Prof T T Niranjan, SJMSOM (visit my website for more details)

Project #1:

- *Project title and brief description of the project:*
  Intel Case Study: Field research and writing teaching cases based on Intel India. This project is jointly by Prof Dinesh Sharma and Prof T T Niranjan of SJMSOM

- *Brief work description*
  The student is primarily expected to assist in data collection. This will involve conducting interviews onsite (Mumbai) and also telephonic interviews, record the interviews, transcribe the interviews meticulously and write up. The work also involves understanding the key management concepts that the case deals with. The domains covered will primarily be marketing, strategy and supply chain management within IT hardware sector

- *No. of students the Professor can take*
  Up to 4 students; small teams of 2 each are possible

- *Eligibility criteria*
  A thorough understanding of the Indian IT/computer market is essential. Excellent written and oral communication skills are essential, as also the soft skills required carrying out this project successfully. A second year student will be preferred over first years.

- *Duration of the Project and tentative starting date*
  Two months; can start immediately (by end April)

- *Mode of selection*
  Resume-based screening, selection based on interview

Project #2:

- *Project title and brief description of the project:*
  Bio-food supply chain case study: Field research, secondary research and writing the case study of a bio-food retailer in Mumbai. This project is jointly done by Prof T T Niranjan and Prof Dinesh Sharma of SJMSOM. Depending on progress/interest, the students can also explore possibilities of extending this supply chain to IIT Bombay community: a live entrepreneurial project of bringing bio food to IITB community

- *Brief work description*
  The student is primarily expected to assist in field research/ data collection. This will involve conducting interviews onsite (Mumbai) and also telephonic interviews, recording the interviews, transcribe the interviews meticulously and write up. The work also involves

understanding the key management concepts that the case deals with. The domains covered will primarily be quality management, supply chain management, and how one enters a new business area.

- ***No. of students the Professor can take***
  Up to 4 students. Joint work in small teams of 2 is fine

- ***Eligibility criteria***
  A passion for this subject: currently food adulteration in India is a ticking bomb; the student must feel strongly about his issue. Excellent written and oral communication skills are essential, as also the soft skills required carrying out this project successfully. A second year student will be preferred over first years.

- ***Duration of the Project and tentative starting date***
  Two months; can start immediately (by end April)

- ***Mode of selection***
  Resume-based screening, selection based on interview

Projects # 1 and #2 are ready to take off, and will be given high priority

Project #3:

- ***Project title and brief description of the project:***
  Service Triads in BPOs. This is an academic research project studying the operations management-human resource management interface in call centres/BPOs

- ***Brief work description***
  The student is primarily expected to assist in field research/ data collection. This will involve conducting interviews onsite (Mumbai) and also telephonic interviews, understanding the business problem and writing up. The work also involves understanding the key research issues.

- ***No. of students the Professor can take***
  Up to 2 students. Joint work in a small team of 2 is fine

- ***Eligibility criteria***
  High level of motivation. The student is expected to read up my prior research in the areas of BPOs and demonstrate familiarity with the subject. Excellent written and oral communication skills are essential, as also the soft skills required carrying out this project successfully. A second year student will be preferred over first years.

- ***Duration of the Project and tentative starting date***

This is a long term project; some part can be finished in 2 months, but with excellent progress and continued mutual interest, the student can continue working on this project part time on a long term (1 year). Can start by mid-May

- *Mode of selection*
  Resume-based screening, selection based on interview and SOP/motivation letter

Project #4:

- *Project title and brief description of the project:*
  Operations of online retailers. This is an academic research project studying the operations management implications on performance of online retailers.

- *Brief work description*
  The student is primarily expected to assist in field research/ data collection. This will involve conducting interviews onsite (Mumbai or Bangalore) and also telephonic interviews, understanding the business problem and writing up. The work also involves understanding the key research issues.

- *No. of students the Professor can take*
  Up to 2 students. Joint work in a small team of 2 is fine

- *Eligibility criteria*
  High level of motivation. The student is expected to read up my latest paper on online retailer published in 2012 (available from my website) and be familiar with the subject. Excellent written and oral communication skills are essential, as also the soft skills required for carrying out this project successfully. A second year student will be preferred over first years.

- *Duration of the Project and tentative starting date*
  This is a long term project; some part can be finished in 2 months, but with excellent progress and continued mutual interest, the student can continue working on this project part time on a long term (1 year). Can start by mid-May (tentative)

- *Mode of selection*
  Resume-based screening, selection based on interview and SOP/motivation letter