

Faculty Profile

Name: **Indu Perepu**
Designation: Assistant Professor
Teaching Areas: Human Resource Management
Research Interests: Sustainable HRM, Organizational Culture
Education: Ph.D., (Pursuing) IFHE Deemed-to-be University, Hyderabad
M.B.A., Osmania University, Hyderabad, 1997
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Research / Selected Publications:

1. Chebolu, R., Perepu, I., Kumar, K. B. S., & Ramaiah, T. S. (2024). The Sinking of HBOS: An Invaluable Lesson to the Contemporary Banking and Finance Sector. *Asian Journal of Management Cases*, <https://doi.org/10.1177/09728201231215534>
2. Kumar, K.B.S. and Perepu, I. (2023), "Rosalind Brewer – the leadership journey", *The Case for Women*, Emerald Publishing Limited. <https://doi.org/10.1108/CFW-07-2022-0026>
3. Sahu, B. and Perepu, I. (2022), "Kiran Mazumdar-Shaw: the woman behind the success of Biocon", *The Case for Women*, Emerald Publishing Limited. <https://doi.org/10.1108/CFW.2022.000006>
4. Indu Perepu, "Royal Dutch Shell: Risks in Transnational Markets"; Philippe Lasserre, Global Strategic Management, Macmillan International Higher Education, 2017
5. Indu Perepu, "Nordstrom Focusing on a Culture of Service"; Arthur Thompson, Margaret Peteraf, John Gamble and A J Strickland, Crafting & Executing Strategy: The Quest for Competitive Advantage. Concepts and cases. 20th Edition McGraw Hill Education, 2015
6. Indu Perepu, "Tesco: Losing Ground in the UK?"; Wyn Jenkins, David Williamson, Strategic Management and Business Analysis, Second Edition, Routledge, 2015
7. Indu Perepu, "Google's Acquisition of Motorola Mobility: Will the "Gamble" Pay Off?"; John A. Pearce, Richard B. Robinson, Strategic Management: Planning for Domestic & Global Competition 14th edition, McGraw-Hill Professional, 2014
8. Indu Perepu, Bhavika Reddy, "Organizational Culture at Dreamworks Animation"; Michael Hitt, Chet Miller, Adrienne Colella, Organizational Behavior, 4th Edition, John Wiley & Sons, September 2014.