

## Faculty Profile

**Name:** Dr. Sashikala Parimi  
**Designation:** Professor  
**Teaching Areas:** Business Analytics  
Business Intelligence and Analytics  
Research Methodology  
**Research Interests:** Statistics  
Operations research  
Data Mining, Business  
Intelligence & Analytics  
Supply Chain Management  
IOT, AI.  
**Education:** Ph. D., Osmania University, Hyderabad, 1998 MBA.,  
Madurai Kamaraj University, 2003  
M. Phil (Statistics), Osmania University Hyderabad,  
1994  
M. Sc (Statistics), Mysore University, Karnataka,  
1990



### Research/Selected Publication:

1. Parimi, S., & Chakraborty, S. (2020). Application of Big Data & IoT on Personalized Healthcare Services. International Journal of Scientific & Technology Research volume 9, Issue 03, March 2020, (Scopus).
2. Parimi, S., & Chakraborty, S. (2020). Linking Green Supply Chain Management, Co-creation, and Sustainability: Empirical Revisit in Indian Manufacturing Sector Context. In Smart Systems and IoT: Innovations in Computing (pp. 617-629). Springer, Singapore (ABDC).
3. Bhatt, V., Sashikala, P., & Chakraborty, S. (2019). The Impact of Information Technology and Analytics on the Performance of a Hospital: Scale Development in Indian Context. International Journal of Recent Technology and Engineering (8), 3./8(Scopus)
4. Sashikala Parimi, Samyadip Chakraborty, (2019). Antecedents to Employee Attrition Behavior in Indian IT/ITES Sector. International Journal of Engineering and Advanced Technology (IJEAT), Volume-9Issue-1.(Scopus)
5. Sashikala Parimi, Srinivaasa Vijay Datta Banoor, Pavan Kishore. M.L (2019) : Quality of Chrome Plated Compression Rings: An Empirical Study, 'International Journal of Engineering and Advanced Technology (IJEAT)' at Volume-8 Issue-4. (Scopus)