging trends, practices, and concerns in HRM.' Chief Guest Neeru Mehta, Vice-president, People Development and Learning Head — GlobalLogic India, spoke about the current trends and the future of HR.

Highlighting the importance of learning by quoting Benjamin Franklin, "When you are finished changing, you are finished." she talked at the conference about readiness for change, in terms of mindset, focus and understanding.

About 75 academicians and research scholars gathered virtually to discuss and nearly 60 papers from India and abroad were presented at the two-day conference. The submissions include papers from diverse areas, such as, organisational behaviour and HR management, HR analytics and case studies, personality and motivation, sustainable HR management, leadership, employees attitudes, workforce diversity and inclusion.

BusinessLine

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Education

ICFAI Law School signs MoU with the Insolvency and Bankruptcy Board of India

Our Bureau | Hyderabad | Updated on September 16, 2020 | Published on September 16, 2020



ICFAI Law School, a constituent of The ICFAI Foundation for Higher Education, declared as a Deemed-to-be University, Hyderabad, has signed MoU with the Insolvency and Bankruptcy Board of India,(IBBI) a regulatory body, under the Ministry of Corporate Affairs.

A V Narasimha Rao, Director, ICFAI Law School, Hyderabad said "The MoU facilitates the IBBI to be a Knowledge Partner for the various programs proposed by the ICFAI law school which includes the three certificate programs, Post Graduate program in LLM (LLM in Insolvency and Bankruptcy Law), MBA(Insolvency Law). The IBBI also supports the Law School in its endeavours like the development of case studies, advocacy promotions and related matters as a Knowledge partner. It is a significant achievement and milestone for law school more particularly as it has completed a decade of Excellence in Legal Education."

K R Sajiv Kumar, Executive Director, on behalf of the IBBI and Prof (Dr.) A V Narasimha Rao, Director, ICFAI Law School, Hyderabad have signed the MoU. It is interesting to note that the MoU documents were signed virtual mode due to Covid-19 situation.

The Insolvency and Bankruptcy Board of India was established on October 1, 2016 under the Insolvency and Bankruptcy Code, 2016 (Code). It is a key pillar of the ecosystem responsible for the implementation of the Code that consolidates and amends the laws relating to re-organization and insolvency resolution of corporate persons, partnership firms and individuals in a time-bound manner for maximization of the value of assets of such persons, to promote entrepreneurship, availability of credit and balance the interests of all the stakeholders.

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THE HINDU

THURSDAY, SEPTEMBER 24, 2022

IN BRIEF

ICFAI, Assocham to work on green programme

HYDERABAD

The ICFAI Foundation for Higher Education (IFHE), a deemed to-be university, and ASSOCHAM have established a strategic alliance to execute the Green and Eco-Friendly Movement Sustainability Certification Programme. The programme includes Sustainability, Energy and Water Efficiency, Fire and Life Safety, Indoor Air Quality, Daylight, Fresh Air and Human Comfort and is based on BEE ECBC 2017 and NBC 2016. National Chairman, ASSOCHAM National Council for GEM, Pankaj R. Dharkar and Registrar, IFHE, S. Vijayalakshmi signed the MoU. Vice-Chancellor of IFHE J. Mahender Reddy said that they were committed to develop professionals with a sense of social and moral responsibilities.

A professional portrait of a man with dark hair and glasses, wearing a dark suit jacket over a light-colored checkered shirt. He is looking slightly to his left. The background is blurred, showing what appears to be a garden or outdoor setting.

A photograph of Dr. Debadratim Purkayastha, a man with glasses and a dark suit, standing in front of a large projection screen. The screen displays a presentation slide with text and logos. The slide includes the text: 'European Competition and Regulation in Indian Microfinance Industry: An Analysis from a Game Theory, Convergence & Sustainability Perspective', 'By Debadratim Purkayastha', 'Under the Supervision of Prof. Dr. Subir Kumar Das, Professor of Finance, Deemed University, Professor of Marketing', and the logo of IIMB.

FRIDAY • OCTOBER 9 • 2020

Monetary policy on the right track: Rangarajan

'But more needs to be done to push up demand, production'

OUR BUREAU

Hyderabad, October 8

The monetary policy is in the "right direction" in ensuring the availability of credit but it is also important to stimulate demand and push production up, according to C Rangarajan, former Chairman, Economic Advisory Council to the Prime Minister, and former RBI Governor.

There is no dispute on the 'correctness' of the RBI's monetary policy stance with regard to its approach to key policy rates, but it is also important to examine if the monetary policy alone can give the desired results, he said.

"If availability of credit is alone a constraint for growth, it will help, but it goes beyond that," Rangarajan said while hinting that more measures, such as higher public expenditure, were needed to make monetary policy fully effective in pushing the demand and production.

Rangarajan was speaking at the inaugural session of the 13th Doctoral Thesis Conference on 'Economy, Finance and Some issues in Methodology' organised by Icfai Business School (IBS), Hyderabad jointly with the Indira Gandhi Institute of Development Research, Mumbai.



C Rangarajan, former RBI Governor

Both the Centre and the States are 'some what slow' in increasing public expenditure, he said adding that public expenditure in the first quarter was expected to be higher than what it was in view of spending on Covid-19 related measures, but it was not so.

Hike public expenditure

Referring to the first quarter data on public sector expenditure, he said: "This segment should have been positive but it was not so. The government is not actually spending as much as it has been put out."

In today's economic crisis, which has been triggered by the non-economic factor of the pandemic, bankers should also be cautious. "They should not be too timid to lend, but not adventurous as well," Rangarajan said.

When one talks about accelerating demand, one needs to think about inter-linkages in the industry. "I think this is something that has been ignored when we think about activating demand," he said.

Photo: PTI

Combined fiscal deficit of Centre, states may go up to 14% in FY21: Rangarajan

By PTI October 8, 2020

He opined that governments need to spend more when the economy is in slump and it is essential to spend on healthcare, relief and rehabilitation and on stimulus to spur the economy.



However, the last quarter saw a sharp rise in spending deficit due to the lockdown.

The combined fiscal deficit of states and the centre during the current year may go up to 14 per cent against the mandated level of six per cent, former Reserve Bank Governor C Rangarajan said on Thursday.

Speaking at a programme organised by the ICFAI Business School here, the former Chairman of the Economic Advisory Council to the Prime Minister said banks should neither be timid nor adventurous while lending as the loans of today should not become NPAs of tomorrow.

"So therefore we are essentially talking about 13.8 per cent or 14 per cent of the GDP (gross domestic product) as the overall fiscal deficit of the states and the centre. This is twice the mandated level. The mandated level for both the Centre and state is 6 per cent of the GDP. It is twice or even more than twice of the estimated figure," he said.

According to him, the fiscal deficit may further go if the government decides to go in for additional borrowings to meet GST compensation part. Rangarajan said RBI's monetary policy is "consistent" under the present circumstances and as a result banks have adequate liquidity for more lending.

He opined that governments need to spend more when the economy is in slump and it is essential to spend on healthcare, relief and rehabilitation and on stimulus to spur the economy.

"There are three types of expenditure required. One- expenditure on healthcare second is the expenditure on relief and rehabilitation. Third is expenditure on stimulus. And it appears that the governments both at the Centre and states are somewhat slow in increasing expenditures," he said.

He said the economic growth of the country and other nations has come to a grinding halt due to lockdown to contain the spread of coronavirus.

However, he said capital flows into India was encouraging during the last three months.

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Combined fiscal deficit of Centre, States may go up to 14% in this fiscal: Former RBI Governor Rangarajan

PTI Last Updated: Oct 08, 2020, 02:08 PM IST

Synopsis

"We are essentially talking about 13.8 per cent or 14 per cent of the GDP (gross domestic product) as the overall fiscal deficit of the states and the Centre. It is obvious this is twice the mandated level. The mandated level for both the Centre and state is 6 per cent of the GDP. It is twice or even more than twice of the estimated figure," he said.

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Combined fiscal deficit of Centre, states may go up to 14% in FY21: Rangarajan

Economy

PTI Updated Oct 08, 2020 | 12:44 IST

C Rangarajan opined that governments need to spend more when the economy is in slump and it is essential to spend on healthcare, relief and rehabilitation and on stimulus to spur the economy.

Combined fiscal deficit of Centre, States may go up to 14% in FY21: Rangarajan | Photo Credit: BCC

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Combined FY21 fiscal deficit of Centre, states may reach 14%: Rangarajan

The combined fiscal deficit of states and centre during the current year may go up to 14 per cent against the mandated level of six per cent, former Reserve Bank Governor C Rangarajan said.

Topics
Fiscal Deficit | c rangarajan | RBI

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Last Updated at October 9, 2020 01:12 IST



C Rangarajan, former RBI governor

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'India has all the ingredients to be a superpower but needs the recipe'



India needs to reposition itself as a more globally integrated economy, says Jagdish Sheth, at ICFAI

At the ninth N J Yasawy Memorial Lecture conducted by ICFAI, Prof Jagdish Sheth said, "The Covid-19 pandemic may turn out to be in many ways an acceleration of new trends power replacing the old triad power in economics, economy, military, and politics. The new world order will be dominated by US, China, and India."

"India has all the ingredients to be a superpower but needs the recipe. India has a big consumer market, a large-scale digital talent, a strong contender in the global diaspora, a growing soft power, strong military power, and most importantly is garnering a positive self-image. The recipe for India is to reposition itself from a restricted domestic economy to becoming more and more globally integrated."

New world order

Prof Sheth further emphasised, "India needs to embrace global standards, and global benchmarks for domestic products and services, become a global sourcing destination, and a hub for technical talent, gain soft power through globally-admired brands, and speed up the digital infrastructure. India must invite foreign investments for global markets, provide huge economic incentive for innovation and entrepreneurship which is already being done with the new NEP 2020 and National Research Fund; but this requires lot more attention; India must enhance human capital through digitization. Vocational/ technical training can significantly increase human capital value."

Taking the reform-agenda forward

In his presidential address, Dr C Rangarajan said, "India needs to get back to the high growth path through reforms that 1991 saw. Without being a strong economic power, it cannot become a strong political participant in this world." While agreeing with many of the recommendations made by Prof Sheth, Dr Rangarajan said, "India needs a prudent financial system capable of supporting the growth momentum. There's a need to raise investment ratio and ensure financial system is prudent and capable of providing the wherewithal for the economy to grow."

"We need to take the reform-agenda forward: we need to apply the spirit of liberalisation as much as possible to every area. The present state of the economy is not very convincing, we need to move faster and get the rate of growth as quickly as possible to eight per cent or nine per cent per annum in the coming years," Dr Rangarajan said.

Earlier, welcoming the audience, Dr J Mahender Reddy, Vice-Chancellor, IFHE, spoke about the contribution of Late Mr N J Yasawy, the founder of ICFAI Group of educational institutions, in promoting higher education in the private sector in India.

THE HINDU HYDERABAD
SATURDAY, JANUARY 30, 2021

Pandemic has pushed digital economy ahead'

SPECIAL CORRESPONDENT
HYDERABAD

"The pandemic has disrupted our lives on one hand, but on the other, caused a quiet revolution, and advanced the digital economy by a decade," observed Venu Srinivasan, chairman of Sundaram Clayton Group.

Delivering the Foundation Day lecture of the ICFAI Foundation for Higher Education virtually on 'Living in the World of Exponential

Technology and Digitalisation', he said the era of digital revolution has changed the way wealth was being created. Wealth creation that was in manufacturing, petrochemicals, mass manufacturing, engineering and industry moved to digital networks, software and information technology.

Innovation cycles have become shorter and innovations are reaching people at a much faster rate, he said.

BusinessLine

SATURDAY • JANUARY 23 • 2021

'Pandemic has advanced digital economy by a decade'

OUR BUREAU
Chennai, January 22

The advent of electronics and information technology has not just changed the basis of wealth creation but have also accelerated the pace of wealth creation and reduced the road to ubiquity for new innovations, Venu Srinivasan, Chairman, Sundaram-Clayton Group said on Friday.

He was addressing a virtual session of the Eleventh Foundation Day Lecture of ICFAI Foundation for Higher Education.

Speaking on the topic, 'Living in the world of Exponential Technology and Digitalisation', Srinivasan said, "While the pandemic has disrupted many lives, it has also created a quiet revolution in driving a technological shift and advanced India's digital economy by a decade."

He said while the first wave of wealth creation was through occupation of land by landlords and nations, the

Venu Srinivasan, Chairman, Sundaram-Clayton Group

second wave came through manufacturing and industrialisation. "In the past 30 years, electronics and IT companies such as Microsoft, Google, Apple and Amazon have taken over the world and created huge wealth. In fact, we are now at the cusp of a Phygital world," Srinivasan said. "The basis of wealth creation is changing. We are seeing an acceleration of change so it will be a very new world out there. A very daunting world yet full of excitement and opportunities," he added.

He urged students to dream big to build big ventures and reap the benefits of India's rich demographic strength of youth population. He, however, cautioned that the failure rate in the technology space is 65 per cent. "Speed is important but the speed should be without haste," he added.

'Build equitable society'
"While I talked about the huge opportunity to make billions of dollars, 300-400 million Indians are living in dire poverty starting from north-east Andhra Pradesh to Odisha, Chhattisgarh and going all the way up to North-East India," he said.

"If you want to live a good life then you have to give back and make sure you build an equitable society with a strong social fabric," he told the students of the institute.

C Rangarajan, Chancellor of the Institution said that the current revolution – based on electronics and artificial intelligence (AI) – is more different in terms of impact, from the previous revolutions.

Rangarajan said, "The induction of AI has also fundamentally altered the character of the revolution. AI is replacing not what the human labour was doing but what the human mind has been doing."

'Need more safety net'
Both production and productivity will increase but the same number of people will not be required to produce that output. "What will be the choice there?" Rangarajan asked, adding, "Social safety nets will become necessary. Not just the industry but states should also build safety nets if the process of digitalisation takes off at a greater speed."

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NEWS / EDUCATION / NEWS / ICFAI TO ORGANIZE 11TH FOUNDATION DAY LECTURE

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ICFAI to organize 11th Foundation Day lecture

Nirupa Vatyam | TNN | Jan 21, 2021, 20:27 IST

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HYDERABAD: The ICFAI Foundation for Higher Education (IFHE) will be organizing the 11th Foundation Day Lecture virtually on the topic "Living in the World of Exponential Technology and Digitalization" on January 22.

The lecture will be delivered by Venu Srinivasan, Chairman, Sundaram-Clayton Group, which includes TVS Motor Company, one of the largest two-wheeler manufacturer in India, and also among companies that manufacture automotive components in India. He was the President, Confederation of Indian Industries (CII) for the year 2009-10.

Srinivasan has an engineering degree from the College of Engineering, Chennai and a Master's Degree in Management from the Purdue University, USA. In recognition of his contribution to management, he was conferred with "Doctor of Management" by his alma-mater, Purdue University in 2014. Srinivasan had also received Doctor of Science honors from the University of Warwick in 2004 for his contribution to manufacturing, R&D, technology and quality excellence. IIT Kharagpur conferred him 'Doctor of Science' in 2009.

The event will be presided by C Rangarajan, Chancellor, IFHE, and Former Chairman, Economic Advisory Council to the Prime Minister of India.

THE TIMES OF INDIA, HYDERABAD
THURSDAY, MARCH 11, 2021

Convocation of ICFAI held online

Hyderabad: The 10th convocation of the Institute Of Chartered Financial Analysts Of India (ICFAI) foundation for higher education was held virtually on Wednesday. During the event, 2,070 students received their degrees. TNN

FINANCIAL EXPRESS

READ TO LEAD

03-03-2021

ICFAI Business School Winner in 31st Case Centre Awards

ICFAI Business School (IBS) case "Disney Enters Streaming Space: Can it Disrupt the Disruptor?", authored by Syeda Maseeha Qumer and Dr Debapratim Purkayastha, won the "Knowledge, Information and Communication Systems Management" category at The Case Centre Awards 2021. The UK-based The Case Centre (TCC) is the independent home of the case method and its awards celebrate worldwide excellence in case teaching and writing.



Richard McCracken, Director of The Case Center, said: "Debapratim now has 11 trophies to his name, including five in this category, and is just two away from Sumantra Ghoshal's all-time record of 13 awards."

Regarding the win, Dr Purkayastha, Director, IBS Case Research Center, said: "This category has grown in significance in the new age marked by digital disruption, and we are proud that IBS has had continuous success in this category. What's more, in a very tough year marked by the pandemic, IBS had a record 18 bestselling cases this year, which is next only to Harvard!"

All this shows why a growing number of students and recruiters prefer IBS. Our students are taught with the same cases that are taught at the world's best B-Schools, and thus help them transform into well-rounded, future-ready professionals."

The other winners in The Case Centre Awards include Harvard Business School, INSEAD, Darden, Ivey Business School, MIT Sloan School of Management, etc.

THURSDAY, MARCH 11, 2021

'Leave agri reforms to States'

SPECIAL
CORRESPONDENT
HYDERABAD

Former Reserve Bank of India governor C. Rangarajan has opined that the agricultural marketing reforms initiated by the Central government should be left to each state to decide whether they want the measures.

This is the best course of action for the Centre and that will set the stage for experimental economics, while farmers themselves will be able to see the best possible course of action with respect to agricultural marketing reforms, he argued. He expressed this view while speaking at the 10th convocation of the ICFAI Foundation for Higher Education (IFHE). Mr. Rangarajan said the Indian economy has to grow at 8.7% in 2021-22 year if the decline in previous year was to be compensated while adding that even in that case economy will reach where it was in 2019-20. "The recent Budget has projected the growth rate for 2021-22 at 10.5%. It sounds a little optimistic. We as a nation really need to organise ourselves to get back to the high growth path as early as possible," he asserted. The convocation saw 2,070 students receiving their degrees.

18. Abstract of Publications

The University has several publications in reputed national and international journal that are indexed in Scopus, Web of Science and ranked by Australian Business Deans Council (ABDC). Abstract of selected publications is presented below to give a glimpse of the quality of research carried out by the faculty members.

Faculty of Management

The abstract for papers published in A*/A, Scopus and Web of Science are presented below:

| Sl. No. | Publication Detail | Abstract |
|---------------------|--|---|
| i. Economics | | |
| 1. | Thresholds in finance-growth nexus: Evidence from G-7 economies. Author(s): Swamy V., Dharani M. | This study explores the finance and economic growth nexus in G-7 economies as these countries experience significantly higher levels of financial development. Using a balanced panel of 31 years from 1983 to 2013, we provide new evidence on the finance-growth relationship. We show the presence of nonlinearity as there is an inverted U-shaped relationship between finance and growth in the long run. Estimating the thresholds in the finance-growth nexus, we notice that there exists a threshold effect of finance at 109% of Gross Domestic Product (GDP). We observe that exceeding the threshold would hinder the countries instead of furthering economic growth as too much finance is harmful. Based on the panel Granger causality test results, we claim that financial development should be associated with optimal growth performance. Our findings for the G-7 economies offer some useful policy inferences to the emerging and developing economies in designing their financial development strategies. |
| 2. | Infectious disease, human capital, and the BRICS economy in the time of COVID-19. Author(s): Dash D.P., Sethi N., and Dash A.K. | We develop empirical models using difference-in-difference method to find out how COVID-19 testing and infection rates impact the BRICS economy. Our results show that strict government measures, areas of poor people and people with heart diseases have resulted in high COVID-19 testing due to the increasing infections, however, economic development and population density are not found to be rather insignificant towards the COVID-19 testing rates. Hence, both from policy and pandemic perspectives, it is inferred that these developing economies need to divert more resources and infuse more investment in the healthcare sector in the coming days. <ul style="list-style-type: none"> • Governments must give due stress to the health sector along with development irrespective of nature of the economy. • Our results show that strict government measures, areas of poor people and people with heart diseases have resulted in high COVID-19 testing due to the increasing infections. • Both from policy and pandemic perspectives, it is inferred that these BRICS economies need to divert more resources and infuse more investment in the healthcare sector. |
| 3. | Education, human error, and road crash risk: An empirical investigation in the Indian states. Author(s): Dash D.P., Sethi N., Dash A.K. | This study examines the road accident rates from 29 Indian states and 6 Union Territories during 2006–2015. In this paper, we have employed several empirical techniques such as regression, generalized method of moments (GMM), and threshold regression models to examine how education and attitude of the drivers impact the road accident rates. In our empirical analysis, we demonstrate that lawless driving is found to be positive and statistically significant while incorporating both state and year effects. We also find some interesting result in the context of education and road accidents. We notice positive relationship between higher education and road accident rates across Indian states, which tells us highly educated people are more prone to road accidents as compared with less educated people. In the threshold analysis, the study discovers the positive relationship between road injury and accidents caused by people with higher education, in cases of considering road injury rate from drunken driving as the threshold variable. There appears to be a large number of behavioral issues emanating from higher education, which contributes significantly to the road accident rates in the Indian states. Hence, there is a need for policy intervention. |
| 4. | Does financial inclusion promote tourism development in advanced and emerging economies? Author(s): Shi Y., Swamy V., Paramati S.R | This research article is the first of its kind to consider the financial inclusion, which is constructed using the depth, access and efficiency of the financial institutions and markets, and various aspects of tourism development such as business tourism spending, direct tourism contribution, domestic tourism spending, total internal tourism expenses, leisure tourism spending and total tourism contribution. Given the growing importance of financial inclusion in the recent time, this article is designed to investigate the role of financial inclusion on various dimensions of tourism development across the panels of 24 advanced and 21 emerging economies around the world, using yearly data from 1995 to 2016. Given the presence of cross-sectional dependence in the data series, we employ Augmented Mean Group (AMG) estimator as it is a robust technique to handle this issue in the estimation. The evidences show that financial inclusion has a significant positive impact on various aspects of tourism development across the panels. The results also suggest that the impact is more in emerging economies than that of advanced economies. Hence, this article offers numerous policy and practical suggestions for sustainable tourism management. |
| 5. | Digital Pollution and Its Impact on the Family and Social Interactions. Author(s): Agrawal S.R. | The present study was an attempt to identify the most prevailing means of digital devices and its impact as digital pollution on family and social interactions. Despite the obvious benefits of digital devices, in recent years researchers have taken more concern about its potential negative effect on human attitude and behavior, which in turn affects our society. A total of 613 usable responses were collected from Bangalore, India of excessive users of digital devices, such as a smartphone, computer/laptop, and television. All statistical analyses were performed using SPSS 23.0, AMOS 23.0, and SmartPLS 3.0. The results indicated that as the use of smartphone and computer/laptop increases, levels of digital pollution also increase, which in turn significantly triggers unfavorable impact on family and social interactions. The study indicated that digital pollution appears as an important predictor, which significantly affects social interaction unfavorably. The present study explored the various critical dimensions within this domain and delineated gaps in our knowledge of digital pollution. It was found that smartphones are more responsible for digital pollution among all the identified digital devices, followed by computer/laptop. © The Author(s) 2021. |

| Sl. No. | Publication Detail | Abstract |
|------------|--|--|
| 6. | Thresholds of financial development in the Euro area. Author(s): Swamy V., Dharani M. | We analyse the dynamics of financial development and economic growth in the Euro area as these countries went through considerably higher levels of financial development. Using a balanced panel data of 38 years from 1980 to 2018, we offer new evidence on the finance–growth nexus. We show the presence of non-linearity as there is an inverted U-shaped relationship between finance and growth in the long run. Estimating the thresholds in the finance–growth nexus, we notice a threshold effect at 74%–86% of GDP for domestic credit; 51% of GDP for stock turnover ratio; and 65% of GDP for stock market capitalisation. We notice that exceeding the threshold causes deceleration in economic growth as too much finance results in crowding out effect for productive economic activities. The panel Granger causality test results show that financial development should be associated with optimal growth performance. These findings in the Euro area provide some useful policy implications to the emerging and developing economies in designing their financial development strategies. |
| 7. | The tipping point of financial development? – Evidence from OECD countries. Author(s): Swamy V., Dharani M | This study estimates the tipping points of financial development in the finance – growth dynamics in the case of OECD countries as they experience considerably higher levels of financial development. Using a unique balanced panel data set of 31 years from 1983 to 2013 for 27 OECD countries, we provide new evidence on the presence of nonlinearity as there is an inverted U-shaped relationship between finance and growth in the long run. The results show that there exists a tipping point of the finance-growth relationship estimated at 141.6% of GDP. We find that surpassing the threshold level results in deceleration of economic growth as excess finance is undesirable. Based on the panel Granger causality test results, we show that financial development should be associated with optimal growth performance. Our findings for OECD countries provide some useful inferences to the emerging and developing economies in designing their financial development strategies. |
| 8. | The impact of gross capital formation on economic growth: Evidence from India. Author(s): Reddy T.K., Ramaiah T.S. | This study estimates the tipping points of financial development in the finance – growth dynamics in the case of OECD countries as they experience considerably higher levels of financial development. Using a unique balanced panel data set of 31 years from 1983 to 2013 for 27 OECD countries, we provide new evidence on the presence of nonlinearity as there is an inverted U-shaped relationship between finance and growth in the long run. The results show that there exists a tipping point of the finance-growth relationship estimated at 141.6% of GDP. We find that surpassing the threshold level results in deceleration of economic growth as excess finance is undesirable. Based on the panel Granger causality test results, we show that financial development should be associated with optimal growth performance. Our findings for OECD countries provide some useful inferences to the emerging and developing economies in designing their financial development strategies. |
| 9. | Oil and risk premia in equity markets. Author(s): Kumar S., Demirer R., Tiwari A.K. | Purpose: This study aims to explore the oil–stock market nexus from a novel angle by examining the predictive role of oil prices over the excess returns associated with the market, size, book-to-market and momentum factors via bivariate cross-quantilograms. Design/ methodology/approach: This study makes use of the bivariate cross-quantilogram methodology recently developed by Han et al. (2016) to analyze the predictability patterns across the oil and stock markets by focusing on various quantiles that formally distinguish between normal, bull and bear as well as extreme market states. Findings: The study analysis of systematic risk premia across the four regions shows that crude oil returns indeed capture predictive information regarding excess factor returns in stock markets, particularly those associated with market, size and momentum factors. However, the predictive power of oil return over excess factor returns is asymmetric and primarily concentrated on extreme quantiles, suggesting that large fluctuations in oil prices capture markedly different predictive information over stock market risk premia during up and down states of the oil market. Practical implications: The findings have significant implications for the profitability of factor- or style-based active portfolio strategies and suggest that the predictive information contained in oil market fluctuations could be used to enhance returns via conditional strategies based on these predictability patterns. Originality/value: This study contributes to the vast literature on the oil–stock market nexus from a novel perspective by exploring the effect of oil price fluctuations on the risk premia associated with the systematic risk factors including market, size, value and momentum. |
| 10. | Macroeconomic transmission of Eurozone shocks to India — A mean-adjusted Bayesian VAR approach. Author(s): Swamy V. | This paper analyzes the macroeconomic transmission of Eurozone shocks to an emerging economy — India using the mean-adjusted Bayesian Vector Autoregressive (BVAR) model. In its quantitative exploration, the study answers two key issues: (i) is there any evidence of decoupling from advanced economy business cycles? And (ii) what was the impact of the Eurozone recession on the growth performance of India? The findings suggest that Eurozone idiosyncratic shocks, on average, had large effects on economic activity in India. The variation explained by the innovations generated by the BVAR model range from 1.8 percent to 3.6 percent in the 1–12 quarter horizon. The main results are supported by the empirical estimations of the Wavelet analysis. The estimated output elasticities suggest that the Eurozone recession had a significant negative impact on India. The implication is that well-balanced diversity in the productive structure of emerging economies, particularly India, can diffuse the transmission of macroeconomic shocks from the advanced economies. |

| Sl. No. | Publication Detail | Abstract |
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| 11. | Impact of Eurozone crisis on domestic bank lending in India. Author(s): Swamy V. | <p>Purpose The significant economic weight of the Eurozone in the globe caused the contagion of the Eurozone debt crisis on the emerging markets. The Eurozone debt crisis caused the sudden plummeting of the cross-border bank credit (BC) to India causing a significant impact on bank lending in India. Essentially, the purpose of this study is to find an answer to the question: Did the decline in cross-border cross-credit from Eurozone had an impact on domestic BC in India? Design/methodology/approach Using the data for the period from 2000 to 2013 sourced from Bank for International Settlements international banking statistics consolidated data sets, the novel specification of the study captures the impact of Eurozone cross-border credit on India by developing two regression frameworks that capture the pre-Euro debt crisis period scenario and post-Euro debt crisis period scenario. Findings The results offer a very interesting analogy of the behavior of BC and cross-border credit during the pre and post-Eurozone crisis scenarios of analysis. During the pre-Eurozone crisis period, cross-border credit displayed a significant negative relationship with BC indicating that cross-border credit to the Indian firms indirectly benefitted the banks by creating increased demand for domestic BC. The post-Eurozone crisis period witnessed a nexus between cross-border credit and BC during the pre-Eurozone crisis period, which gradually disappeared largely because of the onset of the Eurozone crisis. Originality/value This study is a first of its kind in investigating the impact of the Eurozone crisis on an emerging economy like India. This study supports the hypothesis of the existence of the transmission of financial shocks through the balance sheets of international banks. The findings conform to the policy concerns of most of the emerging economies that international banks transmit financial shocks from their home countries. The implication for India and other emerging economies is that international credit growth deserves careful monitoring.</p> |
| 12. | Identifying the causes of road traffic accidents in India: An empirical investigation. Author(s): Dash D.P., Sethi N., Dash A.K. | <p>This study utilizes data for the period 2006–2015 to estimate the determinants of road fatality rates in the Indian states. We employ baseline regression, where the total traffic fatalities, total traffic injuries, rural road fatalities, and urban road fatalities are the functions of human errors in driving, weather conditions, and some control variables. This paper is exclusively focused upon different sets of human-driven factors in influencing the road fatality across the Indian states. Our empirical results show that reckless driving, defective motor conditions, bad weather, and reckless driving by bus, truck, and car drivers are found to cause road accidents. We further find that the increase in motorization rates and rash driving are the primary causes behind the road fatalities, and bad weather play a major role in causing road fatalities and injuries in urban areas. However, road fatalities are increasing; still, cases of under reporting, lack of proper road safety regulation, improper investigation procedures, increasing vehicle usages, and higher urbanization have made the matters quite worse in India.</p> |
| 13. | Fourth Industrial Revolution: An Impact on Health Care Industry. Author(s): Jayanthi P., Iyyanki M., Mothkuri A., Vadakattu P. | <p>The World Economic Forum annual meeting, held in Davos, Switzerland, emphasized the Fourth Industrial Revolution as one of the most cutting-edge innovative techniques to be seen in the forthcoming era. This has a greater impact on the future of production and the role of government, business and academia in all developing technologies and innovation where industries, communication and technologies meet. The fourth industrial revolution combines the physical, digital, and biological spaces and is changing the healthcare industry. The FCN-32 semantic segmentation was performed on the brain tumor images which produced better results for identifying the tumors as ground truths and predicted images was achieved. The best calculated loss = 0.0108 and accuracy = 0.9964 for the given tumor images was achieved. The earlier detecting and analysis of any disease can help diagnosing and treatment in better means through artificial intelligence techniques. The healthcare industry can serve better with faster and quality services to remote, rural and unreachable areas and thereafter reduces the cost of hospitalization.</p> |
| 14. | Export diversification and economic growth: A review and future research agenda. Author(s): Sarin V., Mahapatra S.K., Sood N. | <p>The prime purpose of the article is to revisit past studies related to the link between export instability, export diversification, and economic growth. In this regard, an extensive literature survey has been made across academic journals that provided structured, comprehensive, and chronological findings and results. The authors have examined and reviewed the full text of eighty-eight important and relevant research articles published in various scholarly journals. Most of the articles provided robust evidence about positive impact of export diversification on economic growth and mixed results regarding the impact of export instability on economic growth. The paper also attempts to find the areas where the existing literature is silent or throws light that needs to be further examined with future research in this area. Since literature gives little evidence on various aspects of export diversification and economic growth from the perspective of a group of emerging economies identified by UNCTAD and IMF, therefore, the article recommends future research in this context to explore this less unexplored area.</p> |
| 15. | Exchange Rate Return and Volatility Spillover across Major Trading Partners of India. Author(s): Mishra B.R., Pradhan A.K., Tiwari A.K., Dash A.K., Aruna M. | <p>We examine the connectedness among the series of four exchange rates with respect to the Indian Rupee. The results of Diebold and Yilmaz method which measures time-domain connectedness, show that the overall connectedness of the system is 30.15%. The results of Baruník and Kehlík approach which measures frequency-domain connectedness, exhibit that in the total connectedness the maximum contribution is from highest frequency (14.27%) and the lowest contribution is made by the second-lowest frequency (2.03%). Finally, the dynamic connectedness is also examined with rolling window methods. These results are very critical in understanding the connectedness among various exchange rate markets.</p> |

| Sl. No. | Publication Detail | Abstract |
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| 16. | Does globalization affect export performance in India? An empirical insight. Author(s): Dash A.K. | The present paper examines the effect of economic globalization on India's aggregate export performance during the period from 1995:M1 to 2016:M12. We use various macroeconomic variables such as export, relative price, nominal effective exchange rate (NEER), GDP per capita, and economic globalization. We employ Auto Regressive Distributed Lag (ARDL) model to find out the long-run equilibrium relationship among the variables considered. The empirical results indicate that there exists a long-run equilibrium relationship between export, relative price, NEER, GDP per capita and economic globalization. Further, in the long run, we find that India's export performance is influenced by economic globalization, GDP per capita and relative price. However, in the short run, export performance is influenced by economic globalization, relative price, NEER and GDP per capita. In the short run, 1% increase in economic globalization will lead to increase in the volume of export by 0.77%; whereas, in the long run, it is 3.40%. Hence, sustainability of export in the long run is a matter of concern for policy makers. |
| 17. | Does exchange rate volatility affect tourist arrival in India: a quantile regression approach. Author(s): Jena S.K., Dash A.K. | In this study, we examine the degree and structure of the impact of exchange rate change and volatility on tourist arrival in India by using Quantile Regression Analysis (QRA) during January 1990 to March 2015. The study made the use of inbound tourist arrival as the dependent variable and world GDP per capita, nominal Indian Rupee/ US Dollar exchange rate and exchange rate volatility as the independent variable. We have studied the impact of exchange rate on tourist arrival in the world and top 10 countries context. As far as impact of exchange rate change is concerned, the results are contrasted with both the measures of tourist arrival. In the case of total tourist arrival in India, the impact is positive which means depreciation (appreciation) of domestic currency has a positive (negative) in normal to bad phases of tourist arrivals. But in case of top ten countries, depreciation (appreciation) of domestic currency, the impacts tourist arrival at extreme good and bad phases negatively (positively). However, for these top ten countries, the per capita income of the respective countries is much more important as it has a strong positive impact on all conditions of tourist arrival. Similar impact is observed for exchange rate volatility too. Further, the impact of exchange rate both change and volatility is found asymmetric at different condition of tourist arrival from top ten countries. So, the same tourism policy may not work in all the situations. Thus, the policy makers should come out with suitable tourism policy appropriate for different conditions of tourist arrival. |
| 18. | Do financial cycles cause business cycles in India? Evidence from wavelet based causality analysis. Author(s): Aravalath L.M. | The recent economic crises caution us that a better understanding of the "financial cycle" is important in designing the right policy measures to tame the financial and macroeconomic instability. This study is an attempt to characterize the financial cycles in India and understand its linkage with the business cycles during the period from 1990q1 to 2019q4. First, this study derived an aggregate measure of financial cycle from the low frequency component of the credit and equity price cycle decomposed using discrete wavelet transformation method. Next, turning point analysis is performed to characterize the stylized facts of the financial cycles in India. Lastly, Toda-Yamotto causality test is performed to understand the linkage between the financial and business cycles in India. The analysis confirmed presence of financial cycles in India with the average duration of 12 years and expansion and contraction lasting 6 years. The causality test provided significant evidence for a causal relationship running from financial cycle to business cycles in India. These findings point to the need for a carefully designed macroeconomic policy with macro-prudential orientation to achieve financial and macroeconomic stability in India. |
| 19. | Demographic Determinants of Access to Bank Credit. Author(s): Memdani Laila, Kalaa Chenji, Sode Raghavendra | The main objective of the paper is to study the determinants of access to bank credit, an important dimension of Financial Inclusion in India. For this purpose we studied if access to bank credit depends on district, gender, education and literacy. The data was collected from Jogulamba with lower literacy rate and Ranga Reddy a semi urban district in the Telangana. A semi structured questionnaire was prepared for the data collection. Regression analysis has been used to analyze the data for the study. Results show that access to credit for districts is significant which is contrary to general belief that in rural areas the credit from banking sector is less. Education is also significant and positive which implies that educated people prefer credit from banks compared to uneducated. This has important implication for policy makers to focus more on education and Financial Inclusion will follow. |
| 20. | Debt and growth: Decomposing the cause and effect relationship. Author(s): Swamy V. | This study provides a data-rich analysis of the dynamics of government debt and economic growth for a longer period (1960–2009). It spans across different debt regimes and involves a worldwide sample of countries that is more representative than that of studies confined to advanced countries. This study observes a negative relationship between government debt and growth. The point estimates of the range of econometric specifications suggest that a 10-percentage point increase in the debt-to-gross domestic product ratio is associated with 23 basis point reduction in average growth. The results establish the nonlinear relationship between debt and growth. Further, by employing panel vector autoregressions approach, this study decomposes the cause and effect relationship between debt and growth and offers an answer to the question—Does high debt lead to low growth or low growth leads to high debt? The results derived from the impulse-response functions and variance decomposition show the evidence of the long-term effect of debt on economic growth. The results indicate that the effect is not uniform for all countries but depends mostly on the debt regimes and other important macroeconomic variables like inflation, trade openness, general government final consumption expenditure, and foreign direct investment. |

| Sl. No. | Publication Detail | Abstract |
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| ii. Finance and Accounting | | |
| 21. | Time-varying dependence structure between oil and agricultural commodity markets: A dependence-switching CoVaR copula approach. Author(s): Kumar Satish, Tiwari A.K., Raheem I.D., Hille E. | We examine the energy-food nexus using the dependence-switching copula model. Specifically, we look at the dependence for four distinct market states, such as, increasing oil-increasing commodity, declining oil-declining commodity, increasing oil-declining commodity, as well as declining oil-increasing commodity markets. Our results support the argument that the crash of oil markets and agricultural commodities happen at the same time, especially during crisis period. However, the same is not true during times of normal economic conditions, implying that investors cannot make excess profits in both agricultural and oil markets at once. Furthermore, our analysis suggests that the return chasing effect dominates for all commodities on maximum occasions. The CoVaR and Δ CoVaR results indicate important risk spillover from oil to agricultural markets, especially around the financial crisis. |
| 22. | Creditors' governance, information asymmetry and debt diversification: evidence from India. Author(s): Jadiyappa N., Sisodia G., Joseph A., Shrivastava S., Jyothi P. | Purpose The governing role of bank-appointed directors (BADs) on the boards of non-financial firms has a potential to reduce information asymmetry between the firm and non-bank lenders. This should increase the confidence of other creditors in firm activities, thus performing the certification role. Therefore, the purpose of this paper is to empirically examine the certification role of BADs. Design/methodology/approach The authors test their hypotheses by using a panel of Indian non-financial firms. Our approach involves examining whether there is a significant difference in the number of different debt sources, the dispersion of debt among different debt sources, and leverage for BAD and Non-BAD Firms. The authors use univariate analysis and multivariate regression models to test the difference. Findings The authors find that firms with BADs on their board have (1) access to a higher number of different debt sources, (2) debt distributed evenly among different sources and (3) a higher debt ratio. Overall, our study provides supporting evidence for the certification role that BADs play on the boards of non-financial firms. Originality/value The authors contribute to the literature in two aspects. First, to the best of our knowledge, this is the only study that examines the effect of the governing role of banks on the lending decisions of non-bank lenders. Second, our study is associated with the growing body of the governance literature in the emerging markets context by examining the interaction of financial policies and governance in an institutional framework, which is very different from that of the developed world. |
| 23. | Turn-of-the-month effect in three major emerging countries. Author(s): Singh G., Bhattacharjee K., Kumar S. | Purpose: The purpose of this paper is to examine the turn-of-the-month effect in the equity market of three major emerging countries – Brazil, India and China – from January 2000 to December 2017. Design/methodology/ approach: Ordinary least square regression analysis is used to examine the presence of the turn-of-the-month effect and to test the efficiency of the emerging stock markets. The characteristics of the returns during the turn-of-the-month days are compared with that of the non-turn-of-the-month trading days. Findings: The average returns during turn-of-the-month days for all the considered emerging market indices are significantly higher than the non-turn-of-the-month days for the full sample. For the subsample analysis, the average returns for Brazil and India for pre-GFC period are higher on the turn-of-the-month days than on the non-turn-of-the-month days. However, the effect disappears in China during the GFC period. During the crisis period, the results show that the turn-of-the-month effect disappears in Brazil and India, whereas for China, the effect is significant. For the post-GFC period, the turn-of-the-month effect reappears for all the countries. Practical implications: The results have important implications for both traders and investors. The authors' results indicate that the market participants can time the stock markets of these countries by taking long positions especially during the times when the turn-of-the-month effect is highly significant. Originality/value: To the best of the authors' knowledge, this paper is the first to study the turn-of-the-month effect, in the key emerging countries such as Brazil, China and India. Second, the authors divide the sample into three subperiods based on the 2008 GFC such as pre-GFC, GFC and post-GFC to understand the dynamic behavior of turn-of-the-month effect over time. Most importantly, the authors control for the day-of-the-week effect while examining the turn-of-the-month effect. |
| 24. | Time value of money: Concepts and applications. Author(s): Ahamed N. | The case, at its core, explored the concepts of time value of money from the perspective of a newly joined intern in Money Smart Consultancy Pvt. Ltd. The value of money doesn't stay static because of certain factors such as inflation at play. The value of money changes as it moves on the timeline either forward or backward. The concept of compounding was used for finding out the equivalent amount of money in the future when one moves forward on the timeline. Different types of cash flows such as lump sum, annuity, perpetuity, etc. were discussed to make the reader understand through the questions of the protagonist of this case. The rates used for compounding/discounting are indicative of the cumulative risk assumed by the investor for which he/she ought to be compensated. Through different cases of various companies, Joy discussed the concepts and their applications with his intern. |
| 25. | Stylized Facts and Conditional Volatility of NSE NIFTY Monthly Returns. Author(s): Dr. Rama Krishna Yelamanchili | The aim of this paper is to study the stylized facts and conditional volatility of monthly returns of National Stock Exchange (NSE) NIFTY index. The analysis is based on application of both GARCH and EGARCH models with Gaussian distribution and student t-distribution. Monthly returns of NSE NIFTY for the period 1996 - 2019 are used in this paper. Results indicate that the average monthly return is approximately one percent with high volatility. Monthly returns series has negative Skewness and excess kurtosis. Portmanteau test results suggest that returns series behaves like white noise series and no significant serial correlations are found. Portmanteau test results of squared returns series indicate that they are not serially independent signifying the presence of ARCH effects. Diagnostic test results indicate that GARCH and EGARCH models with Gaussian distribution have minimum information criterion values and better log likelihood values. The paper does not find any leverage effect in monthly returns series. The paper suggests application of Gaussian distribution in symmetric and asymmetric GARCH models while modeling conditional volatility of low frequency monthly stock market returns series. |

| Sl. No. | Publication Detail | Abstract |
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| 26. | Self-attribution, Overconfidence and Dynamic Market Volatility in Indian Stock Market. Author(s): Mushinada V.N.C., Veluri V.S.S. | The article provides an empirical evaluation of self-attribution, overconfidence bias and dynamic market volatility at Bombay Stock Exchange (BSE) across various market capitalizations. First, the investors' reaction to market gain when they make right and wrong forecasts is studied to understand whether self-attribution bias causes investors' overconfidence. It is found that when investors make right forecasts of future returns, they become overconfident and trade more in subsequent time periods. Next, the relation between excessive trading volume of overconfident investors and excessive prices volatility is studied. The trading volume is decomposed into a first variable related to overconfidence and a second variable unrelated to investors' overconfidence. During pre-crisis period, the analysis of small stocks shows that conditional volatility is positively related to trading volume caused by overconfidence. During post-crisis period, the analysis shows that the under-confident investors became very pessimistic in small stocks and tend to overweight the future volatility. Whereas, the analysis of large stocks indicates that the overconfidence component of trading volume is positively correlated with the market volatility. Collectively, the empirical results provide strong statistical support to the presence of self-attribution and overconfidence bias explaining a large part of excessive and asymmetric volatility in Indian stock market. |
| 27. | How do investors behave in the context of a market crash? Evidence from India. Author(s): Mushinada V.N.C. | The main aim of this paper is to empirically test at market level, the investors' differential reaction to information, contribution of their confidence level and adaptive behaviour to excessive market volatility in Indian stock market. Design/methodology/approach: The Bivariate Vector Autoregression and Impulse Response Analysis are used to study whether investors over/under-react to private and public information. EGARCH models are used to study the contribution of investors' over/under-confidence and adaptive behaviour to excessive market volatility. Findings: The investors over-react to private information and under-react to public information during pre-crash period, become overconfident and contribute to excessive volatility. They under-react to both private and public information during after-crash period, become under-confident and also conform to adaptive market hypothesis (AMH). Research limitations/implications: The empirical results of the study can help investors to minimize the negative impact of over/under-confidence on their expected utility. Practical implications: The investors shall perform a post-analysis of investment, become aware of their past behavioural mistakes and start adapting to changing market conditions. This shall move the markets towards a new equilibrium in long run thus conforming AMH. However, the investors sometimes display an apparently irrational behaviour during this process. Originality/value: To the best of the author's knowledge, this is the first study at market level data examining investors' over/under-reaction, over/under-confidence and adaptive behaviour in the context of stock market crash. |
| 28. | Hedonic and Utilitarian Values Behind Engagement of Online Consumers. Author(s): F Zeba, M Shaheen, R Krishnankutty | In the hyper-competitive Indian airline industry, the low-cost carriers as well as full-service airlines are in dire need of innovative marketing strategies to engage their customers. To understand the dynamics behind the process of customer engagement, the purpose of this paper is to gain insights into the lived experience of consumers about their online air-ticket bookings experiences. In total, 60 frequent air travellers were approached to participate in the study and the self-completion diary method was incorporated to record their ticket booking experiences. The responses recorded in the diaries were analyzed on the basis of their content from which eight themes were derived. The findings bring forth the importance of hedonic experiential values along with utilitarian experiential values toward the engagement of customers during the online air-ticket booking process. The current study is one of the pioneers in conceptualization of customer engagement as a third-order construct by uncovering the sub-dimensions of the second order factors—utilitarian and hedonic experiential values. |
| 29. | Evaluating forces associated with sentient drivers over the purchase intention of organic food products. Author(s): Kiran P., Srivastava A., Tiwari S.C., Ramaiah T.S. | The study proposes to find out the factors which influence awareness among the consumers towards purchasing organic food product. The study is based on primary data by using tools Chi-square test, Cronbach alpha, KMO, and Bartlett's test, ANOVA, regression, correlation, and cross-tabulation. The study found that awareness driver's nutritional information, price, certification, brand name, and logos have an essential influence on the purchase intention of the product of organic food. However, labeling and food standards do not show a noteworthy rapport between labeling and organic food products' purchase plans. The core commitment and flow to explore are to analyze purchasers with respect to organic guarantee systems (accreditation, guidelines, logo, imprints, and confirmation) so we can distinguish the genuine organic products. The independent factors of awareness like organic buying preference and buying frequency, have a significant influence on the purchase intention of organic food. The research provided evidence of consumer awareness and purchase intention of organic food that would help the organic food industry to promote their products according to the attribute of customers? |
| 30. | Entrepreneurial attributes and intention among management students: A longitudinal approach to evolution and applicability of conceptual and empirical constructs. Author(s): Gautam V., Basu A., Basu A., Singh T. | In the era of technological disruption and automation, job creation for the aspiring youth is a challenge for all countries across the globe. Yet technology is offering immense opportunities for the new startups and venture creation for those who have intentions. This research is an attempt to adopt the theoretical constructs to investigate whether or not Indian aspirational youth of management education is being motivated to entrepreneurial intention. We have used six constructs on students' perceptions on (business environment, business knowledge, social norms, self-efficacy, entrepreneurial intentions and future choice of career) for two period of analysis to evaluate the effect of one year management education. Data are collected through survey method at entry point of students for two year PGDM course and after one year. We used paired t-test to find mean difference with reference to entrepreneurial intentions due to one year of management education. Moreover, we employed higher order structural equation modelling to test study hypotheses. In conclusion, we point out inadequacies of present entrepreneurial intention models and propose a direction of future research for improving efficacy of entrepreneurial intention model and its influence on pedagogy development of higher education. |

| Sl. No. | Publication Detail | Abstract |
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| 31. | Earnings quality and corporate payout policy linkages: An Indian context. Author(s): Pathak R., Ranajee | We investigate the role of accounting quality as an antecedent of dividend payout decision of firms, for both dividend levels and dividend event, in an emerging market context. Using the data for Indian firms through the years 2006–2016, we evaluate the impact of discretionary accruals on payout decision employing Tobit and Logit regression models amid set of idiosyncratic controls. We report that better earnings quality, on average, is associated with large dividend payments for Indian firms. Moreover, the likelihood of dividend payment reduces with poor earnings quality and more so when earnings manipulation is done to increase earnings. Nonetheless, we show that higher earnings quality reduces dividends during the crisis period and also for group-affiliated firms. However, the same doesn't hold true for dividend likelihood. The relationship is robust to the idiosyncratic controls and the causality test confirms that results are not susceptible to endogeneity issue. Overall, we conclude that better earnings quality takes care of free cash flow problems and alleviates the agency and information asymmetry related costs, thereby stimulating payout policy. |
| 32. | Dynamics of FII flows and stock market returns in a major developing country: How does economic uncertainty matter? Author(s): Jena S.K., Tiwari A.K., Hammoudeh S., Shahbaz M. | We apply the wavelet coherency and phase difference methodology to explore the nature of the relationship and the direction of causality between foreign institutional investment (FII) flows and stock market returns across time and frequency domain for the fast-growing Indian economy. Since both variables are affected by economic uncertainty, we have estimated the partial wavelet coherency and the phase difference to discern the impact of economic uncertainty on the dynamic relationship and causality between those variables. Both the FII flows and the stock market return move together during the periods of the global financial crisis and the European sovereign debt crisis without any causality in the short run, but the stock market leads the FII inflows in the long run. However, in the bull market the stock market Granger causes the FII inflows both in the short run and in the long run. Nonetheless, economic uncertainty drives the co-movement and also masks the causality effect between those two variables. Thus, the results require policymakers to set out a transparent economic environment to reap the benefits of FII flows. As far as the FII outflows are concerned, profit booking and economic uncertainty drive the relationship and the causality in the short run. Hence, policymakers and portfolio managers should be concerned about FII outflows in the long run, while in the short run, it is a normal trading activity. |
| 33. | Driving performance of higher education industry: an Indian scenario. Author(s): Tewari S.K., Misra M. | The purpose of this paper is to identify the information and communication technology management enablers (ICTMEs) and establish the hierarchical relationship among them using interpretive structural modelling (ISM) and analyse their driving and dependence power, using integrated ISM fuzzy-MICMAC analyses. Design/methodology/approach for identifying the ICTMEs, along with extensive literature review a large number of academicians and practitioners of repute are consulted. The contextual relationships between ICTMEs are established with the help of a well-established ISM methodology and further ICTMEs are analysed on the basis of their driving and dependence power and classified them into four different clusters by using fuzzy-MICMAC. Findings This paper has identified 25 key ICTMEs related to human resource, organization culture, technology, strategic planning, ICTM practices and organizational performance measurement and created a diagram representing hierarchical relationship among them. Further these enablers are analysed and classified into four clusters on the basis of their driving and dependence power. Research limitations/implications the developed relational model is based on the inputs of academicians and practitioners and any biasing from the person judging the ICTM enablers might influence the power of this model. Practical implications Top management of the organization could formulate and execute their strategies keeping in mind these identified critical enablers and relationship among them which will finally result into higher performance of ICTM. Originality/value this is the first kind of study which has identified 25 key enablers of ICTM, established hierarchical relationship among them and analysed them on the basis of their driving and dependence power using integrative ISM fuzzy-MICMAC analysis. |
| 34. | Does debt diversification impact firm value? Evidence from India. Author(s): Jadiyappa N., Hickman L.E., Jyothi P., Vunyale N., Sireesha B. | Corporate debt diversification (firms simultaneously utilizing multiple distinct debt sources) is a global phenomenon. However, how such financing affects firm value has not yet been examined. Using Indian firms, we investigate debt diversification's impact on monitoring effectiveness, agency costs, and financial constraints – which can all affect market value. Results reveal a negative impact of debt diversification on firm value, particularly among group-affiliated firms. This negative impact is attributed to free riding among lenders: evidence suggests that increased agency costs resulting from inferior monitoring contribute to worse firm accounting performance. Further, debt diversification does not appear to reduce financial constraints. |
| 35. | Developing hierarchical relationship of ICTM barriers-an effort for economic evolution of Indian higher education sector; Author(s): Tewari S.K. | Sustainability of educational system warrants modernization which is not possible without ICT. The paper tries to associate with existing set of challenges in the Indian educational set up, particularly the ones closer to large masses of the society. Once the challenges are established paper tries to identify the capabilities of ICT as well as barriers of ICTM. In order to understand the cause and effect relationship between the ICTM barriers and their driving and dependence power, ISM and MICMAC analysis technique is used. The opinions from a group of experts from academia and industry were used in developing the relationship matrix which is later used in the development of ISM model. The paper concludes while establishing relationship between ICTM enablers helping conventional educational systems to increase the reachability and provide quality education in an interactive way |

| Sl. No. | Publication Detail | Abstract |
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| 36. | <p>Dependence risk analysis in energy, agricultural and precious metals commodities: a pair vine copula approach.</p> <p>Author(s): Kumar S., Tiwari A.K., Raheem I.D., Ji Q.</p> | <p>We apply pair vine copulas, specifically the C-vine and R-vine copulas, to examine the conditional multivariate dependence pattern/structure and R-vine copula-based value-at-risk (VaR) to assess financial portfolio risk. We examine the co-dependencies of 13 major commodity markets (which include three energy commodities, six agricultural commodities and four precious metals prices) from 2 January 2003 to 19 December 2016. Dividing our sample into three sub-periods, namely pre-GFC, GFC and post-GFC, we find that the dependencies among commodities undergo changes in a complex manner, changing in different financial conditions, and that the Student-t copula appears on the maximum number of occasions, especially during the GFC period, signifying the existence of fatter tails in the distributions of returns. We further show that the co-dependencies computed using R-vine copulas are best suited to compute the portfolio VaR during the considered time period.</p> |
| 37. | <p>Consumer resistance and inertia of retail investors: Development of the resistance adoption inertia continuance (RAIC) framework.</p> <p>Author(s): Seth H., Talwar S., Bhatia A., Saxena A., Dhir A.</p> | <p>Consumer resistance and inertia related behaviors are as important as adoption behaviors. Resistance can lead to unwillingness on the part of the investors to invest in a particular financial product. On the other hand, inertia can potentially lead to loyalty, despite dissatisfaction with a financial product. Consequently, an understanding of the antecedents and outcomes of retail investors' resistance and inertia toward investments is valuable for firms selling investment products. Although the literature on resistance and inertia is around three decades old, empirical research related to retail investment decision making has only recently gained momentum, resulting in limited but interesting findings. The current study utilizes a systematic literature review (SLR) methodology to review prior studies in this domain. The SLR presents research profiling and an extensive content analysis of the studies selected by applying a robust search protocol. The study findings highlight numerous aspects of retail investment behavior, underscore research gaps in the prior literature, and offer recommendations for future research. Furthermore, a comprehensive framework, labelled resistance adoption inertia continuance (RAIC), is proposed to investigate the behavior of retail investors. The study concludes with meaningful theoretical and practical implications that can help counter resistance and inertia toward different financial products.</p> |
| 38. | <p>Capital structure, competitive intensity and firm performance: an analysis of Indian pharmaceutical companies.</p> <p>Author(s): Satish Chandra Tiwari, T. Sita Ramaiah, Himanshu Mathur, Neeti Mathur</p> | <p>This research paper aims to explore the relationship of financial performance and capital structure of Indian pharma firms of BSE 500, the impact of research and development (R&D) expenditure on financial performance and also explore the moderating role of competitive intensity between the existing relationship of capital structure and firm performance. Design/methodology/approach The balanced panel data of listed pharma firms of BSE 500 are used for the research study, and the present study adopts both the panel and ordinary least square (OLS) estimation techniques to draw the results. Findings The results exhibit that the high debt ratio is harmful for the accounting performance of the selected sample of pharma firms of BSE 500. Besides, market competition negatively moderates the relationship between capital structure and firm performance. Research limitations/implications The research findings provide evidence for the policymakers/regulators that the sample firms should discourage the high debt financing in the presence of competitive intensity in the product marketplace. Originality/value The core contribution of the current research is to examine impact of R&D expenditure on financial performance and the moderating role of market competition on the relationship of capital structure and firm performance to the best of the authors' knowledge, and no single study has previously explored this relationship in the context of BSE 500 pharma firms.</p> |
| 39. | <p>Are individual investors irrational or adaptive to market dynamics?</p> <p>Author(s): Mushinada V.N.C.</p> | <p>Using detailed survey data of 384 Indian investors, the study examines whether self-attribution bias and overconfidence bias exist in Indian stock market and also whether individual investors are adaptable to market dynamics or not. We find evidence for the existence of cognitive biases alongside rationality and the investors tendency to adapt to the changing environment once experience losses or uncertain events. This shall move the markets towards a new equilibrium in long run according to adaptive market hypothesis. However, the investors sometimes display an apparently irrational behaviour during this process. This study provides empirical evidence, at an individual investor level, for simultaneous existence of investors' rationality and cognitive biases thereby making investors adapt to the changing environment.</p> |
| 40. | <p>An integrated supply chain with uncertain demand and random defect rate under carbon cap-and-trade policy.</p> <p>Author(s): Ghosh A., Jha J.K., Sarmah S.P.</p> | <p>In this paper, we study a vendor-buyer integrated supply chain with uncertain demand and random defect rate under carbon cap-and-trade policy. We assume that the lot sent by the vendor to the buyer in each shipment contains a random fraction of defective item, and a fraction of defective items can be repaired. The defective items get screened at the buyer and sent back to the vendor, and the vendor sorts out the repairable items. At the end of each production cycle, the accumulated repairable items at the vendor are repaired in a single lot. We have taken into account the carbon emissions from all the major sources, i.e. production, inventory, transportation, repairing, and scrapping. Shortages at the buyer are partially backordered. A mathematical model is formulated to minimize the total expected cost of the supply chain by optimizing the order quantity, reorder point, and the number of shipments between the vendor and buyer under carbon cap-and-trade policy. An algorithm is proposed to solve the model. A numerical example and sensitivity analysis are presented to get some managerial insights.</p> |

| Sl. No. | Publication Detail | Abstract |
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| iii. HR and Soft Skills | | |
| 41. | Strategic human resource management and employees' intention to leave: testing the moderated mediation. Author(s): Kundu, S.C., Mor, A. and Gahlawat, N | Purpose The purpose of this study is to examine the relationship between business strategies (i.e. cost reduction, quality enhancement and innovation strategy) and employees' intention to leave (ITL), through the mediating role of high-performance work system (HPWS). It also attempts to study variability in the relationship between business strategies, HPWS and employees' ITL on the basis of nature and ownership forms of the firms. Design/ methodology/approach Primary data based on 573 respondents from 192 organizations operating in India were analysed using structural equation modelling and conditional process modelling. Findings This study has revealed that HPWS mediates the relationship between business strategy (specifically innovation and quality-enhancement strategy) and employees' ITL. Findings further indicate that the mediated relationships between quality enhancement and innovation strategy, HPWS and ITL do not vary across nature and ownership forms of the firms. Practical implications In context of dynamic business environments in developing countries, the findings provide some important insights in exploring the relevance of strategic human resource management in improving employees' behavioural intentions. Originality/value By applying a three dimensional business strategy system (innovation, quality and cost) and by exploring the relevance of several contextual factors, this study attempts to expand the focus of turnover research. |
| 42. | Precision agriculture in India-challenges and opportunities. Author(s): P Shaheen, M., Soma, M. K., Zeba, F., & Aruna, M. | Precision farming is the latest trend in the agriculture sector which makes use of information technology to integrate all the procedures of farming from analysing the soil-moisture, weather forecasting, and the quality of seed to predicting the real-time of harvesting. India is an agrarian country where agriculture is the backbone of the economy and precision farming could be quite useful. In the present article, through a systematic literature review, the vital role of precision farming is outlined. Also, the article identifies various challenges and opportunities associated with the adoption of precision farming in India. In-depth interviews with ten farmers of the villages located near Hyderabad City of India were conducted. The article is among the first preliminary study to explore the awareness, usage, challenges, and opportunities behind the adoption of precision farming in India. The findings of the study will aid the policy makers in designing strategies for promoting precision farming in the emerging markets of India. |
| 43. | Blow whistle, Should I or Shouldn't I: Moderating effect of Perceived Organizational Support on Intention to blow whistle among Indian government employees. Author(s): Tudu, P.N. | Purpose The purpose of this study is to examine the relationship between business strategies (i.e. cost reduction, quality enhancement and innovation strategy) and employees' intention to leave (ITL), through the mediating role of high-performance work system (HPWS). It also attempts to study variability in the relationship between business strategies, HPWS and employees' ITL on the basis of nature and ownership forms of the firms. Design/ methodology/approach Primary data based on 573 respondents from 192 organizations operating in India were analysed using structural equation modelling and conditional process modelling. Findings This study has revealed that HPWS mediates the relationship between business strategy (specifically innovation and quality-enhancement strategy) and employees' ITL. Findings further indicate that the mediated relationships between quality enhancement and innovation strategy, HPWS and ITL do not vary across nature and ownership forms of the firms. Practical implications In context of dynamic business environments in developing countries, the findings provide some important insights in exploring the relevance of strategic human resource management in improving employees' behavioural intentions. Originality/ value: By applying a three dimensional business strategy system (innovation, quality and cost) and by exploring the relevance of several contextual factors, this study attempts to expand the focus of turnover research. |
| 44. | Identifying dimensions of job search strategy: A validation of measurement scale. Author(s): Priyadarshini, C., Banerjee, P. & Chhetri, P | This paper validates the scale on job search strategy by Crossley and Highhouse in the Indian context. Exploratory factor analysis followed by a confirmatory factor analysis was conducted on the responses elicited from a sample of 504 graduating students in a large business school in India. Reliability and validity scores were also calculated to ensure the psychometric stability of the scale. 14 items out of the original 16 items were retained for the study. Three distinct factors, namely; Focused Search Strategy (FSS), Exploratory Search Strategy (ESS), and Haphazard Search Strategy (HSS) emerged from the study, which is in sync with the extant factors reported by Crossley and Highhouse. This study highlights the importance of focused job search strategy for university students entering the job market in India. This should help final year higher education students to be better oriented towards their job search process in order to get a job in their preferred professions. This is the first study to focus on the psychometric stability of the measures for job search strategy when applied to the job seekers in emerging economies, like India. This research provides evidence that, with a few exceptions, the job search strategy scale is a valid and reliable measure amongst entry-level job seekers in India. Given the evidence, universities and career counselors in India can focus on guiding the students and job-seekers to use a focused or exploratory strategy when searching for a job. |
| 45. | Impact of perceived risks on consumers' purchase intention while buying luxury items online. Author(s): Tudu, P.N. and Prakash, G. | The advent of internet has brought about a paradigm shift in the way shopping is done. From brick and mortar to virtual store, e-shopping is easy and time saving. However, consumer still perceive buying products online risky, especially if the items are luxury. The present study investigates the impact of perceived risks on consumers' online purchase intention of luxury items. Snowball sampling was administered to collect 242 usable responses from consumers. The present research takes into consideration apparel and watch as it is bought by both the genders. Structural equation modelling analysed data and evaluated the strength of model fit. Result revealed that perceived financial risk, perceived functional risk and perceived psychological risk had a significant negative effect on online purchase intention. However, perceived physical risk had insignificant negative effect on online purchase intention. Marketers may use these findings for developing policies and strategies to provide safe and trustworthy online shopping experience. This research is one of the prefatory investigations in Indian context that examine the impact of different perceived risks while purchasing luxurious items online. |

| Sl. No. | Publication Detail | Abstract |
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| 46. | Unravelling the relationship between high involvement work practices and organizational citizenship behavior: a sequential mediation model. Author(s): Neha Gahlawat | Using primary data from 575 employees of 209 organizations, the current study progresses the research between high-involvement work practices (HIWP) and organizational citizenship behaviour (OCB) in the Indian context. The results have revealed that the employees' perceptions of HIWP including contingent appraisal and compensation, extensive training, self-managed teams, flexible work arrangements and empowerment result in enhanced work motivation (WM), improved job satisfaction (JS), heightened organizational commitment and higher degree of engagement in citizenship behaviour among employees. With establishment of a multi-step partial mediation model, the findings further reveal that the relationship between HIWP and OCB is individually and serially mediated by WM, JS and affective commitment (AC). The implications of these results for theory and practice of progressive HR practices in the Indian context are discussed. |
| 47. | Impact of psychological capital (PsyCap) on affective commitment: mediating role of affective well-being. Author(s): Ribeiro N., Gupta M., Gomes D., Alexandre N. | The purpose of this study is to examine the mediating role of affective well-being (AWB) in the relationship between psychological capital (PsyCap) and affective commitment. The sample included 226 employees from diverse Portuguese organizations. Based on a survey, respondents reported their perceptions of own PsyCap, AWB and affective commitment to their organization. Results from structural equation modeling suggested presence of mediation by AWB in the relationship between PsyCap and affective commitment. Managers are encouraged to gain from this finding by emphasizing more on the emotional health of individuals to increase their attachment with the company. Though there are several studies indicating the positive consequences of PsyCap on employees, studies on how PsyCap affects affective commitment through AWB is scarce. These results advance the broaden-and-build theory by suggesting that the relationship between PsyCap and affective commitment is much more complex. |
| 48. | Decoding the dark shades of electronic human resource management. Author(s): Gupta M., Hassan Y., Pandey J., Kushwaha A. | Purpose: While prior studies have highlighted the brighter side of technology adoption in improving human resource (HR) functions, the dark side pertaining to the adoption of technology in people management within organizations has gone relatively unnoticed. The current study tries to demystify the dark side of electronic human resource management (e-HRM) by examining banking institutions in India which are believed to have undergone several transformations in recent years. Design/methodology/approach: This study adopts an inductive qualitative approach to examine the research problem. In total, 53 semi-structured interviews were conducted with the employees of eight public sector banks in India. The interviews were transcribed. The analysis of the data was done using the thematic analysis technique. Findings: The findings of the study suggest that there is a stratification of the workplace in banking institutions into digital natives and digital migrants. This social stratification is based on technology adoption and usage which has further created problems in the form of knowledge hiding and perceived workplace conflicts. Practical implications: The findings of the current study have important theoretical and managerial implications. It not only extends the current scholarship on the transtheoretical model of change but it also has strong managerial implications as it highlights the need for the adoption of customized e-HRM training curriculums for the workforce based on their age, education, work experience and expertise. Originality/value: Current research on the dark side of e-HRM is inadequate. Furthermore, the evolution of banking institutions from being a typical bureaucratic organization into a hybrid one has not been examined in the context of e-HRM. |
| 49. | Unravelling the Relationship Between High-involvement Work Practices and Organizational Citizenship Behaviour: A Sequential Mediation Approach. Author(s): Gahlawat N., Kundu S.C. | Using primary data from 575 employees of 209 organizations, the current study progresses the research between high-involvement work practices (HIWP) and organizational citizenship behaviour (OCB) in the Indian context. The results have revealed that the employees' perceptions of HIWP including contingent appraisal and compensation, extensive training, self-managed teams, flexible work arrangements and empowerment result in enhanced work motivation (WM), improved job satisfaction (JS), heightened organizational commitment and higher degree of engagement in citizenship behaviour among employees. With establishment of a multi-step partial mediation model, the findings further reveal that the relationship between HIWP and OCB is individually and serially mediated by WM, JS and affective commitment (AC). The implications of these results for theory and practice of progressive HR practices in the Indian context are discussed. |
| 50. | To book or not to book through IRCTC - Consumer's intention to use Indian railway's online ticketing system. Author(s): Tudu P.N. | The present paper investigates consumer's intention toward adopting internet railway ticket booking in Indian context by integrating theory of planned behaviour (TPB), technology acceptance model (TAM) and an additional construct, i.e., perceived risk. 220 usable responses were collected using snowball sampling from consumers through internet survey. Structural equation modelling was used to analyse data and to evaluate the strength of model fit. Result revealed that PU significantly influenced both, consumers' attitude and intention to use Indian railway online ticketing system. Further, PEOU was found to positively influence consumers' attitude towards online ticketing. Attitude, subjective norm and PBC significantly influenced consumer's intention to adopt Indian railway online ticketing system showing TPB can be used in predicting consumer's intention toward online ticketing system. Finally, perceived risk had significant negative influence on consumers' intention to buy ticket online. Railway management may use findings for developing policies and strategies related to online ticketing in the Indian scenario. |

| Sl. No. | Publication Detail | Abstract |
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| 51. | Sustainable human resource management and the triple bottom line: Multi-stakeholder strategies, concepts, and engagement. Author(s): Westerman J.W., Rao M.B., Vanka S., Gupta M. | As firms make the necessary transition to more sustainable business practices, human resource management scholarship and practice finds itself at an inflection point. To what degree does our discipline engage in sustainability, and expand to a multi-stakeholder triple bottom line (TBL) orientation? In this overview article to the special issue, we bring together papers which embrace the challenge of creating a new, more sustainable human resource management model with a multi-stakeholder triple bottom line orientation, which emphasizes environmental and social performance in addition to economic outcomes. In this paper, we coalesce the contributions of the manuscripts into an integrative framework for sustainable HRM, and identify six areas in which future research efforts should be directed to substantively advance this important work. |
| 52. | Saathi Sanitary Pads: Eco-friendly pads which will make you go bananas! Author(s): Tudu P.N. | Undoubtedly, menstrual pads have made menstruation hygienic and comfortable. However, these commercial disposable sanitary pads have a devastating effect on the environment and are eco disaster. This case discusses about an initiative taken byan Ahmedabad-based social enterprise and manufacturing company Saathi and founded by three Massachusetts Institute of Technology graduates -- Amrita Saigal, Grace Kane and Kristin Kagetsu. Their eco-friendly, biodegradable sanitary pad is an alternative to non-biodegradable commercial pads which when discarded ends up in sewage, landfills, fields and water bodies posing threat to environment. Moreover, this pad is also an alternative to commercial pads which are made of plastic, cellulosegel, laded with chemical, bleach and fragrance which leads to serious health issues including cervical cancer, urinary tract infection, infertility and birth defect. The pre-sent case of Saathi tries to surface out the relationship between sustainability and marketing by focusing on the concept of sustainability marketing. The case discusses the marketing mix strategy used by Saathi. In a country where menstruation is still asocial taboo, the case also talks about the challenges faced by Saathi related to price, the environmental awareness and lack of knowledge about menstruation and illeffects of using commercial pads on women health and whether it should consider expansion of its business and enter into the B2C market in India |
| 53. | RepGrid: a new way of identifying and assessing teaching competency. Author(s): Srivastava P.K., Gupta M., Jaiswal B. | Purpose: This study illustrates the use of the repertory grid in identifying and assessing effective teaching competencies. Design/methodology/approach: The data were collected from two subsamples that consist of business management students and engineering students. The systematic repertory grid (RepGrid) method was performed to identify broad effective teaching competencies. Findings: Broad effective teaching competencies found in the study include teaching approach, behavioral orientation, subject expertise, and communication skills among others. Research limitations/implications: Interestingly, the responses of the subsamples differ in the competencies identified and the weights assigned to a particular competency. Further, the results indicate the importance of having a "context" and thereby challenge the concept of generic teaching competencies. Practical implications: The universities are encouraged to use RepGrid technique to assess effective teaching competencies of their faculty members. Originality/value: The techniques for developing teaching competency models by some prior studies have several inherent flaws including the efficiency and effectiveness of data collection. The study takes forward the suggestions of scholars to use a rigorous technique, repertory grid, to overcome several of these flaws to a large extent. |
| 54. | Intrapreneurship to engage employees: role of psychological capital. Author(s): Pandey J., Gupta M., Hassan Y. | Purpose Intrapreneurship is gaining traction in organizations to buckle up for the dynamic business environment. Scholars have argued that intrapreneurship increases positivity at work and helps employees attach themselves better with their job. However, empirical evidence suggests that these relationships do not exist. The objective of this paper is to examine the mediating role of psychological capital (PsyCap) in the relationship between intrapreneurship and work engagement. Design/methodology/approach Data were collected through an online survey. Responses from 309 employees working in different industries in India were analysed. Structural equation modelling (SEM) was used to analyse the hypothesized relationships. Findings The results show that there exist positive relationships among intrapreneurship, psychological capital (PsyCap) and work engagement. Further, it was observed that the PsyCap partially mediates the relationship between intrapreneurship and work engagement. Practical implications Managers may not only encourage intrapreneurial behaviour in their organizations but also ensure that the employees are psychologically capable (high on PsyCap). It would enable the employees to engage themselves wholeheartedly into their work. Originality/value to the best of the authors' knowledge, this study is one of its kinds to relate intrapreneurship with PsyCap and work engagement. |
| 55. | Impact of social media addiction on employees' wellbeing and work productivity. Author(s): Priyadarshini C., Dubey R.K., Kumar Y.L.N., Jha R.R. | The objective of this study is to gain insights into the experiences of employees regarding their social media usage and consequences of social media overuse at the workplace. Fourteen semi-structured interviews were conducted, audio-recorded, transcribed, and analyzed using the Interpretative Phenomenological Analysis (IPA) procedures. The qualitative data was collected from the employees working in renowned IT/ITES companies in India. The themes that emerged are lack of sleep; backache and eye strain; feeling of envy; lack of depth in the relationships; tendency to seek approvals; not meeting deadlines; compromise with the work quality; distraction from work. The present study intends to assist human resource managers in designing appropriate policies and guidelines pertaining to employees' social media usage at the workplace. |

| Sl. No. | Publication Detail | Abstract |
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| 56. | Impact of perceived risks on consumers' purchase intention while buying luxury items online. Author(s): Tudu P.N., Prakash G. | The advent of internet has brought about a paradigm shift in the way shopping is done. From brick and mortar to virtual store, e-shopping is easy and time saving. However, consumer still perceive buying products online risky, especially if the items are luxury. The present study investigates the impact of perceived risks on consumers' online purchase intention of luxury items. Snowball sampling was administered to collect 242 usable responses from consumers. The present research takes into consideration apparel and watch as it is bought by both the genders. Structural equation modelling analysed data and evaluated the strength of model fit. Result revealed that perceived financial risk, perceived functional risk and perceived psychological risk had a significant negative effect on online purchase intention. However, perceived physical risk had insignificant negative effect on online purchase intention. Marketers may use these findings for developing policies and strategies to provide safe and trustworthy online shopping experience. This research is one of the prefatory investigations in Indian context that examine the impact of different perceived risks while purchasing luxurious items online. |
| 57. | Impact of internal branding on employee engagement: an empirical study conducted among medical staff's brand supporting behaviour in Indian hospitals. Author(s): Asha Binu Raj | Building an internal brand is a critical function of service organizations today. The employee's attitude and behaviour must represent the organization's brand, values and culture. Internal branding is highly relevant in healthcare, where it includes a range of strategies aimed at employees to help them deliver the desired service to patients. This empirical research paper focuses on the impact of internal branding dimensions on employee engagement among medical staff in select Indian hospitals. The analysis of the data collected from a sample of 176 respondents using structured questionnaires show that internal branding dimensions such as internal communication, HR processes during internal branding, brand focused training and leadership assist in engaging the medical staff while providing healthcare services. Considering social exchange theory (SET) as the theoretical foundation, the research indicates that medical staff show high level of engagement when hospitals implement internal branding programs. |
| 58. | Impact of employee value proposition on employees' intention to stay: moderating role of psychological contract and social identity. Author(s): Binu Raj A. | This paper aims to examine the relationship between employee value proposition (EVP) and employees' intention to stay and analyse how psychological contract and social identity moderate this relationship. Design/methodology/approach: The study was conducted in Indian IT sector among a sample of 268 employees using criterion sampling. Data were collected through structured questionnaires which revealed employees' perceptions of EVP, intention to stay, psychological contract and social identity. Findings: The empirical results reveal that employees have greater intention to stay when their organisations deliver an EVP including development value, social value and economic value. Findings indicate that psychological contract positively strengthens the impact of EVP on employees' intention to stay. Also, when employees strongly identify with their organisation's image, they have higher intention to stay in presence of a strong EVP. Research limitations/implications: Consistent with the existing literature, the paper contributes an integrative model of EVP based on social exchange process, moderated by social identity and psychological contract. As the study was limited to Indian IT sector, cross-sectional nature of data is a limitation for drawing inferences about the influence or causality in general. Practical implications: The study provides a new perspective to managers to develop an attractive EVP to gain employees' increased intention to stay. Employers in IT sector may adopt this comprehensive model to strategise their value propositions. Originality/value: This paper proposes a validated conceptual framework of EVP and intention to stay, tested for moderation effects by psychological contract and social identity. This moderation model based on social exchange adds value to employer branding literature. |
| 59. | Impact of a Social Media Addiction on Employees' Wellbeing and Work Productivity. Author(s): Chetna Priyadarshini, Ritesh Kumar Dubey, YLN Kumar , Rajneesh Ranjan Jha | The objective of this study is to gain insights into the experiences of employees regarding their social media usage and consequences of social media overuse at the workplace. Fourteen semi-structured interviews were conducted, audio-recorded, transcribed, and analyzed using the Interpretative Phenomenological Analysis (IPA) procedures. The qualitative data was collected from the employees working in renowned IT/ITES companies in India. The themes that emerged are lack of sleep; backache and eye strain; feeling of envy; lack of depth in the relationships; tendency to seek approvals; not meeting deadlines; compromise with the work quality; distraction from work. The present study intends to assist human resource managers in designing appropriate policies and guidelines pertaining to employees' social media usage at the workplace. |
| 60. | Future time perspective and group performance among students: Role of student engagement and group cohesion. Author(s): Gupta M., Bakker A.B. | The objective of this study is to understand the mediating role of student engagement between future time perspective and group task performance. In addition, the study examines the interaction effect of group cohesion task with student engagement on group performance. Design/methodology/approach: Data were collected from 170 (a total of 34 groups of five members each) business management students for three consecutive months. To analyze the data, multi-level modeling was carried out. Findings: The results of the three-wave multi-level analysis indicate support for the hypotheses and suggest that future time perspective affects group performance through student engagement. Moreover, group cohesion interacts with student engagement to predict group task performance. Research limitations/implications: The findings show how the application of engagement theory can help in understanding the relationship between two distant variables, namely, future time perspective and group performance. Practical implications: The educators are encouraged to engage students for facilitating the positive impact of future time perspective on group task performance. The findings also imply that the students with future orientation perform well and thus, the educators may need to teach students to have futuristic perspective. Originality/value: This study in one of its kinds to test the mediating role of student engagement between future time perspective and group task performance as well as the interaction effect of group cohesion task with student engagement on group performance at both the individual and group level over a period of time. |

| Sl. No. | Publication Detail | Abstract |
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| 61. | Exploring adjustment mechanisms of adolescent expat kids from South Asia against sociopolitical stigma. Author(s): Banerjee P., Gupta R., Shaheen M., David R., Chenji K., Priyadarshini C. | In recent times, several instances of anti-immigration-related hate crimes and religious bullying have been reported where South Asian expatriates have been victimized. The accompanying children of such expatriates may find such hostile perceptions very difficult to deal with due to their tender age and sensitive ego, which may also lead to the premature return of the expatriate. In this study, a qualitative investigation is conducted to understand the specific problems faced by South Asian expat kids with respect to religious stigma and anti-immigration sentiments. Design/methodology/approach: A latent thematic analysis was adopted as the research method in this study. Responses were obtained from 27 South Asian adolescent expat kids through audiovisual interviews. Findings: A total of three central themes were identified from the analysis: (1) coping against social stigma, (2) dealing with social isolation and (3) assimilating with host culture. The findings indicated that the expat kids from South Asia were mentally well prepared to cope with bullying related to the religious or political sentiment using several self-reflective orientations and through optimal use of technical resources. Research limitations/implications: This study applies a qualitative exploratory design. Hence, a follow-up study backed by quantifiable data is needed to enhance generalizability of the findings. Practical implications: Corporate practitioners may develop dedicated social media page for expat kids or an online community of such individuals as a support system. Originality/value: The paper applies a critical lens on some deep-rooted sociopolitical issues which have not been addressed in extant literature on expat adjustment. |
| 62. | Examining the Factors influencing Adoption of E-Banking services in Chennai city. Author(s): Jan N.A., Subramani A.K., Chebolu R.M., Sasikala M.S. | India being a developing country still has millions of people who prefers to have traditional branch banking system rather than e-banking. The reason behind their preference is either they hesitate or they don't have sufficient knowledge about the e-banking services. The purpose of this study is to examine the relationship between perceived usefulness, perceived barriers, customer attitude, and perceived effectiveness of adoption of e-banking services. An effective number of responses of 470 respondents from both public and private banks' customers were used to examine the hypothesized relationships. Structural equation modelling are performed to test the constructs and their relationships. The study found that there is a direct relationship between perceived usefulness and technology adoption in developing customer attitude toward adoption of e-banking services; whereas, there is no relationship between perceived barriers and technology adoption. The sample size and potential respondents from a selected region of the study may limit its wider applicability and generalization. |
| 63. | Employee Well-being through Internal Branding: An Integrated Approach for Achieving Employee-based Brand Outcomes. Author(s): Raj A.B. | Internal branding is considered as an Human Resource (HR) construct for creating, implementing and measuring the employee-based brand image in organizations. The purpose of this study was to empirically analyse the influence of internal branding initiatives on overall workplace well-being in which every stakeholder feels included, valued and respected. A study conducted on a sample of 443 respondents across four different Indian services sector examined how internal branding strategies help in psychological, physical, spiritual, financial and social well-being of employees. A conceptual framework based on the hypotheses was tested to establish correlations among internal branding, employee well-being and employee-based brand outcomes at individual and organizational levels. It shows that internal branding is an integral part of overall well-being programme and supports individual and organizational outcomes. Organizations can use this framework to improve their well-being strategies based on their internal brand creation process and also benefit from the increased organizational effectiveness. |
| 64. | Does psychological climate affect task and contextual performance through affective commitment? Evidence from public sector companies. Author(s): Uraon R.S., Gupta M. | This paper has two main purposes. One purpose is to examine the mediating role of affective commitment in the relationship between psychological climate and contextual and task performance. Another purpose is to conceptualize and measure the psychological climate. Design/methodology/approach Data were analyzed using a sample of 514 employees working in 12 public sector companies in India. Partial least squares (PLS) technique was used to test the proposed research framework. Findings The results of this study revealed that affective commitment has a mediating role in the relationship between psychological climate and contextual performance as well as between psychological climate task performance. Research limitations/implications The findings of this study augment the theory of psychological climate by suggesting that individuals perceiving high a psychological climate are likely to have the high affective commitment that ultimately leads to higher performance. Practical implications Public sector companies are encouraged to provide a favorable psychological climate that can emotionally commit the employees to perform well. Originality/value This study is one of its kinds to overcome the limitations of the earlier studies such as in examining the effect of higher-order psychological climate on task and contextual performances. |
| 65. | Diversity climate perceptions and its impact on multicultural team innovation and performance. Author(s): Raavee Kadam, Srinivasa Rao, Waheed Kareem Abdul and Shazi Shah Jabeen | This study aims to examine the influence of diversity climate perceptions (DCPs) on team member's contribution to team innovation and team performance in a multicultural team (MCT). The authors also investigate the moderating effect of cultural intelligence on these relationships. Design/methodology/approach The authors draw upon the interactional model for cultural diversity to build their hypotheses. Data was gathered from 43 teams consisting of 217 members using a structured questionnaire. Ratings were obtained from both team members and supervisors. The data collected was analyzed using structural equation modeling. Findings Results indicated that when team members have positive DCPs, it had a positive impact on their innovation and performance in the team. Cultural intelligence was also found to have a direct impact on team member innovation but not on team member performance. Furthermore, cultural intelligence was found to positively moderate the DCPs – team member performance relationship but not the DCPs – team member innovation relationship. Practical implications Managing diversity is a key concern for organizations worldwide given the exponentially rising cultural diversity within the workforce. This study would enable practitioners to understand that developing positive DCPs and cultural intelligence of team members are critical to the success of MCTs. Originality/value Literature has documented mixed results pertaining to team diversity and its effect on performance, resulting in scholars urging the need to explore how the negative effects of team diversity can be mitigated. This research establishes that positive DCPs and cultural intelligence as two key factors contributing to the performance of MCTs. |

| Sl. No. | Publication Detail | Abstract |
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| iv. Marketing and Strategy | | |
| 66. | The Mediating Role of Brand Credibility on Celebrity Credibility in Building Brand Equity and Immutable Customer Relationship. Author(s): Ramendra Pratap Singh | The present study examines the role of celebrity credibility in building brand equity and relationship continuity with the help of brand credibility as a mediator. The experience of usage of smartphones is considered as a moderator. A survey is conducted with a total of 376 participants. The model is tested using structural equation modeling. Brand credibility partially mediates the positive relationship of celebrity credibility on brand equity and relationship continuity expectations. A significant difference is found in the case of new users in the case of relationship continuity expectations. The research paper examines the role of celebrity credibility in the case of the Smartphone, which has not been explored previously. The relationship continuity which is usually an important construct in services is tested for a tangible product. |
| 67. | The Effect of Message Orientation/Vividness on Consumer Engagement for Travel Brands on Social Media. Author(s): Anish Yousaf, Insha Amin | Purpose: The purpose of this study is to examine how consumer-brand engagement on social networking sites (SNS) is an outcome of the message orientation/vividness. Design/methodology/approach Message design is proposed to include two components, namely, orientation and vividness. The message orientation is classified as either task/instrumental or socioemotional. The message vividness is measured through content type. The consumer-brand engagement is conceptualized at three levels, namely, cognitive (comment), affective (shares) and conative (likes). A total of 1,000 posts were collected from the official Facebook pages of the 10 most popular travel brands, five each from India and the USA. These two countries were chosen as they are culturally different, with the former representing a largely collectivist culture and greater social connectivity and the latter representing primarily an individualistic culture. Findings: The study reveals that greater message vividness, with more interactive/audio-visual content, leads to higher engagement. The task/instrumental message orientation leads to low-/medium-level engagement. Overall, a combination of high-vividness and socioemotional orientation generates maximum engagement. India and the USA depict unique effects of message orientations/vividness on the consumer-brand engagement levels, indicating cultural implications for the brand SNS messages – effectiveness. Research limitations/implications: The study's conceptualization of consumer-brand engagement reflected through the consumers – responses to brands – SNS messages, represents new knowledge. The unique effects of message vividness and orientation on consumer-brand engagement and the variations across cultures is also a novel contribution to the extant branding literature. Practical implications: The brand marketers should not only design their SNS messages with appropriate vividness/orientation but also tweak them across cultures, for maximum consumer engagement. Originality/value: The study is a novel attempt to deploy the interaction process analysis framework in an SNS setting. |
| 68. | Sustainability of the Smart phone applications usage in rural India –An empirical study. Author(s): Souvik Roy | The Indian smart phone applications market is really flourishing with India ranked as number one in terms of the downloads made via Android and Google play store. However the smart phone application penetration is still low in rural India as compared to its urban part. This study is first of its kind which tries to explore two things, one the reasons, why rural Indian market is not growing in terms of smart phone application downloads/usage and second some antecedents that can affect the behavioral intention of rural customers for increased smart phone application usage. For this study authors resorted to ethnographic in-depth interview during pre-test stage followed by collecting of responses through administrated questionnaires in the second part. Around 346 responses were collected from ten villages in Rangareddy district in Telangana state, in India. SEM was used as the statistical tool to run the hypothesis. In terms of smart phone application development, this study is unique one which tries to throw light immensely on how the marketers/developers can increase the sustainability of smart application usage among rural consumers which happens to be an untouched profitable segment till this point of time. |
| 69. | Sports Celebrity Personality and Purchase Intention: The Role of Endorser Brand Congruence, Brand Credibility and Brand Image Transfer. Author(s): Anish Yousaf | Purpose This study aims to examine the influence of five sports celebrity personality (SCP) attributes – attractiveness, expertise level, credibility, trustworthiness and character – on consumers' purchase intentions (CPI). It identifies celebrity brand congruence (CBC), endorsed brand celebrity (EBC) and transfer of brand image (TBI) as antecedents of CPI. Design/methodology/approach The purposive sampling technique was used to collect the data from 838 respondents. This study developed a multidimensional construct for SCP. The covariance-based structural equation modeling (SEM) technique was used to examine the relationship between SCP and the endorsed brand. The study used CBC as a mediator and EBC and TBI as partial mediators. The direct and indirect effect of SCP on CPI was investigated using CBC, EBC and TBI as mediators. Findings This study supports the importance of three antecedents (i.e. CBC, EBC and TBI) on CPI. It finds congruence across SCP and CBC variables, and a positive impact of SCP on EBC and TBI variables. Also, it exhibits a significant direct effect of CBC on EBC and TBI, whereas the direct effect of CBC on CPI is not substantial. The indirect effect of CBC through mediating variables EBC and TBI found to be significant. Research limitations/implications This study concludes that sports celebrity endorsement is essential to transfer the positive celebrity image to the endorsed brand image. However, it is not merely sufficient to influence the buyers' purchase conduct; the brand credibility additionally assumes to take a role in changing their behavioral intentions. Originality/value This study contributes to the sports marketing literature by its novelty in analyzing the sports celebrity personality at a multidimensional level. It uses SCP's different attributes as one construct and studies its impact on CPI by taking CBC, EBC and TBI as mediators. The results of this study equip sports management professionals with the knowledge to build better long-term relationships with consumers. |

| Sl. No. | Publication Detail | Abstract |
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| 70. | <p>Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation.</p> <p>Author(s): Singh P., Ahmad A., Prakash G., Kushwah P.K.S.</p> | <p>The purpose of this paper is to take the neglected influencing factors in brand alliance research into account based on consumer characteristics theory and discuss the influencing factors' interactive effects on brand alliance. Based on the theory of consumer characteristics and the S&R model of brand alliance, an experimental design was conducted to examine the relationship among the various variables and moderators, which can test the changes of the dependent variables by controlling and manipulating one or more single variables. The sample includes 400 college students. The results demonstrate that brand knowledge positively moderates the relationship between brand equity and consumer brand alliance, but not significantly affect the relationship between alliance evaluation and joint fit; in contrast, product involvement individually plays a positive moderating role on the relationship between joint fit, brand equity and consumer brand alliance evaluation. Two consumer characteristic, brand knowledge and product involvement moderate the relationship between brand equity, joint fit and consumer brand alliance evaluation. Several empirical studies on brand alliance have documented mostly positive effects of brand alliance on consumer brand evaluations. Two important consumer characteristics' effect on brand alliance evaluation, brand knowledge and product involvement, were testified to expand the scope of influential factors of brand alliance evaluation on the basis of consumers' characteristic theory.</p> |
| 71. | <p>Does managing customer accounts receivable impact customer relationships, and sales performance? An empirical investigation.</p> <p>Author(s): Singh R.P., Singh R., Mishra P.</p> | <p>The impact of accounts receivables on the performance of salespersons is largely ignored in sales literature. However, in many sales contexts, managing customers' accounts receivables is directly managed by the salespeople, and therefore substantially impacts their sales performance. Towards such sales contexts, in this empirical study, we study the effect of customer account receivables and salespersons' customer orientation on their relationship orientation and customer-related performance. We further analyse the direct impact of relationship orientation on customer-related performance. Using survey-based data from 224 salespersons based out of India, we empirically test the proposed model using partial least squares structural equation modelling. Our findings suggest that accounts receivables from customers and salespersons' customer orientation strongly impact relationship building and also improves customer-related performance. The salespersons' relationship orientation also partially mediates the relationship between customer account receivables and customer-related performance. Therefore, this study provides much-required evidence to establish the salience of salesforce appropriately managing customers' account receivables so that its impact on their sales performance customer relationships are not adversely affected.</p> |
| 72. | <p>Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective.</p> <p>Author(s): Sudeeptha Pradhan</p> | <p>The major purpose of place branding is to attract tourists and investors by enhancing the value proposition of a place through its unique regional identity. We undertake two studies to test the impact of regional identity on destination brand loyalty, and thereby on investment attractiveness. Study 1 involves identifying the dimensions of customer-based place brand equity (CBPBE) from a regional identity perspective. Data were collected from the state of West Bengal in India. Results of exploratory factor analysis show a four-dimensional structure of CBPBE consisting of brand salience, brand meaning, perceived quality, and brand attachment. Based on 290 responses collected from Thailand, we use these CBPBE dimensions in study 2 to develop and validate the psychometrically robust CBPBE-RI instrument. Finally, we test for the impact of CBPBE-RI dimensions on destination brand loyalty and investment attractiveness. The results have managerial and theoretical implications.</p> |
| 73. | <p>Autonomous/ Controlled Travel Motivations & Their Effect on Travel Intentions of Indian Millennials: A Mixed Method Approach.</p> <p>Author(s): Anish Yousaf, Insha Amin, Abhishek Mishra</p> | <p>With the self-determination theory (SDT) as grounding, the current study uses qualitative investigation with twenty-five respondents and a two-stage quantitative validation with 782 respondents, to propose seven travel motivations for Indian millennials. These motivations are knowledge-seeking, escape, sense of accomplishment, experience stimulation, social relationships, destination rewards, and social media compulsion. These motivations are mapped to specific regulations in the SDT and organized into autonomous and controlled motivations. Both autonomous and controlled motivations have a significant impact on travel intentions. A judgemental sample of Indian millennials is drawn from the eligible client-list of a prominent tourism agency used as the sampling frame. The study guides destination managers to position their destinations aligned with the motivations that drive Indian millennials to travel.</p> |

| Sl. No. | Publication Detail | Abstract |
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| 74. | Understanding the ecosystem of microfinance institutions in India. Author(s): Purkayastha D., Tripathy T., Das B. | <p>Purpose: This paper aims to build upon the various studies conducted on the ecosystem and expands the understanding of the ecosystem of microfinance institutions (MFIs) in India. The discussions in this essay entail a literature review that analyzes the discourse on the ecosystem of MFIs, and based on this an attempt has been made to conceptually design a model for the ecosystem of MFIs in India. Design/methodology/approach: The authors design the "Indian microfinance ecosystem model" based on the actors in the broader financial ecosystem (Bloom and Dees, 2008; Ledgerwood and Gibson, 2013) and the capital infrastructure and the context-setting factors of the social entrepreneurship ecosystem (Dees et al., 2008) that best describes the Indian MFI scenarios. Findings: The ecosystem of MFIs in India is found to be very complicated. The interactions among numerous actors – who are core product or service providers, facilitators, client, beneficiaries, resource providers, competitors, complementary organizations, regulators, opponents and influential bystanders. The authors also observed that the capital infrastructure and context-setting factors such as policy, politics, media, economic and social conditions are equally crucial for the MFIs to survive and flourish. Moreover, the ecosystem is also dynamic and could change with the environmental conditions and entry of new entrants into the ecosystem. Research limitations/implications: Understanding the ecosystem of MFIs from the strategic perspective would also be of interest to stakeholders such as donors, investors, banks, government and so on. For MFIs, knowing their place in the ecosystem is an essential step in determining their strategy. Practical implications: Understanding the elements of the ecosystem would help MFIs to assess whether they have achieved the minimum critical environmental conditions in the ecosystem for their business model to succeed. Social implications: Better understanding of the ecosystem will help create social benefits through better service delivery to the low-income population. Originality/value: Expands the existing business ecosystem literature by extending it to the social policy, social entrepreneurship and more specifically to the microfinance sector. Fills a void in ecosystem literature by designing a comprehensive ecosystem model of MFIs in India. Understanding the ecosystem would help market system actors and facilitators to understand what they have to do to achieve their objectives of participating in the ecosystem. Knowing their place in the ecosystem is an essential step in determining what they should do and how they should do it. In addition to MFIs, it could have important implications for policymakers, particularly the government, that are trying to achieve financial inclusion.</p> |
| 75. | Understanding factors influencing elderly diabetic patients' continuance intention to use digital health wearables: Extending the technology acceptance model (TAM). Author(s): Ahmad A., Rasul T., Yousaf A., and Zaman U. | <p>Elderly diabetic patients in developed countries have been widely using digital health wearables for many years to manage their diabetes-related health data accurately. To encourage the increased adoption of digital health wearables among elderly diabetic patients in a developing country, Bangladesh, this study investigated the factors that influenced the existing elderly users' continuance intention to use this technology. The Technology Acceptance Model (TAM) has been used here as a theoretical basis. A model using structural equation modelling was developed for the elderly diabetic patients' continuance intention to use digital health wearables. Survey-based data were collected in Bangladesh from 223 diabetic patients aged sixty years and older. This study found that all six constructs, namely, perceived usefulness ($\alpha = 0.183$), perceived ease of use ($\alpha = 0.165$), perceived irreplacability ($\alpha = 0.138$), perceived credibility ($\alpha = 0.165$), compatibility ($\alpha = 0.285$) and social influence ($\alpha = 0.226$) had a positive influence on elderly diabetic patients' continuance intention to use digital health wearables. Along with the theoretical contributions, the findings of this study can be used by developers of digital health wearables, manufacturers, marketers and health practitioners in developing better strategies to increase the elderly diabetic patients' continuance intention to use this technology.</p> |
| 76. | The Young Consumers Preferences For Buying Attributes: A Conjoint Analysis Approach. Author(s): Dwarakanath Siriguppi, Vijayudu Gnanamkonda, Chakravarthi Koundinya | <p>Young consumers' preferences shifted from only emotional to both emotional and rational while buying their preferred product or service. They are looking for more benefits than they are getting versus the cost it is to them. In this, we can see the young consumers' buying decision making which does not depend on one or two attributes or one or two brands. It may have combinations. There is a wide scope to the young consumers when companies are offering a competitive edge within the expected price range of young consumers. There are several studies conducted in developed countries. No study was carried out to denote exclusively young consumers' mindset towards automobiles, attributes that are influencing buying decisions. Many studies proved that young consumers' buying preferences are more on branded clothing, automobiles, and cell phones. Hence this study has taken up to study the young consumers' buying preferences in an automobile (midrange car) attribute. There is a paucity of specific literature also. The main purpose of this paper is to identify the most influencing attributes of a product on young consumers who are in the age group of 21 to 35. The present study was done just a month before the pandemic across India through an online survey. The conjoint analysis is administered to identify the most preferable attributes rank wise. This study found the fact that young consumers have a higher preference for a brand in a car purchase. At the same time, the preference is going for low priced cars. It is a fact from this study that there is the least priority for Safety in a car by young consumers.</p> |
| 77. | The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth. Author(s): Acharya A. | <p>Purpose: The purpose of this paper is to check for the effects of brand familiarity, customer brand engagement and self-identification on word-of-mouth (WOM) communication. Design/methodology/approach: A systematic review of the literature regarding brand familiarity and customer brand engagement (CBE) was conducted and data were analyzed using structural equation modeling. Findings: The results revealed that brand familiarity had a positive impact on CBE; self-identification also had a positive impact on WOM communication. Research limitations/implications: The model was tested in the context of service sector; future research may investigate in different context. Practical implications: The framework advances insight into customer engagement and service dominant logic, which, despite having been recognized for their significant theoretical fit, have remained largely disparate in the literature. Originality/value: This study is among the first few attempts to examine the impact of brand familiarity on different dimensions, namely, cognitive, affective and activation dimensions of CBE. This study contributes to a more detailed description of the brand familiarity construct and improves understanding of WOM communication. The study provides implications for practitioners and marketers.</p> |

| Sl. No. | Publication Detail | Abstract |
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| 78. | Social comparison and continuance intention of smart fitness wearables: an extended expectation confirmation theory perspective. Author(s): Gupta.A, Dhiman.N, Yousaf.A, Arora.N | Technological innovations, especially smart fitness wearables, are playing a critical role in the future of fitness and overall well-being. Extant research has examined the adoption of smart fitness wearables, with limited attention paid to continuance intention. The current study attempts to investigate users' continuance intentions of using smart fitness wearables by combining expectation confirmation theory and social comparison theory. In particular, this paper extends the expectation confirmation model by adding perceived health outcomes and social comparison tendency to understand the continuance intention of smart fitness variables. The model explains 72.8% of continuance intention, and the findings reveal that perceived health outcome and users' satisfaction predict continuance intention leading to intention to recommend. Furthermore, the findings confirm the positive impact of social comparison tendency on perceived health outcome and users' satisfaction. Users' satisfaction is influenced by perceived usefulness, confirmation, perceived health outcome and social comparison tendency. Our study confirms that mere post-adoption perceived usefulness does not guarantee continuance intention, unless the perceived health outcomes are achieved. |
| 79. | Revisiting Spectator-Based Sports Team Reputation: Strategic Implications for Team Managers. Author(s): Yousaf A., Bashir M., Mishra A. | Prior works on corporate reputation are primarily derived from the fields of marketing, management and sociology, yet, except for Jang et al. (Int J Sports Mark Spons 16(3):52–72, 2015), none of those works examine and measure reputation for sport teams. Even with Jang et al. (2015), a major limitation is that they use a small non-probability convenience sample of students and hence, their scale may have limited generalisability. This work rigorously re-tests the scale for its empirical efficacy to measure reputation of sport teams, in context of the most popular cricket league in the world, the Indian Premier League (IPL). We use a randomly selected pool of 440 and 481 IPL team fans at two different points in time. This work not only revalidates an important scale with a large set of real consumers but also examines the importance of a sport team's reputation for spectator identification and re-engagement intentions as a check for nomological validity. Findings have strategic implications for managers who can evaluate their team's reputation with this framework and use it to create more fan engagement. |
| 80. | Online Young Consumer Shopping Self-Efficacy: An Indian Exploration. Author(s): Gautam V., Sharma V. | The current study examined the Indian young consumer online shopping self-efficacy in an integrated model. Authors tested the study model (antecedents and consequences of online shopping involvement) with the help of 225 sample data by using first order structural equation modeling. Online shopping enjoyment was found most important predictor of online shopping involvement followed by online accessibility. Further, the impact of online shopping involvement on online shopping self-efficacy was quite high in comparison to online technical self-efficacy. We strongly recommend that the marketers must use internet strategically in establishing dialogue between seller and online shoppers. |
| 81. | Measuring customer based place brand equity (CBPBE) from a public diplomacy perspective: Evidence from West Bengal. Author(s): Bose S., Roy S.K., Alwi S.F.S., and Nguyen B. | A glaring paucity of a measuring instrument for place branding effectiveness and place brand equity still remains. This study contributes theoretically by exploring and developing the dimensions and instrument of customer based place brand equity (CBPBE) quantitatively, in the context of international relations (public diplomacy) between two places, West Bengal (in India) and Bangladesh. To this end, the study employed: focus group discussion, depth interviews and survey, in order to develop and validate the items generated to measure CBPBE. Confirmatory factor analysis was used on a total sample of 437 respondents that resulted in a nine (9) item CBPBE scale, represented by multidimensional constructs namely: place brand salience, perceived quality and place brand engagement. The CBPBE construct is then tested with brand loyalty – investment attractiveness construct in a conceptual model in order to verify the nomological relationship of the instruments developed. |
| 82. | Likelihood of surviving children using a probability model. Author(s): Roy S. | Child birth is a natural phenomenon which is required to develop a society. Controlled population growth is a boon for any developing country and taking care of it is the prime responsibility of the concerned government. Unfortunately, in India, child mortality had been a real curse for decades and there were no concrete models which could estimate the number of surviving children in a given time period. In the recent times, lots of initiatives have been taken by the government and other agencies for controlling the fast growing population and at the same time to reduce child mortality. Few of probability models are available to study the variation in the number of births to a female under varying sets of assumptions, but a very little work has been done to find out the distribution of number of surviving children out of the births in a given period of time. Hence, it is necessary to develop a probability model which could explain the distribution of number of surviving children apart from deriving the distribution of number of births. This paper attempts to develop a probability model for number of surviving children, using discrete probability distributions. |
| 83. | Impact of Advertising and R&D on Profitability: Evidence from Indian Automobile Industry. Author(s): Neeraj Kumar, Anees Ahmad, Pankaj Kumar Singh | The purpose of this study is to examine the effect of R&D intensity and advertising intensity on profitability of Indian automobile industry. For this purpose twenty five automobile players were selected and data on R&D expenditures, advertising, net profits and sales turnover were extracted from CMIE PROWEES for time period 1998- 2014. The findings reveal that 17 firms exhibit significant association between advertising intensity and profitability and 16 firms between R&D intensity and profitability. The study suggests that to reap the benefit of R&D expenditures complex procedure of R&D investment and to obtaining license for new designs should be dismantled. |

| Sl. No. | Publication Detail | Abstract |
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| 84. | How pre-adoption expectancies shape post-adoption continuance intentions: An extended expectation-confirmation model. Author(s): Gupta.A, Yousaf.A, Mishra. | Extant research examines the factors that cause the initial adoption of digital technologies, like mobile wallets, with limited focus on post-adoption behaviours. This work proposes a novel extended expectation-confirmation model which explores the impact of pre-adoption expectancies and confirmation on post-adoption satisfaction and continuance intentions. The model also explores the roles played by the post-adoption factors like perceived user interface quality, perceived security and self-efficacy. The findings indicate that pre-adoption performance/effort expectancies impact consumption-driven confirmation, which in turn affects the post-adoption perceived usefulness, post-adoption perceived security, and user satisfaction. Further, satisfaction, post-adoption self-efficacy and post-adoption perceived usefulness are found to be strong antecedents of the user's continuance intention. The framework contributes to the extant research by integrating both pre- and post-adoption constructs that determine post-adoption continuance intentions. The framework also guides the M-wallet application developers to enhance user satisfaction and continuance intentions by meeting their pre-adoption expectations through consumption-driven confirmation, in order to stay relevant in an extremely competitive m-payments business. |
| 85. | Green market segmentation and consumer profiling: a cluster approach to an emerging consumer market. Author(s): Jaiswal D., Kaushal V., Singh P.K., Biswas A. | In the present era of green consumerism, consumers are shifting towards sustainable consumption with the rising demand of green products. Despite consumers' demand of such products, their attitudes towards eco-friendly practices can neither be the same for different consumer groups nor can be treated as they all are equally green. The purpose of this study is to operationalize the green market segmentation based on demographic, psychographic and behavioural characterization in the Indian context of green consumerism. Design/methodology/approach: The deductive approach of questionnaire survey method has been adapted to collect the responses from convenience sampling of Indian consumers using the measured constructs concerning to green consumer psychology. The data were analyzed by applying multivariate techniques of confirmatory factor analysis (CFA), cluster and discriminant analysis. Findings: The results revealed that the three distinctive set of consumer groups are evolved as "keen greens", "moderate greens" and "reluctant greens" based on the eight cognitive variables used in this study, namely environmental concern (EC), perceived environmental knowledge (PEK), perceived consumer effectiveness (PCE), perception of eco-label, perception of eco-brand and environmental advertisements, green purchase intention (GPI) and green purchasing behaviour (GPB) in the Indian context. Research limitations/implications: The research findings may lack its generalizability in the Indian context, as the survey strategy is confined with the most populated territory of India. To provide its robustness, the future studies need more heterogeneous sample across the country. The research findings could provide the key insights into policymakers and enterprises in the framing of marketing strategies to promote green consumerism in the setting of emerging economies. Originality/value: There is dearth of literature concerning to green consumer segmentation based on the "attitude-intention-behaviour" approach in the Indian context. Therefore, the present study endeavours to manifest a holistic description of green consumer classification based on demographic, psychographic and behavioural characterization. At Prima facie, the study is the first that elucidates consumers' segments profile by incorporating environmental cognitive factors from both the perspectives; "consumers" inner stimuli' and "external green marketing cues", especially in the indigenous Indian setting. |
| 86. | Examining Intensity of Use: A Case of Funny Selfies. Author(s): Vikas Gautam | We have been observing a prominent drift for last few years across various social media networks. Clicking own photographs ("Selfies") and sharing them across social media networks is on the rise among people. And, this typical change in behavior is not restricted here, but users are making use of many online tools (free / paid) to add fun aspect to the photographs. This type of self-posing behavior is becoming quite prominent among people of all ages; therefore, it is of great interest to know the motivations behind this type of behavior. To get some insights about this, study examined predictor (determinants) of funny selfie sharing behavior of people across various social media networks. A conceptual model, that incorporates narcissism, gratificationssought, sensation seeking, sense of humor, and intensity of use is proposed and empirically tested by employing structural equation modeling. Results show that meta-message sensitivity, attitude towards humor and entertainment and relaxation needs are the significant predictors of an individual's intention to share funny selfies on various social media network sites. Implications of the results are deliberated with future scope for research. |
| 87. | Examining environmental friendly behaviors of tourists towards sustainable development. Author(s): Gautam V. | This study investigated the tourists' novel intentions to save environment and what parameters impact their pro-environment decisions. Structural Equation Modeling was used to test the integrated study model to get correct and unbiased path coefficients with the help of 227 responses. The study results revealed that greater the environmental knowledge of environmental friendly products, the more positive attitude towards environmental friendly products was perceived and international tourists perceived it significantly high in comparison to domestic tourists Interestingly Control on Availability didn't impact purchase intentions of tourists in the current study, a finding different from literature across other contexts. Attitude didn't have significant mediating effect in the relationship between environmental knowledge and purchase intentions. On the other hand, purchase intentions positively influenced purchase behavior of tourists. Practical implications are discussed at large. |

| Sl. No. | Publication Detail | Abstract |
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| 88. | Effect of message orientation/vividness on consumer engagement for travel brands on social networking sites. Author(s): Yousaf A., Amin I., Jaziri D., Mishra A | <p>The purpose of this study is to examine how consumer-brand engagement on social networking sites (SNS) is an outcome of the message orientation/vividness. Design/methodology/approach: Message design is proposed to include two components, namely, orientation and vividness. The message orientation is classified as either task/instrumental or socioemotional. The message vividness is measured through content type. The consumer-brand engagement is conceptualized at three levels, namely, cognitive (comment), affective (shares) and conative (likes). A total of 1,000 posts were collected from the official Facebook pages of the 10 most popular travel brands, five each from India and the USA. These two countries were chosen as they are culturally different, with the former representing a largely collectivist culture and greater social connectivity and the latter representing primarily an individualistic culture. Findings: The study reveals that greater message vividness, with more interactive/audio-visual content, leads to higher engagement. The task/instrumental message orientation leads to low-/medium-level engagement. Overall, a combination of high-vividness and socioemotional orientation generates maximum engagement. India and the USA depict unique effects of message orientations/vividness on the consumer-brand engagement levels, indicating cultural implications for the brand SNS messages – effectiveness. Research limitations/implications: The study's conceptualization of consumer-brand engagement reflected through the consumers – responses to brands – SNS messages, represents new knowledge. The unique effects of message vividness and orientation on consumer-brand engagement and the variations across cultures is also a novel contribution to the extant branding literature. Practical implications: The brand marketers should not only design their SNS messages with appropriate vividness/ orientation but also tweak them across cultures, for maximum consumer engagement. Originality/value: The study is a novel attempt to deploy the interaction process analysis framework in an SNS setting.</p> |
| 89. | Drivers of brand credibility in consumer evaluation of global brands and domestic brands in an emerging market context. Author(s): Srivastava A., Dey D.K., M.S B. | <p>The purpose of this study is to examine the impact of brand credibility on purchase intentions toward global brands and domestic brands in an emerging market context. It further examines three drivers of brand credibility: perceived globalness, perceived localness and perceived authenticity. Design/methodology/approach: A structured questionnaire was used for data collection. Systematic random sampling using the mall intercept technique was used to collect cross-sectional data from 836 customers in India. Hypotheses were tested by using structural equation modeling with AMOS 21. Findings: The results demonstrate the significance of brand credibility on purchase intentions. Furthermore, brand globalness differentially influence brand credibility for global and domestic brands. Research limitations/implications: The findings provide key insights for marketers regarding consumer evaluation of global brands and domestic brands in emerging markets. Originality/value: This study contributes to the literature by proposing and testing the key role of brand credibility in consumer choice of global brands versus domestic brands in an emerging market context.</p> |
| 90. | Does service failure criticality affect global travellers' service evaluations? An empirical analysis of online reviews. Author(s): Dwesar R., Sahoo D. | <p>Increased global air travel and competition in the airline industry entail better service delivery and failure management. This study examines how airline type, failure criticality and the traveller's culture influence travellers' airline evaluations of service failure. Design/methodology/approach The study uses a large data set of customers' online reviews and incorporates quantitative and qualitative feedback from 20 major airlines across the world. Semantic tagging, sentiment and multivariate analyses have been used to analyse the data. Findings Failure criticality and travellers' cultural backgrounds significantly affect airline evaluations after service failures. Moreover, failure criticality influences evaluations of travellers from individualistic cultures more severely. Contrary to expectations, full-service airlines were evaluated positively after less critical service failures. Practical implications The findings support that customers undergo different emotional states when they experience service failure. Understanding these internal emotional sensitivities and how services would be judged by travellers across cultures can help airlines to better manage their service recovery efforts and to strategise prioritisation of scarce resources. Originality/value though airline service failure has been well researched, this study examines the role of culture in service failure evaluations. The study uses a novel method to analyse a large data set of both quantitative and qualitative traveller feedback useful in service recovery management.</p> |
| 91. | Do Skills and Challenge Affect Perceived Learning? Mediating Role of Engagement. Author(s): Anitha Acharya and Manish Gupta | <p>Gamification, the usage of elements relating to game design to non-game activities, has gained considerable attention from academia and industry. It is uncertain as to whether students require skills and challenges to engage them in the game for enhancing their learning. Thus, the objective of this article is to examine the mediating role of engagement in the relationship between skill and perceived learning as well as between challenge and perceived learning in game-based learning environments. Data was gathered using a survey of Player Unknown's Battlegrounds (PUBG) players. A total of 233 young Indian players participated in the study. The results showed that engagement fully mediates the relationship between skill and perceived learning as well as between challenge and perceived learning. This study contributes to the literature on game-based learning by providing evidence for the educational video games to be one of the effective means of learning. Results of the present study imply that the educational game designers can design challenging games to engage the students.</p> |

| Sl. No. | Publication Detail | Abstract |
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| 92. | Do online consumer reviews help to evaluate the performance of automobile manufacturers? Author(s): Amit Singh, Mamata Jenamani and Jitesh Thakkar | This research proposes a text analytics-based framework that examines the utility of online customer reviews in evaluating automobile manufacturers and discovering their consumer-perceived weaknesses. The proposed framework integrates aspect-level sentiment analysis with the house of quality (HoQ), TOPSIS, Pareto chart and fishbone diagram. While sentiment analysis mines and quantifies review-embedded consumer opinions on various automobile attributes, the integrated HoQ-TOPSIS analyzes the quantified opinions and evaluates the manufacturers. The Pareto charts assist in discovering consumer-perceived weaknesses of the underperforming manufacturers. Finally, the fishbone diagram visually represents the results in the form with which the manufacturing community is acquainted. The proposed framework is tested on a review data set collected from CarWale, a well-known car portal in India. Selecting five manufacturers from the mid-size car segment, the authors identified the worst-performing one and discovered its weak attributes. The proposed framework can help the manufacturers in evaluating competitor; identifying consumers' contemporary interests; discovering own and their competitors' weak attributes; assessing the suppliers and sending early warnings; detecting the hazardous defects. It can assist the component suppliers in devising process improvement strategies; improving their customer network; comparing them with competitors. It can support the customers in identifying the best available alternative. The proposed framework is first of its kind to integrate the sentiment analysis with (1) HoQ-TOPSIS to assess the manufacturers; (2) Pareto chart to discover their weaknesses; (3) fishbone diagram to visually represent the results. |
| 94. | Consumer-Brand Engagement With E-Commerce Market Place Brands. Author(s): Pankaj Kumar Mohanty | Consumer-brand engagement (CBE) has gained much attention from both the academicians and practitioners. However, despite such scholarly attention, only a few studies have empirically tested the scale of CBE. Moreover, limited attention is paid toward examining the consumer-brand relationships in the e-commerce marketplace context. The study is an empirical investigation of the new ways for examining CBE by testing the impact of consumer advocacy (CA). Furthermore, the study has examined and validated the relationship between consumer involvement (CI) and CBE in the e-commerce marketplace context. The study has further examined the impact of CBE on two outcome variables, viz., positive word-of-mouth (PWOM) and brand usage intention (BUI). A sample size of 408 has been collected randomly from a postgraduate program of a large university located in south India. Various multivariate techniques (Confirmatory Factor Analysis & Path Analysis) have been applied to validate and test the proposed relationships. The results indicate that both CI and CA positively influence CBE. Further, CBE has a positive impact on PWOM and BUI. |
| 95. | Consumer engagement behaviors: do service convenience and organizational characteristics matter? Author(s): Roy S.K., Shekhar V., Quazi A., Quaddus M. | The purpose of the study is to investigate the role of service convenience in the relationship between organizational characteristics (such as brand equity, store ambiance, store layout, customer information and employee responsiveness) on customer engagement behaviors (CEBs), including service improvement, customer cooperation, positive word-of-mouth and customer helping customers. It examines two research models, with service convenience as a separate antecedent of CEBs (model A) and as a mediating variable between organizational characteristics and CEBs (model B). Design/methodology/approach: Using a positivist paradigm, data were collected from 384 respondents representing the existing customers of grocery retailers based in India via a survey instrument. Data were analyzed using partial least squares (PLS) path modeling. Findings: Results demonstrate service convenience as a motivational driver of CEBs. Results also show that the organizational characteristics significantly influence service convenience which in turn impacts CEBs. Practical implications: The findings have important implications for store managers in effective management of customers' time and effort in terms of saving customers' time and effort as well as motivating customers to elicit their engagement behaviors. Originality/value: The originality of this paper lies in identifying the impact of organizational characteristics in helping customers to save time and effort in their shopping activities and thereby elicit various types of CEBs. The paper also adds to knowledge by examining the role of service convenience in the nexus between organizational characteristics and CEB types. |
| 96. | Building customer engagement and brand loyalty through online social media: An exploratory study. Author(s): Ningthoujam S., Manna R., Gautam V., Chauhan S. | Building and sustaining brand loyalty are one of the fundamental subjects of research for strategists and marketers for ages. Online social media has come in forefront to support it in recent times. The objective of the current study was to examine the relationships among online social media, customer engagement and brand loyalty. The study model was estimated by using higher order structural equation modelling with IBS AMOS 21.0. The results of our study demonstrated that online social media is an important predictor of customer engagement and has significant direct impact on customer engagement. Further results confirmed direct impact of customer engagement on Brand loyalty. We also found significant difference across the level of customer engagement with reference to gender. This study concluded that the use of Facebook as online social media to connect and engage with customers leads to building brand loyalty. The primary data comprised of 167 respondents. |
| 97. | Brand trust, institutional commitment, and their impact on student loyalty: evidence for higher education in India. Author(s): Yousaf A., Mishra A., Bashir M. | Oversupply of higher education services in emerging countries, like India, implies an ever-increasing cost of student acquisition despite large student populations. Hence, creating trust through effective service delivery supported with full institutional commitment remains the only way to create student loyalty and bring the subsequent acquisition costs down. This study investigates the impact of four dimensions of brand trust, namely reliability, credibility, benevolence and integrity, on students' loyalty, and the mediating role played by institutional commitment for this relationship. Results show that reliability is the strongest direct determinant of loyalty followed by integrity, while benevolence can lead to loyalty only if the commitment is evident. These, as well as other interesting findings, have direct implications for top management/ administrator of a higher education institute (HEI) in the form of specific emphasis to elements of trust for creating higher student loyalty. |

| Sl. No. | Publication Detail | Abstract |
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| 98. | Barriers in implementing lean manufacturing in Indian SMEs: a multi-criteria decision-making approach. Author(s): Jaiswal P, Singh A, Misra SC, Kumar A. | <p>This study aims to investigate the interrelationships among the Lean manufacturing (LM) adoption barriers in Indian SMEs. This issue has its own importance as LM has become the inescapable requirement for small- and medium-scale enterprises (SMEs) because of the increased concerns about quality, cost, delivery time and rapidly growing competition in the manufacturing sector and in India it is opposed by many factors/barriers. To act for the eradication of these barriers, we need to systematically analyze them. Design/methodology/approach Based on the available literature and consultation with the experts, the authors identified 16 LM barriers for Indian SMEs. The authors analyzed the interdependencies among the barriers and prioritized them using integrated Grey-decision-making trial and evaluation laboratory (grey-DEMATEL) approach. Findings The findings show that limited financial resources, fear in adopting new technology, lack of top management commitment and poor leadership quality are the most critical barriers for LM diffusion in Indian SMEs. Research limitations/implications The present research is based on the experts' inputs, which may be subject to individual biases. In developing countries, such as India, geographical influences are also possible, which are neglected in this study. Practical implications This study provides significant insights that can help SMEs to focus on critical cause group barriers to accelerate the LM penetration. Originality/value The authors have proposed a Grey-DEMATEL-based LM barrier evaluation framework. Here, the authors analyze the interrelationships among the barriers for LM and segregate them in cause and effect groups.</p> |
| 99. | Attractive and facilitating store atmospheric stimuli: Validating the scales. Author(s): Bhatt G., Sarkar A., and Sarkar J.G. | <p>The majority of past studies on the physical store environment have focused on the impacts of distinct store environmental cues like music, crowding and décor on consumers' responses. However, recent research posits that consumer is more likely to experience several cues in a combination, rather than in isolation, i.e. different categories of store environmental cues are likely to impact consumer psychology holistically. Hence, our study aims to identify the relevant factors of store atmospheric cues impacting consumer's attitude in physical retail store context and validate scales to measure such factors. Design/methodology/approach: This research develops and validates psychometrically reliable scales to measure two broad store stimuli factors namely: attractive and facilitating store stimuli, following the scale development method suggested by Churchill (1979). Findings: The study shows that attractive store stimuli predict affective and sensory store brand experiences. The facilitating store stimuli moderate the effects of attractive store stimuli on affective and sensory store brand experiences. Affective and sensory store brand experiences predict store satisfaction. Originality/value: This research contributes to the existing body of store ambience research by empirically understanding the psychological mechanism through which customers perceive different store cues holistically leading to the elicitation of store satisfaction.</p> |
| 100. | Assessment of Shopping Mall Customers' Experience through Criteria of Attractiveness in Tier-II and Tier-III Cities of India: An Exploratory Study. Author(s): Ashish Gupta, Vaibhav Mishra, Anushree Tondon, | <p>The present research attempts to develop a theoretical framework for the assessment of shopping mall customer experience dimensions. It further classifies the variables associated with retail experiences that may attract customers in Tier-II and Tier- III cities towards the malls. Exhaustive literature review and expert opinion approaches have been used to explore the evaluation criteria for the assessment of the mall experience. ISM is used to develop a structural model that represents relationships among variables at different levels along with driving and dependence relationships in the structural model. The result highlights that factors like customer value orientation, tenant mix, employees, facilities management are the most significant benchmarking criteria for customers' assessment of their mall experience in the present study. To achieve profitable operations in these cities, retailers need to acquaint themselves with the expectations of customers in order to attract their attention. This indicates that it is imperative for mall managers to identify how consumers benchmark different parameters while evaluating a mall experience. Understanding the importance of such parameters will allow malls to be built according to some standard specifications that can meet a consumer's threshold for appeal and attractiveness. The study adds to the existing literature of assessing shopping experience in Tier-II and Tier-III cities' malls through a structural model. The most and the least dominant factors found in this study will help mall managers to develop strategies to enhance the customer shopping experience in malls.</p> |
| 101. | Aspects inducing shopper impulse buying in fashion retailing-an investigative study. Author(s): Dr.Santosh Alreddy, Dwarakanath Siriguppi | <p>Impulse buying refers to acquiring products that are not part of the shopping list of customers i.e., the decision to obtain the product is made in the store itself at the spur of the second because the customer feels a bond towards the product or the offer. Impulse purchases have a higher occurrence in contemporary formats as these are larger in size and customer is free to go around and surf the merchandise as compared to over-the-counter conventional formats. For the retailer, the first step in motivating impulse purchase involves making the customer conscious of the product, customer should see the product, and hence best is charged to brands for more prominent locations in stores. Since the product is not part of the customers' shopping list, the product should remind the customer of a need or create excitement or urge to buy. Sometimes the need factor is communicated by placing the product adjacent to complementary categories that may be on the customer's shopping list. In some cases, retailers build a sense of necessity or superiority to coerce the purchase e.g., limited offers. The objective is to get a theoretical understanding of impulse buying, gain insight into factors influencing impulse buying in the retailing context about fashion retailing & understand the strategies carved by retailers to increase impulse buying. The methodology used was the review of relevant literature. It was found that pleasurable shopping experience, quality merchandise, price, in-store promotions, availability of credit card/debit card, brand, celebrity influence, social status are the most relevant factors in stimulating impulse purchase in the Indian fashion retailing context.</p> |

| Sl. No. | Publication Detail | Abstract |
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| 102. | Anthropomorphic communication and product evaluation-a dipstick conceptual evaluation. Author(s): Srivastava G, Surjit Kumar Kar | Product design & marketing communication is an area where companies devote a substantial amount of time concerning technology, ergonomics and sometimes even human touch. Marketers have often launched products with induced human features within products or through packaging or, they market a product through a human spokesperson (Aggarwal & McGill, 2007). This is an intentional effort by a marketer to enhance the acceptability of their product and improve on product evaluation. The reason being that consumers often perceive objects as human beings, and as marketing literature points out that products are often designed to give this effect. The phenomenon of perceiving objects like humans or having human-like intentions and behavior is termed as Anthropomorphism (Epley, Waytz & Cacioppo, 2007). The idea of this paper to give a systematic understanding of Anthropomorphism as a Phenomenon, Psychological Framework, and propose a conceptual understanding based on the existing literature with a relationship model. This understanding will help marketers use this phenomenon as a tool to enhance likability and sales of proposed products. |
| 103. | Angled Short Straddle: A New Dimension of Trading. Author(s): Peeyush Bangur, Manoj Singh, Pankaj Singh, Ruchi Bangur | In this article, the authors propose a novel option strategy that is better (in terms of success rate, profitability, risk, and return) than the short straddle option strategy on the Indian stock market index, Nifty. By using the trigonometric ratio $\tan \theta$, an angle is formed between the monthly points earned/lost by the short straddle option strategy and the monthly change in the price of the Nifty index. Further, the angle for the next month is forecast by using the technique of the 14-month moving average. After calculating the forecasted angle by the 14-month moving-average technique, the related angle (of forecasted angle) in different quadrants is calculated. The angles of quadrants one and two are considered because short straddle is profitable in quadrants one and two and hence the angles of quadrants three and four have been ignored. By using the total straddle premium of the forecasting month, the upside and downside levels of Nifty of that month were calculated where this forecast angle will form. After finding the upper level and lower level of Nifty, the authors propose a strategy (angled short straddle strategy) that involves the selling of a call and put option. They compare the proposed strategy against the short straddle option strategies based on the success rate, overall profitability, risk, and return in the Indian stock market. The result indicates that the proposed strategy has an 18.06% higher success rate than the short straddle strategy. In terms of overall profitability, the proposed option strategy is more profitable by 57.22% than the short straddle strategy. They also compare the risk and return of both strategies, and their results show that the proposed strategy has lower risk and higher return than the short straddle option strategy; these results were verified by the regression analysis. In the end, the results of the success rate have been verified by the time-series plot of India VIX and realized volatility. Due to the higher success rate and better profitability, the proposed option strategy can be consistently applied by any trader on the Nifty for profit generation. Topics: Options, emerging markets, performance measurement Key Findings: The angled short straddle option strategy is more successful and profitable than the short straddle option strategy in the Indian stock Index (Nifty). The Nifty index has less bullish than bearish volatility behavior. The Nifty index has range-bound properties. This is the first article where trading results are based on angle $\tan \theta$. |
| 104. | An integrated Grey-DEMATEL approach for evaluating ICT adoption barriers in manufacturing SMEs. Author(s): Singh.A, Jitesh Thakkar, Jenamani.M | The purpose of this paper is to propose an integrated gray-decision making trial and evaluation laboratory (Grey-DEMATEL) framework to evaluate the ICT adoption barriers in manufacturing small and medium enterprises (MSMEs) running in developing countries. The proposed model is also tested for Indian MSMEs. Design/methodology/approach-The model consists of 16 potential ICT adoption barriers selected from existing literature and refined based on discussion with domain experts. While DEMATEL analyses causal relationship and prioritizes them, Grey approach tackles individual biases and data insufficiency. Findings-The authors conclude that lack of awareness about benchmarking and lack of management vision are the most critical ICT adoption barriers in the case of Indian MSMEs. Research limitations/implications-Outcomes of the present research are based on the experts' inputs which are subject to the biases related to their experience and exposure. In India practices adopted by SMEs have geographical and political influence that is also neglected. Originality/value-This study provides a model consisting of 16 ICT adoption barriers for MSMEs in developing country and a framework to analyze causal relationships among the barriers with the flexibility of data input from their own domain experts. The framework is also capable of dealing with expert biases and data insufficiency. |
| 105. | An attribute-based framework for students' motivation to join an HEI: a self-determination theory perspective. Author(s): Mishra A., Yousaf A., Amin I. | The current work explores the attributes that serve as motivation regulations for students' selection of a higher education institute (HEI). Design/methodology/ approach: With a self-determination theory (SDT) perspective, the current study used a mixed-method approach to develop a scale to measure HEI attribute-based motivation regulations. Findings: A total of eight regulations were proposed: academic/extracurricular activities, infrastructure, faculty research expertise, teaching and learning quality, placement opportunities, marketing and promotion, education cost and social influence. The first four were autonomous motivations and the remaining were controlled motivations. Research limitations/implications: The study leverages the SDT motivation continuum into a structured HEI attribute-based student motivation framework. Practical implications: The study guides HEI managers with specific attributes to position the institute appropriately. Originality/value: This is one of the few works in the higher education utilizing the complete SDT framework. |
| 106. | Adoption of WhatsApp for Strengthening Internal CRM through Social Network Analysis. Author(s): Agrawal S.R. | The present study aimed at how service firms can adopt the WhatsApp platform for strengthening internal CRM from employees' viewpoints through social network analysis. The study employed a descriptive research design with an interview method for collecting the data of 67 staff members from one the largest private sector bank's main branch situated at Bhopal, Madhya Pradesh, India. Earlier, it was confirmed that all the staff members were on their professional WhatsApp group. The study identified various essential characteristics of the WhatsApp platform. Most importantly, the study found that the network of 67 staff members on the professional WhatsApp is well-connected based on the key metrics. Thus, WhatsApp is one of the most popular social media platforms nowadays which can be adopted for strengthening the internal CRM system of service firms. The study unfolds a range of theoretical as well as practical knowledge for both managers and researchers. |

| Sl. No. | Publication Detail | Abstract |
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| 107. | Adoption of ICT-based education system to protect environment and improve present education system. Author(s): Agrawal S.R. | This study is unique in nature that focuses the waste characterisation by the present education system and its effects on the general environment as well as the education system itself. Therefore, to cope up with an issue, the study explores the concept of information and communication technology (ICT)-based education system to the protection of the environment as well as improving present education system itself from students' perspective. A total of 356 usable responses was gathered from engineering, management, and computer application students of four main cities of Madhya Pradesh, India. The AMOS 22.0 and SmartPLS 3.0 statistical programs were used for measurement validation and to test the structural model. The study identified the key constructs within this domain and indicated that all the paths are significant which implies that ICT-based education system significantly contributes to protect the environment and improve the present education system. Therefore, the findings of the study would help policymakers and academicians. |
| v. Operations and IT | | |
| 108. | The role of sacrifice and service quality in the Indian restaurant industry. Author(s): Kushwah P.K.S., Singh P.K. | The present study attempts to investigate the role of sacrifice and service quality in Indian restaurants. Responses were collected from 420 respondents using a convenience sampling approach and analysed with the help of confirmatory factor analysis and structural equation modelling. The data were collected using convenience study which was intended to point out the influence of service quality, sacrifice, service value, customer satisfaction, and behavioural intentions of 420 respondents of the metropolitan cities of India. Data analysis tools used in this research were EFA, CFA, and SEM the results disclosed that the service quality influenced sacrifice, service value, customer satisfaction, and behavioural intentions. For future study the research can focus on to identify antecedents of the sacrifice, service value and satisfaction relationship was not included in the model of the study in future research researchers can include this relationship in their model and sacrifice was not used as a mediator among service quality and service value in future research researchers can find out a mediating role of sacrifice. |
| 109. | Production network, technology choice, capacity investment and inventory sourcing decisions: operational hedging under demand uncertainty. Author(s): Vijai J.P. | Our research is motivated by capacity investment and inventory sourcing decisions that firms make while investing in multi-plant production facilities to offer products and services to the markets. We study the strategic choice between investing alternative technologies in a production network and examine for conditions under which flexible technology to be chosen over dedicated technology and vice-versa. We model a firm's technology choice, capacity investment, and inventory sourcing decisions in face of demand uncertainty as a two-stage stochastic optimization problem for a production network. We conduct numerical studies to examine a situation under which flexible technology to be chosen over dedicated technology in a production network. We observe that optimal amount of capacity to be acquired in a production network with flexible technology is less compared to a network with dedicated technologies. However, optimal levels of inventories to be sourced in a production network with flexible technology is more compared to a network with dedicated technologies. We show that a production network with flexible technology can hedge against demand uncertainty using operational measures such as extra inventory and flexible capacity; in case products demand is either negatively or positively correlated then the value of investing in flexible technology in a production network diminishes. |
| 110. | Green-agile practices as drivers for patient satisfaction-An empirical study. Author(s): Chakraborty S., Sashikala P., Roy S. | Healthcare sector is emerging as a very dynamic and competitive sector where the service providers are in constant pursuit to differentiate and distinguish themselves from each other. Green and agile practices have been gaining importance over the years as an important aspect in the service sector. Although majority of the sectors were forerunners in green-agile implementation, the healthcare sector has been fast catching up, where agility and green practices show promises and lots of scope. There is a general absence of research focus involving the impact of green practices and agile practices in patient care delivery in the healthcare sector, let alone in Indian healthcare context. This paper aims at empirically investigating the antecedent consequence relationships between green and agile practices on patient satisfaction and aims at empirically validating the proposed linkages. The contribution of this paper lies in understanding whether green practices and agile practices' implementation in Indian hospitals has any implication on patient perception and their understanding of satisfaction. |
| 111. | Communal Fraud Detecting Algorithm for establishing Identity Thefts in online shopping. Author(s): S. Vaithya subramanian, D.Saravanan, C.K. Kirubasankaran | In recent times, e-commerce sector is gaining popularity and expressing progressive growth. Due to increasing the demand of automation process and the reach of internet towards the end-users have poised this trust. In spite of the technology advancements, the privacy and security of e-commerce merchant as well as consumer data are constantly under threat. Identity theft, which is considered as more important security problems for end-users, is addressed by one time password generated instantly. This paper focuses on communal fraud detection algorithm for protecting identity theft in online shopping by creating a white list. Experimental results have proved white lists outperform one-time passwords in identity theft in a more effective manner. |

| Sl. No. | Publication Detail | Abstract |
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| 112. | An investigation of antecedents and consequences of supplier integration: a study in Indian context. Author(s): Afshan N., Motwani J. | <p>Purpose: The purpose of this study is to investigate the antecedents and outcomes of supplier integration. Based on an extensive literature review, the study has proposed a research model, which includes both the antecedents and consequences of supplier integration. The study has included contextual factors, namely, trust, relationship commitment to supplier and information technology (IT) for supplier as antecedents to supplier integration. The supplier-related performance outcome and financial performance of manufacturing firm has been modeled as outcome variables. Design/methodology/approach: The proposed research model was tested on a sample of 166 manufacturing firms from India using structural equation modeling. Findings: The results suggested that trust, relationship commitment to supplier and IT for supplier have a positive impact on supplier integration. The results further confirmed the positive impact of supplier integration on supplier-related performance outcome and supplier-related performance outcome on financial performance of the firm. Originality/value: The study argues that the contextual factors (trust, relationship commitment to supplier and IT for supplier will facilitate the integration between manufacturing firms and their suppliers). Further, the study argues that the supplier integration would lead to specific performance outcome resulting from a high level of integration between manufacturer and their key suppliers and labeled it as supplier-related performance outcome (SRPO). The study conceptualizes and develops scale to measure SRPO and investigates the impact of SRPO on the financial performance of the manufacturing firm.</p> |
| 113. | What determines customers' perception of banking communication? an empirical evidence from commercial banks of Nepal. Author(s): Paudel U.R.A.J., Parajuli S., Devkota N., Mahapatra S.K. | <p>This paper provides insight on how banking officials communicate with customers and how effective their techniques and tools are for development of banks. With the help of structured questionnaire technique, 373 customers having accounts in commercial banks in Nepal were interviewed in the month of April-September, 2019. Dummy based awareness index and Ordered Logit Regression Model were performed to understand customers' perception on banking communication in Nepal. The Awareness Index shows that banking customers are moderately aware about banking communication while the Ordered Logit reveals that providing time to address customers' problem and DEMAT facility were found to have significant relationship with banking communication awareness level. This study therefore indicates providing time to address customer's problem and using DEMAT facilities experiences increases awareness in banking communication. This study contributes to the banking sector communication by transforming communication barriers for customers' satisfaction.</p> |
| 114. | The impact of supply chain disruption on the closed-loop supply chain configuration profit: a study of sourcing policies. Author(s): Gaur J., Amini M., Rao A.K. | <p>A closed-loop supply chain configuration (CLSCC) encompasses the decisions related to the optimal selection of options at each stage of a closed-loop supply chain (CLSC) for the introduction and reconstruction of new products. The extant literature ignores the impact of supply chain disruptions on CLSCC. An attempt is made to fill this gap in this study. Thus, an integrated multi-sourcing CLSCC optimisation model for new and reconstructed products is developed. The optimisation model presented is a mixed-integer nonlinear programming (MINLP) model. Based on a real-world case study of an auto-parts manufacturer in India presented, a comprehensive set of computational experiments, scenario analyses are conducted. The key finding/observation that resulted from our computational experiments is that multi-sourcing generates higher net present value of total profit compared to single sourcing under the risk of supply chain disruption. Several other observations and managerial insights are drawn from computational experiments, and scenario analyses. Firms interested in configuring their CLSC under the risk of supply chain disruption may use the study's outcomes to understand the profit impact of various CLSCC parameters, individually and in combination.</p> |
| 115. | The effect of investment in green technology in a two echelon supply chain under strict carbon-cap policy. Author(s): Ghosh A., Sarmah S.P., Kanauzia R.K. | <p>Purpose: Strict carbon-cap policy is one of the basic policies proposed by the regulatory bodies to reduce the anthropogenic greenhouse gas emission. The purpose of this paper is to examine whether it is beneficial for a company to invest in green technology or not under the strict carbon-cap policy and for that a two echelon supply chain model is developed. This paper gives insight about judicious decision about investment on green technology. Design/methodology/approach: Mathematical modeling approach has been adopted to understand the effect of investment on green technology. All the cost and emissions parameters have been derived and the total cost (TC) and total emission equations have been formulated mathematically. Two constrained mixed-integer nonlinear programming (MINLP) problems have been formulated and solved considering with or without green investment. Further, supply chain cost is optimized without carbon constraint to understand the effect of carbon constraint. Findings: The investment in green technology can reduce the total supply chain cost. The study reveals that handling different parameters optimally can reduce both cost and emissions. Originality/value: This paper tries to assess the effectiveness of green investment on technology under strict carbon-cap policy on a supply chain and, thereby, added value to the existing work. It examines the role played by various parameters under strict carbon-cap policy to draw insights, which will be beneficial for the academic community and managers.</p> |
| 116. | Production-inventory models considering different carbon policies: A review. Author(s): Ghosh A., Jha J.K., Sarmah S.P. | <p>Mitigating carbon emissions in supply chains has become an important issue in the recent era. Recently, companies are looking for solutions to lessen carbon emissions associated with their supply chains mainly due to carbon policies imposed by different regulatory bodies. Apart from regulations, competitive advantage, ISO certification, customer satisfaction also influence organisations to adopt green practices in their supply chains. Production and inventory are two important aspects of supply chains, and they contribute to a significant amount of cost and emissions. Organisations try to optimise their production and inventory related activities with operational adjustments while operating under different carbon policies. Over the last couple of years, authors have incorporated different carbon policies while optimising supply chains, especially production-inventory policies. This paper presents a review of quantitative models on green production-inventory problems considering different carbon policies and ends with suggestions for future research.</p> |

| Sl. No. | Publication Detail | Abstract |
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| 117. | Prioritising critical failure factors for the adoption of ERP system using TOPSIS method. Author(s): Yadav S.K., Joseph D. | Enterprise resource planning (ERP) applications are complex and difficult to implement. Even after implementation many ERP projects are not used or adopted by employees. Organisations are struggling to convince and motivate employees to adapt smoothly to them. Several personal, managerial and organisational issues contribute to successful adoption. This research paper attempts to identify potential issues that lead to failures in the adoption of ERP systems in enterprises. Earlier studies have identified different contributing issues to the failure of ERP systems. A questionnaire was developed around these significant influencing issues reported in literature and industry people mostly senior managers having good experience with ERP systems were asked to rate the importance of these factors. TOPSIS method was applied to rank the factors based on their importance in the failure of ERP systems. From the results, it is found that poor top management support and poor quality of testing were the two most important critical failure factors for ERP adoption. While implementing ERP systems, an organisation has to give importance to these failure factors based on this rank to ensure ERP implementation success. |
| 118. | Optimisation of a production-inventory model under two different carbon policies and proposal of a hybrid carbon policy under random demand. Author(s): Ghosh A. | In last couple of decades organisations are looking for solutions to reduce carbon emissions across their supply chains primarily due to stringent carbon policies. The two most familiar carbon policies are (i) Carbon tax/cost policy and (ii) Carbon cap-and-trade policy. In this paper a two-echelon supply chain have been optimised under these two policies under random demand. Comparisons of these two policies have been discussed, and a possible hybridisation of these two policies has also been presented. It has been assumed that the demand is random in nature. Two different Mixed Integer Non Linear Programming (MINLP) models have been developed and solved under the consideration of two different carbon policies. These models will help organisations to determine optimal order quantity, reorder point and number of shipments under most widely known carbon policies, severally. Sensitivity analyses have revealed that organisations can reduce total expected emissions and total expected cost by operational adjustments under both the carbon policies. It has been shown here that while optimising the total supply chain cost under the two different policies the decision variables and total emissions remain same. The advantages and disadvantages of both the policies have been discussed here and the potential benefits of a hybrid policy have also been presented. |
| 119. | Optimal sourcing policies for single and multiple period scenarios. Author(s): Bagchi S.S., Rao A.K. | Determining the optimum number of suppliers and the optimum quantities to order from each of them is a critical problem for any supply chain. The objective of this paper is to identify the optimal sourcing policy of a retailer for the single and multi-period context when the firm can source its order to multiple suppliers along with a back-up supplier for the emergency situations. The expected total profit is mathematically modelled for single and multi-period scenarios. The optimal sourcing policy is obtained by maximising the expected total profit with respect to the order quantities. Closed form solution is obtained for uniformly distributed demand for both single and multi-period scenarios. It is observed that the multi-period solution is less sensitive compared to the single-period solution. Also it is found that it is optimal for the firm to lessen the amount of supplier diversification in case of planning for multiple periods. |
| 120. | Multimedia Data Retrieval Using Data Mining Image Pixle Comparison Techniques. Author(s): Saravanan D. | Information extraction is one of the challenging factors for may researchers today. This task more complicated for multimedia data sets because of the quality of the data sets, it gives more challenging factor today. Recording the images convenient even for unprofessional user because of the growing technology allows, every day to produce a large amount of image, audio, video data sets are uploaded by different user community around the world. From this huge content extracting the needed information's are too complex activity. Image extracting done by either text based query or image attribute based retrieval. Extracting the need information from this complex data sets user need additional knowledge about the domain. This gives more attention on this filed. This research paper focuses image retrieval using hierarchical clustering technique. Process divided into two steps initially input data sets need to be trained with help of image pixel value. Second step though image query data's are retrieved from the trained data sets. The proposed technique works well, experimental results also verified this. © Springer Nature Switzerland AG 2020. |
| 121. | Multipurpose lifesaving tool using IoT & Cloud computing. Author(s): S. Nirmala Sugirtha Rajini D Saravanan K Dharmarajan | An accident is unpredicted, abnormal and unintended incident that happens at several time without any proper reason. The negligence of the automobile driver is the foremost factor of such type of accidents. Though the traffic officials has created sufficient awareness to the vehicle operators w.r.t traffic rules, many of the common peoples do not follow the proper traffic rules. At present, the majority of the countries force the automobile drivers to use the helmet and to avoid using automobiles when the driver is in drunken state. But still, the traffic regulations are being dishonored by the various automobile drivers. In this proposed system, a life saving helmet system has been developed, which repeatedly examines whether the automobile user is using the helmet and having non- alcoholic inhalation while igniting the two wheeler. Accelerometer sensor is used to identify the accidents and update the data the cloud using Wi-Fi module and government database. This database is used to identify the accident zone as soon as possible. |
| 122. | Linking Green Supply Chain Management, Co-creation, and Sustainability: Empirical Revisit in Indian Manufacturing Sector Context. Author(s): Parimi S., Chakraborty S. | Green supply chain management (GSCM), important approach for firms to achieve sustainability in business environment. Two branches have grown parallelly over the past decade, one is GSCM with its multipronged research linking various aspects of SCM, the other evolving theoretical foundation is the concept of co-creation of service-dominant logic theory. Our current research aims at not only logically establishing the relational linkages between green supply chain practices, co-creation activities, and business sustainability, and also attempts at understanding whether level of cross-functional commitment and cooperation has some bearings. This study undertakes an empirical validation, having its theoretical framework grounded with the established theoretical premises of relational view theory, service-dominant logic, and the relational resource-based view. The findings should have implications for the industry professionals as this study highlights the key aspects for businesses to achieve sustainability and levels of cooperation and extent of GSCM practices helps the cause toward achieving sustainability. |

| Sl. No. | Publication Detail | Abstract |
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| I23. | Intensify of metrics with the integration of software testing compatibility. Author(s): Vaithya subramanian S., Chandu P.M.S.S., Saravanan D. | The raising thickness of the present programming items joined with consistently expanding expenses of programming breakdown has pushed the requirement for testing to new pinnacles. The effective execution of the control over programming quality requires programming measurements. Utilizing compelling programming measurements we can screen necessities, foresee advancement assets, following improvement advance, and limit the support cost. The primary target is to execute the testing process with different traits associated with measurements to optimize effort and software performance. The proposed look into work is to recognize the conceivable measuring properties of programming test execution and test audit forms. This work presents a novel structure called vector space show, to perceive programming measurements identified with test execution and test audit stages additionally to distinguish the help of such measurements for the quantifiable characteristics. In addition, it is essential to break down the suspicions in the computation of the measurements. The measurements examined against each ascribe should be evaluated for their common sense as far as venture's unique circumstance and advantages to the testing group. |
| I24. | Information extraction using user feedback technique. Author(s): D.Saravanan | Target search in content-based image retrieval systems refers to finding a specific (target) image such as a particular registered logo or a specific historical photograph. Existing techniques, designed around query refinement based on relevance feedback suffer from slow convergence, and do not guarantee to find intended targets. To address these limitations, here to propose a new index structure and query processing technique to improve retrieval effectiveness and efficiency and also considered strategies to minimize the effects of users' inaccurate RF. Extensive experiments in simulated and realistic environments show that the approach significantly reduces the number of required iterations and improves overall retrieval performance. The experimental results also confirm that the approach can always retrieve intended targets even with poor selection of initial query points. |
| I25. | Influence of social media on medical chain agility and resilience: An empirical investigation. Author(s): Mandal S., Korasiga V.R., Das P. | Social media has been dominant in shaping competition and business performance. However, the importance of social media in the development of medical supply chain capabilities is still unexplored. Our research investigates the role of social media as a prominent enabler of medical supply chain agility and resilience. To this end, the study explores the importance of social media interaction and social media usability on medical chain agility and resilience. Furthermore, the study examined the moderating role of social media orientation on the above linkages. The responses were collected using online survey and were analysed using structural equation modelling. Based on 276 completed responses, the study found positive influences of social media interaction and social media usability on both medical chain agility and medical chain resilience. The study contributes to the emerging literature of social media by undersigning the importance of social media interaction, usability and orientation in services supply chain. |
| I26. | Importance of trust in IOT based wearable device adoption by patient: An empirical investigation. Author(s): Bhatt V., Chakraborty S. | With the increase in technological innovations and usage of smartphones and the internet, people started adopting various devices for different purposes. Internet of Things (IoT) enabled wearable devices (WHDs), with its immense capabilities, can provide universal healthcare. On the other hand, adoption facilitates health care consulting with a provider and increases affordability. This investigation examines the impact of trust-related factors on wearable devices adoption by a patient using a robust methodology of Partial Least Square Structural Equation Modelling. With 117 samples, the examination revealed that trust in provider and trust in technology contributes significantly towards behavioral intention to adopt Wearable Health Devices by a patient. |
| I27. | Importance of digitech adoption for providing efficient healthcare services during COVID-19. Author(s): Bhatt V., Chakraborty S., Chakravorty T. | In recent times, where covid-19 is spread across the world, physicians, as well as patient, needs to keep the social distancing. On the other side, during the lockdown period, where the patient avoids to go outside of their home due to the fear of n-cov infection digital technologies like mHealth serves the purpose to connect with the physician. Physicians are not only able to give the advice based on the symptoms of a disease but are also able to share the preventive care as well as able to answer the queries of patient and advise them. With the help of a digital platform, a physician can share their knowledge and train each other. The study qualitatively validates the use of digital technology during the pandemic situation and develops the scale for the future empirical study. |
| I28. | Implications of IT infrastructure and big data characteristics on SCOR model for performance measurement. Author(s): Vaidik Bhatt, Samyadip Chakraborty | IT and big data are becoming the essential part of the firm's success. Aim of this paper is to examine impact of IT infrastructure enabled big data on performance of the firm. For dearth of the understanding and evidences the case study of an automobile manufacturing firm (OEM) has been used, the firm has well developed IT infrastructure and using the big data. The proposition development study identified the positive relationship between the IT infrastructure enabled big data can leads to the operational and financial performance of the firm using the SCOR (Supply Chain Operation Reference) model. The paper includes a case study approach, in which a case study of large automotive manufacturing firm is studied. The results may not have implications in the small firms which does not have a scalable model study establishes a link between IT infrastructure and Big Data Analytics capabilities and gives a way how IT enabled big data analytics can enhance organizational performance |

| Sl. No. | Publication Detail | Abstract |
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| 129. | Impact of digital technology adoption on care service orchestration, agility and responsiveness. Author(s): Chakraborty S., Bhatt V., Chakravorty T. | With the help of digitization, it is feasible to provide healthcare services to the extended part of the society. This study proposes how digitized technology adoption in hospitals (healthcare sector) influences care service responsiveness at large. The study measures mediating effects of care service orchestration, care service transparency and care service agility on care service responsiveness. The study uses empirical data collected from tertiary care hospitals in India having at least 50 beds and empirically validates the conceptual model using EFA, CFA and SEM-based techniques. The study outcome provides an authorized adaptation framework which throws light on the digitization of healthcare in the Indian context and might prove as managerial motivation in the hospital sector. |
| 130. | Hierarchical attribute set based file accessing technique. Author(s): D.Sarvana | Cloud computing has become one of the most emerging field in the technology park. Schemes such as attribute-based encryption technique are used for the access control of the third-party data. In this approach, hierarchical attribute-set based encryption (procedure is implemented by extending the cipher-text policy attribute-based encryption. The proposed system achieves fine access-control due to its hierarchical structure. It controls the access of complex structured data in a flexible and secured manner. The cipher-text policy enhances the flexible performance for the third-party data |
| 131. | Factors affecting satisfaction and loyalty in online grocery shopping: An integrated model. Author(s): Sashikala P, Samyadip Chakraborty | This paper aims to conceptualize and test an integrated model of online grocery buying intention by extending technology acceptance model by adding several antecedents of online grocery shopping behaviour such as physical effort, time pressure, entertainment value, product assortment, economic values, website design aesthetics, etc. The ultimate dependent variable was consumer's satisfaction with buying process of grocery product via online platform. Design/methodology/approach the model was tested over online grocery shoppers using structural equation modelling approach. To enhance the validity of the finding, common method bias and social desirability bias were also assessed. Findings As product assortment was found to have a significant impact on both perceived ease of use and perceived usefulness, it supports the notion of one-stop solution as a major driver to attract buyers to buy groceries online. Findings also highlight the importance of entertainment value and economic value as key variables which shape the buyer's satisfaction and purchase loyalty behaviour. Overall, the results support the proposed model. Practical/implications the findings of this study would be helpful for online marketers to get more website visits and to increase conversion rates, i.e. getting their visitors to spend more time on the website and to make purchase. Originality/value this integrated framework tested here is quite comprehensive in nature, as it includes the influence of time pressure, physical effort and product assortment on online buying behaviour. These basic yet important variables to study, especially when the industry (online grocery shopping) is still in its nascent stage, are missing from the literature. The present study also involves a rigorous data analysis process followed by assessment of common method bias and psychometric property test. Such approach is rare in existing body of knowledge. The study uses S-O-R framework for hypothesis and model development, which is also rare in context of online grocery shopping. |
| 132. | Effective Segmentation process for video data files using Image clustering Techniques. Author(s): D.Sarvana & Dr. Samyadip Charaborthy | Data mining, a branch of computer science and is the process of extracting patterns from data. Data mining is seen as an increasingly important tool by modern business to transform data into business intelligence giving an informational advantage. It is currently used in a wide range of profiling practices, such as marketing, surveillance, fraud detection, and scientific discovery. The purpose of video data mining is to discover and describe interesting patterns in data. audio content, because of the need to analyze enormous volumes of multidimensional data. The task becomes especially tricky when the data consist of video sequences. This paper investigates video data technologies. The concepts, technical approaches and application of video data mining are discussed. |
| 133. | Digital Technologies as antecedents to Process Integration and Dynamic Capabilities in Healthcare: An Empirical Investigation. Author(s): Tulika Chakravorty, Karunakar Jha, Sunil Barthwal, Samyadip Chakraborty | Healthcare has been in focus over the past decade due to its criticality and continuous revolution. In this digital era, with the advent of various technologies, healthcare is undergoing a massive transformation. This study attempts to analyze the impacts of three major digital technologies which are being adopted in the healthcare sector which are electronic medical records (EMR), enterprise resource planning (ERP) and internet-of-things (IoT) enabled medical wearables in the hospital context. Focusing towards analyzing the impact of these technologies towards process-integration and further towards dynamic capabilities like quality, agility and responsiveness; the study framework is well-grounded by two theoretical-underpinnings - Cybernetic Control theory and Dynamic Capability theory. Questionnaire has been finalized through extant literature review and focused-group-discussion. Empirical investigation has been done with a sample of 154 hospital respondents from four major metro cities from the private tertiary-care hospitals in India. The empirical analysis of the framework is carried out by exploratory-factor-analysis, confirmatory-factor-analysis and structural-equation-modelling. The study outcomes highlight linkages both from technologies to process-integration and further towards dynamic capabilities. This study uniformly analyzes the impacts of the aforementioned digital technologies across Indian private hospitals thereby providing the hospital managers with a framework, influencing superior dynamic capabilities and achieving a competitive edge. Keywords: EMR, ERP, IoT-Wearables, Process-Integration, Healthcare, Treatment-Quality, Agility, Responsiveness |

| Sl. No. | Publication Detail | Abstract |
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| 134. | Comparison of Stress Distribution and Deformation of Four Prosthetic Materials in Full-mouth Rehabilitation with Implants: A Three-dimensional Finite Element Study. Author(s): Chand Y.B., Mahendra J., Jigeesh N., Mahendra L., Shivasubramanian L., Perika S.B. | This study aimed to compare the von Mises stress distribution and deformation on the implant, abutment, and abutment screw using metal-ceramic, zirconia, polyether ether ketone (PEEK), and Trinia as prosthetic materials for full-mouth cement-retained implant prosthesis using finite element analysis. Materials and methods: Four, 3-dimensional mandibular models were designed using Solidworks software. Six conical implants of 4.5×11.5 mm, with an internal hexagonal abutment, were fabricated and placed. The physical properties of the implant components, bone, and crowns were simulated to mesh the three-dimensional finite element models. The bite was recorded, and various contact points were marked, on which 50 N loads were applied. The von Mises stress distribution and resultant deformation were analyzed using the finite element method. Results: Higher stress distribution was recorded on the implants, abutments, and abutment screws when zirconia and PEEK prosthesis were used in comparison to metal-ceramic and Trinia. In consideration of deformation, zirconia and Trinia resulted in higher deformation of the implant assembly, abutment, and abutment screw when compared to metal-ceramic and PEEK prosthesis. Anterior implants showed a higher deformation and stress distribution when compared to posterior implants for all four prosthetic materials. Conclusion: Within the limitations of the study, metal-ceramic and Trinia showed less stress distribution, while metal-ceramic and PEEK exhibited less deformation on implant and its components. Hence in future, Trinia and PEEK along with metal-ceramic can be promising prosthetic materials of choice in full-mouth rehabilitation with implants. Clinical significance: Considering the deformation and stress distribution on the implant and its components, the selection of prosthetic material in full-mouth rehabilitation has always been a challenge. Findings of the abovementioned cross-sectional observational study could give an overall insight into materials such as metal-ceramic and Trinia as materials of choice, which can provide a basis for future clinical trials. |
| 135. | Collection activity channels selection in a reverse supply chain under a carbon cap-and-trade regulation. Author(s): Kushwaha S., Ghosh A., Rao A.K. | Manufacturers face challenges while collecting used products in their reverse supply chain from several scattered geographic regions. These regions are different in terms of quality of used products returned, quantity returned, the timing of the returns, and regions' distance from the central remanufacturing facility. The paper proposes a mixed-integer linear programming model for such manufacturer to decide on an optimal combination of channels for collecting used products from these regions in a finite multi-period situation. In each region the manufacturer has two potential sources of collection activity for the manufacturer are – 1) through a regional independent collection firm, and 2) direct collection from regional customers. The decision problem is considered under constraints of the quantity and quality of returned products, carbon emission cap-and-trade regulation. A numerical analysis using parameter value estimated using field studies in India for steel drums is presented. The results of the analysis suggest that manufacturers and carbon policymakers should consider the quantity of returned product over the product life cycle. Further, the target for long term carbon emission reduction has implication to a manufacturer's channels selection for collection activity from multiple regions. Results of analysis also indicate the effect of timing for carbon-cap-and-trade policy implementation on the selection of channels for collection activity in a multi-region problem. |
| 136. | Application of big data & iot on personalized healthcare services. Author(s): Parimi S., Chakraborty S. | These Information is very vital any organization and betterment as there would be developments which are dynamic. Health care organizations like any other sector produce huge data that has many advantages and challenges. In today's dynamic and rapidly growing situations in all sectors including Health care Sector there is huge data. Every sector whether it is industry or academics there is lot of data which is generated for numerous purposes. In the current era of digitalization all the health records of the health care system are standardized. With this the medical history of the patients related to the past, present or future is used to capture, transmit, store and retrieve the data for the main purpose of providing health care and health related services. The merging of wireless communication, digital electronic devices and microelectronic mechanical systems technologies are developed which led to the evolution of Internet of Things (IoT). Computers, smart phones, tablets and Wi-Fi devices, sensors, wearable devices and house hold appliances are all items of IoT components. |
| 137. | Antecedents and consequences to app engagement among young consumers in India. Author(s): Roy S., Mandal S. | The purpose of this paper is to comprehend the causes and outcomes of smart phone application retention among young consumers belonging to generation Y in India. To address this question, we have proposed a construct called app engagement and have tried to establish antecedents and consequences of the same. This study conceptualises attachment with smart phone application as app engagement from customer brand engagement perspective. Based on insights from information technology and marketing perspectives, certain antecedents and consequents of app engagement are identified. We posit app interactivity and app involvement as antecedents of app engagement while trust, commitment and loyalty for apps as its valid consequences. PLS was used to analyse 232 completed survey responses for testing the validity of the proposed relationships. Findings suggested app interactivity and involvement contributes greatly for app engagement which in turn positively contributes towards the development of app trust, app commitment and app loyalty. |
| 138. | A novel publicly delegable secure outsourcing algorithm for large-scale matrix multiplication. Author(s): Kumar M, Mishra V, Shukla A, Singh M, Vardhan M. | Computation of complex mathematical problems are always a challenge of resource constrained clients. A client can outsource the computations to resource abundant cloud server for execution. But this arrangement brings many security and privacy challenges. In this paper, we have presented a secure and efficient algorithm for general computation and scientific problem i.e. matrix multiplication. The proposed algorithm is inspired by the existing algorithm, but we believe that it is imperative to improve the algorithm to enable secure outsourcing of computation. The previous state-of-the art algorithm for matrix multiplication is vulnerable to the Cipher-Text Only Attack (COA) along with Chosen Cipher-Text Attack (CCA) and Known Plain-Text Attack (KPA) and reveal information about the client's data. Hence fails the security requirements of the outsourcing algorithm. The proposed work retains the efficiency benefit of state-of-the-art algorithm, additionally defended the client data against (COA) along with (CCA) and Known Plain-Text Attack (KPA). |

19.2 Faculty of Science & Technology

| Sl. No. | Publication Detail | Abstract |
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| 1. | Amplitudes of components in vibration spectra of rolling bearings with localized defects under harmonic loads. Author(s): Tingarikar Govardhan, Achinthya Choudhury. | In the present work, an attempt has been made to obtain the vibration response with relative amplitudes of the spectral components for a rolling element bearing with localized defect on different elements under the action of harmonic radial load. The bearing has been assumed as a multi-degree-of-freedom system, and the frequency of harmonic load has been considered to be the shaft frequency. The vibration spectra have been obtained using envelope detection technique. The modulating effects of the harmonic load has resulted in additional sidebands at shaft frequency about the components which are otherwise caused by static load for defects on the outer race and the rolling element. For inner race defect, no additional components exist because the modulating frequency is equal to the shaft frequency at which the sidebands appear even for the static load. A detailed experimental investigation has also been carried out in the present work to validate the theoretical results. The results of theoretical and experimental investigations show the amplitudes of spectral components for both the studies are of the same order and their normalized values have fair agreement between them. |
| 2. | Segment routing based energy aware routing for software defined data center. Author(s): B. Balakiruthigaa, P. Deepalakshmia, Sachi Nandan Mohantyb, Deepak Guptac, P. Pavan Kumar, K. Shankar | Despite the fact that most of the data centers are software-defined, the multifaceted network architecture and increase in network traffic make data centers to suffer from overhead. Multipath TCP supports multiple paths for a single routing session and ensures proper utilization of bandwidth over all available links. As rise in number of nodes in data center is frequent and drastic, scalability issue limits the performance of many existing techniques. Segment Routing is vibrant in reducing scalability disputes and routing overhead. Segment routing approach combined with MPTCP traffic result in efficient routing approach. The downfall of the link capacity due to drastic incoming traffic remains as a major concern in data center network which enforces preventing link energy depletion due to high network traffic. Our proposed work, segment routing based energy aware routing approach for software defined data center aims to achieve throughput maximization through preserving link residual capacity and proper utilization of links. As well, our approach shows a decrease in length of segment label stack with respect to maximum segment label depth. Analysis is done by comparing the executions of other existing approaches in a single-controller environment with our energy-aware routing approach in a distributed environment. Distributed controller setup prevents network from single point of failure. It helps to prevent controller overhead and provides improved network performance through throughput. |
| 3. | Automatic Vehicle License Plate Recognition using Optimal Deep Learning Model for Intelligent Transportation System. Author(s): Thavavel Vaiyapuri, Sachi Nandan Mohanty, M. Sivaram ,Irina V. Pustokhina, Denis A. Pustokhinand K. Shankar | The latest advancements in highway research domain and increase in the number of vehicles everyday led to wider exposure and attention towards the development of efficient Intelligent Transportation System (ITS). One of the popular research areas i.e., Vehicle License Plate Recognition (VLPR) aims at determining the characters that exist in the license plate of the vehicles. The VLPR process is a difficult one due to the differences in viewpoint, shapes, colors, patterns, and non-uniform illumination at the time of capturing images. The current study develops a robust Deep Learning (DL)-based VLPR model using Squirrel Search Algorithm (SSA)-based Convolutional Neural Network (CNN), called the SSA-CNN model. The presented technique has a total of four major processes namely preprocessing, License Plate (LP) localization and detection, character segmentation, and recognition. Hough Transform (HT) is applied as a feature extractor and SSA-CNN algorithm is applied for character recognition in LP. The SSA-CNN method effectively recognizes the characters that exist in the segmented image by optimal tuning of CNN parameters. The HT-SSA-CNN model was experimentally validated using the Stanford Car, FZU Car, and HumAIn 2019 Challenge datasets. The experimentation outcome verified that the presented method was better under several aspects. The projected HT-SSA-CNN model implied the best performance with optimal overall accuracy of 0.983%. |
| 4. | PathPlanning of a Series Robots Using A* Algorithm. Author(s): A. Chandrashekhar, Urvin Desai, PAAbhilash | In recent years, robots are utilized in almost all smart applications. The present world is running toward automation, and most of the manual works are automated. Nevertheless, robots are playing a very crucial role in automated industries. Robots have widespread usage in industries for carrying loads, picking and placing, and assembling. Robots work as mechanical components, and it is usually guided by a human to complete their work until the integration of artificial intelligence into the robots. Artificial intelligence has brought enormous developments in all the fields especially where the robots are involved. Before the integration of artificial intelligence with robots, a particular path was given for the movement of robots to take a lot of space in the industry, where it always requires some human guidance. This paper deals with artificial intelligence-enabled robots, which can plan their own path. Artificial intelligence algorithm called as A* algorithm is used in this paper to plan the path of the robot based on the obstacles. This algorithm helps the robot to find the optimized path. Using MATLAB, A* algorithm is coded to fix the source point and destination point in a grid between which the shortest path must be calculated. There are also many obstacles between the source point and destination point. |
| 5. | Faulttolerant-based virtual actuator design for wide-area damping control in power system. Author(s): Nair.D.V, Murty.M.S. | The objective of this article is to enhance the wide-area damping control of a large power system against actuator faults. In specific, damping of low-frequency system oscillations is carried out through centralized MIMO-based dynamic feedback controller (DFC). This particular approach requires multiple actuators, failure of which deteriorates dynamic response of the system. The problem of actuator faults is resolved using online reconfigurable control (RC). A reconfiguration component called virtual actuator (VA) is designed such that it reconfigures the system input and output signals and hides actuator fault from DFC. The process of control reconfiguration on actuator fault is automated without any additional control action. The effectiveness of the control methodology is verified by evaluating the dynamic system response of standard test systems using (1) multiple output DFC in damping control, and (2) online RC in design of fault tolerant wide-area damping controller. |

| Sl. No. | Publication Detail | Abstract |
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| 6. | BlockChain: Properties, Application, and Bitcoin Case study. Author(s): Harika Devi Kotha, V Mssr Gupta. | Blockchain is a decentralized distributed network that allows Peer-to-Peer (P2P) communication among the users. As the name suggests, it deals with a group of records called blocks. We are in an era where it is important to maintain the integrity of data as well as to fasten the process of the transaction. Blockchain helps perform these by maintaining the timestamp on blocks and the time required for a transaction can be shortened by eliminating the need of the third party during the process of the transaction. Bitcoin and Smart contract are two major applications based on blockchain technology. Bitcoin is the first application that was developed on blockchain technology and is a popularly known cryptocurrency. Satoshi Nakamoto is the so-called creator of bitcoin and its development [1]. Smart contract was defined by Szabo as a "set of promises, specified in digital form, including protocols within which the parties perform on these promises [2]. This paper aims to present a detailed overview of blockchain and its applications followed by a case study on bitcoin. |
| 7. | Deep learning with LSTM based distributed data mining model for energy efficient wireless sensor networks. Author(s): Sachi Nandan Mohanty, E.Laxmi Lydia, Mohamed Elhoseny, Majid M. Gethami Al Otabi, K.Shankar | Wireless sensor network (WSN) comprises a collection of sensor nodes employed to monitor and record the status of the physical environment and organize the gathered data at a central location. This paper presents a deep learning based distributed data mining (DDM) model to achieve energy efficiency and optimal load balancing at the fusion center of WSN. The presented DMM model includes a recurrent neural network (RNN) based long short-term memory (LSTM) called RNN-LSTM, which divides the network into various layers and place them into the sensor nodes. The proposed model reduces the overhead at the fusion center along with a reduction in the number of data transmission. The presented RNN-LSTM model is tested under a wide set of experimentation with varying number of hidden layer nodes and signaling intervals. At the same time, the amount of energy needed to transmit data by RNN-LSTM model is considerably lower than energy needed to transmit actual data. The simulation results indicated that the RNN-LSTM reduces the signaling overhead, average delay and maximizes the overall throughput compared to other methods. It is noted that under the signaling interval of 240 ms, it can be shown that the RNN-LSTM achieves a minimum average delay of 190 ms whereas the OSPF and DNN models shows average delay of 230 ms and 230 ms respectively. |
| 8. | An efficient design and implementation of Vedic multiplier in quantum-dot cellular automata. Authors: B. Naresh Kumar Reddy, B. Veena Vani and Bhavya Lahari | The Quantum-Dot Cellular Automata (QCA) is an incipient nanotechnology in contrast to the CMOS technology with appealing features like low power consumption, high speed and reduced size in implementing the architecture for the computations. QCA provides better and well-organised solution with a modern and exclusive result in performing logical computations at Nano-scale. In this paper mainly focused on design and implementation of 8×8 Vedic multiplier with the help of 4×4 Vedic multiplier using Nikhilam and Anurupayan Sutra. The simulation results achieved with the help of QCA Designer tool shows that the area and delay of the proposed 8×8 Vedic multiplier is decreased by an average of 45.8% and 72.6%, 82.5% and 80.7%, and 17.24% and 21% respectively when compared to 8×8 Array multiplier, 8×8 Wallace multiplier, and 8×8 Urdhva Tiryagbhyam Vedic multiplier. Furthermore, the proposed multiplier is implemented on Kintex-7 (KC705) FPGA board. The results revealed a reduction in area and delay compared to a well-known prior art multipliers. |
| 9. | A Highly Secured QoS Aware Routing Algorithm for Software Defined Vehicle Ad Hoc Networks Using Optimal Trust Management Scheme. Author(s): Shakeel Ahmed, N. V. K. Ramesh and B. Naresh Kumar Reddy | Recent reports show that the millions of people killed each year in the road accidents are due to high density vehicles and traffic environment. The road traffic safety has been an unsolvable problem in recent population. Generally, nodes in vehicle ad hoc networks have a relatively high speed, while there is a major issue to provide the accurate data transmission between two nodes. Many research works have been undertaken to solve these issues by trust based techniques. In this paper, a highly secured QoS aware routing algorithm (HSQ-RA) using optimal trust management scheme is proposed. In HSQ-RA, the multi-hop clustering is performed by improved whale optimization algorithm and the inter-cluster routing is done using the trust values. The multiple constraints are used to calculate the trust of each node and optimized by the trust search algorithm. The simulation result exhibits that the proposed HSQ-RA algorithm provides better quality of service (QoS), delivery rate, faster way to discover routing and reduce loss rate. |
| 10. | A Study on Weld Defects Classification in Gas Metal Arc Welding Process using Machine Learning Techniques. Author(s): Moinuddin, S.Q., Hameed, S.S, Dewangan, A.K., Kumar, R. and Kumari, S. | Gas metal arc welding process (GMAW) is one of arc welding processes commonly used in industries due to its wide range of applications and economic advantages. In GMAW process, the arc interacts with environment leading to weld defects that are realized in post weld non-destructive techniques (NDT). This leads to necessity of in-process monitoring and control of the process to ensure quality by defect free welds. The present work is a preliminary study intended to develop an in-process monitoring system that can identify and classify the defects in GMAW process. In this study, experiments are conducted on tube-to tube butt joints in flat position by varying the process variables such as current, voltage, travel speed and contact-tube-to-workpiece-distance (CTWD). It involves good weld as reference for three types of defects such as porosity, burn through and lack of penetration were considered. The instantaneous current and voltage signals were recorded using acquisition system that is later used in statistical features extraction. Based on statistical features such two classification techniques includes decision tree and support vector machine (SVM) were deployed to classify the defects with reference to good weld and their efficiencies are reported. |

| Sl. No. | Publication Detail | Abstract |
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| 11. | Electrical studies on Na and Sm substituted strontium bismuth titanate (SBTi) ceramics. Author(s): U. Ravikiran , P. Sarah & Elizabeth Zacharias | Single-phase Sodium (Na), Samarium (Sm) substituted Strontium Bismuth Titanate (SNSBTi I-V) ceramics were synthesized by solid-state double sintering approach via high energy planetary ball mill for 20 hours grinding. X-ray diffraction (XRD) study confirms the primary structure and orthorhombic distortion of crystal. Scanning electron microscopy (SEM) shows the grain orientation and densified plate-like grain structure of SNSBTi I-V. The complex impedance spectroscopy method was used to study the temperature and frequency dependent electric properties of the material using a high-frequency LCR meter. Z'' versus frequency plots have shown the peak shifting to higher frequencies with increasing concentration of Na, Sm. It is also found that the magnitude of the peaks decreases with increasing temperature. The grain and grain boundary relaxation mechanisms of SNSBTi I-V have been identified using Nyquist plots; the resistance, capacitance and relaxation times were obtained from Z-view software. It is seen that the grain and grain boundary resistances decreased with the increasing concentration of Na and Sm of SBTi ceramics. |
| 12. | Synthesis, characterization of imidazole-based copper complex mixtures and study of their thermal behavior. Author(s): R Aravind, Gouri Sankhar Brahma | Herein, the synthesis, characterization and thermal behaviour of imidazole-based two copper-phosphate mixtures, A = Cu ₂ (PO ₄)(OH)·Cu(HPO ₄)(H ₂ O)·(C ₃ H ₄ N ₂) ₂ ·2.3.25 H ₂ O and B = Cu ₃ (PO ₄) ₂ H ₂ O·(C ₃ H ₄ N ₂) ₃ ·(H ₂ O)·0.1(C ₃ H ₄ N ₂) ₂ ·3.25 H ₂ O are reported. The characterization was done by adopting various electro-analytical techniques such as elemental analysis, X-ray Powder Diffraction (XRD), Thermogravimetric Analysis (TGA) and Derivative Thermogravimetry (DTG), Fourier Transform Infrared (FT-IR) Spectrometry, Absorption Spectrophotometry and Ultraviolet-Visible and near Infrared (UV-Vis-NIR). Differential Scanning Calorimetry performed with the heating rate 10 K/min from 297.96 to 770.46 K in normal atmosphere for both mixtures. DSC data indicated that both mixtures A and B are exhibiting exothermic property by their net specific heat capacities (C _p) – 11.11 and –2.83 J/g K, respectively. Therefore, these complex mixtures can be utilized as heat dissipation materials. Both mixtures A and B undergo phase change in terms of hydrated phase to dehydrated phase up to 356 and 392 K, respectively. The specific heat capacity of Mixture A during hydration, C _p = 2.54 J/g K, is higher than the tin, lead, stainless steel, glass and aluminium at their respective melting points. This mixture is also found better than the commercial product based on lithium ion battery in terms of specific heat capacity. From UV-Vis-NIR analysis, it is found that the mixtures A and B are showing semiconducting behaviour with band gaps 1.66 and 1.68 eV, respectively. The average crystallite sizes of these nano-complex mixtures are 35.29 and 30.94 nm and these were calculated using the Debye-Scherrer equation and Williamson-Hall method. |
| 13. | Synthesis, characterization and thermal property of Nickel-Molybdenum4 mixed metal complex mixture. Author(s): R Aravind, Gouri Sankhar Brahma | A mixed metal complex mixture, [Ni(H ₂ O) ₆](HPO ₄)(H ₂ O). 0.25Ni(OH) ₂ . NiMo ₄ O ₁₃ 2H ₂ O. (C ₃ H ₄ N ₂) ₄ was synthesized and characterized using X-ray diffraction (XRD) and X-ray photoelectron spectroscopy (XPS). From both techniques, the composition of the mixture was determined. The thermal property of the material has been investigated in two thermal cycles, (i) from 300.97 K to 757.44 K (heating) and (ii) from 757.44 K to 303.02 K (cooling) in the oxygen atmosphere using Differential Scanning Calorimetry (DSC). In both the thermal cycles, the material exhibited endothermic property predominantly with the specific heat capacity of –2.13 J/gK. It is observed that the heating process is going through latent heat of fusion at 374.18 K. This phase change is endothermic and the corresponding specific heat capacity is –5.62 J/gK. So, from thermal analysis, it is evident that the material can be used as phase change material. The crystallite size is also calculated as 45.83 nm. |
| 14. | Fabrication and characterization of Sr _{0.8} Bi _{2.2} Ta ₂ O ₉ / Al ₂ O ₃ gate stack for ferroelectric field effect transistors. Author(s): Rajesh Kumar Jha, Prashant Singh | We analyze and report the structural, electrical and ferroelectric properties of Sr _{0.8} Bi _{2.2} Ta ₂ O ₉ /Al ₂ O ₃ /silicon gate stack for ferroelectric field effect transistors (FETs). RF sputtering and plasma-enhanced atomic layer deposition (PEALD) have been used for the deposition of Sr _{0.8} Bi _{2.2} Ta ₂ O ₉ (SBT) and Al ₂ O ₃ film, respectively. Different deposition and process parameters of the SBT and Al ₂ O ₃ films were optimized by obtaining the structural properties of the deposited film, and electrical properties of metal/ferroelectric/silicon (MFeS), metal/insulator/silicon (MIS), and metal/ferroelectric/metal (MFeM) structures. X-ray diffraction analysis reveals the polycrystalline perovskite structure of the SBT film having a dominant intensity peak along < 115 > direction at different annealing temperatures. Crystalline film morphology with a maximum grain size of 45 nm was confirmed at the annealing temperature of 500 °C by the field emission scanning electron microscopy. Ellipsometric analysis of the SBT film reveals the maximum refractive index of 3.46 at the annealing temperature of 500 °C. Introduction of a 10 nm buffer layer between ferroelectric and silicon substrate shows the improved memory window of 6.07 V in metal/ferroelectric/insulator/silicon (MFeIS) structure as compared to the 3.07 V in the MFeS structure. MFeI(10 nm)S structure also shows improved leakage current characteristics as compared to MFeS structures and endurance greater than 10 ¹³ read/write cycles with the data retention time of higher than 10 years. |
| 15. | A Heterogeneous Ensemble Forecasting Model for Disease Prediction. Author(s): Nonita Sharma, Jaiditya Dev, Monika Mangla, Vaishali Mehta, Wadhwa Sachin Nandan Mohanty, Deepthi Kakkar | The manuscript presents a bragg-based ensemble forecasting model for predicting the number of incidences of a disease based on past occurrences. The objectives of this research work are to enhance accuracy, reduce overfitting, and handle overdrift; the proposed model has shown promising results in terms of error metrics. The collated dataset of the diseases is collected from the official government site of Hong Kong from the year 2010 to 2019. The preprocessing is done using log transformation and z score transformation. The proposed ensemble model is applied, and its applicability to a specific disease dataset is presented. The proposed ensemble model is compared against the ensemble models, namely dynamic ensemble for time series, arbitrated dynamic ensemble, and random forest using different error metrics. The proposed model shows the reduced value of MAE (mean average error) by 27.18%, 3.07%, 11.58%, 13.46% for tuberculosis, dengue, food poisoning, and chickenpox, respectively. The comparison drawn between the proposed model and the existing models shows that the proposed ensemble model gives better accuracy in the case of all the four-disease datasets. |

| Sl. No. | Publication Detail | Abstract |
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| 16. | Interval Graph of Facial Regions with Common Intersection Salient Points for Identifying and Classifying Facial Expression. Author(s): Suman Avani, Shaila S G and A Vadivel. | Measuring the facial expression is an important research and used in many real-time applications. Various methods are proposed in the academia and industry for a decade and still continue to have research potential. This paper proposes a novel scheme by using Interval graph of facial regions. It is assumed that common intersecting salient points of facial regions can be used for estimating the emotions. The facial region is decomposed in four sub regions and the Interval graph is extracted for each region. The common salient points and degree of deformation and direction of deformation are measured for vertical, horizontal and diagonal directions. These values are considered as feature vectors. The well-known datasets such as JAFEE and CK++ are used for evaluating the performance of various classification algorithms and estimating their average classification accuracy. The average classification of the proposed approach is 95.9% and 94.7% for CK++ dataset and JAFEE dataset respectively. The performance of the proposed approach is better when compared to other state of art approaches. |
| 17. | Investigating the magne to hydro dynamic flow of a couple stress dusty fluid along a stretching sheet in the presence of viscous dissipation and suction. Author(s): Nagaraju Gajjela, Raj Nandkeolyar. | A computational study for investigating the flow and heat transfer phenomena in the unsteady magneto hydrodynamic couple stress dusty fluid flow over a linearly stretching porous surface in the presence of viscous dissipation effects is presented. The governing equations, in non-dimensional form, are tackled by the exploitation of the standard spectral quasi-linearization methodology. The estimations of flow rate and temperature profiles are pictured diagrammatically. In contrast, the local skin friction and heat transfer rates are placed in tabular form for various values of thermofluidic parameters. The numerical results of a current investigation are compared with previously available results and located to be sensible agreement as shown in Tables 1 and 2. It is analyzed that by elevating the specific heat parameter and couple stress parameter, the temperature profile and the resulting thickness of the boundary layer are depressed. In comparison, an increase in thermal boundary layer thickness and a decrease in thickness of the momentum boundary layer were found with the rising magnetic parameter values. |
| 18. | Learning image representation from image reconstruction for a content-based medical image retrieval. Author(s): Rohini Pinapaturi & C. Shoba Bindu | In this paper, we propose a novel approach of feature learning through image reconstruction for content-based medical image retrieval. We propose an image reconstruction network to encode the input image into a set of features followed by the reconstruction of the input image from the encoded features. The robust reconstruction of the input image from encoded features shows that the encoded features can be used as an abstract version of an input image. Thus, we make use of these encoded features for medical image retrieval task. The performance of the proposed method has been analyzed with the help of three benchmark medical image databases. Average retrieval rate and average precision rate are used to evaluate the performance of proposed and existing state-of-the-art methods for medical image retrieval task. Experimental analysis shows that the proposed approach for image retrieval outperforms the other existing methods. |
| 19. | Seismic Hazard of Garhwal Region. Author(s): E. A. Rogozhin, S. N. Somala, O. O. Erteleva, F. F. Aptikaev, and S. Chanda. | The region of Garhwal is one of the most seismically active areas in India. Many destructive earthquakes have occurred there in the past. The current seismic activity in Garhwal is also high. The region is characterized by a high population density; therefore, in choosing ways to develop it, protecting the population and reducing material damage from expected strong seismic events are of utmost urgency. The solution primarily requires using various antisismic measures during construction, which are selected based on the characteristics of seismic treatments. The purpose of this research is to assess the seismic hazard and seismic treatments in some settlements of Garhwal. To solve this problem, data obtained in previous stages of studies in Western Himalaya are interpreted once again. In particular, the results of geological and geophysical and structural and geological studies have made it possible to reveal the main seismogenerating structures and determine their characteristics. The analysis of the data on strong ground motions in the epicenter areas of the Dharamsala (April 26, 1986, Mw = 5.5), Uttarkashi (October 20, 1991, Mw = 6.8), and Chamoli (March 28, 1999, Mw = 6.5) earthquakes and the study of the attenuation patterns of ground accelerations in the Garhwal region have enabled us to estimate the expected maximum magnitudes, focal depths, and source mechanisms of the earthquakes. A regional model of seismic source zones (SSZs) is proposed. Using the results of seismological and seismotectonic studies, the parameters of ground motions during the maximum credible earthquakes are estimated, such as peak ground accelerations, spectra and durations of vibrations, and the seismic-effect value in the seismic intensity scale points for some settlements in Garhwal. |
| 20. | Thermal cycles and their effects during friction stir welding of AA7075 thicker plates with and without in-process cooling. Author(s): T. Srinivasa Rao, M. Selvaraj, S.R. Koteswara Rao, and T. Ramakrishna. | Friction stir welding of AA 7075 plates in three different thicknesses such as 10, 16 and 25 mm at natural convection condition was carried out successfully without defects. Water cooled friction stir welds were also produced on 16 mm thick plates. The thermal cycles at different locations of the plate, during the friction stir welding process, were predicted using a three-dimensional thermal model. Mechanical properties of the welds were evaluated using tensile and hardness tests. Weld microstructures were also examined with optical and transmission electron microscopes. The weld hardness values and tensile properties were found to decrease with increase in plate thickness. The use of water cooling was found to improve the weld properties to some extent, although not to the level of base metal. The reasons for this behavior are discussed, correlating thermal cycles, mechanical properties, fracture locations and precipitate morphology. |

19.3 Faculty of Law

| Sl. No. | Publication Detail | Abstract |
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| 1. | Economic Analysis of Accident Law: A New Liability Rule that Induces Socially Optimal Behavior in case of limited Information. Author(s): Astha Srivastava | In accident law, we seek a liability rule that will induce both the parties to adopt socially optimal levels of precaution. Economic analysis, however, shows that none of the commonly used liability rules induce both parties to adopt optimal levels, if courts have access only to 'Limited Information' on. In such a case, it has also been established (K. (2006). Efficiency of liability rules: a reconsideration. <i>J. Int. Trade Econ. Dev.</i> 15: 359–373) that no liability rule based on cost justified untaken precaution as a standard of care can be efficient. In this paper, we describe a two-step liability rule: the rule of negligence with the defense of relative negligence. We prove that this rule has a unique Nash equilibrium at socially optimal levels of care for the non-cooperative game, and therefore induces both parties to adopt socially optimal behavior even in case of limited information. |
| 2. | FinTech, BigTech and Banks: Digitalisation and its Impact on Banking Business Models. Authors(s): A. Arun Kumar. | This is a book review of Fintech, BigTech and Banks: Digitalisation and its Impact on Banking Business Models by Alessandra Tanda and Cristiana - Maria Schena. Both the authors' effort in framing the title itself attracts the attention of the readers. The book highlights the important phase of digitalization of financial markets and services, thereby converting them into the digital economy. The book highlights micro to macro level of discussion about both the fintech and bigtech firms. Further, it elaborates on the operational and regulatory challenges faced by the financial institutions while adapting themselves to the new technologies with a sole aim to meet the customers' expectations in terms of varied innovative products and services. It explains the strategic approach of the large banks by investing and partnering with fintech and bigtech firms with a motto of enhanced customer services by offering innovative financial products and services. The challenges faced by small banks in the competitive market are also discussed, and finally, the book synthesizes about the regulatory framework and the digitalization of financial products and services. |

Case Studies in Management (2020-2021) Award Winning Case Studies)

The Abstract for Award winning case studies are presented below:

| Sl. No. | Publication Detail | Abstract |
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| 1. | Disney Enters Streaming Space: Can it Disrupt the Disruptor? | This award-winning case is about The Walt Disney Company's (Disney) attempts to disrupt the streaming space as it ended its exclusive licensing deal with streaming industry leader Netflix in favor of starting its own direct-to-consumer (DTC) streaming services. The first streaming service, focused on sports (ESPN+), was launched in April 2018 and the second, a Disney-branded film and TV streaming offering, was slated to debut in 2019. In order to accelerate its push into the DTC space, Disney acquired media giant 21st Century Fox (Fox) in December 2017 in an all-stock deal of US\$71.3 billion. The deal, expected to close by early 2019, would give Disney control of Fox's film and television assets as well as stakes in video-streaming service Hulu and overseas television-service providers, Sky plc and Star India. Disney planned to use content from Fox to combat disruption in the rapidly changing streaming space, where the competition included strong players such as Netflix and Amazon. As Disney tried to break into the global streaming market, Robert A. Iger (Iger), Chairman and CEO of Disney, faced a number of challenges. He had the daunting task of building a massive streaming platform while integrating two big content-creation rivals (Disney and Fox) which had drastically different images and corporate cultures. Moreover, as Disney planned to shift its business model by cutting out middlemen and selling its content directly to customers, Iger had to prepare his company to embrace the new business model without diluting its existing model. Can Disney's streaming platform battle digital disruption and aggressively undercut the disruptor Netflix? How will the Disney Fox merger affect the media and entertainment landscape? Will Disney be able to disrupt the OTT (Over-The-Top) market or is it too late for it to catch up? This case won the Third Prize in the 2019 John Molson MBA Case Writing Competition. |
| 2. | SC Johnson and the Global Ocean Plastic Crisis | The case discusses S. C. Johnson & Son, Inc.'s (SCJ) efforts to tackle the global crisis of plastic waste in oceans. It highlights how SCJ's CEO and Chairman, H. Fisk Johnson (Johnson), is bringing global attention to the issue of ocean plastic by raising awareness about this crisis and potential solutions by reaching and engaging people around the globe. The case explores how ocean plastic pollution is a complex environmental issue and the role companies like SCJ can play to combat it. SCJ is doing its part to address the problem of plastic pollution in oceans, including committing to make 100% of its plastic packaging recyclable, reusable, or compostable by 2025, and signing the New Plastic Economy Global Commitment to help create a circular economy. SCJ had partnered with social enterprise Plastic Bank to increase recycling while helping address poverty. It had also launched the first 100% recycled ocean plastic bottle in its major home cleaning brand, Windex. However, the company faced some challenges in its fight against ocean plastic waste including the complexity of the plastic value chain, making improvements in waste management, lack of adequate government regulations, and changing consumer behavior towards plastic use. With ocean plastic waste being such a critical issue for the planet as well as human life, what can SCJ do to ensure that its commitment goes far enough to drive change on the ground? How can it capitalize on its commitment and encourage more consumers to use its "plastic positive" products? |

| Sl. No. | Publication Detail | Abstract |
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| 3. | Family Feud at Aldi Nord | <p>The Germany-based Albrecht family owned and operated the Aldi discount supermarket chain in several countries across the world. The Albrecht family members regularly featured on the list of the world's richest people, but maintained a highly private and reclusive lifestyle. Aldi traces its origin to a small store in Essen in Germany, which was started by Anna Albrecht in 1913. The store survived the attacks of the Allied forces during World War II, and was one of the few standing structures in the town. Anna's sons (Theo Albrecht and Karl Albrecht) started operating the store after returning from the war. In post-war Germany, people were looking for basic necessities that were available at low prices. The brothers catered to those shoppers and kept the prices low by operating barebones stores without any paraphernalia. Later, the brothers divided the business between them. Theo took over the business in the north of Germany (Aldi Nord), while Karl operated the business in southern Germany (Aldi Süd). Aldi entered several markets over the next few years, and the US was the only country where both Aldi Süd and Aldi Nord operated. Aldi followed the same business practices that had made it popular in Germany to other markets too and grew popular in these markets as well. The rapidly growing business made the brothers among the richest in the world. To ensure that the business remained in the family for generations to come, the brothers created foundations in 1973, and transferred their assets to these foundations. The business was managed through these foundations. After Theo and Karl passed away, their heirs took over the business. Aldi Nord was managed by Theo's sons, Theo Jr and Berthold. Theo's wife, Cäcilie, who had taken an active part in the business from the beginning, was the matriarch of the Albrecht family that owned Aldi Nord and was head of one of the three foundations that managed the business. Though the Albrechts were among the richest people in the world, they led a very simple life. It was reported that they did not own private jets or vacation homes. They did not appear in public, nor were they part of any major events. The family was so secretive that it even sued some of the magazines that published articles about the family members. Ironically, such a reclusive family made it to the headlines of the magazines not only in Germany but across the world due to a dispute that arose among the family members who owned Aldi Nord. The dispute that had been brewing between the family and Berthold's wife Babette took a turn for the worse after Berthold died in 2012 of liver cancer. Babette and her children then started splurging money, and it was alleged that they had spent € 100 million on supporting their lavish lifestyle. This was totally against the philosophy of the Albrecht family. Babette appeared on television shows and luxury auctions. Before his death, Berthold, who was heading one of the foundations – the Jakobus Foundation – changed the way it was managed and decided to reduce the role of his family and include an outsider as a member of the foundation. Babette refused to honor the change made by Berthold and approached the courts and said that at the time when the change was made in the foundation, Berthold's critical abilities were impaired. Babette's luxurious lifestyle and her decision to take the matters of the Foundation to court were opposed by Theo Jr. and Cäcilie. In the process, both Babette and Theo Jr. took their dispute to the media. Theo Jr. even said that several decisions about the business had been left unattended as they had to be approved by all the three foundations, and Babette and her children were not agreeing to them. Cäcilie, who died in November 2018, excluded Babette and her children from the will and from the future decisions of Aldi. In the will she reiterated the family's need to follow a 'restrained and moderate' way of life and expressed unhappiness over the behavior of her daughter-in-law and grandchildren. She also said she was apprehensive that they might misuse the funds of the foundation. Meanwhile, the business was suffering. For the first time in its history, Aldi Nord posted losses in its German operations. With the competition quick to take advantage of the family feud, the company was left far behind. Theo Jr. needed to take some tough decisions to bring the company back on track. He was looking at making huge investments to revamp their stores. This called for unanimous consent from the family members, which appeared unlikely in the existing scenario.</p> |



| Sl. No. | Publication Detail | Abstract |
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| 4. | MASO: Community Engagement for Improving Livelihood of Youth in Ghana's Cocoa Sector: | <p>The case is about international civil society organization Solidaridad's commitment to reinvigorating Ghana's cocoa sector by engaging the youth as a catalyst for change in the sector. Solidaridad believed that increasing youth participation in cocoa production would contribute to the sustainability of the sector, which was driven largely by aging farmers who followed poor farm management practices.</p> <p>Solidaridad developed a youth-focused program called MASO to motivate young people to venture into cocoa farming. The program aimed to empower the youth by creating more employment opportunities in the cocoa-growing regions to enhance their livelihood and promote sustainable cocoa production. The five-year program (2016-2020) was implemented by a consortium of partners led by Solidaridad and with funding support from the Mastercard Foundation. Through the program, Solidaridad intended to help the youth become skilled and business-savvy cocoa farmers. The implementation of the MASO program focused on three elements – the CocoAcademy, the Business Academy, and MASO Connect. MASO youth incubators (the CocoAcademy and the Business Academy) trained the youth in the areas of best agronomic practices, farm management, social life, financial literacy, and leadership and business skills. Under the alumni network MASO Connect, MASO linked the youth to networks of likeminded youth and other stakeholders throughout the cocoa regions. MASO also imparted training to young people in legal literacy, reproductive health, and digital technology to equip them to adopt cocoa farming as a viable business. The MASO training guided the youth to become professional cocoa farmers and agricultural service providers to support the cocoa industry in their communities. Through a collaborative partnership, MASO created a platform for the youth to address the challenges in sustainable cocoa production in the sector. As of June 2020, MASO had reached a total of over 12,000 youths with skills in cocoa agronomy and the establishment of supporting businesses. By this time, the program had exceeded its original plan of covering 10,800 young people (end of 2020) and some beneficiaries successfully started their cocoa production and other businesses in the cocoa value-chain. Solidaridad was optimistic that youth involvement in cocoa would make them active stakeholders in the transformation of the sector. The case highlights the initiatives Solidaridad took for sustainable cocoa production in Ghana through youth participation in the sector under the MASO program. It offers insights into the outcomes of private sector led service delivery within the cocoa value chain and shows the youth how to pursue a profitable cocoa farm enterprise. The case focuses on sustainability of cocoa in Ghana beyond 2020.</p> |
| 5. | Gavi, the Vaccine Alliance: Working Together to Save Lives | <p>The case is about Gavi, the Vaccine Alliance, a global public-private partnership that harnesses the power of partnerships to help vaccinate half the world's children against some of the world's deadliest diseases. It looks at the challenges before Gavi CEO Seth Berkley (Berkley) as he juggles with the objectives of providing COVID-19 vaccines to millions of people in low- and middle-income countries (LMICs), while also ensuring that millions of children continue to have access to the regular lifesaving vaccines amidst the COVID-19 pandemic. Since its inception in 2000, Gavi has immunized more than 822 million children in 77 countries and prevented more than 14 million possible deaths. Gavi was founded to address declining coverage rates of vaccination and the huge disparity in access to vaccines between the rich countries and the world's poorest ones. It brings together the World Health Organization (WHO), UNICEF, the Bill & Melinda Gates Foundation, the World Bank, the vaccine industry, developing country and donor governments, research and technical agencies, civil society organizations, and other private philanthropists to achieve its mission. Gavi also plays a key role in strengthening global health security by supporting health systems as well as funding global stockpiles of vaccines. Gavi's success can be partly attributed to its innovative operating model which enables it to bring down vaccine prices by pooling country demand; working with donors and countries to secure predictable, long-term funding; and creating healthy vaccine markets. As part of its business model, all countries supported by Gavi must contribute a proportion of the costs of the vaccines they introduce. This proportion gradually increases as their Gross National Income increases, until the countries are fully funding their own vaccine programs. In June 2019, the Gavi Board approved a new five-year strategy Gavi 5.0 (2021-2025), the goal of which was to immunize 300 million additional children during the strategic period. However, the outbreak of the COVID-19 pandemic impacted Gavi's goal as immunization programs and new vaccine introductions were delayed due to lockdowns in Gavi-supported countries. In early 2021, the COVAX Facility, a global mechanism to ensure equitable access to COVID-19 vaccines led by Gavi, started rolling out COVID-19 vaccine doses to high-risk groups in participating countries, with the aim of vaccinating up to 20% of people in these countries by the end of the year. As Gavi prepares for what is likely to be its most challenging strategic period (2021-2025), the challenges before Berkley and his team are reaching the unvaccinated children still being left behind in LMICs with life-saving vaccines, maintaining immunization programs amidst COVID-19, ensuring equitable and broad access to COVID-19 vaccines, and securing reliable and adequate public funding for the COVAX facility.</p> |

