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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 PhD 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 eleven years of its existence IFHE has grown in size and offers several courses in the Faculties of Management, Science and Technology, Law and ICFAI School of 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, IFHE

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 2019-20. The report covers the activities for the period April 01, 2019 to March 31, 2020. This is IFHE's Eleventh 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 entire country who have been bestowed with this distinction.

Our MBA and B. Tech are approved by AICTE for the Academic Year 2019-20 and 2020-21.

The UGC Expert Committee, which visited the University on January 21-22, 2020, to consider conferment of 12-B status to the University, has recommended approval of the 12-B status to the University. The UGC ratified the Committee recommendation to include the Deemed to be Universities under Section 12B of the UGC Act, 1956 and the University is included under Section 12(B) of the UGC Act.

Another UGC Expert Committee visited our campus and the proposed off-campus center at Bengaluru on December 25 and 26, 2019. The Expert Committee was satisfied with the infrastructure and other requirements and has sent their recommendations to UGC. We are awaiting the final decision.

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 The Association to Advance Collegiate Schools of Business (AACSB International) Accreditation on February 13, 2020 for the three Programs – BBA, MBA, and PhD. It is the highest standard of achievement for business schools worldwide. Earning of the accreditation confirms IFHE's commitment to high quality and to the continuous improvement of its Management Programs brought about by a rigorous and comprehensive peer review. The B-School has also received commendation from the Executive Vice president and Chief Accreditation Officer of AACSB international, Dr. Stephanie M Bryant for achieving excellence in all areas including teaching, research & curricula development.
- The South Asian Quality Assurance System (SAQS), Association of Management Development Institutions in South Asia (AMDISA) (AMDISA) Peer Review Team visited IBS Hyderabad from February 5-7, 2020, and re-accredited the B-School for five more years (August 2020-September 2025). In 2006, the B-School became the first in Asia to be accredited by SAQS. It was re-accredited in 2012 and this is the third cycle of accreditation.
- The B-School was also rated EB I IN at National Level & EB I TS at State Level by ICRA and A*** at National Level and State Level by CRISIL.
- The University has been ranked in the range of 76-80 under QS University Rankings-India, and in the range of 501-550 in Asia.
- The University has been awarded 'The Extraordinaire Brand' by Brand Vision for the year 2019-20.

- The University has been ranked 9th by The Education World among the private Universities in India for the year 2020, up from 16th last year.
- The University has been awarded "Top University in Innovation" for the year 2020 by Competition Success Review Magazine.
- The Faculty of Science & Technology has been ranked first in the category of 'Top ten emerging engineering colleges 2020' by Silicon India.
- ICFAI Law School has been ranked number three among top government and private law schools in the country, and number one in the state of Telangana by Competition Success Review Magazine.

Case Research Center

- a. The Business School of the University follows the case approach in its teaching. It has a globally renowned Case Research Center. It has emerged as one of the world's top three case publishing schools after the prestigious Case Awards of The Case Centre's offices in Cranfield University, UK, and Babson College, Massachusetts, USA, went global in 2011. Since then, the most successful winners have been Harvard Business School (with 31 awards), INSEAD (19), and ICFAI Business School (14). During the year the Case Research Center produced 120 cases with teaching notes.
- b. In 2019, the Business School emerged as the most successful institute in terms of total number of worldwide bestsellers, next only to the Harvard Business School.
- c. One of our faculty members, Prof. Debapratim Purkayastha, was declared as Bestselling Case Author among the top 40 Bestselling Case Authors, by The Case Centre. He tops the list for the fifth consecutive year, otherwise dominated by Harvard, INSEAD, and IMD professors.
- d. Some of our Case awards from other world renowned organizations are :
 - 1) Maxwell School of Governance, Syracuse University, New York
 - 2) China Europe International Business School (China focused cases)
 - 3) Oikos International, Switzerland
 - 4) EFMD in Brussels

The Centre for Banking and Finance was inaugurated by our Chancellor Professor C. Rangarajan on November 29, 2019. On the same occasion, Professor Rangarajan inaugurated the seminar on "Non-Performing Assets and its Resolution in Indian Banks". It was attended by about fifty eminent persons from Banking and Academia.

The Delhi-based Pranab Mukherjee Foundation has agreed to set up the Pranab Mukherjee Chair in "Banking and Finance" to promote research in this area. This is a prestigious Chair and will give a boost to research in Banking and Finance at the University.

The University has organized three international conferences, at which about 200 papers were presented. One of them was the 12th International Doctoral Theses Conference, which was held for the twelfth consecutive year. The flagship event had 120 participants. The conference provides a platform to the research scholars to present and exchange comments and views on their doctoral research and receive feedback from experienced researchers and professors. This Conference has benefited several doctoral scholars across the country in Management and Economics in terms of improving quality of their PhD theses.

IBS Hyderabad is a member of Academy of International Business (AIB), a leading association of scholars and specialists in the field of International Business. Its current headquarters is on the campus of Michigan State University in East Lansing, Michigan, United States. As a part of our membership, the University hosted the Three-day annual conference of AIB-India Chapter - Academy of International Business (AIB)-India 2019 conference and International Business (Ind-IB) Research Workshop during April 22 – 24, 2019. The Three-day annual conference of AIB-India Chapter was inaugurated by Chancellor Dr. C. Rangarajan. Prof. S Raghunath, President of AIB-India Chapter, former Dean, IIM-Bangalore and Board of Management member of IFHE addressed the inaugural session. A group of experts in the area of International Business chaired different sessions of the conference and handling sessions during the workshop. The list includes Prof (Dr.) Elizabeth Rose (University of Otago, New Zealand, AIB Fellow, former AIB Vice President), Prof. (Dr.) Ram Mudambi (Fox School of Business, Temple University, USA, AIB Fellow and former AIB Vice President), Prof. Vikas Kumar (University of Sydney, Australia), Prof. Ajai Gaur (Rutgers Business School, USA), and Rajesh Upadhyayula (IIM Kozhikode). A panel discussion entitled “Exports from India: Challenges and Opportunities for MSMEs” was conducted on April 23, 2019. The panelists includes Mr. Ravi Uday Bhaskar, (Director General, The pharmaceutical exports promotion council, Hyderabad), Dr Sanjeev Charturvedi, (Director, National Institute of MSME, Hyderabad), Ms Uzramma, (Founder, Malkhaa Trust, Hyderabad). The third conference was the 2019 edition of IBS Conference on Marketing & Business Strategy (ICOMBS). The faculty members and research scholars have published 324 research Papers in reputed journals. Of these, 136 are in Scopus listed journals and 6 in Web of Science list of journals. Twenty six are in A* / A Australian Business Deans Council (ABDC) Journal Quality List and 76 in other Category of ABDC and 149 are in other journals.

Further, the faculty members have published 353 books and chapters in books. In addition, 226 Conference Papers in reputed international and national conferences have been presented. Also, the faculty members and doctoral students have presented 217 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, 16 faculty members are contributing as editors of 16 journals published by IUP in the areas of Management, Engineering, and Law.

The University sanctioned ₹ 52.27 lakh toward 26 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 Block Chain Technologies, Multiple Face Recognition systems, Nano fluids climate change, Retail markets, In-migration of labor, financial empowerment of women, etc.

The University has a strong industry interface through Management Development Programs for the public and private sectors and the government. To strengthen this interface, we offered 14 Management Development Programs (MDPs) consisting of 1286 participant days during the year to several organizations.

Several distinguished personalities have visited our campus to professionally enrich our students and faculty by their inspiring lectures. These eminent visitors include Ms. Megha Madan, Associate Director of Global Initiative, Emory University, USA;

Dr. Jane Gatewood, Vice Provost for Global Engagement, University of Rochester, New York; Ms. Emma Seagreaves, Associate Head of Law, Manchester Law School, Manchester Metropolitan University and Honorable Mr. Justice Mohan Peiris, former Chief Justice, The Supreme Court of Sri Lanka. Prof. Raj Kumar, Vice Chancellor, Panjab University, Chandigarh; Prof. Rakesh Mohan Joshi, Chair Person (Research), Indian Institute of Foreign Trade, New Delhi; Prof. Kavita Sharma, Head, Department of Commerce, Delhi School of Economics, University of Delhi, Delhi; Prof. (Ms.) Dolly Sunny, Department of Economics, University of Mumbai, Mumbai; Dr. G Srinivas, Additional Secretary, UGC-South Eastern Regional Office, Hyderabad; Prof. Pratapsinh Chauhan, Vice-Chancellor, Shri Govind Guru University, Godhra (Gujarat); Prof. Deepak Shrivastava, Professor of Strategy, Indian Institute of Management, Tiruchirappalli; Prof. R.K.S. Dhakarey, Dean (Research), Professor of Chemistry, School of Chemical Sciences, Dr. Bhimrao Ambedkar University, Khandari Campus, Agra; Prof. Sreenivasulu N.S., Professor of Law, School of Technology Law, National University of Juridical Sciences, Kolkata. Dr. Mathew J. Manimala, Former Professor, Organization Behaviour, Indian Institute of Management, Bengaluru, Dr. Nazrul Islam, Pro Vice Chancellor, Canadian University of Bangladesh, Dhaka; Prof. Abhishek Nirjar, Dean (MMS programme), NMIMS, Mumbai, India.

The Eighth N J Yaraswy Memorial Lecture was delivered by Mr. Richard Mc Cracken, Director, The Case Centre, UK, on November 8, 2019. The lecture was presided over by Dr. C. Rangarajan, Chancellor of the University. The topic of the lecture was “Teaching Cases: Vision, Realization, and Impact”. The lecture was attended by the faculty, research scholars, students, and support staff.

The Tenth Foundation Day Lecture was delivered by Dr Anil Sahasrabudhe, Chairman, All India Council for Technical Education (AICTE), New Delhi, on February 1, 2020, on the topic “The Future of Higher Education”. The lecture was presided over by the Vice Chancellor, Prof J Mahender Reddy. 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

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. 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 1 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 entire country who have been bestowed with this distinction. The graded autonomy was accorded owing to our NAAC Score of 3.43 out of 4. AICTE has approved our MBA, B.Tech, Integrated B.Tech and Executive-MBA for the Academic Years 2019-20 and 2020-21.

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. In its eleventh full year of operations, the University has been growing from strength to strength by virtue of the dedicated efforts of the faculty, professional staff and students to achieve innovation and excellence. A five member expert committee constituted by UGC under the Chairman, Prof. Pratapsingh Chauhan visited the campus to assess the ICFAI Foundation for Higher Education, (Deemed to be University), Hyderabad to include it under 12-B of UGC Act, 1956. The UGC ratified the Committee recommendation to include the Deemed to be Universities under Section 12B of the UGC Act, 1956.

2. Vision & Mission

The Vision of IFHE is to emerge as an Institution of Excellence known for research, teaching and practice.

The Mission of IFHE 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 a professionally managed. All the statutory bodies are independent and are not subject to any interference from the sponsor or in 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.



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 University

The major decision-making authorities 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 University Authorities as on 31 March 2020

I. Board of Management (As per UGC Regulations, 2016)

The Board of Management shall meet at least four times a year.

1.	Vice Chancellor – Chairman	Dr. J Mahender Reddy
2.	Deans of Faculties (Not exceeding two by rotation based on seniority)	Dr. S Venkata Seshiah Dr. M Srinivasa Reddy
3.	Eminent academicians as nominated by the Chancellor	Prof. V N Rajasekharan Pillai, Former Chairman, UGC, Executive Director, NAAC, Vice-Chancellor IGNOU, Chairman of the Distance Education Council, Vice-Chancellor of Mahatma Gandhi University, Kottayam, Vice-Chancellor of Cochin University of Science and Technology, Kerala, Executive Vice President of the Kerala State Council for Science, Technology & Environment, Chairman of the Kerala Coastal Zone Management Authority Dr. T. Tirupati Rao, Former Vice-Chancellor, Osmania University Dr. S Raghunath, Dean Administration, IIM-Bangalore Prof. Kavil Ramachandran, Clinical Professor & Executive Director, Thomas Schmidheiny Centre for Family Enterprise, Indian School of Business (ISB)
4.	One eminent academician as nominated by the Central Government in consultation with UGC	Not nominated
5.	Two teachers (Professor, Associate Professor) by rotation based on seniority	Dr. C S Shylajan Prof. T S R K Rao
6.	One nominee of the sponsoring society	Dr. R P Kaushik, Former Ambassador of India to Turkmenistan, Former Member, UGC, and Former Professor, JNU, New Delhi.
7.	The Registrar-Secretary	Dr. S Vijayalakshmi

II. Academic Council (As per UGC Regulations, 2016)

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

1	Vice Chancellor – Chairman	Dr. J Mahender Reddy
2	Deans of Faculties	Dr. S Venkata Seshiah Dr. M Srinivasa Reddy Dr. A V Narsimha Rao

3	Heads of Departments (Ex-Officio)	Dr. C. S Shylajan Dr. K. S. Venu Gopala Rao Dr. T Koti Reddy Dr. M Sitamma Dr. B Brahmaiah Dr. Samyadip Chakraborty Dr. Debapratim Purkayastha Prof. I V Sarma Dr. K Varaprasad Dr. Shakeel Hashmi Dr. S Srinivas Rau Dr. S Sreeranjani Prof. L.Sridharan Dr. Elizabeth Zacharias Prof. T S R K Rao
4	Professors other than Heads of Departments by rotation of seniority	Dr. V N Reddy Dr. Pratap Reddy K Dr. Y Pratap Reddy Dr. Nasina Jigeesh Dr. Vighneswara Swamy, P M
5	Associate Professors from the Departments other than the Heads of Department by rotation of seniority	Prof. C Padmavathi Prof. A Srikanth
6	Assistant Professors from the Departments by rotation of seniority	Prof. C Anita Prof. A Chandrasekhar Dr. G Geetanjali
7	Three persons from amongst educationists of repute who are not in the service of the institution nominated by the Vice Chancellor.	Dr. Abad Ahmad, President, Aga Khan Foundation, Former Pro-Vice Chancellor, Delhi University Dr. R Vaidyanathan, Former Professor, Finance & Control, IIM Bangalore & UTI Chair Professor in Capital Markets Studies, Mumbai Dr. V V Bhanoji Rao, Adjunct Professor, National University of Singapore
8	Three persons who are not members of the teaching staff co-opted for their specialized knowledge	Dr. S Raghunath, Dean Administration, IIM, Bangalore. Dr. M S Shunmugam, Professor (Emeritus), IIT, Madras. Dr. P Krishna Deva Rao, Vice-Chancellor, National Law University, Cuttack
9	The Registrar-Member Secretary	Dr. S Vijayalakshmi

III. Finance Committee (As per UGC Regulations, 2016)

The Finance Committee shall meet at least twice a year.

1.	Vice Chancellor – Chairman	Dr. J. Mahender Reddy
2.	One nominee of the Trust	Shri. E. N. Murthy
3.	Two Nominees of the Board of Management, one of whom shall be a member of the Board	Dr. S Vijayalakshmi Prof. T S R K Rao
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.	Finance Officer – Secretary	Ms. Ratna Bhanu

IV. Planning & Monitoring Board (As per UGC Regulations, 2016)

1.	Vice-Chancellor – Chairman	Dr. J Mahender Reddy
2.	Internal members	Dr. S Venkata Seshiah Dr. M Srinivasa Reddy Dr. Elizabeth Zacharias Dr. Debapratim Purakayastha 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, 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.	The Registrar-Member Secretary	Dr. S Vijayalakshmi

4. Accreditations, Rankings and Ratings & UGC / AICTE Approvals

Accreditations

NAAC

The University is accredited by NAAC with an 'A+' Grade and a CGPA of 3.43 out of 4.00. The accreditation is valid till June 24, 2020. The Academic Advisory Council (AAC) of the National Assessment and Accreditation Council (NAAC), has extended the validity till June 30, 2021.

AACSB

IBS Hyderabad, received AACSB (The Association to Advance Collegiate Schools of Business) Accreditation in February 2020 for all the three Programs offered by the B-School – MBA, PhD and BBA. The coveted AACSB accreditation is considered as the golden benchmark of quality education for business education world wide. 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 SAQS Peer Review Team visited IBS Hyderabad from February 5 to 7, 2020, to re-re-accredit the B-School. The B-School was re-re-accredited by SAQS (South Asian Quality Systems), AMDISA (Association of Management Development

Institutions of South Asia) for five more years from August 2020-2025. The B-School was one of the first B-School in Asia to be accredited by SAQS, in 2006 and was re-accredited in 2012.

Rankings

India Rankigs 2020 (NIRF)

The Business School of the University has been ranked 25th under the Management Category by The National Institutional Ranking Framework for the year 2020. Last year its rank was 26th.

QS University Rankings 2020

The University has been ranked in the range of 76-80 under QS University Rankings-India, and in the range of 601+ in Asia. The University has been ranked 9th by The Education World among the private Universities in India 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 2020, up from 16th last year.

Brand Vision

The University has been awarded "The Extraordinaire Brand" by Brand Vision for the year 2019-20.



CSR Magazine

The University has been awarded “Top University in Innovation” for the year 2020 by Competition Success Review Magazine.

Silicon India

The Faculty of Science & Technology has been ranked first in the category of “Top ten emerging engineering colleges 2020” by Silicon India.

CSR GHRDC – Law School Rankings 2020

ICFAI Law School has been ranked number three among top government and private law schools in the country, and number one in the state of Telangana by Competition Success Review Magazine.

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 EB IN at the national level and EB I TS at the state level from ICRA. The grades indicate that the institution has resources and processes that can deliver highest quality of management education.

AICTE Approvals

Graded Autonomy

We were accorded Autonomy by UGC. The UGC granted the autonomous status and graded the Deemed-to-be-University as Category II. We were one of the 52 Universities in the Country to receive autonomy.

I2-B Status

UGC appointed an Expert Committee to assess The ICFAI Foundation for Higher Education, (Deemed to be University), Hyderabad to include it under I2-B of UGC Act, 1956. The UGC ratified the Committee recommendation to include in the list of Deemed to be Universities under Section 12 B of the UGC Act, 1956 and the University is included under Section 12(B) of the UGC.

AICTE Approval 2020-21

For the third consecutive year, we participated in the AICTE Approval Process by uploading the required data on February 29, 2020. The University received Extension of Approval for Management and Engineering Programs for the Academic Year 2020-21.

Membership

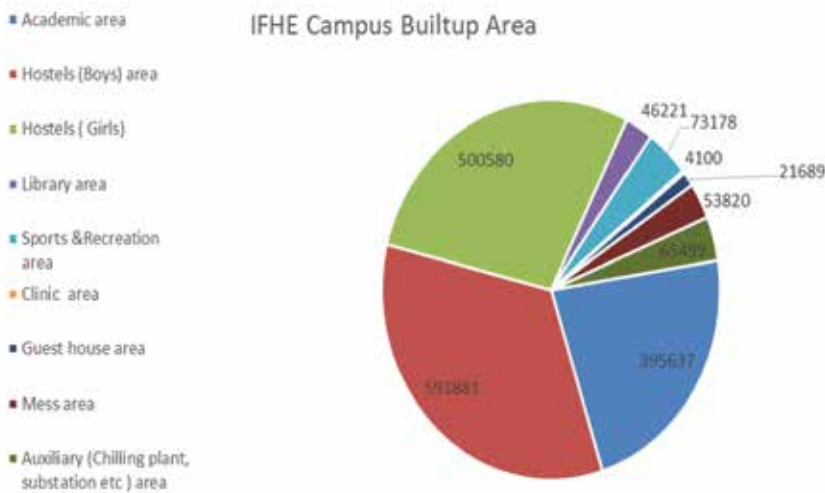
The University is a member of the Association of Indian Universities and a member of the London-based, Association of Commonwealth Universities. Faculty of Law is a Member of International Association of Law Schools (USA).



5. Infrastructure

The University located on a sprawling 91 acres 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 at IFHE Hyderabad including Faculty of Management, Faculty of Science & Technology and Faculty of Law, 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 and projector facilities. In addition to these, there are 237 faculty rooms & cubicles, meeting rooms, administrative offices, academic office, student support services office, career management center, etc. The entire academic area is networked with internet connectivity of a very high bandwidth (2 Gbps).



b. Hostel & Mess facilities: The Deemed-to-be-University offers hostel facilities for 1997 boys and 1558 girls with single and dual sharing accommodation with 24 hours hot water through solar energy and regular water for their 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 one time. In addition, two pay and eat a la carte cafeterias are also available.

c. Faculty Accommodation: Twenty one Residential quarters are available for faculty members.

d. 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 maintains records of utilization of facilities and submits a 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.

e. Accounts Office: The accounts office deals with financial matters. It collects fees from the students, pays them scholarships, pays the bills for goods and services purchased by the University and operates bank accounts. The accounts office is headed by an Accounts officer and is supported by assistants. The accounts office

is provided with computers with accounting software. Most of the accounting operations at IFHE are computerized.

f. 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 and the staff of IFHE. The clinic has basic medical equipment and supporting facilities and equipment. For referral as well as major health No.s, 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 the cases which helps them to access the medical history of the students when they come for a subsequent visit.

g. Games, Sports & Recreation Facilities: IFHE also 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 gymnasiums for boys and girls. The indoor stadium has facilities for squash and badminton.

IFHE 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 a olympic size swimming pool of international standards with lifeguards standing by. These facilities are for the use of students, faculty & staff. We have extended facilities for Salsa, Art of Living, Karate and Practicing Yoga.

Music room with all musical instruments is made available to both UG & PG students.

h. Photocopying and Printing Facilities: IFHE provides photocopying and printing facilities both for the students and for the

faculty and staff. 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.

i. Intranet: IFHE, with its Wi-Fi enabled campus, uses IT in a big way. It uses IT for planning and dissemination of information. In the last few months, it 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.

j. IT facilities: IFHE places great emphasis on the use of IT for teaching and in its operations. Consequently, it has deployed modern IT hardware and software on its campus. Keeping the rapid obsolescence in IT hardware, software and technologies in mind, IFHE constantly upgrades its IT infrastructure. The network bandwidth is 2 GBPS.

k. 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).

l. Server details: Twenty servers have been installed at centralized locations in the campus: The CMD guest house is Wi-Fi enabled. UTM up-gradation is completed successfully. The computers, provided to the faculty and staff are provided with standard office productivity software.

m. Computing Facilities: The University has more than 1322 personal computers for students — most of them with Core i5 & i7 - and servers of HP, IBM & SUN make. Thirty one PC s for 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 of the IFHE campus include 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 2008 Server, Red Hat Linux 9 and Solaris 5.0.

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.

n. 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 2000 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.

o. 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 10 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 1000 KLD of waste water. The sewerage is treated and water is used for watering the plants on the campus.

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

6. Biodiversity

The campus has a total area of 91 acres. 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).



7. Learning Resources

The University has a central library and two departmental libraries attached to the Faculty of Science & Technology and the Faculty of Law. The spacious central library, which is spread over three floors, is named as 'Sri N J Yaraswy Memorial Library'. It has a carpet area of 45000 sq.ft and is centrally air conditioned. The library has a seating capacity of 700. The department library of Faculty of Science & Technology has a carpet area of 6000 sq.ft and a seating capacity of 60. The department library of Faculty of Law has a carpet area of 5000 sq.ft and a seating capacity of 50.

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 and Architecture. 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 No.d 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 SPSS & SAS are made available to the scholars and faculty. 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 staff is professionally qualified and experienced and maintains the library efficiently, catering to the needs of the users.

Built-up Area and Seating Capacity:

The Built-up of area of Sri N J Yaraswy Memorial Library (Central Library) is 45,000 sq. ft and has a seating capacity of 700. The deemed to be University has two departmental libraries, located in Faculty of Science & Technology and Faculty of Law and has built-up area of 6000 sq. ft and 5000 sq. ft respectively and their seating capacity is 60 and 50 respectively.

Library Holdings: The library has holding of 98628 books, 3190 CDs/DVDs and 3788 other holdings. It has subscribed to 53 international journals, 94 Indian journals, 21 international magazines and 95 Indian magazines. The library is fully computerized with integrated library management software-Libsuite.

E-resources: It has 23 Online Databases (E-resources) that includes EBSCO (Business Source Complete); EBSCO (Econlit); Emerald Management Xtra; Marketline; Proquest; Science Direct; JSTOR; Capitaline Plus; Cabells 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. The library also has holdings of 21788 full text journal and 17360 e-books.

Upgradation of infrastructure: The University uses both formal and informal methods to get to know the kind of infra-structural facilities that it needs to add or upgrade. Some of the facilities are directly managed by the faculty and hence the campus head comes to know about the facility requirements. Students are also involved in managing facilities like the library, computer centers and cafeteria. Hence, they too form an important source of feedback.

Visits by the faculty/center head to other educational institutions are encouraged. These visits provide insights about the facilities and equipment that these institutions use. The Directors also encourage manufacturers and dealers of equipment to demonstrate their products.

Monitoring Mechanism

The University also has a formal mechanism to get feedback from the faculty, staff and students on the infrastructure and other facilities. Before the students graduate, detailed feedback is taken from all of them. This feedback is on computer facilities, library, cafeteria, timings, etc. The head of academics also takes formal feedback from the faculty at the end of each semester about the facilities, equipment and hardware & software requirements.

New Technology Infrastructure

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 2 GB 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.



Automation Process

The current status of the automation initiative at the University is as follows:

- i. **Admissions process:** Students have the facility to fill up the application online. Their identity cards for taking the written examination are also sent online. After the examination, their results are declared online and further communication is sent to them online.
- ii. **Students' Feedback on Faculty:** The students have the facility to give their feedback on their respective faculty members online at the end of every semester.
- iii. **Summer Internship Program (SIP):** The faculty members have the facility to evaluate the students at various intervals during the SIP and can enter the marks for the students online.
- iv. **Hosting Suggested Answers on the Website:** The question papers along with the suggested answers are uploaded on the site immediately after the examination is over. If a student has any doubts he/she can immediately get them cleared by the faculty member concerned.
- v. **Alumni Activities:** Activities like placement support, career enhancement support, alumni meetings, exchange of information, etc., are web enabled to ensure wider reach and faster processing.
- vi. **Other activities online:** The student circulars, office circulars, etc., are uploaded for student and faculty viewing.
- vii. **Biometric System:** Biometric system of attendance recording for faculty and staff has been implemented.
- viii. **Online examinations:** We have recently introduced the facility of online exams for the internal component of evaluation.

Networking

Till recently, faculty members, the students and staff were using the network only for sharing resources like software and printers. In the last few months, the Academic Office, which keeps all the records, has created an Intranet to provide detailed and latest information to the students and the faculty. The Intranet 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.



8. Faculties and Programs

IFHE, Hyderabad, offers high-quality programs in Management, Science & Technology, Law and Architecture. The programs offered by IBS Hyderabad are BBA, MBA, Executive MBA and PhD (Full-Time & Part-Time). During the academic year 2019-20, the University launched a three-year bachelor program in BA (Economics), under faculty of management.

8.1 Faculty of Management – IBS Hyderabad

The BBA Program

The University launched the BBA program in the year 2010. In the ninth batch, i.e. the Class of 2019-22, there are 875 students.

BBA Enrollment			
Class	Boys	Girls	Total
Class of 2020 (2017-20)	448	203	651
Class of 2021 (2018- 21)	603	219	822
Class of 2021 (2019- 22)	255	620	875

The BA (Economics) Program

The BA (Economics) is spread over three years (six semesters) and thirty six courses, including the Thesis, spans across the width of knowledge relevant to a bachelors' degree. The program offers the students to specialize in econometrics or data science or entrepreneurship or financial economics.

BA (Economics) Enrollment			
Class	Boys	Girls	Total
Class of 2022 (2019-20)	11	3	14

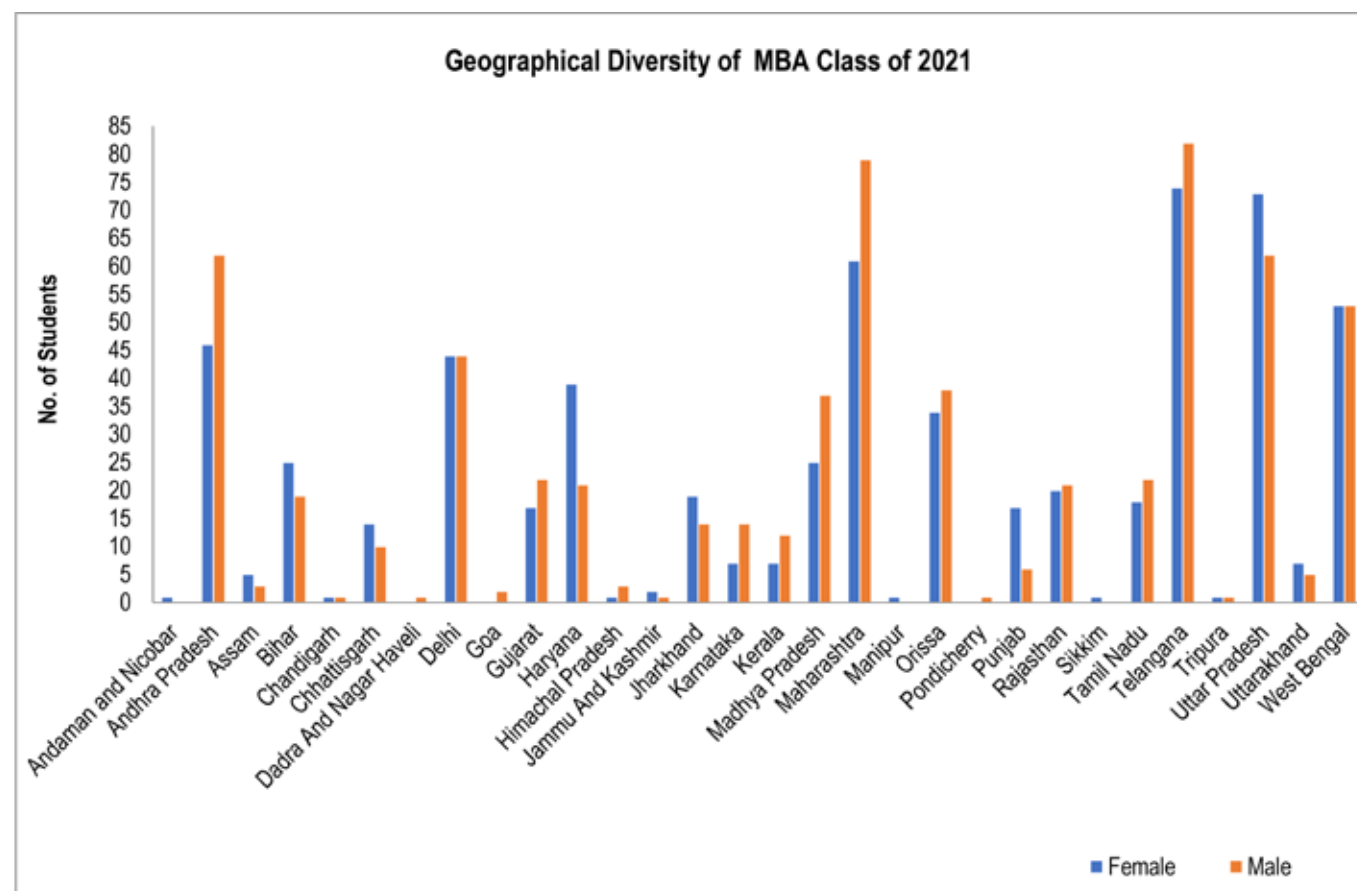
The MBA Program

The MBA Program equips the students with the skills, knowledge and strategic perspectives essential for leadership of business 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 also 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 No.s 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.

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 internship at any 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 students undergo internship. Both will assess the performance of the student and grade the students. The students underwent internship program in about 473 companies spread across 46 Sectors.

Student Diversity

The student community at IBS is truly diverse with most of them coming from different parts of India, from different social and cultural backgrounds, and from different walks of life. The details follow:

Academic Profile of Students the MBA Program Class of 2021				
Sl.No.	Academic Diversity	Male	Female	Total
1.	Arts	5	44	49
2.	Business Management	153	130	283
3.	Commerce	148	213	361
4.	Engineering	287	173	460
5.	Others	22	20	42
6.	Science	21	33	54
Total		636	613	1249

The Executive MBA (Part-Time)

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 modes 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.

Executive MBA Program: 2018-20 Batch				
S.No	Program	Male	Female	Total
1.	Executive MBA	6	14	20

The Ph.D Program

The University offers PhD program in Management both full-time and part-time. The full-time program is campus-based and designed for students interested in management teaching, research and consultancy. The PhD program is unique and rigorous. It is modeled on the lines of the PhD programs offered by American Universities, with the best practices of Indian Universities blended in. 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 No.s in management.

The program has five phases: Doctoral Coursework, Pedagogy, Qualifying Examination, Preparation of Research



Proposal and Thesis Work. At present, there are 10 students in the full-time program. The program can be completed in 4 years.

The Part-time PhD Program in Management is designed for practicing corporate executives, faculty members and research scholars who aspire to become thought leaders in the domain of 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 & approval and Thesis submission and Viva voce are the same as the Full-time PhD Program.

At present there are 11 students in the part time program. Majority of them are in middle-level and senior positions in their organizations. A few are entrepreneurs as well:

8.1.1 Economics

The Department of Economics has 17 faculty members, 3 Professors, 8 Associate Professors and 5 Assistant Professors and one adjunct faculty. Sixteen faculty members and one adjunct Professor have PhD degrees. They have an average of ten years of teaching experience. The Department offers courses in BA (Economics), BBA, BBA-LLB (Hons.), MBA and PhD programs aimed at providing a broad understanding of the economic and business environment with emphasis on their relevance to managers and corporates. 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 37 research papers for the period 2019-20. Of these, 16 are in Scopus listed journals. 4 are in A* / A Australian Business Deans Council (ABDC) Journal Quality List journals and 15 in other Category of ABDC. Some of these journals are Applied Economics, Current No.s in Tourism, Economic Modelling and Empirical Economics. The focus areas of research were financial economics, commodity markets, capital markets, corporate governance, agriculture economics, industrial economics,

tourism economics, environmental and energy economics, and international trade. One of our faculty member was awarded NJY / Apollo Hospital Best Teacher Award for the year 2018-19.

The Department brings out a peer-reviewed journal titled 'The IUP Journal of Applied Economics' which has an acceptance rate of 20 per cent. Some of the faculty members are also engaged as consulting editors, journal referee and advisory board members for journals of other publishers. The Department regularly organizes faculty seminars, workshops, conferences and expert lectures. Besides teaching and research, many faculty members are involved in institutional building and administrative roles. Since 2007 the Department is organizing Doctoral Thesis Conference every year regularly and received an excellent response from reputed business schools, Universities and research institutes in India. The annual Doctoral Thesis Conference is now into its 13th edition.

8.1.2 Finance and Accounting

The Department of Finance has forty six faculty members, consisting of four Professors, fourteen Associate Professors and twenty assistant Professors and Six Adjunct faculty. Thirty five of faculty members have PhDs and remaining are pursuing their PhDs with different Universities. The Department also has faculty members with professional qualifications like, CFA, CA, CS, and ICWA and industry experience.

The Department offers various courses to meet the needs of the industry and recruiters in the contemporary areas of finance, banking and accounting. Apart from the core courses, the department also offers courses like financial modeling, financial econometrics, financial analytics, commodities and commodity derivatives, financial derivatives and risk management and risk management in banks.

The Department faculty members and research scholars have published 35 research Papers in reputed journals. Of these, 14 are in Scopus listed journals. 5 are in A* / A Australian Business Deans Council (ABDC) Journal Quality List journals and 12 in other Category of ABDC.

Department equips the students with the skill sets required by the industry. Besides the MBA and PhD Programs, the faculty members also handle courses in BBA and BBA-LLB (Hons). Three IUP Journals are published from Finance and Accounting discipline. During the year the department conducted management development programs (MDPs) in the area of Banking and Finance. The Department organized the 14th International Conference on Business and Finance - ICBF 2018, during January 10-12 2019.

8.1.3 Human Resources and Soft Skills

The Department of Human Resources & Soft Skills has forty three faculty members. Twenty nine members have PhD degrees and several are currently pursuing and in different stages of the 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 within IBS, Hyderabad.

The primary responsibility of the Human Resources and soft skills faculty is to expose the students to varied organizational

and managerial No.s 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. Faculty members handle courses in BBA, MBA, EMBA, PhD programs and also contribute to teaching on the BBA-LLB and B.Tech programs of the University.

The Department faculty members and research scholars have published 47 research Papers in reputed journals. Of these, 36 are in Scopus listed journals. 5 are in A* / A Australian Business Deans Council (ABDC) Journal Quality List journals and 6 in other Category of ABDC.

Faculty members in the department are Consulting Editors of quarterly journals, 'The IUP Journal of Organizational Behavior', 'The IUP journal of soft skills', "The IUP journal of Corporate Governance" and the 'HRM Review' which are published by the ICFAI University Press.

8.1.4 Marketing and Strategy

The Department of Marketing and Strategy has forty eight full time faculty members and three visting faculty. Thirty-six faculty members are doctorates. Twenty-three faculty members from the department have an average experience of nine years in industry. Faculties of the department have an average of eight and half years' experience in teaching and six years of research and publishing experience. This collective knowledge and depth of experience allows them to share practical and conceptual knowledge with the students effectively. Faculty members of the department handle courses in the MBA BBA, PhD Programs.

During the academic year 2019-20, the department faculty members and research scholars have published 33 research Papers in reputed journals. Of these, 16 are in Scopus listed journals. 10 are in A* / A Australian Business Deans Council (ABDC) Journal Quality List journals and 6 in other Category of ABDC. Faculty members presented thirty seven papers in national conferences of repute such as those organized by Great Lakes, Ministry of Tourism, TAPMI, MICA, Symbiosis, MNIT, IMT Ghaziabad, Indian School of Business and IIM Ahmedabad.

Core areas of research in the department can be grouped under Advertising, Retailing, Web care and Service recovery, Digital tools, Brand Management, Customer Relationship Management and Rural Marketing.

The department organized the 8th ICOMBS (IBS Conference on Marketing and Business Strategy) on the theme "Branding & Strategic Brand Management: Then, Now and hereafter..." The conference was held November 16-17, 2019 at IBS Hyderabad campus. Two panel discussions are also planned besides a pre-conference workshop on Digital Marketing Tools.

The Department publishes a quarterly journal, 'The IUP Journal of Business Strategy' which features in the UGC list of approved journals. Besides this journal, faculty members of the department are also Consulting Editors for two journals – 'Effective Executive' and 'Marketing Mastermind' – both bi monthly journals published by the ICFAI University Press.

8.1.5 Operations and IT

The Department has forty-two faculty members including seven professors, Ten Associate professors and twenty one assistant professors and four adjunct faculties. Thirty two faculty members have PhD degrees and the rest have industry experience.

The Department has two major disciplines – ‘Operations Management’ and ‘Information Technology. The department offers five core courses in MBA, namely, Quantitative Methods-I and 2 [Business Analytics I and 2], Information systems for managers, Operations Management and Business Process Integration. In addition, the Operations Management team offers 9 MBA elective courses in the area of Supply Chain Management, Project Management, Services Operations Management, supply chain analytics, Healthcare analytics, Artificial Intelligence, Business Intelligence and Analytics & Business Analysis. The department offers 8 core courses in BBA program and 2 electives in the BBA program linked to operations field. The department teaches 6 doctoral level seminar and core courses.

The Department faculty members and research scholars have published 37 research Papers in reputed journals. Of these, 27 are in Scopus listed journals. 2 are in A*/ A Australian Business Deans Council (ABDC) Journal Quality List journals and 7 in other Category of ABDC.

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, Business research methods and Business intelligence and analytics courses contemporary industry platforms of SAS, R, MS-Excel and Python tool packages are also being incorporated in the course delivery plan. Project management subject has incorporated usage of MS-Project tool for better industry orientation and readiness for the students. In 2019, the department launched the elective of Artificial Intelligence to meet the industry needs in the current dynamic industry scenario.

8.1.6 Case Research Centre

The Case Research Centre at IBS is a Center of Excellence and a key resource for the whole ICFAI System. In addition to being a revenue generating unit, CRC contributes towards enhancing the brand and reputation of ICFAI Business 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 vendors. 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.

Background

The foundation for case development in the ICFAI system was laid by Late Prof N.J. Yasaswy 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 the IBS Hyderabad - Dontanapally Campus.

A. Activities, Products and Services

1) Case Development

IBS CRC is the central source of cases for all wings 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 6400 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 the iBooks that have been developed for all courses in first and second semester MBA.

- **Access through our exclusive Portal:** We have recently designed and developed an exclusive Portal for providing online access to students and faculty members for cases pertinent to them
- **Comic book cases:** We have also 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.

2) Case Volumes

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

3) Reprint services

We provide reprint permissions to publishers of textbooks 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.

4) Training & support

- We conduct 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.

5) Workshops & Conferences

- We have also conducted a number of workshops/ FDPs/ MDPs in organizations such as National Academy of Defense Production, TAPMI, IIM Ranchi, IIM Bangalore, etc.
- Internationally, we have 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. We will also be involved in conducting a PDW at the prestigious Strategic Management Society Annual Meeting in Paris.
- We organize 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.

6) Case Journal

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



B. Sales Channels

Our 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.

Institutional licensing: We enter into licensing arrangement with institutions to provide access to cases in our repository on a per student per year basis.

Orders for case volumes are received through emails and post. Delivery is made through courier.

Prior to 2010 a large marketing team under PDD generated sales from institutions and libraries. Consequent to the scaling down of this sales force, the sales through this channel has stopped.

C. Revenue Streams

- Royalty for sale of cases through The Case Centre.
- Direct Online sales through our 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
- Sale of case volumes
- Google AdSense: Through sale of advertisement space on our sites to Google

D. Client Base

In more than 870 B-schools from more than 80 countries used our cases. About 90% of the customers are from outside India (mostly from North America and Europe). Institutions using our 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 our case studies. Other organizations, using our case include McKinsey, Boston Consulting Group, KPMG, Tata Management Training Center, etc.

Thought Leadership

In addition, to the intellectual capital that we develop in the form of cases and teaching note and the capacity development initiatives in the form of MDPs/ FDPs we conduct, we play a key role in the case method community through service such as:

- 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

E. Accolades, Awards & International Recognition:

In addition to the global client base, the prizes and awards that we receive internationally is a testimony to our 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 profs 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.

We have 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 with a focus 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 No.s, 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-ParrcSyracuse University, New York, USASBE - Baylor (USA), etc.

F. 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 our Case Studies. Name any international award in the world you will find cases developed by us in the top winners list.



8.2 Faculty of Science & Technology

The University, after getting the necessary approval from the University Grants Commission in May 2010, established the Faculty of Science & Technology (FST) to offer the 4 year B.Tech Program from the academic year 2010-11. FST is at present offering the B.Tech Program in the areas of Civil Engineering, Computer Science and Engineering, Electrical and Electronics Engineering, Electronics and Communication Engineering and Mechanical Engineering. There are 1085 students in the B.Tech Program as on March 31, 2020.

The department has competent faculty members in all areas of Science and Engineering with rich experience in academia and industry. At present, there are 63 faculty members, 1 Adjunct Professor. The number of faculty members with PhD and M.Tech qualifications is 34 and 20 respectively. There are 26 faculty members, who have registered for their PhD with different Universities. Recruitment of faculty members to meet future requirements is done on an ongoing basis.

During the academic year 2019-20 the Faculty of Science & Technology contributed 82 research Papers in reputed journals. Of these, 22 are in Scopus listed journals. 6 are in Web Science journals and 53 in other journals.

Faculty members are engaged in research broadly in the areas of image processing, wireless communications, power systems and fuzzy logic, data and web mining techniques, network security, object oriented systems and adaptive algorithms, parallel processing & 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.

B.Tech Program: Students Enrollment			
	Male	Female	Total
Class of 2023 (2019-23)	235	109	344
Class of 2022 (2018-22)	207	88	295
Class of 2021 (2017-21)	231	61	292
Class of 2020 (2016-20)	123	31	154

PhD Program			
	Male	Female	Total
Batch of 2019-2023	2	4	6
Batch of 2018-2022	4	6	10
Batch of 2017-2021	42	6	10

8.3 Faculty of Law

The Faculty of Law through its five years law program imparts interdisciplinary knowledge which has a blend of management, law and IT. It has 54 core courses and 20 elective / choice based courses. It has adopted choice based credit system with a flexibility to the student 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:

1. Five Year Integrated BBA-LLB (Hons.),
2. Five Year Integrated BA-LLB (Hons.),
3. One Year LLM Program in
 - a. Corporate and Commercial Laws and
 - b. Tax Laws
4. Ph.D. Program (Part-time and Full-time), and
5. Eight Certificate Courses in the areas of:
 - a. Cyber Law,
 - b. Infrastructure Law,
 - c. Law of Financial Services,
 - d. Immigration Law,
 - e. Solid Waste Management and Law,
 - f. International Trade Law,
 - g. Forensic Science & Law and
 - h. Goods & Service Tax Law.

Admissions The batch-wise student details are presented below:

	Male	Female	Total
BBA-LLB (Hons.)	394	394	788
BA-LLB (Hons.)	119	127	246
LLM	5	7	12
Ph.D	16	17	35
TOTAL	536	545	1081

Internship: The Under graduate program 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 Right 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 of Law has 29 faculty members to undertake the academic delivery. Majority of faculty have PhD Degrees and the rest are pursuing their Ph.D. In addition, four faculty members are UGC-NET and SET qualified. The faculty members possess excellent academic credentials in the areas of Constitutional Law, Labor Law, Mercantile Law, Corporate Law, Criminal Law, Cyber Law, Intellectual Property Rights, Women & Law, Family Law, etc. The Department also utilizes the services of Senior Advocates, Retired Judges, Adjunct Faculty from IBS and Visiting Faculty. During the year, the faculty members published 41 papers (excluding 9 Scopus listed articles) in

reputed journals. The faculty members presented 1 paper at International conference, 19 papers at national conferences and conducted 20 faculty seminars on diverse topics.

8.4 School of Architecture

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

B.Arch is a five-year full time degree programme with 10 semesters of continuous evaluation in course work, design projects, research and practical training. The programme is contemplated in modules for more variety and flexibility. The curriculum is based on the principle that a set of courses will make up the structure. Thus each course is self-contained but also acts as a bridge between what precedes and what follows. The workshop-based hands on education will help students prepare real-time projects. Each workshop exercise has an expert in theory and various practicing architects guiding the students to realize their ideas for practically implementing them.

ISArch offers Bachelor of Architecture (B. Arch) programme under choice based Credit System (CBCS) specified by the University grants commission (UGC) enabling students to choose courses of interest while meeting the minimum required credits.

Faculty members are engaged in research broadly in the areas of housing, sustainability and energy studies. During the academic period 21 students including 6 males and 15 females have joined the program.



9. Faculty Resources and Support Staff

The University has a pool of faculty with excellent academic credentials and industry experience. Some of the faculty members have PhDs from foreign Universities; some have qualified from IIMs/IITs. The current faculty strength of the University is 323. The details of faculty strength and their profiles are as follows:

Summary of University's Faculty Strength as on March 31, 2020

Faculty of Management

Department	Full Time Faculty					Visiting Professor	Total
	Professor	Associate Professor	Assistant Professor	Faculty Associate	Adjunct Professor		
Economics	4	8	5	-	-	-	17
Finance and Accounting	5	18	24	-	5	-	52
HR and Soft Skills	3	12	25	-	-	6	46
Marketing and Strategy	2	18	29	-	-	-	49
Operations and IT	12	10	20	-	-	-	42
Total	26	66	103	-	5	6	206

Faculty of Science & Technology

Department	Full Time Faculty					Total
	Professor	Associate Professor	Assistant Professor	Faculty Associate	Adjunct Professor	
Chemistry	-	3	-	-	-	3
Civil	1	4	-	-	-	5
Computer Science	-	3	10	2	1	16
Electrical	-	-	3	-	-	3
Electronics & Communications	-	-	7	-	-	7
Maths	-	3	3	-	-	6
Mechanical	1	1	14	-	-	16
Physics	-	1	4	-	-	5
English	-	-	2	-	-	2
Total	2	15	43	2	1	63

Faculty of Law

Department	Full Time Faculty					Visiting Professor	Total
	Professor	Associate Professor	Assistant Professor	Faculty Associate	Adjunct Professor		
Total	4	7	29	4	-	4	47

School of Architecture

Department	Full Time Faculty					Visiting Professor	Total
	Professor	Associate Professor	Assistant Professor	Faculty Associate	Adjunct Professor		
Total	2	1	4	-	-	-	7



9.1 Faculty of Management

List of Faculty Members

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
Economics			
1.	Dr. S Venkata Seshaiah	Ph.D, MPhil, M.A.	25
2.	Dr. C S Shylajan	PDF, Ph.D, PGDE, M.A.	15
3.	Dr. Koti Reddy Tamma	Ph.D, M Phil, M.A.	25
4.	Dr. Vighneswara Swamy PM	PDF, Ph.D, MBA, UGC-NET, MA , LLB	10
5.	Dr. Aruna Kumar Dash	Ph.D, M Phil, M.A.	5.5
6.	Dr. M. Aruna	Ph.D, M.A.	17
7.	Dr. Laila Memdani	Ph.D, PGDM, B.Ed., UGC-NET, SLET , MA	27
8.	Dr. Subhendu Dutta	Ph.D, M.A.	19
9.	Dr. Rama Sesha Sarma Inguva	Ph.D, M Phil, M.A.	12
10.	Dr. V Padmavathi	Ph.D, M.Phil, M.A, PGDPR, FIII	32
11.	Dr. Suresh K G	Ph.D, M. Phil, M A	5
12.	Dr. Sushanta Kumar Mahapatra	PDF, Ph.D	7.5
13.	Dr. Rashmi Ranjan Paital	Ph.D, M Phil, MA	1.5
14.	Dr. Syama Sundar	Ph.D, M Phil, UGC-NET M.A.	19
15.	Dr. Lagesh M A	Ph.D, M Phil, MA	1
16.	Dr. Neeraj Kumar	Ph.D	2
17.	Dr. Varun Mahajan	Ph.D	2.5
Finance & Accounting			
18.	Dr. S Vijayalakshmi	Ph.D, M.Com	25
19.	Dr. Brahmaiah Bezawada	Ph.D, CAIIB, Dip. in Treasury, Investment, Risk Management, MBA, M.Com	11
20.	Dr. D Satish	Ph.D	12
21.	Dr. Vijaychandra Kumar Chambravalli	Ph.D, CFA, CAIIB, M.Sc	18
22.	Prof. K Seethapathi	CTM, CAIIB, M.Sc.	16
23.	Prof. T S Rama Krishna Rao	MBA, CAIIB, LLB, M.Sc	21
24.	Dr. Donepudi Subrahmanya Prasad	Ph.D, MBA, CAIIB, M.Sc	15
25.	Prof. Koya Raghunadh	CFA, CAIIB, M.Sc	3
26.	Dr. D Sreenivasachary	Ph.D, Mphil, MBA, CAIIB, MA	15
27.	Dr. V D M V Lakshmi	Ph.D, CFA, MS (Finance), MBA, UGC-NET	10.5
28.	Prof. C Padmavathi	CA, M.Com, ICWA (Inter)	17
29.	Dr. Rajya Lakshmi Kandukuri	Ph.D, CA, LLB	19
30.	Dr. Anto Joseph	Ph.D, UGC-NET, MPhil, MCom	12
31.	Dr. Garima Sisodia	Ph.D, UGC-NET, MPhil, MBA	9
32.	Dr. Girish G P	PhD, MBA, BE(EE)	7
33.	Dr. Ranajee	PhD, UGC-NET, MMS, BITM	10.3
34.	Dr. Kaushik Bhattacharjee	PhD	10.5
35.	Dr. Yelamanchili Rama Krishna	PhD, FDP, MBA	20
36.	Dr. Satish Kumar	PhD, MBA	10
37.	Dr. Pramod Manthravadi Meher	PhD, CFA, PGDM, BE	30
38.	Dr. P Bhanu Sireesha	Ph.D, MBA, MCom	20
39.	Dr. M Dharani	PhD, PGDS, UGC-NET, M.Com	6
40.	Prof. Suresh Babu Addepalli	FCA, Diploma in Computer Applications, PG Dip.In B&A	12
41.	Prof. Pavana Jyothi A	MBA, B.Com, CS	3
42.	Dr. Naseem Ahamed	PhD, MBA	6
43.	Dr. Rajneesh Ranjan Jha	PhD, MBA	1
44.	Dr. P Srikanth	PhD, M.Com, ICWA	10
45.	Dr. Adavelli Sagar	Ph.D	10.2
46.	Dr. Md. Sikandar Azam	PhD, PG Diploma in Investment Management, M.Phil, M.Com	2
47.	Dr. Saritha Mora	PhD, UGC-NET, AP-SET	14
48.	Dr. Kanaiyalal Shantilal Parmar	PhD, MBA, CFA	11
49.	Dr. Pranati Mohapatra	FPM, MBA, M.Com	12
50.	Prof. C Anita	UGC-NET, CTM, MBA, PGDCA	24
51.	Dr. Venkata Narasimha Chary M	Ph.D, UGC-NET, MBA (Finance), MA (Psychology)	16
52.	Dr. Richa Gupta	Ph.D, MBA, UGC-NET, M.Com	6

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
53.	Dr. Bharat Supra	Ph.D, MBA, BE	2
54.	Dr. T Sita Ramaiah	Ph.D, M.Phil, MBA, PGDM, M.Com	25
55.	Dr. Satish Chandra Tiwari	Ph.D, UGC-NET (Management), UGC-NET(Commerce), M.Com, MBA	10.3
56.	Dr. Nitya Anand Tripathy	Ph.D, MS(Finance), CFA	2
57.	Dr. Ritesh Kumar Dubey	Ph.D UGC-NET, MBA	2
58.	Dr. N S Sudesh	Ph.D, B.Com. MBA	5
59.	Dr. Jyothy	Ph.D	
60.	Dr. Revendranath T	PhD, M.E	7
61.	Prof. Manish Agarwal	M.Com, M.A.(Economics), MS (Finance)	20
62.	Prof. U L Sunitha	M.Phil, M.Com, B.Ed	21
63.	Prof. Dibyendu Dutta	CFA, PG Diploma in Management	20
64.	Prof. M Aparna	LLM, M.Com, CS(Inter)	4
65.	Dr. V Nagi Reddy	M.STAT, M.A PH.D	37
66.	Prof. Vivek Turaga	B.Tech, MBA, CFA	4
67.	Prof. Dipesh Kumar Dipu	B.Tech, MBA, CFA	16
68.	Prof. Srinagesh T	B.Tech, PGDM	25
69.	Prof. T V Venkatarathna	BBM, Mcom, FICWAI	20
HR & Soft Skills			
70.	Dr. Sitamma Mikkilineni	Ph.D, UGC-NET, MA	18
71.	Dr. A Srinivas Rao	Ph.D, M.Phil, PGDPM	12.5
72.	Dr. K Pratap Reddy	B.SC, M.SC, FPM	28
73.	Dr. Ashok Kumar G	Ph.D, MBA, CAIIB, M.Com	3
74.	Dr. Bhaskara Rao Madasu	Ph.D, Diploma in Training and Development, PG Diploma in Rural Management, PG Diploma in Statistical Quality Control & Operations Research, B.E. (Mechanical)	13
75.	Dr. Prerna Chettri	PhD, MA (Applied Psychology)	7
76.	Dr. Radha Mohan Chebolu	PhD, UGC-NET, Certified Learning & Development Manager, MBA, M.Phil, MA	21
77.	Dr. Mendemu Showry	PhD, M Sc (Psychology), UGC-NET, PGDBM	12
78.	Dr. Niraj Kishore Chimote	PhD, M.Phil, MBA, B.E (Mechanical Engineering)	6
79.	Dr. Mohd Abdul Nayeem	Ph.D, UGC-NET, MBA	6
80.	Prof. Mahesh Kumar Soma	MBA	21
81.	Prof (Brig) Chandrasekhar	FPM, IIM	32
82.	Dr. P V L Ramana	PhD, MBA, PG Diploma in Human Rights, MA (Sociology)	23
83.	Prof. M S Prasad	B.TECH(MECH) MBA, PGDCS, PGDMSM	16
84.	Prof. Chalapati	B.SC M.S.W, D.C.A, UGC-NET	21
85.	Dr. K B S Kumar	Ph.D. MBA	3.5
86.	Prof. Smita Kulkarni	M.Sc (Psychology), MBA, B.Arch	11
87.	Dr. Kalaa Chenji	PhD, PGHRM, DCFA, M.Com	12
88.	Dr. Raghavendra S	PhD, UGC-NET, MBA	5.5
89.	Dr. Asha Binu Raj	PhD, MBA	5
90.	Dr. Manish Gupta	PhD, UGC-NET/ JRF, RPSC-SET, MBA	5
91.	Dr. Musarrat Shaheen	Ph.D, Diploma in General Insurance (Licentiate), MBA	2
92.	Dr. Sharda Singh	PhD, MBA	4
93.	Dr. Chetna Priyadarshini	PhD, MBA (HR and Marketing)	2
94.	Dr. Rajasekhar David	PhD, MBA	5
95.	Dr. Namrata Chatterjee	PhD, MBA	2
96.	Dr. N. Akbar Jan	PhD (Management Sciences), MBA	15
97.	Dr. A Kranthi Kumar	PhD, UGC-NET (Management), AP-SET (Management), MBA	3
98.	Dr. Preshita Neha Tudu	PhD, MBA	3.3
99.	Dr. Neha Gahlwat	PhD, MBA, B.Ed	3.5
100.	Prof. Mujawar Mustakhusen Samdani	M.Phil, B.Ed, MA	9
101.	Prof. G Chethana Krishna	Post-Graduation in Communicative English, Post Graduate in Business Administration, B.Tech	11
102.	Dr. Geethanjali	Ph.D, PGD in English Language, M.Phil, M.Ed, MA (Political), MA (English)	23

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
103.	Prof. T Vasundhara	Diploma in ISTD, PGDM, M.Com	23
104.	Prof. Sindhu Ravindranath	Honors Diploma, DLP, MBA	4
105.	Prof. K Veena	M.Phil, MBA, M.Com	19
106.	Prof. K Mereena Christopher	MBA, Dip. in Hospital Administration, Dip. in Computer Science	10.6
107.	Prof. K Satya Lakshmi	MBA, M.Sc	25
108.	Dr. P Ameeta	Ph.D, M.Sc, M.Ed, MA (Psychology)	24
109.	Prof. Ayyagari Ramani	MA, M.Ed	26
110.	Prof. Sunanda	PGHRM	20
111.	Prof. Gayatri Bodapadi	MBA, PhD (Pursuing)	10
112.	Prof. Padmashree Radhaswamy	MA, B.Ed	13
113.	Prof. Sivakumar Mayuranathia	MBA, PGDBA	19
114.	Prof. Bharadwaja	M.Com	10
115.	Dr. Ragasudha	PhD, MBA	4
Marketing & Strategy			
116.	Dr. K S Venu Gopal Rao	PhD, MBA	15
117.	Dr. Debapratim Purkayastha	Ph.D, Dip. in Training & Development, MS, MBA	14
118.	Dr. Mukesh Kumar Mishra	PhD, MBA	14
119.	Dr. Purna Prabhakar Nandamuri	Ph.D, MBA, M.Sc, MA	12
120.	Dr. Mohandas Janardhan Menon	Ph.D, M.Sc. (Psychology), PGDMSM, MMM, LLM, (Torts & Crimes), PGDIB, M.A (Sociology)	13
121.	Prof. Sriram Soundara Rajan	MIPL, PGDBM	15
122.	Prof. Karanam Srikanth Gangavaram	PGDIT, B.Tech	19
123.	Prof. Srinivas Cheedi	PGDM, B.Tech	6
124.	Prof. Madhavi Garkaparthi	MBA (Marketing), MBA (HR), UGC-NET	18
125.	Prof. A Srikanth	PGDM, B.Tech	17
126.	Dr. Sudeepta Pradhan	Ph.D, MBA, CA (Inter), M.Com	4
127.	Dr. J S K Chakravarthi	PhD, MBA	16
128.	Dr. Sunny Bose	PhD, MBA	9
129.	Dr. Vaibhav Shekhar	PhD, MTP, MBA	12
130.	Dr. Debajani Sahoo	PhD, M.Phil, MBA	14
131.	Dr. Surjit Kumar Kar	PhD, UGC-NET, MBA	14
132.	Dr. Vikas Gautam	PhD	8
133.	Prof. Shailendra Singh Bisht	MA, UGC-NET	18
134.	Prof. Venu Gopal Bagadi	MBA, SPJ IMR, IIM, AMP	24
135.	Prof. Sanjib Dutta	BA, MA, MBA	19
136.	Dr. B Radha Krishna	PhD, MBA	4.5
137.	Dr. Souvik Roy	PhD, MBA	3
138.	Dr. Rashmita Saran	PhD, MPhil, MBA	9
139.	Dr. Ankur Srivastava	PhD, MBA	7
140.	Dr. Aditi Sarkar	Ph.D, M.Sc	11
141.	Dr. Santosh Kumar Alreddy	PhD, UGC-NET, MBA	6
142.	Dr. Rishi Dwesar	PhD, MBA, Post Graduate Diploma in Export Marketing	6
143.	Dr. G Vijayudu	PhD, MBA	10.3
144.	Dr. Dwarakanath Siriguppi	PhD, SLET, MBA	15
145.	Dr. Amar Raju G	PhD, MBA	2.5
146.	Dr. Achyut Telang	PhD, UGC-NET, MBA	2
147.	Dr. Ritesh Tiwari	PhD, UGC-NET/JRF, MBA	8
148.	Dr. Farrah Zeba	PhD, UGC-NET, MBA	2
149.	Dr. Anitha Acharya	PhD, PGDBA	2
150.	Dr. Sweta Singh	PhD, MBA	2
151.	Dr. Gaurav Bhatt	PhD, MBA	8
152.	Dr. Pankaj Kumar Singh	PhD, MBA, M.Sc	7.5
153.	Dr. Anees Ahmad	PhD, MBA	7.5
154.	Dr. Rachita Kashyap	PhD, MBA, B.Tech	1.5
155.	Dr. Anuja Agarwal	PhD, UGC-NET	3.3
156.	Dr. Shiv Ratan Agarwal	PhD	1

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
157.	Dr. Ramendra Pratap Singh	PhD, MBA	2.5
158.	Dr. Anish Yousuf	PhD	4.8
159.	Dr Pankaj Kumar Mohanty	PhD, MBA	7
160.	Dr Achint Nigam	FPM, PGDM, LBSIM,	2
161.	Prof. Ravikanth Reddy Vadamala	MBA, UGC-NET, AP-SET	7.4
162.	Prof. Vaibhav Yalamanchili	MBA	11.8
163.	Prof. Jitesh Nair	PGDBA, B.Sc	13
164.	Prof. Indu Perepu	MBA, MA, B.A	11
Operations & IT			
165.	Dr. Sanjay Fuloria	PhD, MMS, BE	8
166.	Dr. Vishal Mishra	PhD, MMS, BE	13
167.	Prof. Shridharan L	M.Stat	38
168.	Dr. Sashikala Parimi	PhD, MBA, M.Phil, MA, M.Sc	27
169.	Dr. Jigeesh Nasina	PhD(PM), PhD(Physics), MBA, MSc(IT), M.Sc (Physics)	28
170.	Dr. Sindhuja P N	PhD, M.Phil, MBA, MCA	17
171.	Dr. A K Rao	B.A M.A, M.STAT, M.S PHD	42
172.	Dr. R R Reddy	M.E, PhD	40
173.	Dr M Sainath	M.SC, PhD	25
174.	Prof. Gulati	PhD, PGD(IIT), M.Sc (IIT Delhi)	38
175.	Prof. N V V. Swamy	B.Sc, B.E M.Tech, Adv Course In Mktg Mgmt.	28
176.	Prof. R Prasad	PGDM, B.Tech	15.6
177.	Dr. Lakshmi Devasena C	PhD, M.Tech, M.Phil, MCA	16
178.	Dr. Nikhat Afshan	PhD, UGC-NET,MA	9
179.	Dr. Saravanan D	PhD, MA, ME, M.Phil, MCA	18
180.	Dr. Venkata Siva Gabbita	PhD, M.Tech, BE(Hons.), M.Sc	16
181.	Dr. Venkateswara Rao Korasiga	PhD, MBA, M.Sc	15
182.	Dr. Samyadip Chakraborty	PhD, MBA, Bachelor of BioTech	3
183.	Prof. Bulusu Bhaskara Rao	MBA, M.Sc, PG Diploma in Public Relations, PG Diploma in Systems Analysis	3.8
184.	Prof. Deepak Prawal Sharma(Late)	M.Tech, MCA, M.Sc	13
185.	Dr.Yeditha Venkata Subrahmanyam	PhD, ISMS, CMMI, CQA,ISO, M.Sc (Applied Mathematics)	4
186.	Dr. B Srinivas Raj	PhD, MBA	3.5
187.	Prof. N Siva Prasad	ME	18
188.	Prof. A Sandeep	M.Tech (Industrial Management)	4
189.	Dr. Dennis Joseph	PhD, MBA	3
190.	Dr. Shankha Sengupta	PhD, MBA	4
191.	Dr. Siddhartha Kushwaha	PhD, MBA, BE	3
192.	Dr. K V S S N Narasimha Murty	PhD, SLET, MBA, M.Sc	25
193.	Dr. Nishit Kumar Srivastava	PhD, M.Tech	4
194.	Dr. Santosh Kumar Yadav	PhD, PG Diploma in Applied Operation Research, MBA	10.5
195.	Dr. Shubhagata Roy	PhD (Statistics), UGC-NET (Management), MFC, MA	10.5
196.	Dr. Anusha Sreeram	PhD, MBA	2
197.	Dr. Shailja Tripathi	PhD, MBA, PGDCA	4
198.	Dr. Arindam Ghosh	Ph.D, MBA, B.Tech	1.5
199.	Dr. Vaibhav Mishra	Ph.D, MBA, B.Tech	4.5
200.	Dr. Dhobale Jaipal Vithalrao	PhD, MBA, M.Sc	16
201.	Dr. Vidushi Pandey	FPM, BE	2
202.	Dr. Kaustov Chakraborty	PhD, M.Tech	2
203.	Dr. Bijeta Shaw	Ph.D, MBA, B.Tech	1.5
204.	Dr. J Prince Vijai	PhD, MPPhil, MBA, BE	1.5
205.	Dr. Sumanth Kumar Tiwari	PhD	4.3
206.	Dr Krishna Kumar Dadsena	PhD (Thesis Submitted), M. Tech., B.Tech	0.5

9.2 Faculty of Science & Technology

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
1.	Dr. M Srinivasa Reddy	Ph.D, MBA, MBEM, B.Tech	16.5
2.	Dr. Appala Tarakeshwar	Ph.D, M.Tech	18
3.	Dr. Sayaji Hande	Ph.D, M.Stat	23
4.	Dr. Gouri Sankhar Brahma	Ph.D, M.Phil, M.Sc	15
5.	Dr. Renu Rani	Ph.D, M.Sc	30
6.	Dr. Sandeep Kumar Panda	Ph.D, M.Tech	18
7.	Dr. R. Radha	Ph.D, M.E,	18
8.	Dr. Sachi Nandan Mohanty	Ph.D, M.Tech	9
9.	Dr. Srinivas Rau Satyavolu	Ph.D, UGC-NET, M.Phil	23
10.	Dr. D.P.R.V. Subba Rao	Ph.D, M.Phil, M.Sc	25
11.	Dr. Jyotiranjana Nayak	Ph.D, M.Phil, M.Sc	27
12.	Dr.Srinivasa Rao Tadivaka	Ph.D, M.Tech	14
13.	Dr. Elizabeth Zacharias	Ph.D, M.Phil, M.Sc	21
14.	Dr. Srilalitha Vinnakota	Ph.D, M.Phil, M.Sc	21
15.	Prof. Manisha Gunturi	M.Tech	4
16.	Prof. Veereswara Sarma Ivaturi	M.Tech	8
17.	Prof. Priya S Natesh	M.Tech	7
18.	Prof. Sarit Chanda	M.Tech	4
19.	Prof. PSirisha	M.Tech, MCA	7
20.	Prof. Subhangi V. Urkude	M.Tech	9
21.	Prof. Sathya A R	M.Tech	8
22.	Prof. Rohini Pinapatruni	M.Tech	11
23.	Prof. P Pavan Kumar	M.Tech	6
24.	Dr. Balamurali R	Ph.D, M.Tech	13
25.	Prof. K Brahma Naidu	M.Tech	11
26.	Prof. Madhu Bandari	M.Tech	8
27.	Dr. Banoth Seetha Ramulu	Ph.D, M.Tech	1
28.	Dr. Deevena Raju	Ph.D, M.Tech	16
29.	Prof. Vara Prasada Rao K	M.Tech, MCA	14
30.	Dr. S. Vairachilai	Ph.D, M.Tech, MCA	9
31.	Prof. Harika Devi Kotha	M.Tech	7
32.	Prof. Narasimha Murthy T	M.Tech	19
33.	Prof. Sucharitha G	M.Tech	15
34.	Prof. Syed Shakeel Hashmi	M.E	19
35.	Prof. K Kishore Kumar	M.Tech	18
36.	Prof. Narayanam Ranganadh	MS, MBA	9
37.	Dr. B Naresh Kumar Reddy	Ph.D	1
38.	Prof. Chandrasekar P	ME	7
39.	Prof. Digvijay Vishwanathan Nair	M.Tech	18
40.	Dr. Sudheer H	PhD, M.Tech	15
41.	Dr. Loreina Pagag	Ph.D, M.A ELT	6
42.	Dr. M Swathi	Ph.D	4
43.	Dr. Anjanna Matta	Ph.D, M.Tech, M.Sc	13
44.	Prof. Ramana Vijaya Kumar P	Mphil, M.Sc	17
45.	Dr. Sudhaamsh Mohan Reddy G	PhD, M.Sc, B.Ed	16
46.	Prof. K Vivekananda	M.Tech	3
47.	Dr. Pravat Ranjan Pati	Ph.D, M.Tech	10
48.	Prof. Raghunatha Reddy Dadhu Venkata	M.Tech	12
49.	Dr. M. L. Pavan Kishore	PhD, M.E	4.3
50.	Dr. Manmadha Chary	Ph.D, M.E	4
51.	Prof. Avinash Malladi	M.E.	6
52.	Prof. Venugopal Chittamsetty	M.Tech	18
53.	Prof. Shaik Himam Saheb	M.Tech	5
54.	Dr. Chandra Shekhar A	Ph.D, M.E	14
55.	Dr. Syed Qadir Moinuddin	Ph.D, M.E	1

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
56.	Dr. Barla Madhavi	Ph.D, M.E	16
57.	Dr. T. Govardhan	Ph.D, M.Tech	19
58.	Prof. Suresh Kumar Grandhi	M.E.	19
59.	Prof. Priyanka Chatteraj	M.Tech	8
60.	Dr. Mahendra Shinde	Ph.D,M.Sc	7
61.	Dr. Leela Chelikani	Ph.D,M.Sc	5
62.	Dr. Shreecharan T	Ph.D, UGC-NET, M.Sc	7
63.	Dr. Sree Ranjani S	Ph.D, M.Sc	6.5
64.	Dr. Shanta Pendkar	Ph.D, M.Sc, CSIR Fellowship	16

9.3 Faculty of Law

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
1.	Dr. A V Narsimha Rao	Ph.D, LLM, MA, PG Dip. in Business Management	37
2.	Dr. Y R Haragopal Reddy	Ph.D,ML	34
3.	Dr. V Hemalatha Devi	Ph.D, LLM, MA	31
4.	Dr. Y. Pratap Reddy	Ph.D, UGC-NET, LLM, MA	33
5.	Mr. Justice B. Prakash Rao	B.Sc, LLB	40
6.	Mr. Justice G.V. Seethapathy	B.Sc, LLB	40
7.	Prof. Ashok Ram Kumar	LLM	31
8.	Dr. Veena	PhD, LLM (Torts and Crimes), LLM (Mercantile Law), PG Diploma in IPR, PG Diploma in ADR,PG Diploma in IRPM	13
9.	Dr. S.V. Damodar Reddy	Ph.D, LLM, UGC-NET, SET, MBA, PGDIPR, GCIPR, PGDCA	11
10.	Dr. Y Gangi Reddy	Ph.D UGC-NET, SET, LLM, BA.LLB	13
11.	Dr. M. Madhuri Irene	Ph.D, LLM	16
12.	Dr. Md. Akbar Khan	Ph.D,LLM,MA (English), MA (Political Science)	23
13.	Dr. P. Kesari	Ph.D, M.A	34
14.	Dr. K. Durga Prasad	M.Com, MFA, PhD	8
15.	Dr. K. S. Rekhraj Jain	PhD,MA (Sociology), M.Ed,PG Diploma in Human Rights, M.Sc (Psychology),ML	21
16.	Dr. P. L. Jayanthi Reddy	Ph.D, LLM, PGDCL	11
17.	Dr. K.V. Ravi Kumar	Ph.D, AP-SET, LLM, MA (Journalism)	8
18.	Prof. Sri Devi D Shet	LLM, UGC-NET, PG Diploma in IRPM	4
19.	Prof. Ravi Salaka	ML, P G Diplomain IRPM	16
20.	Dr. S. Uma Devi	Ph.D, UGC-NET, M.Phil, MA	4.5
21.	Dr. S. Kannan	Ph.D, M.Phil, UGC-NET, MA, PGDPM&IPR	5
22.	Prof. D. Venkata Narasimha Murty	LLM	5
23.	Prof. Geeta Priyadarsani	LLM	9
24.	Prof. Gade Monisha	LLM, PGDLLA, M.Com	4
25.	Prof. Ranjeet Kumar	UGC-NET, LLM	2



S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
26.	Dr. G. Rama Devi	Ph.D, IPR & Cyber Laws, LLM, LLB	5
27.	Dr. T. Himavathi	Ph.D, LLM, SET	11
28.	Prof. Satyabrata Mishra	Ph.D., LLM, UGC, BA LLB	5
29.	Prof. Dilip Sharma	Ph.D, LLM, BA, LLB	2
30.	Prof. A. Raja Rajeswari	LLM	3
31.	Prof. K. Sravan Kumar	LLM, UGC NET	6
32.	Prof. Neelesh Shukla	BB.A. LL.B. LLM, UGC NET	2
33.	Prof. Astha Srivastava	B.E,LLB, LLM	3
34.	Prof. Anwesha Panigrahi	BA,LLB, LLM	1
35.	Prof. Jyotsna Nisha	LLM, BA, LLB, UGC NET	3
36.	Prof. Richa Jain	B.L (Hons) M.L UGC-NET	
37.	Dr. G.P. Sudhakar	Ph.D, PMP, MBA, M.Tech	24
38.	Prof. K. Raja Sekhar Reddy	ICMA, ICAI, MA, BA	20
39.	Dr. Yaduvamsi Sai Krishna C	BA, LLB, MBA, MSC,PHD	20
40.	Dr. K.Hariharan	Ph.D, MBA, BBA	27
41.	Dr. M Ravindranath	LLB, PhD, M.Phi, M.Com	30
42.	Dr. A Arun Kumar	PDF (ICSSR,MHRD), PhD, MBA, B.Sc	4
43.	Dr. Ity Vyas	D.LITT, Ph.D, M.Phil, MA, MA	8
44.	Prof. Rakesh Suryadevara	MBA,EE in ISB	15
45.	Prof. Hartej Singh Kochhar	BA, LLB, LLM	0.4
46.	Prof. Rukmini Desai	LLM	3
47.	Prof. Mrityunjay Kumar	BBA LLB (HONS) MERL	1

9.4 School of Architecture

S.No.	Name of the Teacher	Qualification	Teaching Exp. in years
1.	Prof. Narasimham V V L	M L Arch	26
2.	Prof. Venkata Ramana Peesapati	MBA, B.Arch.	25
3.	Prof. Neelima Kolipara	M.Arch (Interior Design)	6
4.	Prof. Srivalli Pradeepthi Ikkurthy	M.A	9
5.	Prof. Rama Kiran Mareedu	M.Arch, B.Arch	5
6.	Prof. Syed Ateeq Mirza	M.Arch, B.Arch	9
7.	Prof. Anil Kumar K	M.Arch	3.5



10. Publications

The faculty members have been publishing regularly in refereed journals. The details are presented below:

10.1 Faculty of Management

A. Papers in Professional Journals

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
Economics					
1.	S K Tiwari A, Hammoudeh, S, and Roubaud, D)	Distributional predictability between commodity spot and futures : Evidence from nonparametric causality-in-quantiles tests	Energy Economics Vol.78, (Mar-2019) pp. 615-628	Elsevier B.V, Netherlands	Scopus ABDC -A*
2.	Jena, S K Tiwari A, Montpellier Business School, France, Mitra A, 2018, IMI New Delhi)	Put-Call ratio Vol.vs. open interest in predicting market return: A frequency domain rolling causality analysis	Economies Vol.7, No.24, (Mar 2019)	MDPI Basel, Switzerland	Scopus
3.	Jena, S K, and (Mitra A, IMI New Delhi)	Golden Chariot Capital's foray into Option Trading	Asian Journal of Management Cases Vol.16, No.1, (Mar-2019)	Sage Publications, UK	Scopus
4.	Varun Mahajan	Structural changes and trade competitiveness in the Indian pharmaceutical industry in product patent regime	International Journal of Pharmaceutical and Healthcare Marketing Vol. 13, No.1, (Apr 2019) Pp.21-39	Emerald Group Publishing, UK.	Scopus
5.	Neeraj Kumar, Pooja Choudhary	A Study of the Structure, Conduct and Performance of Indian Automobile Industry	The Empirical Economics Letters 18(3), 303-310, (Mar-2019)	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangladesh..	ABDC-C
6.	Vighneswara Swamy M. Dharani and Fumiko Takeda	Investor attention and Google Search Vol.Index: Evidence from an emerging market using quantile regression analysis	Research in International Business and Finance Vol 50, pp.1-17, (Dec-2019)	Elsevier B.V, Netherlands.	Scopus ABDC-B
7.	Vighneswara Swamy	Financial inclusion and the resilience of poor households.	Journal of Developing Areas Vol.53, Iss 4 Pp 179-192, (May-2019)	Tennessee State University College of Business, USA	Scopus ABDC-B
8.	Vighneswara Swamy	Estimating Loss-in-Output as a Cost of a Financial Crisis	World Economics Journal Vol. 20, Iss 2, Jun-2020, 19, pp.69-94	John Wiley & Sons, London	ABDC-B
9.	Aruna Kumar Dash, Aviral Kumar Tiwari and Aruna M	Is the Economic Growth Supportive of Tourist Arrival? Empirical Evidence on Indian Tourism	T Vol 18, No. 5 (May-2019), pp579-591	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangladesh.	ABDC-C
10.	Laila Memdani and Guru Prasad Shenoy	Impact of terrorism on stock markets across the world and stock returns: An event study of Taj attack in India	Journal of Financial Crime Vol. 26 No. 3, (Aug-19) pp.793-807	Emerald Group Publishing, UK	
11.	Ajaya Kumar Panda, Swagatika Nanda and Rashmi Ranjan Paital	An Empirical Analysis of Stock Market Interdependence and Volatility Spillover in the Stock Markets of Africa and Middle East Region.	African Journal of Economics and Management Studies Vol.10, No. No: 3, (Apr-2020)19) 314-335	Emerald Group Publishing, UK	Scopus
12.	Vighneswara Swamy	Wealth Effects and Macroeconomic Dynamics	Economics Bulletin Vol.39, Iss 3, (Jul-2019) 20-Jan	Vanderbilt University, USA	Scopus ABDC-C
13.	Vighneswara Swamy	Macroeconomic significance of transaction costs in microfinance intermediation	Management Decision Vol.57 No.9, (Oct-2019) pp. 2307-2324	Emerald Group Publishing, UK	Scopus ABDC-B
14.	Mukherjee Tarun, Vighneswara Swamy, Wei Wang, Cleveland State University, USA	Governance structure and performance of private family firms	Journal of Economics and Finance Vol.43, Iss. 4, (Oct-2019) 713-734	Elsevier B.V, Netherlands.	Scopus ABDC-B
15.	Rashmi Ranjan Paital, Subhendu Dutta, Aruna Kumar Dash	Crude Oil Import Elasticity Of Demand In India: An Empirical Analysis 1987-2016	Applied Econometrics and International Development Vol-19 No.2, (Oct-2019) pp.125-136,	Euro-American Association of Economic Development Studies,	Scopus ABDC-C
16.	Vighneswara Swamy and Dharani M	The dynamics of finance-growth nexus in advanced economies	International Review of Economics & Finance Vol. 64, No1, Nov-2019), pp.122-14	Elsevier B.V, Netherlands.	Scopus ABDC-A

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
17.	Aruna Kumar Dash, Rashmi Ranjan Paital and Subhendu Dutta	An Empirical Analysis of the Aggregate Export Demand Function of India	The Indian Economic Journal, Special No. (Dec-2019), pp.63-77	Sage Publications India in Association with Indian Economic Association, New Delhi	ABDC-B
18.	Laila Memdani	Factors Influencing Agricultural GDP	Indian Economic Journal Special No. 2019 (Dec-2019) pp.201-210	Sage Publications India in Association with Indian Economic Association, New Delhi	ABDC-B
19.	Laila Memdani	Non Performing Assets in the Indian Banking Sector: No., Causes and Remedial Measures	Indian Economic Journal Special No. (Dec-2019) pp.443-447	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B
20.	Laila Memdani	Suicides by Farmers and Agricultural Labourers in Chattisgarh	Indian Economic Journal Special No. 2019 (Dec-2019) pp.52-62	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B
21.	Vighneswara Swamy and Dharani M	The tipping point of financial development?—evidence from OECD countries	International Economics and Economic Policy Vol.17 No.1, (Feb-2020) pp.125-165	Springer International Publishing, Berlin, Germany	Scopus ABDC-B
22.	Neeraj Kumar, Anees Ahmad, Pankaj Kumar Singh and Pooja Choudhary	Impact of Advertising and R&D on Profitability: Evidence from Indian Automobile Industry	Test Engineering and Management Vol. 82, 10209 - 10218 (Feb-2020)	Mattingley Publishing Co., Inc.	Scopus
23.	Neeraj Kumar and Pooja Choudhary	Concentration in the Indian Automobile Industry	Pacific Business Review International Vol11, No.9, (Mar-2019), pp. 103-113	Pacific Business Review International, Udaipur, Rajasthan	
24.	Neeraj Kumar, Satish Chandra Tiwari and Pooja Choudhary	Mergers and efficiency gains: a case of Indian banks	Asian Journal of Empirical Research Vol.9, No.9, (Oct-2019), pp.230-237	Asian Journal of Empirical Research Florida, USA	ABDC-C
25.	Sougata Ray and Sushanta Kumar Mahapatra	Asset quality and performance: an empirical study of Indian microfinance institutions	International Journal of Services, Economics and Management Vol. 54, No. 07, (Feb-2019) pp.47-53	Inderscience Publishers Geneva, Switzerland.	ABDC-C
26.	Sougata Ray, Sushanta Kumar Mahapatra and Shyam Nath	Over-indebtedness and its Drivers among Microfinance Borrowers in India	Economic and Political Weekly, Vol. 54, No. 07, (Feb-2019) pp.47-53	Economic and Political Weekly, Mumbai	Scopus ABDC-B
27.	Aruna Kumar Dash , Aviral Kumar Tiwari and M.Aruna	Is the Economic Growth Supportive of Tourist Arrival? Empirical Evidence on Indian Tourism	The Empirical Economics Letters Vol.18, No.5, (May-2019), pp. 570-591	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangladesh.	ABDC-C
28.	Devi Prasad Dash, Narayan Sethi and Aruna Kumar Dash	Identifying the causes of road traffic accidents in India: An empirical investigation	Journal of Public Affairs Yet to come online published (Nov- 2019)	Wiley Publishing company, New York, United States	Scopus ABDC-B
29.	Tamma Koti Reddy	"Impact of bank Credit on GDP Growth:An empirical evidence from India"	The Indian Economic Journal Conference Special No. (Dec-2019), pp.32-40	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B
30.	IRS Sarma, Koti Reddy and T Muni Reddy	Challenges to Agriculture Sector in Chhattisgarh Economy	Indian Economic Journal Special No., (Dec-2019), pp.92-101	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B
31.	M.Aruna	An economic analysis of Crop Diversification in Chhattisgarh	The Indian Economic Journal, Special No. (Dec-2019), pp.62-72	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B
32.	P Azad and M.A Lagesh	Factors Driving Life Satisfaction of the Indian population: Evidence from an Ordered Probit Regression Analysis	Indian Economic Journal Special No. (Dec-2019) 142-157	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B
33.	Tamma Koti Reddy	Central Government Expenditure and its impact on GDP:Evidence from India	The Empirical Economic Letters Vol.19.No.14, (Apr-2020), pp.253-260	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangladesh.	ABDC-C

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
34.	Laila Memdani, Kalaa Chenji and Reghavendra Sode	Demographic Determinants of Access to Bank Credit	International Journal of Recent Technology and Engineering Vol.8, No. 5,(Jan-2020) pp.3372-3376	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
35.	Vighneswara Swamy	Debt and growth: Decomposing the cause and effect relationship	International Journal of Finance & Economics IJFE (2020) Vol.25, No1 , (Apr-2020), pp.141-156	Wiley-Blackwell Publishing, United States	Scopus ABDC-B
36.	Vighneswara Swamy and Dharani M	Thresholds of financial development in the Euro area	The World Economy Vol. 43, Iss 6, (Jun-2020) pp.1730-1774	Wiley-Blackwell Publishing, United States	Scopus ABDC-A
37.	Mishra, B. R., Pradhan, A. K, Tiwari, A. K, Dash, A. K and Aruna, M	Exchange Rate Return and Volatility Spillover across Major Trading Partners of India.	Journal of Asia-Pacific Business, Taylor & Francis Journal Vol.21, No.2, (Apr-2020), pp.80-101	Taylor & Francis Online Oxfordshire, UK	Scopus ABDC-A
Finance and Accounting					
38.	Md Sikandar Azam and Musarrat Shaheen	Decisional factors driving farmers to adopt organic farming in India: a cross sectional study	International Journal of Social Economics Vol. 46 No.: 4, (Apr-2019) pp.562-580	Emerald Group Publishing Bingley, United Kingdom	Scopus ABDC-B
39.	M. Dharani, M. Kabir Hassan, Andrea Paltrinieric	Faith-based norms and portfolio performance: Evidence from India	Global Finance Journal Vol.41, No.3, (Aug-2019) pp.79-89	Elsevier B.V, Netherlands.	Scopus ABDC-B
40.	Md Sikandar Azam, Musarrat Shaheen	Decisional factors driving farmers to adopt organic farming in India: a cross-sectional study	International Journal of Social Economics Vol.46, No. 4 (Apr-2019) pp.562-580	Emerald Group Publishing	Scopus ABDC-B
41.	Girish G P (IBS Hyderabad)	Impact of Implementation of Goods and Services Tax on Nifty 50 Index of National Stock Exchange of India	Theoretical Economics Letters Vol. 9, No. No. 1 (Feb-2019) pp.172-179	Scientific Research Publishing, Wuhan, China	ABDC-B
42.	Entele, B.R (Seoul National University, South Korea), Emodi, N.V.(James Cook University, Australia), Girish G P (IBS Hyderabad) and Dioha, M. O(TERI school of advanced studies)	Consumer Preference for Green Electricity Service Connection for Rural Residential Households in Ethiopia	1 st IEEE PEEIC 2018 (Institute of Electrical & Electronics Engineers, USA), Article number 8665633 (Conference Paper) 1 st IEEE PEEIC 2018 (Institute of Electrical & Electronics Engineers, USA), Article number 8665633 (Conference Paper) (Mar-2019) pp.106-113	Institute of Electrical & Electronics Engineers, USA	Scopus
43.	Yelamanchili Rama Krishna	Servant Leadership in Ethiopian Public Sector Enterprises: Relationship between Human-side and Action-side	Asian-African Journal of Economics and Econometrics Vol. 19 No. 1, (Jun- 2019)	Serials publications New Delhi.	ABDC-C
44.	Venkata Narasimha Chary Mushinada and Venkata Subrahmany Sarma Veluri	Elucidating investors rationality and behavioural biases in Indian stock market	Review of Behavioral Finance Vol. 11 No. 2, (Jun-2019) pp.201-219	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
45.	Dharani Munusamy	Does Ramadan influence the returns and volatility? Evidence from Shariah index in India	Journal of Islamic Accounting and Business Research Vol. 10 No. 4, (Jul-2019) pp.565-579	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-C
46.	Surya Dev and Pranati Mohapatra	The Impact of Demonetization on Indian Stock Market: A Sectoral Analysis of Bombay Stock Exchange	The IUP journal of Applied Economics Vol.XVIII, No.4 (Oct-2019) pp.71-88,	IUP Publications Hyderabad	ABDC-C
47.	Satish Chandra Tiwari, Kishan Jee T. Sitaramaiah and Neeraj Kumar	Comparative Performance Evaluation of Regional Rural Banks: A Study of Eastern Uttar Pradesh, India	The Empirical Economics Letters Vol.18, No.9, (Sep-2019) pp.981-990	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangladesh.	ABDC-C
48.	Mobeen Ur Rehman Elie Bouri, Veyssel Eraslan and Satish Kumar	Energy and non-energy commodities: An asymmetric approach towards portfolio diversification in the commodity market	Resources Policy, Vol.63 (Oct-2019) 101456	Elsevier B.V, Netherlands.	Scopus

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
49.	Satish Kumar	Does risk premium help uncover the uncovered interest parity failure?	Journal of International Financial Markets, Institutions & Money Vol.63, 101135, (Nov-2019)	Elsevier B.V, Netherlands.	Scopus ABDC-A
50.	Aviral Kumar Tiwari, Satish Kumar, Rajesh Pathak, and David Roubaud	Testing the oil price efficiency using various measures of long-range dependence	Energy Economics Vol.84, 104547, (Oct-2019)	Elsevier B.V, Netherlands.	Scopus ABDC-A*
51.	Rama Krishna Yelamanchili	Short-term Economic Indicators, Stock Market Indexes and Indian Oil and Gas Stocks Returns	Indian Journal of Finance and Banking Vol. 4 (1), (Jan-2020), pp. 65-74	Centre for Research on Islamic Banking & Finance and Business, Houston, TX-77061 USA	ABDC-C
52.	Rama Krishna Yelamanchili	Interaction among Crude Oil Price, and Indian Stock Market Indices	The Empirical Economics Letters Vol. 19(1), (Jan-2020) pp.65-74	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangladesh.	ABDC-C
53.	Rama Krishna Yelamanchili	Causal Effect of Economic Indicators on Indian Automobile Sector	International Journal of Economics and Financial issues, No.s Vol.10, No.2, (Feb-2020), pp. 81-86	Econ Journals	ABDC-C
54.	V D M V Lakshmi	Price Discovery Behavior of Spot and Futures: Evidence from Pre- and Post-Crisis Periods	IUP Journal of Applied Economics Vol.18, No. 4, (Oct-2019) pp.24-42	IUP Publications Hyderabad	ABDC-C
55.	Nemiraja Jadyappa, L Emily Hickman, Pavana Jyothi, Narender Vunyale and Bhanu Sireesha	Does debt diversification impact firm value? Evidence from India	International Review of Economics and Finance Vol.67, (Feb-2020), pp.362-377, Available online	Elsevier B.V, Netherlands.	Scopus ABDC-A
56.	T.Sita Ramaiah, N.Akbar Jan, Radha Mohan Chebolu, Thangaraja Arumugam and A.K. Subramani	Corporate Governance and Firm Performance in India: An Empirical Research	International Journal of Innovative Technology and Exploring Engineering Vol-8, No.-1 IS2, (Sep-2019) pp.453-460,	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
57.	Satish Chandra Tiwari, Kishan Jee, T. Sita Ramaiah and Neeti Mathur	Financial Appraisal of RRBs: Evidence from Eastern Uttar Pradesh	International Journal of Recent Technology and Engineering Vol-8 No.-6, (Mar-2020) pp.903-912	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	
58.	Nemiraja Jadyappa, Bhanu Sireesha, L.Emily Hickman and Pavana Jyothi	Multiple banking relationships, agency costs and firm value: Evidence from India	Managerial Finance Vol.46, No.1, (Jan-2020)	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
59.	M Venkata Narasimha Chary	Social Protection, Insurance Sector and Economic Growth in India	Indian Economic Journal Special Edition (Dec-2019), pp.232-241,	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B
60.	Venkata Narasimha Chary Mushinada	Are individual investors irrational or adaptive to market dynamics?	Journal of Behavioral and Experimental Finance Vol 25 No. 1 (Mar-2020) (100243)	Elsevier B.V, Netherlands.	Scopus ABDC-A
61.	Rama Krishna Yelamanchili	Modeling Stock Market Monthly Returns Volatility Using GARCH Models Under Different Distributions	International Journal of Accounting & Finance Review, Vol.5,No.1, (Mar-2020), pp.42-50	Centre for Research on Islamic Banking & Finance and Business	ABDC-C
62.	Dr Rama Krishna Yelamanchili	Stylized Facts and Conditional Volatility of NSE NIFTY Monthly Returns	Journal of Xi'an University of Architecture & Technology Vol.121, No.4, (Apr-2020) pp.1525-1530	Science Press	Scopus
63.	T. Sita Ramaiah, Satish Chandra Tiwari, Neeraj Kumar and Radha Mohan Chebolu	Does Corporate Governance Influence Capital Structure in Indian Firms?	The Empirical Economics Letters, Vol.19.No.2, (Feb- 2020) pp. 111-120	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangladesh.	ABDC-C
64.	Sager Reddy Adavelli	Non-Performing Assets (NPAs) and its Resolution in Indian Banks	The Indian Economic Journal, pp. No.333-340, Dec-19	Sage Publications India. in Association with Indian Economic Association, New Delhi	ABDC-B

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
65.	Sumant Kumar Tewari	Developing Hierarchical Relationship of ICTM Barriers-An Effort for Economic Evolution of Indian Higher Education Sector	Indian Journal of Economics & Business Vol. 19, No.1 (2020) 23-Jan, May-20	Serials publications New Delhi.	Scopus ABDC-C
66.	Sumant Kumar Tewari	Evaluating IT to Drive Customer Experience: An Integrated ISM-MICMAC Approach	The Empirical Economics Letters VOL 19 NO 5 369-381, May-20	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangaldesh.	ABDC-C
67.	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, No. 3 24-Jan, (Jun-2020)	Scientific Research Publishing, Wuhan, China	Scopus
68.	Venkata Narasimha Chary Mushinada	How do investors behave in the context of a market crash? Evidence from India	International Journal of Emerging Markets Vol. 15 No.6, (Mar-2020), pp.1201-1217	Emerald Group Publishing Limited, Bingley, UK	Scopus
69.	Prabha Kiran, Abhishek Srivastava, Satish Chandra Tiwari, and T. Sita Ramaiah	Evaluating Forces Associated With Sentient Drivers Over The Purchase Intention Of Organic Food Products	Asian Journal of Agriculture and Rural Development Vol.10,No.1, (Jun-2020), pp.284-297	Asian Economic and Social Society, Florida USA	
70.	Brahmaiah Bezawada and Sager Reddy Adavelli	Corporate Governance, Board Characteristics And Performance Of Indian Banks: An Empirical Study	International Journal Of Economics And Financial Vol10,No.3, (May-2020), pp. 83-87	Econ Journals, Mersin, TURKEY.	ABDC-C
71.	Satish Kumar, Aviral Kumar Tiwari, I. D. Raheem and Qiang Ji	Dependence risk analysis in energy, agricultural and precious metals commodities: A pair vine copula approach	Applied Economics Vol.52,No28, (Jun-2020) pp.3055-3072	Taylor & Francis Online	Scopus-A
72.	Naseem Ahamed	Time value of money: Concepts and applications	Indian Journal of Finance Vol.14, NO. 5-7, (Jul-2020), pp.37-43	Indian Journal of Finance,	Scopus
73.	Brahmaiah Bezawada	Corporate Governance Practices and Bank Performance: Evidence from Indian Banks	Indian Journal of Finance and Banking; Vol. 4, No.1, (Mar-2020), pp.33-42	Centre for Research on Islamic Banking & Finance and Business, Houston, TX-77061 USA	ABDC-C
74.	Brahmaiah Bezawada	Dispute Resolution on Unauthorized Liquidation of Futures Positions at the Leading Stock Exchange in India: A Case Study	Indian Journal of Finance and Banking; Vol. 4, No. 1, (Mar-2020), pp.65-68	Centre for Research on Islamic Banking & Finance and Business, Houston, TX-77061 USA	ABDC-C
HR & Soft Skills					
75.	Musarrat Shaheen, MD Sikandar Azam, Mahesh Kumar Soma and T. Jagan Mohan Kumar	A competency framework for contractual workers of manufacturing sector	Industrial and Commercial Training Vol. 51 No.: 3 152-164 (Apr-2020-19)	Emerald Group Publishing Limited, Bingley, UK	Scopus
76.	Jatin Pandey and Manish Gupta	Religion in the lives of Hindu widows: Narratives from Vrindavan, India	Psychology of Religion and Spirituality Vol. 11, No.2, (May-2019), pp.91-100	Online First Publication, Springer Nature Switzerland	Scopus
77.	Chetna Priyadarshini, Sreejesh S and Rajneesh Ranjan Jha	Impact of Informational Characteristics of the Recruitment Website on Graduating Students' Job Pursuit Intention: A Moderated Mediation Study	International Journal of Human Capital and Information Technology Professionals Vol.10,No.2, (Apr-2019)	IGI Global	Scopus
78.	Kalaa Chenji, Sode Raghavendra and Laila Memdani	Influence of Gender and Academic Qualification on Entrepreneurial Intentions among Students	Journal of Asia Entrepreneurship and Sustainability XIV, No. 2, 20-Mar-October, 2018	Rossi Smith Academic Publications	ABDC-C
79.	Gupta, M and Srivastava.P	Competence Assessment and Development in India	Industrial and Commercial Training Vol .51 No .3, (Apr-2019), pp.137-138	Emerald Group Publishing Limited, Bingley, UK	Scopus
80.	Gupta.M, Pandey.J Gaur and Vohra.N	Research on Role of Technology in Workforce Management	Australasian Journal of Information Systems Vol 23, No. 1, (Mar-2019)	Australasian Association for Information Systems (AAIS)	Scopus ABDC-A

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81.	K.A. Asraar Ahmed and A.K. Kranthi	Determinants of m-ticketing adoption using smartphone app among IT employees of Bengaluru city – an extended UTAUT2 approach	International Journal of Business Innovation and Research Vol.19, No.1, (May-2019), pp.57-79	Inderscience Publishers Geneva, Switzerland.	Scopus ABDC-C
82.	A.K. Subramani, N. Akbar Jan, Thangaraja Arumugam and M.S. Sasikala	Examining the relationship between critical success factors of total quality management implementation and business performance: a structural equation modelling approach	International Journal of Business Excellence Vol.17, No.4, (Apr-2019), p.469-486	Inderscience Publishers Geneva, Switzerland.	Scopus ABDC-C
83.	Niraj Chimote	Managing the Work-Family Conflict among the employees of IT companies	Indian Journal of Economics and Business Vol.18, No.1,(Jun-2019) pp.399-442	Serials publications New Delhi.	Scopus ABDC-C
84.	Manish Gupta	Does work engagement mediate the perceived career support- and career adaptability- work performance relationship?	Journal of Global Operations and Strategic Sourcing (earlier Strategic Outsourcing) Vol.12, No.2, (Jun-2019), pp.310-327	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
85.	Manish Gupta, Upasna A. Agarwal and Richa Chaudhary	Engaging liquid knowledge workers: causes, concerns and consequences	Journal of Global Operations and Strategic Sourcing (earlier Strategic Outsourcing) Vol. 12 No.2, (Jun-2019) pp.198-201	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
86.	Musarrat Shaheen, Farrah Zeba, Vaibhav Sekhar and R Krishnankutty	Linking home– work interface, work engagement and psychological capital to customer advocacy.	Journal of Global Operations and Strategic Sourcing Vol.12,No.2,(Jun-2019), pp. 268-287	Emerald Group Publishing Limited, Bingley, UK	Scopus
87.	B S S Karthik, Brig Bhuvanagiri Chandrasekhar, Dr Rajasekhar David and Dr A Kranthi Kumar	Identification of Instructional Design Strategies for an Effective E-learning Experience	The Qualitative Report Vol.24 Number 7 1537-1555 (Jul-2019)	TQR Publications, The Qualitative Report	Scopus
88.	Neha Gahlawat and Subhash C Kundu	Progressive Human Resource Management and Firm Performance: Empirical Evidence from Indian context	International Journal of Organizational Analysis Vol.27, No.3, (Jul-2019) pp.471-493	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
89.	Subhash C Kundu, Sandeep Kumar and Neha Gahlawat	Empowering Leadership and Job Performance: Mediating Role of Psychological Empowerment	Management Research Review Vol.42 No.5, (May- 2019) pp.605-624	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-C
90.	Kalaa Chenji and Raghavendra Sode	Workplace ostracism and employee creativity: role of defensive silence and psychological empowerment	Industrial and Commercial Training Vol.51,No.16, (Aug-2 019) pp.360-370	Emerald Group Publishing Limited, Bingley, UK	Scopus
91.	Raghavendra Sode and Kalaa Chenji	Motives and consciousness as determinants of sustainable development	Rivista di Studi sulla Sostenibilità, 1(Sep-2019)	FrancoAngeli, Milan, Italy	Scopus
92.	Md Sikandar Azam, Musarrat Shaheen, and Sonali Narbariya	Marketing challenges and organic farming in India—Does farm size matter?	International Journal of Nonprofit and Voluntary Sector Marketing (Wiley, UK) Vol.24,No. 4 (Apr- 2019)	Wiley-Blackwell Publishing, UK	Scopus ABDC-B
93.	Manish Gupta and Anitha Acharya	Answering Key Questions on Green Consumption: A Qualitative Study among Indian Youth	International Journal of Nonprofit and Voluntary Sector Marketing Vol.24, No.4, (Nov-2019)	Wiley-Blackwell Publishing, United States	Scopus ABDC-B
94.	Jebarajakirthy, C, Balaji, M. S, Yadav, R. and Gupta, M.	Sustainable and responsible consumption: Evidences from emerging economies	International Journal of Nonprofit and Voluntary Sector Marketing Vol.24 No. 4, (Nov-2019)	Wiley-Blackwell Publishing, United States	Scopus ABDC-B
95.	Ram Shankar Uraon and Manish Gupta	Do HRD practices affect perceived market performance through operational performance? Evidence from software industry	International Journal of Productivity and Performance Management Vol. 69 No. 1, (Jan-2020) pp.85-108	Emerald Group Publishing Limited, Bingley, UK	ABDC-B

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96.	Mohammed Abdul Nayeem, Siddhartha Kushwaha and Bharath Supra	Board Structure and Composition in Manufacturing, Telecom and IT and ITes Industries in India	The IUP Journal of Corporate Governance Vol.18,No.3, (Nov-2019), pp.49-67	IUP Publications Hyderabad	ABDC-C
97.	Raghavendra Sode, and Kalaa Chenji	Mindfulness: an upward spiral process to combat depression	Psychiatry Vol.16,No.4,(Oct-2019), pp.178-184	Psychiatry Published online	Scopus
98.	Chetna Priyadarshini, Sreejesh, S. and Rajneesh Ranjan Jha	Impact of Informational Characteristics of the Recruitment Website on Graduating Students' Job Pursuit Intention: A Moderated Mediation Study.	International Journal of Human Capital and Information Technology Professionals (IJHCITP) Vol.10,No.2, (Apr-2019)	IGI Global, USA	
99.	Chetna Priyadarshini, Sharda Singh, Rajasekhar David and Omer Bin Sayeed	Effect of Student Leadership on Academic Performance and Perceived Employability: A Longitudinal Study on Scale Development and Validation in the Indian Context	South Asian Journal of Management Vol.26,No.2, (Apr-2019), pp.106-134	Sage Publications California, United States	ABDC-C
100.	Chetna Priyadarshini, Ritesh Kumar and Rajneesh Ranjan Jha	Impact of a Social Media Addiction on Employees' Wellbeing and Work Productivity	The Qualitative Report Vol.25, No.1, (Jan-2020), pp.181-196	TQR Publications, , Nova southern East University, USA	Scopus
101.	Sivakoti Reddy Manukonda, Chetna Priyadarshini, Abhilash Ponnamp and Raghavendra Sode	What Motivates Students to Attend Guest Lectures?: A Comparative Study across Three Popular Disciplines in India	The International Journal of Learning in Higher Education Vol.26,No.1, (Mar-2019), pp.22-34	Common Ground Research Networks, Illinois, USA	Scopus
102.	Raavee Kadam; Srinivasa Rao; Waheed Kareem Abdul and Shazi Shah Jabeen	Impact of Cultural Intelligence on SME Performance The mediating effect of entrepreneurial orientation	Journal of Organizational Effectiveness People and Performance 6 and 3 (Nov-2019), pp.161-185	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
103.	Abubakr Suliman; Srinivasa Rao and Tamer Elewa	CEO TL and TMT performance study from GCC	Measuring Business Excellence Vol.23, No.1 (Jan-2019), pp. 63-79	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
104.	Sikander Azam and Musarrat Shaheen	Decisional factors driving farmers to adopt organic farming in India: a cross-sectional study.	International Journal of Social Economics Vol.40, No.4, (Apr-019), pp. 562-580	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
105.	Akbar Jan	Social Media Addiction, Culture Code and Mediation Effect of Mindfulness: A Structural Equation Modelling Access	International Journal of Recent Technology and Engineering Vol-8, No.-2S3, (Jul-2019) pp.1097-1102	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus ABDC-A
106.	Musarrat Shaheen, Sikander Azam, Mahesh Kumar Soma, and T. Jagan Mohan Kumar	A competency framework for contractual workers of manufacturing sector.	Industrial and Commercial Training Vol. 51 No.3,(Mar-2019) pp.152-164	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-A
107.	Srinivasa Rao; Waheed Abdul Kareem and Yehia Kamal	Influence of culture on OCB and mediation effects of responsible leadership and knowledge sharing An empirical study from UAE	Knowledge Management Research and Practice NA	Taylor & Francis Online Oxfordshire, UK	Scopus ABDC-A
108.	Raavee Kadam; Srinivasa Rao; Waheed Abdul Kareem and Shazi Shah Jabeen	Diversity climate perception and its impact on multicultural team innovation and performance	Measuring business excellence NA, XX, NA	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
109.	Santosh Kumar Alreddy, Dwarakanath Siriguppi and Mohandas j Menon	Moderation effect of perceived benefits of loyalty programmes on the link between store attributes and customer loyalty	Theoretical Economics Letters Vol.9 , No.6, (Aug-2019) pp.2110-2125	Scientific Research Publishing Wuhan, China	ABDC-B
110.	Shaheen, M., Zeba, F., Chatterjee, N., and Krishnankutty, R.	Engaging customers through credible and useful reviews: the role of online trust	Young Consumers- Emerald DOI: 10.1108/YC-01-2019-0943, Sep- 2019 (online)	Emerald Publishing Ltd Bingley, UK	Scopus
111.	Preshita Neha Tudu	Saathi Sanitary Pads: Eco-friendly pads which will make you go bananas!	international journal of nonprofit and voluntary sector marketing Vol.25,No.1, (Feb-2020)	Wiley-Blackwell Publishing, United States	Scopus ABDC-B

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112.	Preshita Neha Tudu, and Rambalak Yadav	Envigreen Biotech: An eco-friendly alternative to plastic bags	South Asian Journal of Business and Management Cases Vol.8, No.2, (Mar-2019) pp.207-214, 25	SAGE PUBLICATIONS California, United States	Scopus
113.	Chetna Priyadarshini, Sharda Singh, Rajasekhar David and Omer Bin Sayeed	Effect of Student Leadership on Academic Performance and Perceived Employability: A Longitudinal Study on Scale Development and Validation in the Indian Context	South Asian Journal of Management Vol.26, No.2, (Jun- 2019), pp.106-134	SAGE PUBLICATIONS California, United States	ABDC-C
114.	Ahmed, K. A and Kranthi, A. K.	Determinants of m-ticketing adoption using smartphone app among IT employees of Bengaluru city-an extended UTAUT2 approach	International Journal of Business Innovation and Research, Vol.19, No.1, (May-2019) pp.57-79	Inderscience Publishers Geneva, Switzerland.	Scopus ABDC-C
115.	Asha Binu Raj	Impact of internal branding on employee engagement: an empirical study conducted among medical staff in Indian hospitals	Indian Journal of Public Health Research & Development Vol.11, No.03, (Mar-2020) pp.985-990	Medico publication	Scopus
116.	Zeba, F., Shaheen, M, and Krishnankutty, R.	Hedonic and Utilitarian Values Behind Engagement of Online Consumers.	Journal of Electronic Commerce in Organizations Vol.18, No.3 (Jul-2020)	IGI Global, USA	Scopus
117.	James W. Westerman, M. Bhaskara Rao, Sita Vanka and Manish Gupta	Sustainable Human Resource Management and the Triple Bottom line: Multistakeholder strategies, concepts and engagement	Human Resource Management Review Vol.30, No. 3 (Sep-2020)	Elsevier B.V, Netherlands.	Scopus ABDC-A
118.	Asha Binu Raj	Impact of internal branding on employee engagement: an empirical study conducted among medical staff's brand supporting behaviour in Indian hospitals	Indian Journal of Public Health, Research and Development Vol.11, No.03, (Mar-2020) pp.979-984	Indian Journal of Public Health, Research and Development	Scopus
119.	Manish Gupta and Anitha Acharya	E-commerce Companies: Engaging the Stakeholders	Journal of Electronic Commerce in Organizations Vol.18 No.3, (Jun-2020) pp.5 to 8	IGI Global, USA	Scopus ABDC-B
120.	Gupta M.	Engaging young consumers	Young Consumers Vol.21, No.2 (May-2020), pp.133-135	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-C
121.	Sharma.M, Gupta.M, and Joshi.S	Adoption barriers in engaging young consumers in the Omni-channel retailing	Young Consumers Vol.21, No.2, (May-2020), pp.193-210	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
Marketing and Strategy					
122.	Makhmoor Bashir and Rajesh Verma	Internal factors and consequences of business model innovation	Management Decision Vol.57, No.1, (Jan-2019), pp.262-290	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
123.	Chakravarthi Koundinya	Predicting Online Travel Adoption Intention of an Indian Consumer: A SEM-Neural Network Approach	Theoretical Economic Letters, Vol 9, No.2, (Feb-2019), pp.348-375	Theoretical Economic Letters	ABDC-B
124.	Sunny Bose, Sudeepta Pradhan, Dwarakanath Siriguppi and Santosh Alreddy	Customer-based place brand equity and investments: study of West Bengal	Place Branding and Public Diplomacy Vol.15, No.2, (May-2019) pp.67-77	Springer International Publishing, Berlin, Germany	Scopus ABDC-B
125.	Mizan Rahman, Sunny Bose, Mujahid Mohiuddin Babu Bidit Lal Dey, Sanjit Kumar Roy, Ben Binsardi Mizan Rahman, Mohiuddin Babu, Bidit Dey and Sanjit Roy	Value Co-Creation as a Dialectical Process: Study in Bangladesh and Indian Province of West Bengal	Information Systems Frontiers Pre-print (Feb-2019)	Springer International Publishing, Berlin, Germany	Scopus ABDC-A
126.	Amar Raju G, Souvik Roy and Santanu Mandal	Determinants of Website Usability: Empirical Evidence from Tourism Sector in India	Global Business Review Vol.19, No.6, (Dec-2018), pp.1640-1662	Sage Publications	Scopus ABDC-C

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127.	Shiv Ratan Agrawal, and Divya Mittal	Constructive Usage of WhatsApp in Education Sector for Strengthening Relations	International Journal of Educational Management, Vol.33, No.5, (Jun-2019) pp.954-964	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
128.	Anitha Acharya	The factors behind working in virtual community	Journal of Global Operations and Strategic Sourcing, Vol.12 No.2, (Jun-2019), pp.246-267,	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
129.	Shiv Ratan Agrawal and Divya Mittal	How Does Transparency Complement Customer Satisfaction and Loyalty in the Restaurant Business?	Global Business Review, Vol.20, No.6 (Dec-2019)	Sage Publications	Scopus ABDC-C
130.	Vijayudu Gnanamkonda, Anitha C and Sashikala P	Market Access and Aggregate Sale through Value Chain in Agri-Produce: The Role of Community Owned Women Association	Vijayudu Gnanamkonda, Anitha C, Sashikala P Vol-8, No.-3 (Sep-2019)	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
131.	Anitha Acharya	Factors Behind Dissuasion to Green Products Among Young Consumers: A Qualitative Study	The Qualitative Report Vol.24, No.12, (Dec-2019) pp.3197-3214	The Qualitative Report	Scopus
132.	Anitha Acharya and Manish Gupta	Do Skills and Challenge Affect Perceived Learning? Mediating Role of Engagement	Journal of Electronic Commerce in Organizations Vol.18, No.2, (Jan-2020), pp. 64-79	IGI Global, USA	Scopus ABDC-B
133.	Souvik Roy and Santanu Mandal	Antecedents and consequences to app engagement among young consumers in India	International Journal of Business Information System, Vol. 33, No. 3, 2020, pp.337-359	Inderscience Enterprises Ltd.	Scopus ABDC-C
134.	Abhigyan Sarkar and Juhi Gahlot Sarkar and Gaurav Bhatt	Store love in single brand retailing: the roles of relevant moderators	Marketing Intelligence and Planning, Vol. 37, No.2, (Mar-2019), pp.168 – 181	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-A
135.	Rambalak Yadav, Pankaj Kumar Singh, Ankur Srivastava and Anees Ahmad	Motivators and barriers to sustainable food consumption: Qualitative inquiry about organic food consumers in a developing nation	International journal of nonprofit and voluntary sector marketing Vol.24, No.4 (Nov-2019)	Wiley-Blackwell Publishing, United States	Scopus ABDC-B
136.	Amar Raju G	Can Reviewer Reputation Affect Perceived Fairness?	Journal Of Research In Interactive Marketing Vol.3, No.4, (Nov-2019) pp.464-476	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
137.	Ankur Srivastava, Dipanjan Dey and M S Balaji	Drivers of brand credibility in consumer evaluation of global brands and domestic brands in an emerging market context	journal of product and brand management journal gives publication data,e-print pages 1-13 (Jan-2020)	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-A
138.	Santosh Kumar Alreddy	Store Attribute Factors Inducing Customer Loyalty in the context of Apparel Retailers	International Journal of Recent Technology and Engineering Vol.8, No.4, (Nov-2019), pp.4898-4902	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
139.	Rachita Kashyap and Abhilash Ponnamp	Conceptualization a formative model for online review helpfulness: Proposal	The Marketing Review Vol.19, No 1-2, (Dec-2019), pp.107-125	Westburn Publishers Ltd Helensburgh, Scotland	ABDC-C
140.	Sunny Bose, Sudeeptha Pradhan, Dwarakanath S, Santosh Kumar Alreddy	Customer-based Place Brand equity and Investments: Study of West Bengal	Place Branding and Public Diplomacy Vol.11, No.44, (Mar-2019), pp.1751-59	Springer International Publishing Berlin, Germany	Scopus ABDC-B
141.	Priyadarshini, C., Singh, S., David, R. and Sayeed Omer Bin	Effect of Student Leadership on Academic Performance and Perceived Employability: A Longitudinal Study on Scale Development and Validation in the Indian Context.	Context. South Asian Journal of Management. Vol.26, No.2 (Jun- 2019), pp.106-134	Sage Publications	ABDC-C
142.	Vijayudu G, Chakravarthi Koundinya and Prabhakar N	Executive Garment Rental Service—A Study on Consumers' Preferences	Theoretical Economics Letters 9 327-335, (Feb-2019)	Scientific Research Publishing, Wuhan, China	ABDC-B

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143.	Purna Prabhakar Nandamuri, Vijayudu Gnanamkonda and Chakravarthi Koundinya	Social Economics and Women Entrepreneurship—A Competency Approach	Theoretical Economics Letters 9, (May-2019), pp. 1235-1245	Scientific Research Publishing, Wuhan, China	ABDC-B
144.	Vijayudu Gnanamkonda, Chakravarthi Koundinya and Chethana G Krishna	ICT in Rural School Education: Impacting on Children Cognition	International Journal of Innovative Technology and Exploring Engineering (IJITEE) Vol.8, No.12, (Oct-2019) pp.1697-1703	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
145.	Purna Prabhakar Nandamuri; Radha Mohan Chebolu	Executive Compensation - The critique and the Ideal	The IUP Journal of Corporate Governance Vol.28, No.3, (Jul-2019), pp.33 - 48	IUP Publications Hyderabad	ABDC-C
146.	Siddhartha Kushwaha, Arindam Ghosh and A.K. Rao	Collection activity channels selection in a reverse supply chain under a carbon cap-and-trade regulation	Journal of Cleaner Production, 260, Jul-20	Elsevier B.V, Netherlands.	Scopus ABDC-A
147.	Dwarakanath Siriguppi	Customer Based Place Brand Equity and Investments Study of West Bengal	Place Branding and Public Diplomacy Vol.15, No. 2,(Jun-2019) pp.67-77	Springer International Publishing, Berlin, Germany	Scopus ABDC-B
148.	Dwarakanath Siriguppi and Santosh Kumar Alreddy	Consumers' Perception toward Private Brands with Reference to Grocery Products	International Journal of Recent Technology and Engineering Vol.8, No. 4, (Nov-2019) pp. 5018-5022	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
149.	Anil Gupta, Neeraj, Anish and Neelika Arora	Social comparison and continuance intention of smart fitness wearables: an extended expectation confirmation theory perspective	Behaviour & Information Technology Available Online at https://doi.org/10.1080/0144929X.2020.1748715 (Mar,-2020)	Taylor & Francis Online Oxfordshire, UK	Scopus ABDC-A
150.	Ramendra Pratap Singh and Neelotpaul	Exploring the Influence of Celebrity Worship on Brand Attitude, Advertisement Attitude, and Purchase Intention	Journal of Promotion Management Vol.25,No.2, (Apr 2019), pp.225-251,	Taylor & Francis Online Oxfordshire, UK	Scopus ABDC-B
151.	Gaurav Bhatt, Abhigyan Sarkar and Juhi Gahlot Sarkar	Attractive and facilitating store atmospheric stimuli: Validating the scales	International Journal of Retail and Distribution Management Vol.48 No.4, (Mar-2020), pp.363-379	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-A
152.	Shiv Ratan Agrawal	Adoption of ICT-based education system to protect environment and improve present education system	International Journal of Environment and Waste Management Vol.26,No.2 (Aug-2020), pp.168-189	Inderscience Publishers Geneva, Switzerland.	Yes
153.	Anish Yousaf, Insha Amin, Dhouha Jaziri and Abhishek Mishra	Effect of message orientation/ vividness on consumer engagement for travel brands on social networking sites	Journal of Product & Brand Management (JPBM) Vol.30, No.1, (May-2020) (Ahead-of-print). Available online at: https://doi.org/10.1108/JPBM-08-2019-2546	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC -A
154.	Anil Gupta, Anish Yousaf and Abhishek Mishra	How pre-adoption expectancies shape post-adoption continuance intentions: An extended expectation-confirmation model	International Journal of Information Management Vol.52 (Jun- 2020), 102094 (Available at: https://doi.org/10.1016/j.ijinfomgt.2020.102094)	Elsevier B.V, Netherlands.	Scopus ABDC-A*
155.	Himanshu Seth, Shalini Talwar, K J Somaiya ,Anuj Bhatia, Akanksha Saxena and Amandeep Dhir	Consumer resistance and inertia of retail investors: Development of the resistance adoption inertia continuance (RAIC) framework	Journal of Retailing and Consumer Services Vol.55, (Jul-2020)	Elsevier B.V, Netherlands.	Scopus ABDC-A
Operations & IT					
156.	D.Saravanan	Information Retrieval using Image Attribute Possessions	Advances in Intelligent systems and computing 898 Vol.2, (Mar-2019), pp.759-767	Springer Nature, Switzerland	Scopus

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
157.	Samyadip Chakraborty and santanu mandal	Enablers of clinician involvement inclination, care delivery agility and clinical productivity : An empirical investigation	Benchmarking: An International Journal Vol.26 No.3, (Mar-2019), pp.753-772	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-B
158.	Vikas Gautam, Sombala Ningthoujam and Teena Singh	Impact of Psychological Capital in Well-Being of Management Students	Theoretical Economic Letters 2091, 9 (May-2019) pp.1246-1258	Scientific Research An Academic Publisher	ABDC-B
159.	Sashikala Parimi, Srinivaasa Vijay Datta Banoor and Pavan Kishore. M. L	Quality of Chrome Plated Compression Rings: An Empirical Study	International Journal of Engineering and Advanced Technology (IJEAT) ol-8, No.4, (Apr-2019) pp.1464-1471	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopys
160.	Kaustov Chakraborty, Sandeep Mondal and Kampan Mukherjee	Critical analysis of enablers and barriers in extension of useful life of automotive products through remanufacturing	Journal of Cleaner Production Vol.227,(May-2019) pp.1117-1135	Elsevier B.V, Netherlands.	Scopus
161.	Bijeta Shaw and Ankit Kesharwani	Moderating Effect of Smartphone Addiction on Mobile Wallet Payment Adoption	Journal of Internet Commerce Vol18, No.3, (Jul-2019) pp.291-309	Taylor & Francis Online Oxfordshire, UK	Scopus ABDC-B
162.	Vikas Gautam	Predictors Of Customer Loyalty: A Case Of Indian Mobile Telecommunication Services Sector	Academy of marketing studies journal Vol.23, No.3, (Sep-2019)	Jordan Whitney Enterprises, Inc NC, United State	ABDC-C
163.	Samyadip Chakraborty, Vaidik Bhatt and Tulika Chakravorty	Impact of IoT Adoption on Agility and Flexibility of Healthcare Organization	International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075 Vol:8, No.11, (Sep-2019), pp.673-2681	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
164.	Shailja Tripathi	Determinants of Cloud Computing Intentions to Use: Role of Firm's Size, Managerial Structure and Industrial Sector	Journal of International Technology and Information Management Vol.38, No. 2, (Sep-2019), pp.51-92	International Information Management Association (IIMA)	ABDC-C
165.	Vaidik Bhatt, P Sashikala and Samyadip Chakraborty	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 (IJRTE) Vol.8, No.3, (Sep-2019) pp.2861 – 2869	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
166.	Vidushi Pandey, Sumeet Gupta, and Manojit Chattopadhyay	A framework for understanding citizens' political participation in social media	Information Technology & People Available online as Earlycite (Oct-2019)	Emerald Group Publishing Limited, Bingley, UK	Scopus ABDC-A
167.	Sashikala P and Samyadip Chakraborty	Antecedents to employee attrition behavior in Indian IT/ ITES Sector	International Journal of Engineering and Advanced Technology Vol 9, No.1, (Oct-2019) pp.1132-1142	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh	Scopus
168.	Samyadip Chakraborty	Exploring the antecedents of co-creation in hospital-supplier relationship: an empirical study on private sector hospitals in India	International Journal of Business Information Systems Vol.32, No.4, (Nov-2019), pp.393-424	Inderscience Enterprises Ltd.	Scopus ABDC-C
169.	D.Saravanan	No.s and considerations for effective text data retrieval	Int.journal of innovative technology and exploring engineering Vol 9, No.1, (Nov-2019) pp.1442-1445	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh.	Scopus
170.	Sashikala Parimi, and Samyadip Chakraborty	Linking Green Supply Chain Management, Co-Creation and Sustainability: Empirical Revisit in Indian Manufacturing Sector Context	A. K. Somani et al. (eds.), Smart Systems and IoT: Innovations in Computing, Smart Innovation, Systems and Technologies putting, Proceedings of SSICSmart Systems and IoT: Innovations in Com2019 Vol. 141, Chapter 59, (Jan-2020), pp.617-629	Springer Nature, Switzerland	Scopus
171.	Vaidik Bhatt and Samyadip Chakraborty	Implications of IT infrastructure and big data characteristics on SCOR model for performance measurement	International Journal of Recent Technology and Engineering Vol.8, No.5, (Jan-2020), pp.1748 - 1756	Blue Eyes Intelligence Engineering & Sciences Publication, Madhya Pradesh.	Scopus

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
172.	Samyadip Chakraborty and Vaidik Bhatt	Mobile IoT Adoption as Antecedent to Care-Service Efficiency and Improvement: Empirical Study in Healthcare-Context	Journal of International Technology and Information Management Vol.28, No.3, (Dec-2019) pp.101-120	International Information Management Association (IIMA)	ABDC-C
173.	Samyadip Chakraborty, Vaidik Bhatt and Tulika Chakravorty	Big-data, IoT wearable and mHealth cloud platform Integration Triads - a logical way to Patient-Health Monitoring	International Journal of Engineering and Advanced Technology (IJEAT) Vol.9, No.3, (Feb-2020) pp.388 – 394	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh.	Scopus
174.	Santosh Kumar Yadav and Dharani, M.	Prioritizing of Banking Firms in India Using Entropy-TOPSIS Method	International Journal of Business Innovation and Research, Vol.20, No.4, (Oct-2019), pp.554-570	Inderscience Publishers, Geneva, Switzerland.	Scopus ABDC-C
175.	Sanjay Fuloria	Passenger Demand Forecasting in the Ridesharing Context: A Comparison of Statistical and Deep Learning Approaches	The IUP Journal of Applied Economics Vol.XIX No.1,(Jan-2020) pp.57-71	IUP Publications Hyderabad	ABDC- C
176.	Tripathi, S.	Determinants of Cloud Computing Adoption: A Comparative Study	Pacific Asia Journal of the Association for Information Systems Vol.11, No.3, (Sep-019), pp. 28-54	Association for Information Systems (AIS)	Scopus ABDC-B
177.	D.Saravanan	Image substance extraction using Data mining clustering method	IJITEE Vol.2, No.2, (Dec-2019) 2735-2739	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh.	Scopus
178.	D. Saravanan, Dennis Joseph and S.Vaithya Subramanian	Effective utilization of image information using data mining technique	Intelligent systems reference library 172, (Dec-2019), pp.207-215,	(SPRINGER), Berlin, Germany	
179.	Jaideep Motwani, Nikhat Afshan and Pradeep Charath	Building Green Infrastructure Across University Campuses: A Research	International Journal of Innovative Technology and Exploring Engineering Vol.8, No.11, (Sep-2019) pp.498-502	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh.	Scopus
180.	Vaidik Bhatt and Sashikala P	Use of Artificial Neural Network for Inquiry Follow Up System in Sales Operations for Two-Wheeler Automotive Dealership.	IJITEE Vol. 9, No. 3, (Jan-2020), pp.1268-1272	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh.	Scopus
181.	Sashikala P and Samyadip Chakraborty	Application Of Big Data & lot On Personalized Healthcare Services	International Journal Of Scientific & Technology Research, Vol. 9, No. 3, (Mar-2020), pp.1107-1111	Taylor & Francis Online Oxfordshire, UK	Scopus
182.	Sombala Ningthoujam, Vikas Gauta and Sandeep Chauhan	Building customer engagement and brand loyalty through online social media: an exploratory study	International Journal of Electronic Marketing and Retailing, Vol.11, No.2, (Apr-2020), pp.143-160	Inderscience Enterprises Ltd. Geneva, Switzerland.	Scopus ABDC-C
183.	Vikas Gautam	Examining intensity of use: a case of funny selfies	Academy of Marketing Studies Journal Vol.24, No. 2 12-Jan, May-20	Jordan Whitney Enterprises, Inc	ABDC-B
184.	D.Saravanan and Radha Mohan Chebolu	Video data extraction using image resemblance characteristic procedure	Journal of Xián University of Architecture & Technology Vol.12, No.5, (May-2020) pp. 2540-2545	Journal of Xián University of Architecture & Technology	Scopus
185.	Gautam, Vikas, Arati Basu, Anuradh Basu and Teena Singh	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, and No. 2/3 156-181, (Apr-2020)	Inderscience Publishers Geneva, Switzerland.	Scopus
186.	Malay Kumar, Vaibhav Mishra, Anurag Shukla, Munendra Singh and Manu Vardhan	A novel publicly delegable secure outsourcing algorithm for large-scale matrix multiplication	Journal of Intelligent & Fuzzy Systems vol. 38, No.5, (May-2020) pp.6445-6455	Journal of Intelligent & Fuzzy Systems, IOS Press	Scopus

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact factor
187.	Ashish Gupta, Vaibhav Mishra, Anushree Tondon	Assessment of Shopping Mall Customers' Experience through Criteria of Attractiveness in Tier-II and Tier-III Cities of India: An Exploratory Study	American Business Review Vol. 23 : No. 1 (May-2020), pp.70-93	American Business Review, University of New Haven	ABDC-A
188.	Arindam Ghosh, J. K. Jha and S. P. Sarmah J. K. Jha and S. P. Sarmah	Production-inventory models considering different carbon policies: a review	International Journal of Productivity and Quality Management, Vol. 30, No. 1, (May-2020)	Inderscience Publishers Geneva, Switzerland.	Scopus
189.	Samyadip Chakraborty, Vaidik Bhatt and Tulika Chakravorty	Impact Of Digital Technology Adoption On Care Service Orchestration, Agility And Responsiveness	International Journal Of Scientific & Technology Research, Vol 9, No. 3,(Mar-2020) pp.4581-4586	Taylor & Francis Online Oxfordshire, UK	Scopus
190.	Tulika Chakravorty, Karunakar Jha, Sunil Barthwal, and Samyadip Chakraborty	Digital Technologies as antecedents to Process Integration and Dynamic Capabilities in Healthcare: An Empirical Investigation	Journal of International Technology and Information Management Vol 28, No.4, (Jun-2020) pp.84-111	International Information Management Association (IIMA)	ABDC-C
191.	Jaideep Motwani, Nikhat Afshan and Pradeep Charath	Building Green Infrastructure Across University Campuses: A Case Study	International Journal of Innovative Technology and Exploring Engineering Vol.8, No.11S, (Sep-2019) pp.498-502	Blue Eyes Intelligence Engineering and Sciences Publication, Madhya Pradesh.	Scopus
192.	S. Nirmala Sugirtha Rajini-Professor- MGR Educational and research institute, chennai, D.Saravanan, K.Dharmarajan -Associate professor, Vels University, chennai	Multipurpose life saving tool using IoT cloud computing	Journal of Xián University of Architecture & Technology Vol.12, No.3, (Mar-2020) pp.4713-4717	Journal of Xián University of Architecture & Technology	Scopus

* Inter departmental Research papers

B. Authored Books and Book chapters

Books and Book Chapters Published				
Sl. No.	Name	Title of the Book	Publisher	Year / ISBN Number
1.	V Padmavathi	Causes and costs of lapsation of life insurance policies in India book's	LAP LAMBERT Academic Publishing	Aug 2019, 304 Pages [ISBN-978-3-659-47206-0]
2.	Gupta, M. & Kumar, T.K.	Business Organisation and Management	Professional Books Publisher, Hyderabad	(September, 2019) pages 178. [ISBN: 9789387418318]
3.	Gupta, M	Business Organisation and Management	Vrinda Publishing House, Hyderabad	(July, 2019) pages 162 [ISBN: 9788194082392]
4.	Radha Mohan Chebolu	Human Values and Professional Ethics	Jai Bharath	2019, 978-81-92060913



Book Chapters			
S.No.	Faculty Name	Title of Book	Title of chapter
1.	Anish Yousaf	Encyclopedia of Organizational Knowledge, Administration, and Technologies	Social Advertisements and Recall
2.	Anish Yousaf	An SPSS Guide for Tourism, Hospitality and Events Researchers (Routledge)	Deciphering Relationships
3.	Sindhuja P N	IT-9-Software Project Monitoring and Controlling	Software Configuration and Change Management
4.	Sanjay Fuloria	Statistical Distributions, Variations and IT	Statistical Distributions, Variations and IT
5.	Sanjay Fuloria	Advanced Statistical Methods	Advanced Statistical Methods
6.	Samyadip Chakraborty, Vaidik Bhatt	Handbook of research on Engineering Innovations and Technology Management in Organizations	Interactional Resource Adoption: A Bridging solution to healthcare service divide in India
7.	Shankha Sengupta	Emerging Trends in SCM	Supply Chain Management
8.	Shankha Sengupta	Emerging Trends in SCM	Service Operations Management
9.	Shankha Sengupta	Customer Service Environment	Service Approach Documentation
10.	Shankha Sengupta	Customer Service Environment	Service Management
11.	Shankha Sengupta	Customer Service Environment	Service Delivery
12.	KVSSN Narasimha Murty	Statistical Regression and Quality Control	Edited the book
13.	A Sandeep	Managing Project Constraints	Project quality management, project risk management, project human resource management, project communications management
14.	KVSSN Narasimha Murty	Emerging Trends in Operations Management	Total Quality Management
15.	KVSSN Narasimha Murty	Quality Aspects of Business	Quality Approaches
16.	D.Saravanan	Applications of Information technology in Business	Management information systems
17.	D.Saravanan	Software and data base concepts and networks	Computer Networks
18.	Siddhartha Kushwaha	Elements of Green Operations	Waste Management in Operations
19.	Siddhartha Kushwaha	Elements of Green Operations	Waste Management in Operations
20.	Siddhartha KUshwaha	Green Operations & Sustainability	Role of Stakeholders in Green Operations
21.	Siddhartha Kushwaha	Green Operation & Sustainability	Role of Stakeholders in Green Operations
22.	D. Saravanan	Introduction to software project management	Introduction to software projects
23.	Siddhartha Kushwaha	Green Operation & Sustainability	Role of Stakeholders in Green Operations
24.	Siddhartha Kushwaha	Elements of Green Operations	Role of Stakeholders in Green Operations
25.	Nikhat Afshan	Project Management	Project Scope Management
26.	D.Saravanan	Introduction to software project management	Software Requirements management
27.	Siddhartha Kushwaha	Operations Control	Operations Scheduling
28.	Siddhartha Kushwaha	Formulation of Operations Strategy	Outsourcing
29.	D.Saravanan	Software project execution	Software design and development
30.	Nikhat Afshan	Project and Operations Management	Operations Management and Operations Strategy, Design of Production Processes
31.	Kaustov Chakraborty	Statistical Relation and Hypothesis Testing	Correlation and Linear Regression
32.	Kaustov Chakraborty	Statistical Regression and Quality Control	Multiple Regression
33.	Kaustov Chakraborty	Advanced Statistical Methods	Linear Programming
34.	Kaustov Chakraborty	Introduction to Green Operations	Important Standards and Regulations on Green Management
35.	Kaustov Chakraborty	Design of Facilities and Operations Planning	Aggregate Planning and Capacity Planning
36.	Kaustov Chakraborty	Design of Facilities and Operations Planning	Facility Location and Layout
37.	Arindam Ghosh	Introduction to Green Operations	Unit-I :Introduction to Green Operations, Course Introduction
38.	Arindam Ghosh	Introduction to Green Operations	Unit: I Introduction to Green Operations
39.	Arindam Ghosh	Design of Facilities And Operations Planning	Fundamentals of Inventory Control
40.	Arindam Ghosh	Green Operations And Sustainability	Green Monitoring and Control
41.	Arindam Ghosh	Elements of Green Operations	Air Quality Management in Operations
42.	Jaipal Dhobale	Bitcoin and Blockchain: History and Current Applications	Blockchain Theories and its applications
43.	Jaipal Dhobale	Service Quality in Healthcare	Healthcare Services for Better Quality Environment and During Disaster Management
44.	Jaipal Dhobale	Statistical Distributions, Variations and IT	Role of IT in Modern Business Enterprise
45.	Jaipal Dhobale	Information Technology - Current Trends	Mobile and Social Technologies
46.	Jaipal Dhobale	Elements of Security Technologies for Business	Network Security in Organizations
47.	Jaipal Dhobale	Elements of Security Technologies for Business	Information Security in Cloud Environment

S.No.	Faculty Name	Title of Book	Title of chapter
48.	Jaipal Dhobale	Emerging Trends in IT Systems	Systems Design and Architecture
49.	Jaipal Dhobale	Emerging Trends in Operations Management	Emerging Trends in Operations Management
50.	Sashikala P	Management Information Systems	MIS – Implementation, Evaluation, and Maintenance
51.	Sashikala P	Information Technology - Current Trends	Business Intelligence and Big Data
52.	Sashikala P	Elements of Big Data and Business Analytics	Decision Making Using Big Data
53.	Sashikala P	Elements of Big Data and Business Analytics	Handling Unstructured Data
54.	Sashikala P	Elements of Big Data and Business Analytics	Data Analytics for Top Management Decision Making
55.	Sashikala P	Elements of Big Data and Business Analytics	Business and Marketing Intelligence Using Analytics
56.	Sashikala P	SMACS Applications in Health Care	Mobile Healthcare
57.	Sashikala P	SMACS Applications in Health Care	Privacy and Security in Healthcare IT Unit
58.	Sashikala P	SMACS Applications in Health Care	Big Data in Healthcare
59.	Sashikala P	SMACS Applications in Health Care	Emerging Areas in Healthcare
60.	Samyadip Chakraborty	SMACS Applications in Health Care	Preface
61.	Sashikala P	Emerging Trends in IT Systems	Business Intelligence
62.	C L Devasena	Cloud Computing	Information Technology - Current Trends
63.	C L Devasena	Program Design and Programming Languages	Software & Database Concepts and Networks
64.	C L Devasena	Information Security Management System (ISMS)	Emerging Trends in Information Security
65.	C L Devasena	Data Security in Organizations	Elements of Security Technologies For Business
66.	C L Devasena	Software Project Plans	Software Project Management Lifecycle
67.	C L Devasena	Software Estimations	Software Project Management Lifecycle
68.	C L Devasena	Software Testing and Quality Management	Software Project Management Lifecycle
69.	Venkata Siva	Service Operations - The Customer Service Environment	Book Description
70.	Laila Memdani	Microeconomics Vol II	Interest and Profit
71.	Laila Memdani	Microeconomics Vol II	Forecasting and Decision Making
72.	Tamma Koti Reddy	International Trade	Trade Blocks
73.	Tamma Koti Reddy	International trade	Documentary Credits
74.	Tamma Koti Reddy	International Trade	International Trade
75.	Subhendu Dutta	Microeconomics-II	Perfect Competition
76.	Suresh KG	Macroeconomics-Vol.II	Edited book
77.	Subhendu Dutta	Microeconomics-II	Imperfect Competition
78.	Subhendu Dutta	Microeconomics-II	Microeconomics-II
79.	Suresh KG	Macroeconomics-Vol.II	Monetary Policy
80.	Suresh KG	Macroeconomics-Vol.II	Inflation
81.	M. Aruna	Microeconomics I	Introduction to Microeconomics
82.	M. Aruna	Microeconomics	Theory of Demand and Supply
83.	M. Aruna	Microeconomics I	Microeconomics I
84.	Lagesh MA	Macroeconomics Vol-I : IUP Publication	Growth, development and planning
85.	Rashmi Ranjan Paital	Macroeconomics-II	Business Cycle
86.	IRS Sarma	Microeconomics	Theory of Production
87.	IRS Sarma	Microeconomics	Theory of Cost
88.	Vighneswara Swamy	International Trade	Export finance and exchange control regulations governing Exports
89.	Vighneswara Swamy	International Trade	Import finance and exchange control regulations governing Imports
90.	Shyam Sundar	Macro Economics-Vol. I	Introduction to Macro economics
91.	Shyam Sundar	Macro Economics-Vol. I	National Income Concepts
92.	Shyam Sundar	Macro Economics-Vol. I	Aggregate Supply&Aggregate demand
93.	Shyam Sundar	Macro Economics-Vol. I	Classical&Keynesian theories
94.	Shyam Sundar	Macro Economics-Vol. I	Money&Banking
95.	Shyam Sundar	Macro Economics-Vol. I	Monetary&Fiscal Policies
96.	Shyam Sundar	Macro Economics-Vol. I	Overview to the contents of macroeconomics&Their relevance
97.	Shyam Sundar	Impact of COVID 19 on World Economy	Impact of COVID-19 on South East Asia
98.	Rajneesh Ranjan Jha	Financial Systems and Financial Markets	Constituents of Financial System

S.No.	Faculty Name	Title of Book	Title of chapter
99.	Rajneesh Ranjan Jha	Financial Systems and Financial Markets	Credit Markets
100.	Rajneesh Ranjan Jha	Financial Systems and Financial Markets	Debt Markets
101.	Rajneesh Ranjan Jha	Financial Systems and Financial Markets	Money Markets
102.	Rajneesh Ranjan Jha	Financial Systems and Financial Markets	Call Money Markets
103.	M Saritha	Financial Reporting and Analysis	Financial Decision making, Business Contracts and the Law relating to Corporate Entities
104.	D Satish	Mutual Fund and Foreign Exchange Market	Mutual Funds
105.	D Satish	Mutual Fund and Foreign Exchange Market	Commodity Markets
106.	D Satish	Mutual Fund and Foreign Exchange Market	Foreign Exchange Market
107.	D. Satish	Mutual Fund and Foreign Exchange Market	Derivative market
108.	D Satish	Overview of Global Financial Markets	Introduction to Global Markets
109.	D Satish	Overview of Global Financial Markets	Macro No.s impacting Global Markets
110.	D Satish	Overview of Global Financial Markets	Multilateral Institutions
111.	D Satish	Business Environment	Industrial reforms
112.	D Satish	Business Environment	Industrial Sickness
113.	D Satish	Business Environment	Competition Policy and law
114.	Bharath Supra	Tax Laws	GST An overview
115.	Bharath Supra	Financial Reporting and Analysis	Financial ratio Analysis
116.	Bharath Supra	Financial Reporting and Analysis	Preface
117.	Venkata Narasimha Chary Mushinada	Introduction to Investment Management	1. Investment Scenario, 2. Risk and Return, 3. Equity Markets and their Structures, 4. Sources of Financial Information
118.	Satish Chandra Tiwari	Financial Decision Making (Published in ICFAI University Press)	Cost-Volume-Profit Analysis
119.	Satish Chandra Tiwari	Financial Accounting and Analysis (Book in progress)	Ratio Analysis
120.	Srikanth Potharla	FB -89 – Equity and Bond Valuation	Editorial & co-author
121.	Velagala DMV Lakshmi	Performance Measurement of Mutual Funds	Performance Measurement of Mutual Funds
122.	Velagala DMV Lakshmi	Corporate Financial Management	Corporate Financial Management
123.	Velagala DMV Lakshmi	Foundations of Treasury Operations	Foundations of Treasury Operations
124.	Velagala DMV Lakshmi	Valuation and Pricing of Securities	Valuation and Pricing of Securities
125.	P. Bhanu Sireesha	Alternative Investments	Warrants and Convertibles; Real Assets - Real Estate; Mutual Funds
126.	P. Bhanu Sireesha	Tax Laws	Direct Taxes; GST: An Overview
127.	P. Bhanu Sireesha	Tax Laws	Direct Taxes
128.	P. Bhanu Sireesha	Financial Reporting and Analysis	Introduction to Financial Reporting
129.	P. Bhanu Sireesha	Financial Reporting and Analysis	Quality of Earnings and Earnings Management
130.	P. Bhanu Sireesha	Financial Markets	Financial System in India
131.	P. Bhanu Sireesha	Financial Markets	Financial Markets
132.	P. Bhanu Sireesha	Financial Markets	Classification of Financial Markets
133.	Pavana Jyothi	Capital Market Expectation and Portfolio Analysis	Preface
134.	Rama Krishna Yelamanchili	FB 83 - Credit Rating Editorial	Credit Rating
135.	Rama Krishna Yelamanchili	FB 83 - Credit Rating & Reg Framework	Credit Rating Agencies
136.	Rama Krishna Yelamanchili	FB-72-Strategic Capital Structure	Strategic financial management to readers
137.	Rama Krishna Yelamanchili	FB-72-Strategic Capital Structure	Strategic financial management
138.	D. Sreenivasa Chary	Book (15).Business Contracts (2 Chapters), Book (16) Law relating to Business entities in India (2 Chapters), Book 52. International Banking Perspectives (5 Chapters)	Book. No: 15: Business Contracts Chapter: 1: Law of Contracts Chapter: 2: Special Contracts Book No: 16: Law Relating To Corporate Business Entities In India Chapter: 1: Formation and organization of Companies Chapter: 2: Company Management and Winding up Book No: 52: International Banking Perspectives Chapter: 1: Trends in Banking: An Overview Chapter: 2: Correspondent Banking Chapter: 3: Overview of Exchange Risk in Trade Transactions Chapter: 4: Risk Management in International Trade Chapter: 5: Evolution of Basel Norms and Other Guidelines
139.	Nitya Nand Tripathi	FB 27 & 28 -Derivatives Markets Vol -I & II	Derivative Markets and Instruments (Complete books)
140.	Dr.Neha Gahlawat	Introduction to Strategic Human Resource Management	Strategic Human Resource Management - An Overview (Co-author)

S.No.	Faculty Name	Title of Book	Title of chapter
141.	Kalaa Chenji	The Organization System and Development	The Organization System and Development
142.	Niraj Chimote	Understanding OB	Fundamentals of OB
143.	Dr Niraj Chimote	Management and Development of HR	Employment Training and Management Development
144.	Niraj Chimote	Managing the Self	Business Etiquette
145.	Dr.Niraj Chimote	Strategic Maintenance of HR	Career Management
146.	Niraj Chimote	Written communication skills	Review of Writing skills
147.	Niraj Chimote	Performance Management	Job evaluation and Pay structure
148.	Dr.Niraj Chimote	HR forecasting	Introduction to Strategic HRM
149.	Niraj Chimote	Introduction to Strategic HRM	Strategic Acquisition of HR
150.	S. Raghavendra	Fundamentals of Organizational Behavior	Foundations of Human Behavior, Human Relations and Organizational Behavior
151.	Asha Binu Raj	Managing HR No.s in Organizations	1. Grievance Handling; 2. Disciplinary Action; 3. Trade Unions; 4. Industrial Relations, Collective Bargaining, and Workers' Participation in Management; 5. Quality of Work Life; 6. Quality Circles; 7. Emerging Challenges of HRM.
152.	Asha Binu Raj	Managing People	1. Emotional Intelligence in Management; 2. Interpersonal Skills; 3. Leadership and Change Management Skills; 4. Multi-cultural Communication Skills.
153.	Asha Binu Raj	Recruitment: Gateway to Selection	1. Recruitment: An Overview; 2. Recruitment Process; 3. Sources and Techniques of Recruitment; 4. Hiring Trends.
154.	Asha Binu Raj	Fundamentals of Management	Managerial Functions
155.	Musarrat Shaheen	Performance Measurement	1. Measuring Individual Performance; 2. Measuring Team Performance; 3. Measuring Organizational Performance
156.	Asha Binu Raj	Fundamentals of Organizational Behavior	Managing Communication
157.	Asha Binu Raj	Dynamics of Organizational Behavior	Leadership
158.	Asha Binu Raj	Dynamics of Organizational Behavior	Understanding Work Teams
159.	Asha Binu Raj	The Organization System and Development	Organizational Culture
160.	Asha Binu Raj	Employment of Human Resources	Recruitment
161.	Asha Binu Raj	Management and Development of Human	Performance Appraisal
162.	Asha Binu Raj	Managing HR No.s in Organizations	Quality of Work Life
163.	Asha Binu Raj	Managing People	Emotional Intelligence in Management
164.	Asha Binu Raj	Managing People	Leadership and Change Management Skills
165.	Surjit Kumar Kar	Product Development and Marketing Strategies	Marketing Research, MKIS, and Demand forecasting
166.	Surjit Kumar Kar	Product Development and Marketing Strategies	New Product Development
167.	Surjit Kumar Kar	Product Development and Marketing Strategies	Product and Product Portfolio
168.	Surjit Kumar Kar	Product Development and Marketing Strategies	Branding
169.	Surjit Kumar Kar	Product Development and Marketing Strategies	Channels of Marketing
170.	Surjit Kumar Kar	Product Development and Marketing Strategies	Marketing of Services
171.	Surjit Kumar Kar	Innovation and Product Management	Technology Mapping
172.	Surjit Kumar Kar	Innovation and Product Management	Managing Services and Intellectual Property
173.	Surjit Kumar Kar	Innovation and Product Management	Distribution Channel in High Tech Products
174.	Dr.Surjit Kumar Kar	Innovation and Product Management	Pricing Strategy for High Tech Products
175.	Rashmita Saran	Dimensions of Patient Experience Management	Patient Experience Management-Patient/ Employee Engagement
176.	Rashmita Saran	Dimensions of Patient Experience Management	Patient Experience Management- Facets and Processes
177.	Rashmita Saran	Healthcare Services Marketing	Segmentation, Targeting & Positioning in Health Care Organizations
178.	Dwarakanath Siriguppi	Dynamics of Marketing Communication	Ethics in Marketing Communication
179.	Pankaj Kumar Mohanty	Strategic Marketing and the Marketing Mix	Pricing Strategy
180.	Pankaj Kumar Mohanty	The Marketing Mix - Vol I	Product Differentiation and Positioning
181.	Pankaj Kumar Mohanty	Product Development and Marketing Strategies	New Product Development
182.	Rachita Kashyap	Understanding Public Relations	Concept of Public Relations
183.	Rachita Kashyap	Understanding Public Relations	PR in Organizations

S.No.	Faculty Name	Title of Book	Title of chapter
184.	Rachita Kashyap	Understanding Public Relations	PR in Crisis Management, Event Management in Hospitals
185.	Souvik Roy	Managing the Retail Store	Store layout, design and visual merchandizing
186.	Souvik Roy	Customer Management in Technology Marketing	Technology buying behavior
187.	Souvik Roy	Managing the Retail Store	Customer Service
188.	Debajani Sahoo	Understanding Marketing Management and Buyer Behavior	Scope of Marketing For Millenials In 21 st Century
189.	Debajani Sahoo	Marketing Environment	NEXA-Whether Maruti's entry in Luxury Segment was a good Strategy?
190.	Sudeepta Pradhan	Organizational Effectiveness and Control in Strategic Marketing	Strategic No.s in Marketing
191.	Sudeepta Pradhan	Organizational Effectiveness and Control in Strategic Marketing	Marketing Strategy Implementation and Control
192.	Pankaj Kumar Singh	Understanding Marketing Management and Buyer Behavior	Delivering Customer Values and Satisfaction
193.	Anitha Acharya	Health Insurance MKT 41	Health Insurance Claims Management
194.	Anitha Acharya	Social Dimensions in Healthcare Public Relations - MKT 45	Health Entitlements and Social Benefits
195.	Anees Ahmad	Market Analysis and Marketing Strategies	Market Segmentation and Market Targeting
196.	Anuja Agarwal	The Marketing Mix – Vol I	Product and Product Portfolio
197.	Anuja Agarwal	The Marketing Mix – Vol I	Branding and Packaging
198.	Anuja Agarwal	The Marketing Mix – Vol I	Pricing and Marketing
199.	Anuja Agarwal	The Marketing Mix – Vol II	Communication Mix in Marketing
200.	Anuja Agarwal	The Marketing Mix – Vol II	Advertising, Sales Promotion and Public Relations
201.	Anuja Agarwal	Services and the Marketing Mix – Vol I	The Marketing Mix Elements
202.	Vikas Gautam	Introduction to Customer Experience Management	The Experience Concept
203.	Vikas Gautam	Introduction to Customer Experience Management	CEM in Practice
204.	Vikas Gautam	Introduction to Customer Experience Management	Experience Module: Sensory Marketing and Types of Senses
205.	Vikas Gautam	Customer Experience Management - Moment of Truth	Managing Online Customer Experience
206.	Vikas Gautam	Customer Experience Management - Moment of Truth	Customer Experience: Social Media
207.	Vikas Gautam	Customer Experience Management - Moment of Truth	Customer Experience: Call Center
208.	Vikas Gautam	Customer Experience Management - Moment of Truth	Customer Experience: Sales force
209.	Vikas Gautam	Customer Experience Management - Moment of Truth	Customer Experience Management: (Mobile and Repair Shops)
210.	Achyut Telang	Introduction to Marketing Communications	Basics of Marketing Communications
211.	Achyut Telang	Dynamics of Marketing Communications	Branding and Marketing Communications
212.	Vaibhav Shekhar	Retail Strategy	Retail Market Strategy
213.	Vaibhav Shekhar	Retail Strategy	Store Location and Site Selection
214.	Vaibhav Shekhar	Merchandise Management	Merchandise Assortment Planning
215.	Vaibhav Shekhar	Merchandise Management	Merchandise Purchasing
216.	Rishi Dwesar	Marketing Communication: Tools and Techniques	Promotion Mix for Technology Products
217.	Rishi Dwesar	Marketing Communication: Tools and Techniques	Digital Marketing for High Tech Products
218.	Rishi Dwesar	Marketing Communication: Tools and Techniques	Marketing Communication: Strategic No.s
219.	Rishi Dwesar	New Age Strategic Marketing Management	Relationship Marketing Strategies
220.	Rishi Dwesar	New Age Strategic Marketing Management	Online Marketing Strategies
221.	Amar Raju	Services and the Marketing Mix Vol -I	Promotion and Communication of Services
222.	Amar Raju	Introduction to Services Marketing	Consumer Behavior
223.	Amar Raju	Introduction to Services Marketing	Listening to Customers
224.	Amar Raju	Strategic No.s In Services Marketing	Managing Demand and Capacity
225.	Amar Raju	Strategic No.s In Services Marketing	Role of Technology In Services
226.	Amar Raju	Maximizing Service Potential and Challenges for Senior Management	Service Failure and Service Recovery
227.	Mukesh Kumar Mishra	Strategic Marketing choice	segmenting Markets(unit-9)

S.No.	Faculty Name	Title of Book	Title of chapter
228.	Mukesh Kumar Mishra	Strategic Marketing choice	Targeting and Positioning Strategies(unit-10)
229.	Mukesh Kumar Mishra	Strategic Marketing and the Marketing Mix	Sales Force Strategies(unit-18)
230.	Mukesh Kumar Mishra	Strategic Marketing and the Marketing Mix	Distribution Strategy(unit-19)
231.	Ankur Srivastava	International marketing Strategy	Entry Strategies in International Markets
232.	Ankur Srivastava	International marketing mix	International marketing of services
233.	Shailendra Singh Bisht	Introduction to Technology Marketing	New Product Development and Marketing
234.	Shailendra Singh Bisht	Marketing Communication: Tools and Technique	Ethical and Social No.s in Technology Marketing
235.	Shailendra Singh Bisht	Social Dimensions in Healthcare Public Relations	Tele –Medicine and Health Promotion
236.	Sweta Singh	Understanding Marketing Management and Buyer Behavior	Marketing Environment
237.	Sweta Singh	The Marketing Mix - Vol I	New Product Development
238.	Sweta Singh	The Marketing Mix - Vol II	Channels of Marketing
239.	Sweta Singh	Strategic Marketing and the Marketing Mix	Planning for New Products
240.	Venu Gopal Rao	Contemporary Practices in Marketing	Developing and Managing Holistic Marketing Organization
241.	Gaurav Bhatt	Introduction to Retailing	Retailing: An Overview
242.	Gaurav Bhatt	Introduction to Retailing	Retail Institutions
243.	Gaurav Bhatt	Introduction to Retailing	Understanding the Retail Customer
244.	Gaurav Bhatt	Services and the Marketing Mix	Place in Services
245.	Gaurav Bhatt	Services and the Marketing Mix	People in Services
246.	Gaurav Bhatt	Services and the Marketing Mix	Process in Services
247.	Gaurav Bhatt	Services and the Marketing Mix	Physical Evidence
248.	Gaurav Bhatt	Services and the Marketing Mix	The Service Setting
249.	G Madhavi	Strategic Marketing Choices	Competitor Analysis
250.	G Madhavi	Contemporary No.s in Retailing	Careers in Retailing
251.	G Madhavi	Introduction to Services Marketing	Understanding Services
252.	G Madhavi	Introduction to Services Marketing	The Nature of Services Marketing



C. **Case Studies:** The details of case studies, with teaching notes, published in international textbooks during the period April 2019 – March 2020 are furnished below:

S. No.	Case Title	Authors
1.	Snow Monkey: Revolutionizing the Ice-Cream Industry	Munmun Samantarai, InduPerepu
2.	SellMed Online: Selling to Corporate Clients	Mohandas J. Menon (Faculty), Mahesh Kumar Soma (Faculty), Navarun Roy (Student), Debapratim Purkayastha
3.	Diesel USA Bankruptcy: A Restructuring Plan for Survival	Munmun Samantarai, Indu Perepu
4.	Finding a Green Solution to Plastic: Kevin Kumala's Cassava Bags	Munmun Samantarai, Indu Perepu
5.	Burberry Burns Unsold Stock: Fashion's Dirty Open Secret?	Koti Vinod Babu, InduPerepu
6.	The Greater Manchester Waste Development Authority – Challenges in Sustainable Waste Management	K.B.S. Kumar (Faculty), Indu Perepu
7.	The Rise and fall of Reliance Communications	Nagendra Kumar M V, Indu Perepu
8.	Kudumbashree – Eradicating Poverty by Empowering Women	Anil Anirudhan, Sanjib Dutta
9.	Amul Girl: Staying Relevant in the Digital Age	Shubhanjali Chakravarty, Sanjib Dutta
10.	JD.com's Challenges in China and Beyond	Hadiya Faheem, Debapratim Purkayastha
11.	Natura's Acquisition of Avon Products	Benudhar Sahu, Indu Perepu
12.	Liquidity Assessment of Infosys Limited	Nagendra Kumar M V, P. Bhanu Sireesha (Faculty)
13.	Forecasting in the Platform Economy: The Uber Way	Manish Agarwal and Sanjay Fuloria (Faculty), Sanjib Dutta
14.	Grofers' Growing Ambition in Online Grocery Market In India	Shubhanjali Chakravarty, Sanjib Dutta
15.	Can Elon Musk Turn Tesla Around?	Syeda Maseeha Qumer, Debapratim Purkayastha
16.	India's KalyanJewellers – Winning with A Hyperlocal Strategy	Koti Vinod Babu, V. Namratha Prasad
17.	Auchan: Successfully Traversing the Russian Retail Landscape?	V. Namratha Prasad
18.	Quikr: Expanding an Empire Brick by Brick through Acquisitions	Benudhar Sahu, Indu Perepu
19.	Inventory Management Dilemma at Super Cement	Manish Agarwal, Garima Sisodia(Faculty), Sanjib Dutta
20.	Kheyti's Greenhouse-in-a-Box – Protecting Farmers from the Vagaries of Nature	Anil Anirudhan, Sanjib Dutta
21.	Swiggy's Delivery Model	Shubhanjali Chakravarty, Sanjib Dutta
22.	Charlotte Russe Bankruptcy: A Revival Plan	Benudhar Sahu, Indu Perepu
23.	Supply Chain No.s at Adidas	Nagendra Kumar M V, Indu Perepu
24.	Vélib' 2.0: Paris's Bike-Sharing System Hits a Bumpy Road	Hadiya Faheem, Debapratim Purkayastha
25.	Raymond: Giving A New Spin To Khadi	V. Namratha Prasad
26.	Weighted Average Cost of Capital for Shree Cement Limited	Manish Agarwal, Sangram Jena (Faculty), Sanjib Dutta
27.	Financial Statement Analysis of Tata Consultancy Services Limited	Vijayalakshmi (Faculty), Sanjib Dutta
28.	Financial Statement Analysis of Mahindra and Mahindra	Nagendra Kumar M V, Sanjib Dutta
29.	Reliance JIO: Leadership Strategy in the Indian Telecom Sector	Debajani Sahoo (Faculty), Achyut Telang (Faculty), Mohit Rathi (Student), Sanjib Dutta
30.	Passenger Data Breach At British Airways	Shubhanjali Chakravarty, Sanjib Dutta
31.	Unilever's Purpose-led Brand Strategy: Can Alan Jope Balance Purpose and Profits?	Syeda Maseeha Qumer, Debapratim Purkayastha
32.	Will Cropln's Data-Driven Technologies Help Feed the Farms of the Future?	Anil Anirudhan, Sanjib Dutta
33.	Can Zomato Continue its Deep Discounting Strategy?	Syeda Maseeha Qumer, Debapratim Purkayastha
34.	Tesla in China	Benudhar Sahu, Debapratim Purkayastha
35.	Carrefour's Retreat from China	Koti Vinod Babu, Indu Perepu
36.	Ubongo – Revolutionizing Early Childhood Education in Africa	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
37.	Telecommuting at Xerox – The Future of Work is Here!	Jitesh Nair, Balaswamy, Sanjib Dutta
38.	Financial Analysis of Bajaj Auto Limited	Manish Agarwal, Richa Gupta (Faculty), Sanjib Dutta
39.	Mahanadi Coal Fields Limited - Controlling Trespassing in the Mining Areas	Nagendra Kumar M V, Indu Perepu
40.	Botched up Operational Revamps AT ASOS	Faria Zafar, Indu Perepu
41.	Byju's: A Leader in Edutech	Benudhar Sahu, Indu Perepu
42.	Heytea – Redefining Tea in China	V. Namratha Prasad
43.	The 'We Movement' – Driving Social Change	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
44.	JPMorgan Chase & Co. – Creating Next-Gen Banking Experience Powered by Digital Technology	Anil Anirudhan, Sanjib Dutta
45.	Performance Appraisal Process at Larsen & Toubro Construction	Sheel Mehta (Students), Manish Gupta (Faculty), Debapratim Purkayastha
46.	Chow Tai Fook: A Chinese Jewellery Giant Changing Tactics	Koti Vinod Babu, V. Namratha Prasad

S. No.	Case Title	Authors
47.	VG Siddhartha of Cafe Coffee Day: A 'Failed' Entrepreneur?	Nagendra Kumar M V, Sanjib Dutta
48.	ByteDance: Harnessing Artificial Intelligence for Breakthrough Innovation	Syeda Maseeha Qumer, Debapratim Purkayastha
49.	The Dark Side of Theranos Inc.	Shubhanjali Chakravarty, Sanjib Dutta
50.	Microsoft: Building a Collaborative Work Culture to Foster Innovation	Jitesh Nair, Balaswamy, Sanjib Dutta
51.	Tata Consultancy Services: Managing Liquidity Risk	Nagendra Kumar M V, P.Bhanu Sireesha (Faculty)
52.	Financial Statement Analysis of Shree Cement Limited	Manish Agarwal, Sanjib Dutta
53.	Hilton Hotels: Diversity and Discrimination	Rupali Chaudhury, Indu Perepu
54.	Influencers: Key Voice in Driving Brand Value of Beauty Products	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
55.	Subway – The World's Largest Fast Food Chain on a Downward Spiral	K.B.S. Kumar (Faculty), Indu Perepu
56.	The Kraft Heinz Company: A Merger Gone Wrong?	Koti Vinod Babu, V. Namratha Prasad
57.	Managing Non Performing Assets in Indian Banking Industry	Manish Agarwal, Sanjib Dutta
58.	Organizational Redesign at Vodafone Idea Limited	Jitesh Nair, Balaswamy, Sanjib Dutta
59.	Google Steps up its Game in Healthcare Wearables - Acquires Fitbit	Anil Anirudhan, Sanjib Dutta
60.	The Economic Cost of Trespassing at Mahanadi Coalfields Limited	Nagendra Kumar M V
61.	Understanding Crude Oil Demand	Laila Memdani (Faculty) Padmavathi.V (Faculty), Sanjib Dutta
62.	iD Fresh – An Entrepreneurial Success Story	Smita Ray, Sanjib Dutta
63.	Nestlé's Maggi Recall in India: A Reverse Supply Chain Ordeal	Manish Agarwal, Siddhartha Kushwaha,(Faculty), Sanjib Dutta
64.	Sanofi Canada Overcomes Resistance to Change through Change Ambassadors	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
65.	Poepeyes Chicken Sandwich - A Marketing Triumph Or A Supply Chain Disaster?	Faria Zafar, Indu Perepu
66.	Mindfulness Training at Google	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
67.	L'Oréal's FIT Culture App: A Culture Acclimatization Tool	Jitesh Nair, Balaswamy, Sanjib Dutta
68.	'Chick-fil-A': A Recipe for Success	Benudhar Sahu, Indu Perepu
69.	CleanMax Solar – Promoting Clean Energy and Sustainability	Anil Anirudhan, Sanjib Dutta
70.	Tejas Express: Indian Railways' Leap towards Privatization?	Koti Vinod Babu, V. Namratha Prasad
71.	GITS Food – Pioneering Indian Convenience Food	V. Namratha Prasad
72.	The Accountant's Dilemma at 'WinTec'	Nagendra Kumar M V, Indu Perepu
73.	Gender Diversity Initiatives at Duolingo	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
74.	Experian: Predictive Workforce Analytics for Employee Retention and Human Resource Planning	Munmun Samantarai, Debapratim Purkayastha
75.	CBS Corporation and Les Moonves's Fall from Grace	Munmun Samantarai, Debapratim Purkayastha
76.	Recruitment Indexes: The Key to Measure Recruiter Effectiveness	Rajneesh Ranjan Jha (Faculty), Chetna Priyadarshini(Faculty), Debapratim Purkayastha
77.	Can Amazon Overcome Workplace Stress through Up-skilling at Its Fulfillment Centers?	Jitesh Nair, Balaswamy, Sanjib Dutta
78.	Employee Recognition: A Key Motivation Factor for Millennial Employees	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
79.	IDFC First Bank's Technology-led Banking Services and Digital Media Promotion	Smita Ray, Sanjib Dutta
80.	Reliance Jio: Marching Towards Monopoly	Benudhar Sahu, Indu Perepu
81.	Labor Unrest at Tata Motors Plant and the Long Term Wage Settlement Agreement	Anil Anirudhan, Sanjib Dutta
82.	Toggl's Fully Remote Operating Model	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
83.	Snapdeal - From Troubling Times to Turnaround	Achyut Telang(Faculty); Gaurav Bhatt and Amruta Deshpande (Student), Sanjib Dutta
84.	The Rise and Fall of Chanda Kochhar	Jitesh Nair, Balaswamy, Sanjib Dutta
85.	Revising Budget Targets – Role of Accounting	Nagendra Kumar M V, Indu Perepu
86.	Amit's Dilemma - Choosing MBA Specialization (A)	PShashikala, Indu Perepu
87.	WestJet Uses #hackinthehangar to be Future Ready	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
88.	Financial Feasibility Analysis of Shale Gas Extraction	Manish Agarwal, V D M V Lakshmi (Faculty), Garima Sisodia (Faculty), Sanjib Dutta
89.	Jet Airways' Tryst with Expats	Anil Anirudhan, Sanjib Dutta
90.	Money Measurement – The Challenge of Convincing the Stakeholders (A)	Nagendra Kumar M V, Indu Perepu

S. No.	Case Title	Authors
91. I	Hidesign's Positioning Challenge in India – (Only Teaching Note)	Nagendra Kumar M V, Debapratim Purkayastha
92. I	Samsung Biologics – Accounting a Subsidiary as an Affiliate	K.B.S. Kumar (Faculty), Indu Perepu
93.	Valuing of Fixed Assets – The Consistency Concept	Nagendra Kumar M V, Indu Perepu
94.	The Last Well: Changing Lives of Liberians through Collaboration	Benudhar Sahu, Debapratim Purkayastha
95.	New Equilibrium Price of Eggs in the US	Benudhar Sahu, Indu Perepu
96.	Entrepreneurial Stress and Burnout: The Buffer Story	Jitesh Nair, Sanjib Dutta
97.	Diversity Metrics at Google	Sharda Singh (Faculty), Indu Perepu
98.	Risk Analysis of Shale Gas Extraction Project	Manish Agarwal, V D M V Lakshmi (Faculty), Garima Sisodia (Faculty), Sanjib Dutta
99.	Hisarna – Developing a Sustainable Steel Production Process	K.B.S Kumar (Faculty), Indu Perepu
100.	Digitalization and People-oriented Production Systems at BMW	Jitesh Nair, Balaswamy, Sanjib Dutta
101.	Employee downsizing at OYO	Smita Ray, Sanjib Dutta
102.	Personality Based Hiring - Bridgewater's Success Mantra	Jitesh Nair, Vasudev, Sanjib Dutta
103.	Revenue Recognition – What Went Wrong?	Nagendra Kumar M V, Indu Perepu
104.	Li&Fung: Battling the Global Supply Chain Challenge	Hadiya Faheem, Debapratim Purkayastha
105.	IKEA's Talent Management and Corporate Culture	Hadiya Faheem, Debapratim Purkayastha
106.	Shift in Global Steel Demand: Impact on ArcelorMittal	Benudhar Sahu, Indu Perepu
107.	Automattic: Building Virtual Teams and Happy Tools	Jitesh Nair, Balaswamy, Sanjib Dutta
108.	Paytm Employing Technologies and Tools to Fight Cyber Fraud	Koti Vinod Babu, V. Namratha Prasad
109.	Peru's Aje Group: Successfully Competing with the Global Cola Giants?	V. Namratha Prasad
110.	The FIS – Worldpay Merger: Creating a Global Powerhouse in the Payments Industry	Manish Agarwal, Sanjib Dutta
111.	The Reset Button Pushed By Forever 21	Faria Zafar, Indu Perepu
112.	Centrica's Initiatives for Older Workers	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
113.	Spotify - Price Discrimination	Benudhar Sahu, Indu Perepu
114.	Domino's Pizza: Business Continuity Strategy during the Covid-19 Pandemic	Hadiya Faheem, Debapratim Purkayastha
115.	Data Security Breach at Virgin Media	Syeda Maseeha Qumer
116.	Canada Goose – Building a Global Luxury Apparel Brand	K.B.Kumar (Faculty) Indu Perepu
117.	Safaricom Uses Marketing Research Insights to Turn a Crisis on Its Head	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
118.	Kerala's 'Shailaja Teacher' – Leading Through Crises	Smita Ray, Sanjib Dutta
119.	Amazon Web Services' Efforts towards Green Computing	Koti Vinod Babu, V. Namratha Prasad
120.	Open Leadership at Red Hat	Jitesh Nair, Balaswamy, Sanjib Dutta
121.	Managing COVID-19: The Kerala Model	Anil Anirudhan, Sanjib Dutta
122.	Ambushing Adidas: Nike's 'Going Brazilian' 2018 FIFA World Cup Campaign	Hadiya Faheem, Debapratim Purkayastha
123.	Rupa's Dilemma: What Communication Strategy to Adopt for Premium Men's Innerwear Brands?	Arijit Bhattacharya (Faculty), Pritee Saxena (Faculty), Hemant Purandare (Faculty) IBS Mumbai, Sanjib Dutta
124.	Dabur Chyawanprash: Repositioning and Continuous Reinforcement	Manish Agarwal, Mukesh Kumar Mishra (Faculty), Sanjib Dutta
125.	"Consumer Minimalism: The KonMari Lifestyle Brand"	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
126.	Shift in India's Electric Power System	Benudhar Sahu, Indu Perepu
127.	Can SC Johnson Address the Global Ocean Plastic Crisis?	Syeda Maseeha Qumer, Debapratim Purkayastha
128.	Revenue Recognition - The Challenge of Subjectivity in Delivery Conditions	Nagendra Kumar M V, Indu Perepu
129.	Cultural Shift at Microsoft Corporation	Barnali Chakrabarty, Debapratim Purkayastha
130.	NephroPlus Taps into an Underserved Market to Redefine Dialysis Services	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
131.	RMSI: A 'Dream Company to Work For'	Jitesh Nair, Balaswamy, Sanjib Dutta
132.	Historical Cost Approach and Conservatism Principle - Effect on Decision Making	Nagendra Kumar M V, Indu Perepu
133.	Devi's Dilemma - Uncertainty in Revenue Recognition	Nagendra Kumar M V, Indu Perepu
134.	Managing COVID-19: The Odisha Model	Smita Ray, Sanjib Dutta
135.	BigBasket's Struggle With COVID-19	Faria Zafar, Indu Perepu
136.	Patients or Guinea Pigs? Egypt's Experience with Roche	K.B.S Kumar (Faculty), Indu Perepu
137.	US Bancorp – Fighting Off Malicious Attacks and Ensuring Business Continuity	V. Namratha Prasad

S. No.	Case Title	Authors
138.	Crude Oil Price in the US: Moving Towards Uncertainty	Benudhar Sahu, Indu Perepu
139.	Reckitt Benckiser's Dettol Co-Created With Moms	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
140.	The Warehouse Receipts Financing Dilemma	Manish Agarwal, Dr. Sharon K Jose (Faculty), Dr. Manisha Singh (Faculty) IBS Bangalore, Sanjib Dutta
141.	Text Mining of Fitbit's Twitter Data – Gaining Business Insights	Koti Vinod Babu, V. Namratha Prasad
142.	Marico's HR Initiatives for a Future-Ready Workplace	Jitesh Nair, Balaswamy, Sanjib Dutta
143.	Inventory Valuation- Cost Inclusions and Exclusions	Nagendra Kumar M V, Indu Perepu
144.	Swiggy's 'Voice of Hunger' Instagram Campaign	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
145.	Zomato: Redefining Digital Marketing	Indu Perepu, Debapratim Purkayastha
146.	GlobalLogic's Social Media Hiring and Branding Strategy	Jitesh Nair, Balaswamy, Sanjib Dutta
147.	Net Realizable Value - The Ins and Outs in Inventory	Nagendra Kumar M V, Indu Perepu
148.	Taiwan: A Global Model for combatting COVID-19 Crisis	Syeda Maseeha Qumer
149.	J&J India Uses Tiktok to Connect With Indian Teenage Girls	Jitesh Nair, Vasudev Bitra, Sanjib Dutta
150.	Security and Privacy No.s at Zoom and Its Response	Smita Ray, Sanjib Dutta
151.	Training Analysis at Mesotime	Rupali Chaudhuri, Sashikala (Faculty), Indu Perepu
152.	Bajaj Allianz - A Pioneer in Adopting Digital Technologies for Recruitment in the Insurance Industry	Jitesh Nair, Balaswamy, Sanjib Dutta
153.	Talent Analysis at Mesotime	Rupali Chaudhuri, Indu Perepu

The details of case studies, without teaching notes, published in international textbooks during the period April 2019 – March 2020 are furnished below:

SI No.	Case Title	Authors
1.	ExxonMobil – Challenges and Opportunities	Barnali Chakroborty, Sanjib Dutta
2.	Start-Up Chile – Seeding an Entrepreneurial Ecosystem	Jitesh Nair, Sanjib Dutta
3.	Automating Blind Hiring at Compose Inc.	Balaswamy, Jitesh Nair, Sanjib Dutta
4.	Can AI and Big Data Analytics Fuel a Turnaround at H&M?	Syeda Maseeha Qumer
5.	SheEO – A Community Funding Model for Promoting Women Entrepreneurship	Jitesh Nair, Sanjib Dutta
6.	OnePlus: A Chinese Success Story in India	Syeda Maseeha Qumer, Debapratim Purkayastha
7.	Uber: A Rough Road Ahead?	Shailendra Bisht (Faculty); Aditya Gupta (Student), Sanjib Dutta
8.	HUL's Mobile Marketing Campaign: Kan Khajura Tesan	Benudhar Sahu, Syeda Maseeha Qumer
9.	ServiceNow: From Startup to World's Most Innovative Company	Barnali Chakroborty, Debapratim Purkayastha
10.	Oatly AB: Disrupting the Global Dairy Industry	Koti Vinod Babu, V. Namratha Prasad
11.	Gumroad Ditches E-mail for More Open Communication Channels	Jitesh Nair, Balaswamy, Sanjib Dutta
12.	Automation at Tesla	Syeda Maseeha Qumer, Debapratim Purkayastha
13.	SEBI and its Role in Prohibiting Insider Trading	Smita Ray, Sanjib Dutta
14.	Dave's Killer Bread – Second Chance Employment to Ex-Felons	Rupali, Indu Perepu
15.	Netflix's Migration to the Public Cloud for Seamless Streaming using Amazon Web Services	Koti Vinod Babu, V. Namratha Prasad
16.	Weighted Marginal Cost of Capital for Tecnet Steel Limited	Manish Agarwal, Garima Sisodia (Faculty), Sanjib Dutta
17.	MyGate at the Gate: Digitizing Apartment Security in India	Arijit Bhattacharya, (Faculty) IBS Mumbai, Sanjib Dutta
18.	The WeWork Fiasco	Shubhanjali Chakravarty, Sanjib Dutta
19.	Corporate Culture and HR Practices at Salesforce.com, Inc.	Barnali Chakroborty, Debapratim Purkayastha
20.	Bose Corporation Switches off Retail Operations-Tunes in to Online Only Model	Anil Anirudhan, Sanjib Dutta
21.	Design Thinking and Innovation at GE Healthcare	Barnali Chakrabarty, Debapratim Purkayastha
22.	Zomato: Redefining Digital Marketing	Barnali Chakrabarty, Debapratim Purkayastha
23.	Amazon.com, Inc.: Tackling Challenges and Building Resilience amidst the Covid-19 Pandemic	Hadiya Faheem, Debapratim Purkayastha
24.	ITC: A Global Model in Sustainability	Shwetha Kumari, G.V. Muralidhara
25.	bKash Mobile Money in Bangladesh – Promoting Financial Inclusion for the Masses	Anil Anirudhan, Sanjib Dutta
26.	Mitsui Adopts Collaboration Tools Offered By Microsoft	Faria Zafar, Indu Perepu
27.	The Rise and Fall of Luckin Coffee	K.B.S Kumar (Faculty) Indu Perepu

10.2 Faculty of Science & Technology

A. Papers in Professional Journals

S.No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact Factor
1.	Anjanna Matta	Thermal instability analysis on Maxwell fluid flow Through a horizontal porous layer with the effect of Internal heat source	Indian Society for Heat and Mass Transfer Digital Library Vol.1 (1) (April 2019) pp 947-951	Begell house	
2.	Venkanna Bachu, Anjanna Matta	Study on hadley-prats flow in a horizontal porous Layer with the effect of variable gravity and internal Heat source	Indian Society for Heat and Mass Transfer Digital Library Vol.1 (1) (April 2019) pp 2385-2389	Begell house	
3.	Sai Spandhana Reddy Emmadi, Sirisha Potluri	Android Based Instant Messaging Application Using Firebase	International Journal of Recent Technology and Engineering, Vol-7 No.-552, 9 (Jan-2019)	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus
4.	Pravat Ranjan Pati, Mantra Prasad Satpathy	Investigation on Red Brick dust filled epoxy composites using ant lion Optimization Approach, Polymer composites	DOI 10.1002/pc.25246 (2019)	Wiley online Library	
5.	S. Sree Ranjani	Quantum Hamilton–Jacobi route to exceptional Laguerre polynomials and the corresponding rational potentials	Pramana – J. Phys. (2019) 93:29	Springer Nature	
6.	U. Ravikiran, P. Sarah, M. Buchi Suresh, and Elizabeth Zacharias	Effect of Sm and Na substitution on dielectric properties of SrBi4Ti4O15	Ferroelectrics, VOL. 537, 237–245 (May-2019)	Taylor and Francis	
7.	Venkanna Bachu, Anjanna Matta	Study on hadley-prats flow in a horizontal porous Layer with the effect of variable gravity and internal Heat source	Indian Society for Heat and Mass Transfer Digital Library Vol.1 No.1 (April-2019) 2385-2389	Begell house	
8.	Sirisha Potluri, Konda Varshith	Software virtualization using containers in Google cloud platform	International Journal of Innovative Technology and Exploring Engineering, Volume-8 No.-7, (May-2019)	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus (SJR-0.1)
9.	Dr. Ch. Leela	Role of Laser Absorption and Equation-of-state Models on ns Laser Induced Ablative Plasma and Shockwave Dynamics in ambient air: Numerical and Experimental Investigations	Physics of Plasmas, (July-2019)	American Institute of Physics	Scopus
10.	Radha Ranganathan., Bhuvanewari Somanathan. & Kathiravan Kannan,	Fuzzy-Based Cluster Head Amendment (FCHA) Approach to Prolong the Lifetime of Sensor Networks	Springer Wireless Personal Communication, First Online, (Sep-2019)	Springer	
11.	Sachi Nandan Mohanty, K. C. Ramya, S. Sheeba Rani, Deepak Gupta, K. Shankar, S. K. Laksmanaprabu, Ashish Khanna	An efficient Lightweight integrated Block chain (ELIB) model for IoT security and privacy	Future Generation Computer Systems, Vol.102, No.-2,1027-1037 (2019)	Elsevier	
12.	Shafaque Ahmaren, Ayeshwarya Raj, Sirisha Potluri and Sandeep Kumar Panda	Book Shala: An Android-Based Application Design and Implementation of Sharing Books	Smart Innovation, Systems and Technologies Vol.159,(2019) PP-307-316	Springer	Scopus
13.	R. Balamurali, K. Kathiravan, T. Krishnan	Mitigating Hotspot No. in WSN Using Sensor Nodes with Varying Initial Energy Levels and Quantification Algorithm	Cybernetics and Information Technologies	Institute of Information and Communication Technologies - BAS	
14.	Dr. G. Sucharita	Biomedical image retrieval using local directional edge binary patterns and Zernike moments	Multimedia tools and applications Accepted	Springer	
15.	B. Naresh Kumar Reddy, Dharavat Kishan and B. Veena Vani	Performance Constrained Multi-Application Network on Chip Core Mapping	International Journal of Speech Technology, (Aug- 2019)	Springer	

S.No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact Factor
16.	Dr. Anjanna Matta	Second law analysis of magnetized micropolar fluid on horizontal inner rotating cylinder with chemical reaction and cross diffusions effects	ARPJ Journal of Engineering and Applied Sciences Vol. 14, No. 17, (Sep-2019), Pg no 3071-3081	Asian Research Publishing Network (ARPJ)	Scopus
17.	Kishore K Kumar, Movva Pavani	Monitoring Real-Time Urban Sulphur Dioxide and Ammonia Emissions Using the Wireless Sensor Networks	ARPJ Journal of Engineering and Applied Sciences (JEAS) Vol. 14 No.20,(Oct- 2019) pp 3504-3508	ARPJ	Scopus
18.	P Rohini,L K Rao, M Narayana	Lemp: a Robust Image Feature Descriptor for Retrieval Applications	International Journal of Engineering and Advanced Technology (IJEAT)Volume-9 No.-1, (Oct- 2019)	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus
19.	Sandeep Kumar Panda, Sathya A.R, Manoranjan Mishra	A Supervised Learning Algorithm to forecast weather conditions for playing cricket	International Journal of Innovative Technology and Exploring Engineering,Volume-9, No.-1, (Nov-2019)	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus
20.	Shubhangi U	Student Intervention System using Machine Learning Techniques	International Journal of Engineering and Advanced Technology, volume-8, No.-6S3, (sep-2019)	Blue Eyes Intelligence Engineering & Sciences Publication	Scopus
21.	Swapna Samala, Gouri Sankhar Brahma*, Trilochan Swain	Synthesis, characterization, and thermal property of phosphate-based cobalt mixture of non-calcined, calcined, and composite material	Monatshefte für Chemie - Chemical Monthly	© Springer-Verlag GmbH Austria, part of Springer Nature 2019	Scopus
22.	Swapna Samala, Gouri Sankhar Brahma*, Trilochan Swain	Synthesis and thermal characterization of sensible thermal heat storage phosphate mixtures as well as neutral composite material	J Therm Anal Calorim DOI: 10.1007/s10973-020-09296-5	Springer International Publishing	Scopus
23.	S. Vairachilai	Reversible Data Hiding in Digital Image	International Journal of Engineering and Advanced Technology (IJEAT), Vol-8, No.6S3, (Sep-2019)	Indian Society for Education and Environment	Scopus
24.	Digvijay Vishwanathan Nair, Dr. MSR Murty	Reconfigurable Control as Actuator Fault-tolerant Control Design for Power Oscillation Damping	Protection and Control of Modern Power Systems	Springer Jan-20	Scopus
25.	Dr. V. Srilalitha	A One-Pot, Solvent-Free, and Catalyst-Free Synthesis of Substituted (E)-1-Phenyl-3-[2-(piperidin-1-yl)quinolin-3-yl] prop-2-en-1-ones Under Microwave Irradiation	ISSN 1070-4280, Russian Journal of Organic Chemistry, Vol. 55, No. 11, 2019, pp. 1772–1776.	Springer	
26.	G Sudhaamsh Mohan Reddy	Fixed point theorems of Rus – Reich -Ciri ϕ c type contraction and Hardy-Rogers type contraction on G-metric spaces	International Journal of Advanced Science and Technology Vol. 29, No.02, (2020), pp. 2782-2787	Science and Engineering Research Support Society	
27.	V SRINIVAS CHARY, G Sudhaamsh Mohan Reddy	Fixed Point Results for Almost ZG-contraction via Simulation Functions in G-metric spaces	International Journal of Control and Automation Vol. 12, No. 6, (2019), pp. 608-615	Science and Engineering Research Support Society	
28.	G Sudhaamsh Mohan Reddy,	Annular Apertures in Point Spread Function of Amplitude Anodization Filters in Central Obscuration	International Journal of Control and Automation Vol. 12, No. 6, (2019), pp. 585-596	Science and Engineering Research Support Society	
29.	G Sudhaamsh Mohan Reddy,	Annular Apertures in Point Spread Function of Amplitude Anodization Filters in Peripheral Obscuration	International Journal of Control and Automation Vol. 12, No. 6, (2019), pp. 597-607	Science and Engineering Research Support Society	

S.No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact Factor
30.	G Sudhaamsh Mohan Reddy	New proof for generalization of contraction principle on G-Metric spaces	Jour of Adv Research in Dynamical & Control Systems, Vol. 11, Special No.-08, (2019), pp.2708-2713.	Institute of Advanced Scientific Research	
31.	G Sudhaamsh Mohan Reddy I., S SRINIVAS RAU2, B UMA3	Norms Of Square Free Ideals In Quadratic Fields	International Journal of Control and Automation Vol. 12, No. 6, (2019), pp. 405-407	Science and Engineering Research Support Society	
32.	G Sudhaamsh Mohan Reddy I., S SRINIVAS RAU2, B UMA3	A Direct Proof Of Convergence Of Euler Product For $L_d(1)$	International Journal of Advanced Science and Technology Vol. 28, No. 16, (2019), pp. 1308-1311	Science and Engineering Research Support Society	
33.	G Sudhaamsh Mohan Reddy I., S SRINIVAS RAU2, B UMA3	Kronecker's Lemma And A Converse With Applications	International Journal of Advanced Science and Technology Vol. 28, No. 16, (2019), pp. 1312-1314	Science and Engineering Research Support Society	
34.	T.V.S.Ram Kashyap and K.Kishore Kumar	Development of Mobile Application for Faculty Time out Information	International Journal of Innovative Technology and Exploring Engineering, Vol.9 No. 4, pp 168-174	Blue Eyes Intelligence Engineering and Sciences Publication, Feb 2020	
35.	K.Abhiroop Tejomay and K.Kishore Kumar	Sketch to Photo Conversion using Cycle-Consistent Adversarial Networks	International Journal of Innovative Technology and Exploring Engineering, Vol.9 No. 4, pp 2467-2471	Blue Eyes Intelligence Engineering and Sciences Publication February 2020.	
36.	G. Sudhaamsh Mohan Reddy, S. Srinivas rau, and b. Uma	An Equivalent Form Of The Prime Number Theorem	Sarajevo Journal Of Mathematics, Vol.15 (28), No.2, (2019), 239 – 243	Academy of Sciences and Arts of Bosnia and Herzegovina	
37.	Xiaobo Zhang, Sachi Nandan Mohanty, Ajay Kumar Parida, Subhendu Kumar Pani	Annual and on-monsoon rainfall prediction modeling using SVR-MLP: An empirical study from Odisha,	IEEE Access, 8(1), (2020)	IEEE Access	
38.	Mamta Garanyak, Sipra Sahoo, Sachi Nandan Mohanty, Alok Kumar Jagadev	An Automated Recommender System for Educational Institute in India	EAI Endorsed Transactions on Scalable Information System (2020),24(2),	EAI	Scopus
39.	Dr Vivekananda K	Study of Surface characterization and parametric optimization during wire EDM for Inconel625	Material Science Forum, Vol 978, (Feb-2020), pp 97-105	Trans Tech	--
40.	Mr Avinash Malladi	Research scopes in laser based AM for metals – An ample assesment	Test : Engineering and Management, VOI 82, Jan-(Feb-2020), pg:7590-7597	The Mattingley Publishing	--
41.	Dr. E. Sudharshan, Dr. S. Nayak, Dr. P. Pavan Kumar	Parallel approach for backward coding of wavelet trees with CUDA	ARNP Journal of Engineering and Applied Sciences VOL. 15, NO. 9, (May-2020)	ARNP	
42.	Dr. P. Pavan Kumar, Dr.A. Anandarao, Dr. Ch. Satyanarayana, Dr. P. Radhikaraju	Design and Implementation of Task Reprocessing on Medium-large Multi-Core Architecture	Application and Theory of Computer Technology, VOL. 2, NO. 3, (Apr- 2020)	Archyworld Publishing Ltd.	
43.	Kartheeban K, Vairachilai S, Shubhangi V Urkude	Energy Efficient Secure Multicast Group Communications For IoT Applications Using WSN	International Journal of Advanced Science and Technology, Vol. 29, No. 12s, (May 2020) pp. 816-822,	Science and Engineering Research Support Society	
44.	Rohini P, Dr C. SobhaBindu	Learning image representation from image reconstruction for a content-based medical image retrieval	Signal, Image and Video processing , (Mar-2020)	Springer Nature (SCI)	
45.	Dr. P. Pavan Kumar et. al.	Data Analysis and Prediction of COVID-19 Using Machine Learning Models	International Journal of Advanced Science and Technology, Vol. 29, No. 7, (Jun-2020)	Science and Engineering Research Support Society	

S.No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact Factor
46.	Dr.K.Sreenivasa Rao, Dr.G.Sreeram, Dr. B.Deevena Raju	Detecting Fake Account On Social Media Using Machine Learning Algorithms	International Journal of Control and Automation, Vol. no:13,No.1s,(2020) pp.95-100,	Science and Engineering Research Support Society	
47.	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 (IJITEE), Volume-9, No.-6, (2020)	BEIESP	
48.	N V K Ramesh I , Md.Aatif Sumer, M.Poojita, T.Akhil and B. Deevena Raju	An Efficient Way to Monitoring Attendance using Face Recognition Technology	TEST Engineering & Management magazine, Vol.83, (June 2020) pp: 6235 - 6239,	The Mattingley Publishing Co., Inc	
49.	B Seetharamulu, B Naresh Reddy and K Bramha Naidu	Supervised Learning for Classification of Emotions Based on Twitter Data	International Journal of Control and Automation, (2020)	Science and Engineering Research Support Society	Scopus, 0.7
50.	S.Vairachlai	Student's Academic Performance Prediction Using Machine Learning Approach	International Journal of Advanced Science and Technology, Vol.29 , No.9s, (June-2020). pp.6731 - 6737,	Science and Engineering Research Support Society	
51.	S Shashank Raj, Akhil Chauhan, B Madhu, Vairachilai S	Customer Attrition Classification and EDA on IBM Telecommunication Dataset based on Machine Learning Algorithms	International Research Journal of Engineering and Technology, Volume: 07 No.: 05 (May 2020)	International Research Journal of Engineering and Technology (IRJET)	
52.	Vairachilai S, Shubhangi V Urkude, Gnanajeyaraman R	Machine Learning Approach for Predicting Body Fat	International Journal of Psychosocial Rehabilitation,	PsychoSocial	
53.	Shubhangi Urkude	Proximity Measures For Link Prediction In Dynamic Network	International Journal of Psychosocial Rehabilitation, Vol.24, No.1006(April 2020)	PsychoSocial	
54.	Sirisha Potluri	IoT Enabled Cloud Based Healthcare System Using Fog Computing: A Case Study	Journal of Critical Reviews, Vol 7, No. 6, (2020)	Advanced Scientific Research	
55.	Kartheeban K, Vairachilai S, Shubhangi V Urkude	Energy Efficient Secure Multicast Group Communications For IoT Applications Using WSN	International Journal of Advanced Science and Technology, "Vol. 29, No.12s, (May-2020) pp. 816-822	Science and Engineering Research Support Society	
56.	Chinmaya Ranjan Pattanaik, Sachi Nandan Mohanty, Sarita Mohanty, Joytrimay Chartarjee, Biswajit Jana, Vicente Garcia Diaz,	A Fuzzy Multi-Criteria Decision-Making method for Purchasing Life Insurance in India	Bulletin of Electrical Engineering and Informatics. Vol. 9, No. 6, 142~156, (2020).	Universitas Ahmad Dahlan in collaboration with IAES Indonesia Section	
57.	Sachi Nandan Mohanty,A. Radhika, Vandna Dahiya,Chinmaya Ranjan, Pattanaik,Sujatha krishamoorthy	An Efficient malgamation of Computational Models to Ensure a Secure IoT Environment	International Journal of Control and Automation Vol-13, No.-2, 235-243, (2020).	Advanced Scientific Research	
58.	Munmin Swain, Sksaran, Jyotrimay Chatterjee, New Zaman, Azwean Abdhul-lah, Sachi Nandan Mohanty	Hybridized Machine Learning based Fractal Analysis Techniques for Breast Cancer Clas-sification,	Journal of Advanced Computer Science and Application, vol-11, No.-4, (2020) 234-245	The Science and Information (SAI)	
59.	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, vol.40, No.-4, 101097-102008	ELSEVIER	
60.	Sumitra Kisan, Baishnabi Sahu, Abhijit Jena, Sachi Nandan Mohanty	Detection of Violence using Hybrid Machine Learning Techniques	International Journal of Advances Science and Technology, vol.29, No.-3, (2020) pp.5386-5392	Science and Engineering Research Support Society	

S.No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact Factor
61.	Sumitra Kisan, Sanjay Nayak, Ajay Chawda, Sarojannanda Mishra,	Face Shape classification based on Modified Relative Improved Differential Box count Method,	International Journal of Advances Science and Technology, vol.29, No.-3, (2020)	Science and Engineering Research Support Society	
62.	Sirisha Polturi, Achyuth Sarkar, Elham Tahsin, Sachi Nandan Mohanty	IoT Enabled Cloud Based Healthcare System using FOG Computing : A Case Study,	Journal of Critical review, Vol-7, No.-6, (2020) pp 1-5	Advanced Scientific Research	
63.	D.V.Raghunatha Reddy, P.Bhramara, K. Govindarajulu	A Comparative Study of Multiple Regression and Artificial Neural Network models for a domestic refrigeration system with a hydrocarbon refrigerant mixture	Materials today proceedings Page No. 22P4, (Feb- 2020), 1545-1553	Elsevier	Scopus
64.	Pravat Ranjan Pati, M.P Satpathy, B.K Nanda, B.C Routara and A Pattanaik	Dissimilar joining of Al/SS sheets with interlayers by ultrasonic spot Welding: Microstructure and mechanical properties	Materials today, 26 (2020), 1757-1760	Elsevier	Scopus
65.	Pravat Ranjan Pati, M.P Satpathy, T Mahanta, S Das and D Das	Experimental investigations on interfacial characterization and mechanical performance of ultrasonic spot welded Al/brass joints	Materials today, 26 (2020), 1761-1765	Elsevier	Scopus
66.	Pravat Ranjan Pati, S Das, M.P Satpathy, B.C Routara, S.K Sahoo and S.K Bhuyan	Ultrasonic spot welding of Al-Cu sheets: A comprehensive study	Materials today, (March & 2020), Available online 27 (Mar-2020)	Elsevier	Scopus,
67.	Pravat Ranjan Pati, M.P Satpathy, A Pattanaik, S.K Mohapatra and S.B Mishra	Ultrasonic spot welding of Al/Mg alloys: A state-of-the-art review	Materials today, (Mar-2020) Available online 19 (Mar-2020)	Elsevier	Scopus
68.	DPRV Subba Rao	Weak-Interior Ideals Of \square -Semirings	Bull. Int. Math. Virtual Inst., Vol. 10(3)(2020), 581-593	International Mathematical Virtual Institute	
69.	DPRV Subba Rao	Weak-Interior Ideals Of \square -Semigroups	Bull. Int. Math. Virtual Inst., Vol. 11(1)(2021), 15-24	International Mathematical Virtual Institute	
70.	G Sudhaamsh Mohan Reddy I, S Srinivas Rau ²	A Note on Dirichlet Series Connected to $L_d(1) / L_d(2) - II$	Test Engineering & Management, (Mar- 2020) Page No. 14836 – 14839	The Mattingley Publishing Co., Inc.	1. Scopus
71.	G Sudhaamsh Mohan Reddy I, S Srinivas Rau ² , B Uma ³	Means of Certain Arithmetic Functions	Test Engineering & Management, Mar-20 Page No. 3382-3385	The Mattingley Publishing Co., Inc.	2. Scopus
72.	G Sudhaamsh Mohan Reddy	Fixed Point Results for Pata Type Contractions in G - Metric Spaces	Test Engineering & Management, (Mar-2020) Page No. 3317 - 3320	The Mattingley Publishing Co., Inc.	3. Scopus
73.	G Sudhaamsh Mohan Reddy	Generalized Ciri 'c Type Contraction in G - metric spaces	International Journal of Grid and Distributed Computing Vol. 13, No. 1, (2020), pp. 302-308	Science & Engineering Research Support soCiety	4. Web of Science
74.	G Sudhaamsh Mohan Reddy , 2s Srinivas Rau, 3b UMA	A Simple Proof That	International Journal of Grid and Distributed Computing Vol. 13, No. 1, (2020), pp. 309-314	Science & Engineering Research Support soCiety	5. Web of Science
75.	sirisha Potluri, 2achyuth Sarkar, 3elham Tahsin Yasin, 4sachi Nandan Mohanty	IoT Enabled Cloud Based Healthcare system Using Fog Computing: A Case Study	Journal of Critical Reviews Vol 7, No. 6,, page numbers: 1068-1072	Journal of Critical Reviews	
76.	Dr.Sachi Nandan Mohanty	A Fuzzy Multi Criteria Decision making Method for Purchasing Life Insurence in India	Bulletic of Eltrical Engineering and Informatics	Vol.10, No. 1 10.11591/eei.v9i6.2275	
77.	Dr. Anjanna Matta	The detailed study of thermal instability analysis in an inclined porous medium	AIP Conference Proceedings 2246, 020079 (2020);	American Institute of Physics(AIP)	Web of Science, & Scopus
78.	G Sudhaamsh Mohan Reddy, S Srinivas Rau, B Uma	A Note on Dirichlet Series Connected to $L_d(1) / L_d(2)$ -I	AIP Conference Proceedings 2246, 020091 (2020)	American Institute of Physics(AIP)	Web of Science, & Scopus
79.	G Sudhaamsh Mohan Reddy, S Srinivas Rau	An analogue of Landau-Walfisz theorem	AIP Conference Proceedings 2246, 020090 (2020)	American Institute of Physics(AIP)	Web of Science, & Scopus

S.No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages	Publisher	Indexed/ Impact Factor
80.	G Sudhamsh Mohan Reddy, S Srinivas Rau	Bounds For Special Values Of For A Quadratic Field $Q(\sqrt{d})$	AIP Conference Proceedings 2246, 020077 (2020)	American Institute of Physics(AIP)	Web of Science, & Scopus
81.	G Sudhamsh Mohan Reddy, S Srinivas Rau	Ld (1) is (logloglogd) for almost all square free d	Proceedings of the Jangjeon Mathematical Society, 23 (2020), No. 3, pp. 339 – 343	Jangjeon Mathematical Society	Scopus
82.	T.Govardhan And A.Choudhury	Amplitudes of Components in Vibration spectra of Rolling Bearings with Localized defects under Harmonic loads	Journal of Vibration and Control, published online first. (Jul-2020), PP: 1-11	Sage Publication (Online)	Scopus

B. Authored Books and Book Chapters

S.No.	Author	Book	Publisher	Year, ISBN No
1.	Dr.Sachi Nandan Mohanty,	Big Data Analytics and Computing For Digital Forensic Investigation	APPLE- CRC Academic Press	ISBN:978-0-367-45678-8
2.	Dr.Sachi Nandan Mohanty	Recommender System with Machine Learning and Artificial Intelligence: A Particle tools and Applications in Medical, Agricultural and other Domains	Wiley India	ISBN:9781119711575
3.	Dr.Sachi Nandan Mohanty	Emotion and Information Processing: A Practical Approach	Springer/2020	9.78303E+12
4.	Dr.Sachi Nandan Mohanty	Artificial Intelligence for COVID-19	Springer/2020	978-981-15-7317-0
5.	Dr.Sachi Nandan Mohanty	Data Structures and Algorithms Using C++: A Practical Implementation	Wiley India	9781119750543 /2020
6.	Dr.Sachi Nandan Mohanty	Integration of Cloud computing with Internet of things, foundations, Analytics and Application	Wiley India	9781119750543 /2020

C. Book Chapters

Sl. No.	Chapter Author(s)	Author/ Title of the Book/ Publisher/ Year/ Pages	Title of the Chapter
1.	Dr R Balamurali	Book Name : Recommender System with Machine Learning and Artificial Intelligence: A Particle tools and Applications in Medical, Agricultural and other Domains, CRC Press ISBN:9781119711575, Wiley	Content Based Recommendation System
2.	Dr. Anjanna Matta	Theory & Implications of Information Processing	Emotion and Information Processing, Springer, ISBN:978-3030488482
3.	Natesh, P, S., A4 garwal, A.,	Advances in Structural Engineering/ Springer Nature Singapore Pte Ltd./2020/Chapter7/Pages 73-88	Numerical Modelling of Continuous Composite Beam Under Fire Loading



10.3 Faculty of Law

A. Papers in Professional Journals

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages,	Publisher	Indexed/ Impact factor
1.	Dr. Veena	Insurance Product Designing: An Analysis of Regulatory Guidelines	The IUP Law Review, Vol.IX, No.2, (April 2019), pp.20-31	IUP Publications Hyderabad	
2.	Dr. Y. Gangi Reddy	Corruption: Trolling from Crime to Confusion	Indian Bar Review, Vol.46(2) 2019, (April-June 2019), pp.83-100	Bar Council of India Trust, ISBN: 978-81-931981-0-0	
3.	Dr. Veena	Scene of Offence: A Critical Building Block of Sentencing	Indian Bar Review, Vol.46(2) (April-June 2019), pp.101-114	Bar Council of India Trust, ISBN: 978-81-931981-0-0	
4.	Ranjeet Kumar	Legalization and Institutionalization of Crony Capitalism in the Indian Political Economy Through Electoral Bonds: An Analysis	AD VALOREM Journal of Law, Vol.6, No. II, (June, 2019) pp. 94-104	Future Fact Society, Lanka, BHU, Varanasi, UP	
5.	Dr. Durga Prasad	Investors Awareness on Mutual Funds in Bengaluru City – An Empirical Study	International Journal of Advanced Science and Technology, Vol. 28, No. 16, (2019), pp.206-211	Science & Engineering Research Support Society	Scopus
6.	Dr. Madhuri Irene	Adultery Accosting Morality and Relations Languishing under Legality in India – A Festschrift to Liberty	International Journal of Research and Analytical Reviews (IJRAR)	Atman Research Centre co-published by Atman Publishing Academy, Gujarat., India	
7.	Dr. Madhuri Irene	Trembling on Trance – A Mesmerism for Muslim Women	Army Institute of Law Journal, Mohali, Vol 12, (2019)	Army Welfare Education Society (AWES), New Delhi	
8.	A. Raja Rajeswari & Dr. G Rama Devi	Environmental Impact Assessment: Indian Legislative and Judicial Approach	Climate Change and Environmental Law, Vol.1, (Nov 2019),pp.7,	Asia Law House	
9.	Dr. K.V. Ravi Kumar	Understanding the Socio-Economic and Legal Context of Prostitution and Sex Trafficking on Women in India	Indian Journal of Law and Human Behaviour, Vol. 5. No.3, (Dec- 2019), pp. 313-320	Red Flower Publication Pvt. Ltd.	
10.	Dr. K.S. Rekhraj Jain	Practical Impediments during court visits	Indian Bar Review Special No. on Legal Education, Continuing Legal Education and Clinical Legal Education Vol.46, No.4 (2019)	Bar Council of India Trust	
11.	Dr. Durga Prasad & Dr. Rajani Banda	State of The NBFC In India	Vol No 9, No. 12, (Dec- 2019) pp.283-287.	International Journal of Management, Technology and Engineering	
12.	Dr.Komati Durga Prasad, Soofi Asra Moobin and Dr. Banda Rajani	Inventory Model for Medium and Small Scale Industries	Science Journal of Business and Management, 2020, Vol. 8, No. 2, (June 2020) pp. 102-105.	http://www.sciencepublishinggroup.com/j/sjbm	
13.	Dr.Komati Durga Prasad, Soofi Asra Moobin and Dr. Banda Rajani	Activity Based Costing for Better Cost Management	GIS Business, Vol.15, No.5, 264-272	https://journals.eduindex.org/index.php/gis/No./view/1335	
14.	Dr. M. Ravindranath & D.V. N. Murty	India's Performance at EODB Ranking by World Bank	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", (Jan-2020), pp.20-35	IUP Publications Hyderabad	
15.	Dr. K.V. Ravi Kumar	The Impact of E-Commerce on International Trade	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", (Jan-2020), pp.36-46	IUP Publications Hyderabad	
16.	Dr. Iti Vyas	Whether the Economic Growth of India is Trade Openness led? An Assessment	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", (Jan-2020), pp.36-46	IUP Publications Hyderabad	
17.	Dr. Komati Durga Prasad & Dr. A. Arun Kumar	Opportunities and Prospects for FDI in Indian Industries	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", Jan 2020, pp.162-170	IUP Publications Hyderabad	

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages,	Publisher	Indexed/ Impact factor
18.	Raja Rajeswari Ayyagari	Green Foreign Investments: Role and Impact on National Developmental Goals	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", Jan 2020, pp.171-178	IUP Publications Hyderabad	
19.	Monisha Gade	Most Favoured Nation Treatment and International Investment: Trends and Challenges	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", Jan 2020, pp.179-188	IUP Publications Hyderabad	
21.	Neelesh Shukla and Hartej Singh Kochher	An Analysis of Dispute Resolution in 'Peru – Additional Duty on Imports of Certain Agricultural Products'	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", Jan 2020, pp.235-252	IUP Publications Hyderabad	
22.	K. Sravan Kumar	Effect of RCEP on Indian Dairy Industry	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", Jan 2020, pp.371-375	IUP Publications Hyderabad	
23.	Dr. Polishetty Kesari	Impact of US-China Trade War Overall Implications on International Trade and With Particular Reference on Indian Economy	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", Jan 2020, pp.433-442	IUP Publications Hyderabad	
24.	Dr S Uma Devi	Political and Economic Implications of Sino-US Trade War	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", January 2020, pp.445-456, ISBN: 978-81-31427-90-3	IUP Publications Hyderabad	
25.	Ms. Rukmini Desai & Dr. Rama Devi Gudemela	Public Private Partnership – A Way Towards Sustainable Development In Indian Textile Industry	Proceedings of Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends", January 2020, pp.487-498	IUP Publications Hyderabad	
26.	Dr. Vinay Sharma	Predatory vs Deep Discount Pricing – An Analysis of E-Commerce Retailers in India	Proceedings of One-Day National Seminar on "Competition Law 2.0: A Way Forward", February 2020, pp.62.68	IUP Publications Hyderabad	
27.	Richa Prateek Jain	Trade Associations: Platform for Industry Interactions or Collusion?	Proceedings of One-Day National Seminar on "Competition Law 2.0: A Way Forward", February 2020, pp.311-318	IUP Publications Hyderabad	
28.	Dr. Yaduvamsi Sai Krishna. C	Human Resource Practices in Banking Industry	TEST Engineering & Management, (Feb-2020)	The Mattingley Publishing Co., Inc.	Scopus
29.	Dr. Iti Vyas	Whether The Economic Growth Of India Is Trade Openness LED?	Eurasian Journal Of Economics and Finance, Vol.8, No.1, pp.38-53 (March 2020)	Eurasian Publications Istanbul, TURKEY	
30.	Dr. A. Arun Kumar	Book Review: "Fanocracy: Turning Fans into Customers and Customers into Fans" by David Meerman Scott and Reiko Scott	Prabandhan: Indian Journal of Management, Vol.13, No. 3,(March 2020)	Associated Management Consultants Private Limited	Scopus
31.	Co-authored by Daravath Vikas Nayak, A. Arun Kumar and Yaduvamsi Sai Krishna	Mobile Wallet Transforming India towards Cashless Economy	A Monthly International Journal of Economics, ISSN 1681-8997, Vol.19, Number 4, (April 2020)	Empirical Economics Letters, University of Rajshahi Rajshahi, Bangaldesh.	Cabell's
32.	Dr. M. Madhuri Irene	Life Betwixt On-line and Off-line- A Pharmaceutical Paranoia	World Journal of Pharmaceutical Research, Vol.9, No. 6, (April 2020)	Online	
33.	Dr. A. Arun Kumar	Book Review - FinTech, BigTech and Banks: Digitalisation and its Impact on Banking Business Models	Indian Journal of Finance (Scopus), Vol.14, No.5-7, (May 2020)	Associated Management Consultants Private Limited	Scopus

Sl. No.	Faculty Member/s	Article	Journal, Vol., No., (Month & Year), Pages,	Publisher	Indexed/ Impact factor
34.	Dr. Yaduvamsi Sai Krishna C, Dr. A. Arun Kumar	Work-Life Balance among Information Technology Professionals in Bengaluru City	International Journal of Advanced Science and Technology, Vol. 28, No.13, (2019), pp.149-155	Science and Engineering Research Support Society	Scopus
35.	Dr Ramadevi Gudemela	Legal Analysis Of Inter Country Adoptions Under Juvenile Justice (Care And Protection Of Children) Act, 2015	Juni Khyat Vol-10 No.-5 No.19, (May 2020) pp.266-279	Juni Khyat	
36.	Dr. K.S. Rekhraj Jain	Effective and Humane Restoration of Prisoners with Special Reference to India	Journal of Victimology and Victim Justice, (Apr-2020) (Online)	Sage Publication 2020	
37.	Dr. Md.Akbar Khan	Triple Talaq in the wake of Supreme Court Judgement	Amity Law Journal, Dubai, 2020	Amity Law Journal, Dubai	
38.	Dr. M. Madhuri Irene	Online Revolution in Alternate Dispute Resolution	Amity Law Journal, Dubai, 2020	Amity Law Journal, Dubai	
39.	Dr. Ashish Kumar Biswas and Dr. K. Hariharan	Customer Service Gaps in Food Service Apps	TEST Engineering and Management, 2020,	http://www.testmagazine.biz/index.php/testmagazine/index	
40.	Dr. M. Madhuri Irene	Life Betwixt On-Line And Off-Line – A Pharmaceutical Paranoia	World Journal of Pharmaceutical Research, Vol.9, No. 6, 2020,	World Journal of Pharmaceutical Research,	
41.	Dr.Komati Durga Prasad and Dr. Banda Rajani	Investors Awareness on Mutual Funds in Bengaluru City - An Empirical Study	International Journal of Advanced Science and Technology. Vol 28, No.16, (2019) pp.206-211		
42.	Dr. Yaduvamsi Sai Krishna C and Dr. A Arun Kumar	Work-Life Balance among Information Technology Professionals in Bengaluru City	International Journal of Advanced Science and Technology Vol.28 No.13,(2019) pp.149-155		
43.	Dr. Yaduvamsi Sai Krishna C and Dr. Gadda Vijaya Kumar	Human Resources in Banking Industry	TEST Engineering and Management 2020 Vol.82 pp No. 9850 – 9856		
44.	Dr.Komati Durga Prasad, Soofi Asra Moobin and Dr. Banda Rajani	Inventory Model for Medium and Small Scale Industries	Science Journal of Business and Management 2020 Vol. 8, No. 2, 2020, pp. 102-105.		
45.	Dr.Komati Durga Prasad, Soofi Asra Moobin and Dr. Banda Rajani	Activity Based Costing for Better Cost Management	GIS Business 2020 ISSN: 1430-3663 Vol. 15(5),264-272		
46.	Dr. A Arun Kumar	Fintech, Bigtech and Banks : Digitalisation and its impact on Banking Business Models	Indian Journal of Finance 2020		
47.	Dr. Arun Kumar	Fanocracy : Turning Fans into Customers and Customers into fans	Prabandhan – Indian Journal of Management 2020		
48.	Dr. Ashish Kumar Biswas and Dr. K. Hariharan	Customer Service Gaps in Food Service Apps	TEST Engineering and Management 2020		
49.	Daravat Vikas Nayak Dr. Arun Kumar, Yaduvamsi Sai Krishna	Mobile Wallet Transforming India towards Cashless Economy	Empirical Economics Letters 2020		



B. Authored Books and Books Chapters

Sl. No.	Author(s)	Title of the Book	Publisher	Year, Page Nos
1.	Dr.S.V.Damodar Reddy	Lectures on Intellectual Property Rights	Asia Law Publications, Hyderabad	2020, 9789388437967
2.	Hartej Singh Kochher	Anti-Competitive Agreements: Competitive Law Dynamics	ALT Publications	2020, ISBN: 978-93-90255-00-9
3.	Richa Prateek Jain	Competition Law: Sectoral Contours	ALT Publications	2020, ISBN: 978-81-945732-9-6
4.	Dr. Veena	Cross Border Insolvency : Indian Legal Regime	ALT Publications	2020, ISBN: 978-93-90255-01-6
5.	Richa Prateek Jain	E-Commerce and Competition Law	ALT Publications	2020, ISBN: 978-81-945732-7-2
6.	Dr. Madhuri Irene	Feminine Jurisprudence	ALT Publications	2020, ISBN: 978-93-90255-02-3
7.	Dr. Madhuri Irene	Gender Justice - Social Contour	ALT Publications	2020, ISBN: 978-93-90255-03-0
8.	Dr. Veena	The Insolvency and Bankruptcy Code, 2016: Jurisprudential Insights	ALT Publications	2020, ISBN: 978-93-90255-04-7
9.	Dr. Veena	Insolvency and Bankruptcy Law: Processes and Professionals	ALT Publications	2020, ISBN: 978-93-90255-05-4
10.	Prof. A.V.Narasimha Rao	Insurance Business and Changing Dynamics	ALT Publications	2020, ISBN: 978-93-90255-07-8
11.	Dr. Madhuri Irene	Women Empowerment – A Novel Road Map	ALT Publications	2020, ISBN: 978-93-90255-06-1

C. Book Chapters

Sl. No.	Chapter Author(s)	Author/ Title of the Book/ Publisher/ Year/ Pages	Title of the Chapter
1.	Dr. S. Uma Devi	Dr. Kandi Kamala, Teaching Learning Strategies In Higher Education, 2020.	Challenges of Teaching in College Education
2.	Dr. S. Kannan	Dr. Gedam Kamalakar, Quality and Research in Higher Education, 2020.	Mentoring System in Higher Education: A Case Study of ICFAI Law School, Hyderabad
3.	Richa Prateek Jain	Anti-Competitive Agreements: Competitive Law Dynamics, Alt Publications, 2020, pp.175-184	Trade Associations: Platform for Industry Interactions or Collusion?
4.	Dr. Vinay Sharma	E-Commerce and Competition Law, Alt Publications, 2020, 52-59	Predatory vs Deep Discount Pricing – An Analysis of E-Commerce Retailers in India
5.	Dr. S. Kannan	Cross Border Insolvency: Indian Legal Regime, ALT Publications, 2020, pp.164-180	Insolvency and Bankruptcy Resolving Process among South Asian Countries: A Comparative Study
6.	D.V.N. Murty	Feminine Jurisprudence, ALT Publications, 2020. Pp.119-126	LGBTQI Rights – In India and Abroad
7.	Dr. Madhuri Irene. M	Feminine Jurisprudence, ALT Publications, 2020, pp.142-162	Sentimental Seduction and Religious Ravage – Feministic Plight in Robo Age
8.	Monisha Gade and D.V.N. Murty	Insurance Business and Changing Dynamics, ALT Publications, 2020, pp.96-110	Corporate Governance and Insurance Business: A Critical Study
9.	M. Geetha Priyadarsani	Women Empowerment – A Novel Road Map, ALT Publications, 2020, pp.57-69	Role of Constitution and it for Women Empowerment
10.	Monisha Gade	Women Empowerment – A Novel Road Map, ALT Publications, 2020, pp.146-159	Women Entrepreneurship in India & Challenges Ahead
11.	Dr. S. Uma Devi	Teaching Learning Strategies in Higher Education, Kalpaz Publications, 1 st Edn., 2020, pp.55-62.	Challenges of Teaching in College Education
12.	Dr. Rama Devi Gudemela & A. R. Rajeswari	Climate Change and Environmental Law, Asia Law House, 1 st Edn., 2020	Environmental Impact Assessment - Indian Legislative and Judicial Approach



11. Papers Presented in Conferences and Seminars

The faculty members have been regularly participating in international and national conferences/ seminars and showcasing their research publications. The details are furnished below:

11.1 Faculty of Management

A. International Conference (Overseas)

Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/ Venue / Date
HR and SoftSkills				
1.	Mustakhusen S M	Employability Enhancement of Management Graduates	3 rd IATEFL BESIG Online Symposium	International Association of Teachers of English as a Foreign Language in Poland. Jun 22, 2019
2.	Kaustov Chakraborty and Arindam Ghosh	Optimal production for manufacturing and remanufacturing under carbon cap-and-tax policy in multi-period planning horizon	30 th European Conference of Operational Research (EURO 2019)	Dublin, Ireland. Jun 23-26 2019

B. National Conferences

Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/ Venue / Date
Economics				
1.	Vighneswara Swamy	Decomposing the Dynamic Intersectoral Time and Frequency domain synchronization in Indian Stock Market – A Wavelet Approach”	1 st Annual Capital Markets Conference 2019 organized by NISM,	India 20-22 nd November 2019, Mumbai.
2.	Sushanta Kumar Mahapatra	Institutional ownership and corporate social performance: An empirical study	13 th Annual ISDSI (Indian Subcontinent Region of Decision Sciences Institute)	Indian Institute of Management, Sambalpur, 27-30 December 2019
3.	G Sridevi, Amalendu Jyotishi, Sushanta Kumar Mahapatra	Climate Change in the Agriculture Sector across Different Agro-Ecosystems: A Micro level analysis from four Southern States of India	10 th INSEE Biennial Conference, on Climate Change and Disasters: Challenges	Deutsche Gesellschaft für Internationale Zusammenarbeit GIZ), GmbH, India & National Institute of Rural Development and Panchayati Raj (NIRDPR), 6-8 November 2019, Hyderabad
4.	Laila Memdani	Demographic Determinants of Access to Bank Credit	Innovative Methods and Challenges in Accounting	Management and Finance in ICBM SBE
5.	Varun Mahajan	Global Trade Competitiveness of Indian Pharmaceutical Industry In Pre and Post Product Patent Regime	Academy of International Business (AIB) India Chapter Conference 2019- “Going International: Challenges and Opportunities”	IBS Hyderabad, IFHE University, Hyderabad, Apr 22-23, 2019.
6.	Sushanta Kumar Mahapatra and Arti Mishra	Analyzing India’s ‘Look East to Act East Policy’ in India’s Trade pattern with ASEAN	Academy of International Business (AIB) India Chapter Conference 2019- “Going International: Challenges and Opportunities”	IBS Hyderabad, IFHE University, Hyderabad, Apr 22-23, 2019.
7.	Arun Kumar dash	Does Economic Globalization Hinder India’s Aggregate Exports: An Empirical Analysis	Academy of International Business (AIB) India Chapter Conference 2019- “Going International: Challenges and Opportunities”	IBS Hyderabad, IFHE University, Hyderabad, Apr 22-23, 2019.
HR & Soft Skills				
8.	Neha Gahlawat & Sitamma Mikkilineni	Can I Work It Out? Exploring How New Mothers Construe their Career Progression After Returning to Work from Maternity Break	7 th PAN IIM World Management Conference on Public Policy and Management	Indian Institute of Management, Rohtak during December 12-14, 2019
9.	KP Reddy	Transforming Rural Areas Through Application of Science & Technology	One Day Seminar on Science & Technology: Rural Development	Indian Science Congress, Hyderabad Chapter in association with Matrusri Institute of PG Studies at Matrusri Institute of PG Studies, Hyderabad on November 21, 2019
10.	Raghavendra Sode	Mindfulness Role between Vitality at Work and Sustainable Employability	7 th PAN IIM World Management Conference	IIM Rohtak, USI New Delhi, 12-14 December, 2019.

Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/ Venue / Date
11.	Asha Binu Raj	Internal branding and employees' brand commitment: moderating role of transformational leadership	Annual International Research Conference 2019	Symbiosis Institute of Management Studies, Pune from 16 th Dec to 18 th Dec 2019
12.	Rajasekhar David, Sitamma Mikkilineni, Sharda Singh, & Neuza Ribeiro	Impact of perceived organizational virtuousness and psychological capital on work performance: the mediating effect of employee well-being	7 th PAN IIM World Management Conference	IIM Rohtak USI, New Delhi 12-14 December 2019
13.	Radha Mohan Chebolu, T. Sitaramaiah & Satish Tiwari	A study on challenges and benefits of cashless economy in India: case study	102 nd Indian Economic Association Conference	Pt. Ravishankar Shukla University Raipur Chhattisgarh 27-29 th December 2019
14.	Musarrat Shaheen, Farrah Zeba, Bhavna Pandey, and Anindita Majumdar.	Revitalizing the HERO within Students: Exploring the Antecedents of Student's Positive Psychological Resource.	38 th Annual National conference on of National Institute of Personnel Management (NIPM)	National Institute of Personnel Management (NIPM) at GKVK Campus, Bengaluru, Karnataka, India September on 25 - 27, 2019
15.	Farrah Zeba, Musarrat Shaheen, and Abhinandan Pandey	Retail Analytics for Customer Delight	SSIM's 1 st International Case Conference 2019 conducted in collaboration with ILDC India and Economic Times Cases.	Organized and Siva Sivani Institute of Management, Hyderabad in their campus on 28 September 2019.
Marketing & Strategy				
16.	DebajaniSahoo andZafar Uddin Ahmed	Role of Servicescape in Building Brand Love Mediated Through Brand Experience: A Conceptual Framework from the Indian Hotel Industry	Business and Entrepreneurship Development in a	Academy for Global Business Advancement (AGBA), Millikin University, IIM-Rohtak, GIFT Society.
17.	Makhmoor Bashir and Sudeepta Pradhan	Measuring the Impact of Technology on Business Model Innovation	Globalized and Digitalized Era	Jul 2-4, 2019
18.	Rik Paul and Sudeepta Pradhan	Exploring Variations in Value Dimensions and their Impact on Customer Satisfaction and Loyalty across two Different Service Contexts		
19.	Sunny Bose, DebajaniSahoo and Pankaj Kumar Mohanty	Impact of Brand gender on Brand Equity: A conceptual Framework		
20.	Anitha Acharya, VaibhavShekhar and Sunny Bose	Brand Experience, Relationship Quality and Brand Equity: A Conceptual Framework		
21.	DebajaniSahoo andZafar Uddin Ahmed	Role of Servicescape in Building Brand Love Mediated Through Brand Experience: A Conceptual Framework from the Indian Hotel Industry		
Finance & Accounting				
22.	Ritesh Kumar Dubey and Rajneesh Ranjan Jha	Decriminalisation Of Algorithmic Trading: A Perspective From Indian Stock Market	6 th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence	IIM-A, Ahmedabad, April 06-07, 2019
23.	Rajneesh RanjanJha and Ritesh Kumar dubey	Stock Selection Based On Cluster Analysis: Supplementing The Stochastic Models For Decision	6 th IIMA International Conference on Advanced Data Analysis, Business Analytics and Intelligence	IIM-A, Ahmedabad, April 06-07, 2019
Soft Skills				
24.	Mahesh Kumar Soma	'Role of Asset Quality review in NPA management by Indian Banks''	102 nd Conference of Indian Economic Association (IEA)	Indian Economic Association (IEA),Pt. Ravishankar Shukla University, Raipur, December 27-29, 2019



Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/ Venue / Date
Operations & IT				
25.	Nikhat Afshan	Building Green Infrastructure Across University Campuses: A Case Study	INFRACON 2019	Symbiosis Center for Management and Human Resource Development, Pune. Jul 10-12, 2019
26.	Sanjay Fuloria	Artificial Intelligence for Knowledge Management: A bibliometric Study	ICOMBS 2019	IBS, Hyderabad, November 15 th and 16 th 2019
27.	J. Prince Vijai	Technology Choice and Optimal Capacity Investment Decision Over a Finite-Planning Horizon: A Two-Product Analysis	ORSI 2019	ORSI-IIM Ahmedabad, December 15-18, 2019
28.	Nishit Kumar Srivastava	Using evolutionary algorithms (GA) in maintenance policy selection for N-component repairable system	ICOMBS 2019	IBS, Hyderabad, November 15 th and 16 th 2019
29.	Shailja Tripathi	Analysis of factors influencing adoption of Internet of Things: A System Dynamics Approach	The Tenth International Conference on Computing, Communication and Networking Technologies (ICCCNT) 2019	IIT, Kanpur, Uttar Pradesh, India 6-8 July, 2019
30.	Samyadip Chakraborty, Vaidik Bhatt	Impact of Interactional resource Adoption in bridging service divide in a healthcare context	7 th PAN IIM Conference, 2019	IIM Rohtak, 11 th to 14 th December, 2019
31.	V P Gulati	The Beginnings : Technology in Transaction Capture	Viklpa : Bharat Inclusive Initiative (BII) on Disruptive Digital Technology in Inclusive Banking	IIM Ahmedabad, September 13, 2019
32.	Vaidik Bhatt, Samyadip Chakraborty	Impact of IT infrastructure and big data analytics on SCOR model for Supply Chain Performance Measurement	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
33.	Samyadip Chakraborty, Vaidik Bhatt, tulika Chakravorty	Impact of digital Healthcare technology adoption on care service orchestration, agility and responsiveness	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
34.	Vaidik Bhatt, P Sashikala, Samyadip Chakraborty	Exploiting business intelligence for analytics and control system for automobile dealership	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
35.	Siddhartha Kushwaha	Optimal outsourcing of collection and remanufacturing for a Reverse supply chain	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
36.	Nishit Kumar Srivastava	Predictive maintenance using GA	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
37.	Sashikala Parimi	Factors Influencing customer satisfaction towards after sales service of automobiles	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
38.	Kashmira Ganji, C Laxmi Devasena	Application areas of IoT for modern living environment	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
39.	C Laxmi Devasena	Exploring the effects of excessive social media usage and communication overload on academic performance in India	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
40.	C Laxmi Devasena	Exploring the effects of social overload and social media exhaustion on academic performance in Indian students.	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
41.	Anita Raman, Sashikala P	Factors influencing customer adoption on internet banking: An empirical study	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019
42.	Anita Raman, Sashikala P	A study on effect of high frequency trading: Market returns of NSE India	13 th ISDSI Conference	IIM Sambalpur, December 27 - 30, 2019

* Interdepartmental

11.2 Faculty of Science & Technology

A. International Conference

Sl. No.	Name of the Conference	Grant funding Agency	Name of the Faculty	Organized by /Date/Venue
1	11 th International Conference on Complexity in Machine Learning	SERB(Science and Engineering Research Board)	Dr. Sachi Nandan Mohanty	University of Florida 9 th March - 14 th Mar-20 Orlando, Florida, USA

B. National Conference

Sl. No.	Name	Title of the paper	Conference / Seminar	Organized by / Venue/ Date
1.	Dr. M.L.Pavan Kishore, B.Sreenivasulu	Influence of material, cutout for Static Stress Analysis of Rectangular Plate	International Conference on Recent Advances in Mechanical Infrastructure	Institute of Infrastructure Technology Research And Management, Ahmedabad, (IIIT RAM),20 & 21/04/2019
2.	G. Sudhaamsh Mohan Reddy	Coupled fixed point theorems of JS-G-Contraction on G-metric spaces	International Conference on Mathematical Sciences and Applications"(APTSMS-ICMSA--2019),	Organized by the Department of Mathematics, School of Technology Gitam Deemed to be University, Hyderabad, Telangana, India. During Aug 09-11, 2019.
3.	Dr. Anjanna Matta	The detailed study of thermal instability analysis in an inclined porous medium	International Conference on Mathematical Sciences and Applications - ICMSA.	August 9-11, 2019, organized by Department of Mathematics, School of Technology, GITAM (Deemed to be University), Hyderabad, Telangana, India
4.	D.V. Raghunatha Reddy P. Bhramara K. Govindarajulu	Experimental Performance Evaluation of Hydrocarbon Refrigerant Mixtures to replace R134a in Domestic Refrigerator Refrigeration System	International Mechanical Engineering Congress (IMEC) - 2019	NIT, Tiruchirappalli, 29 th November 2019 to 1 st December 2019
5.	G Sudhaamsh Mohan Reddy	Some Fixed point theorems for modified JS-G-contractions and application to integral equations	International workshop and conference on Mathematical Analysis and computation	Department of Mathematics, National Institute of Technology, Tiruchirappalli-620015, December 2-6, 2019.
6.	R. Nagulapalli, K. Hayatleh, S. Barker, B. Naresh Kumar Reddy, and B. Seetharamulu,	"A High Frequency CMRR improvement technique for Differential Amplifiers in 45nm CMOS,"	10 th International Conference on Computing, Communication and Networking Technologies	Indian Institute of Technology Kanpur, Kalyanpur, Kanpur, Uttar Pradesh, India, Date: 6-8 July 2019.
7.	B. Naresh Kumar Reddy, Sarangam K, T. Veeraiah and Ramalingaswamy Cheruku,	"SRAM cell with better read and write stability with Minimum area"	International technical conference TENCN 2019.	IEEE Region 10 at Grand Hyatt Kochi Bolgatti, Kerala, India.Date:17-20 Oct-2019
8.	Ramalingaswamy Cheruku, Pradeep Kumar Nalluri, Gopi Krishna Yogeshwar G., J.B.S. Charan , Naga Sanketh V. , and Naresh kumar Reddy Beechu,	"A Bi-Level Cascaded Ensemble Framework for Effective Disease Diagnosis,"	International technical conference TENCN 2019.,	IEEE Region 10 at Grand Hyatt Kochi Bolgatti, Kerala, India. Date:17-20 Oct-2019
9.	Harika Devi Kotha	Block chain : Properties, Applications	NCPQROCM 2019/International Conference	SRKR Engg College, Date: 18 - 20 Dec 2019
10.	Dr. Anjanna Matta	Thermal convection analysis on Maxwell fluid flow through a horizontal porous layer with the effect of heat source and mass flow	2 nd International conference on Numerical heat transfer & fluid flow (NHTFF-2020)	Department of Mathematics, National Institute of Technology, Warangal, Telangana, India.
11.	Chandra Shekhar Himam Saheb	Static Structural Analysis of Hybrid Honeycomb Structures Using FEA	International Conference on Innovations in Mechanical Engineering	Guru nanak Institutions 10 th - 11 th January, 2020
12.	A. Chandra Sekhar	Path Planning of a series robot using A* Algorithm	International Conference on Mobile Computing and Sustainable Informatics	Tribhuvan University Nepal, 23-24 Jan 2020

Sl. No.	Name	Title of the paper	Conference / Seminar	Organized by / Venue/ Date
13.	Ms. P. Rohini	Quantized Neighborhood Local Intensity Extrema Patterns for Image Retrieval	International Conference on Contemporary No.s in Computing (Accepted) --Proceedings in Elsevier	IETE Conference Hall, Kolkata, 21 - 22 March, 2020
14.	Ms. P.Rohini	CNN based Object detection system: A real-time application	International Conference on Contemporary No.s in Computing (Accepted) --Proceedings in Elsevier	IETE Conference Hall, Kolkata 21 – 22, March, 2020
15.	1. Mr. S. Shakeel Hashmi 2.Mr. K. Kishore Kumar 3. Mr. Digvijay V. Nair	AI-IoT Conclave on Applications in Electronics and Communication	GITAM (Demmed to be University) Hyderabad	28-29 th February 2020
16.	B. Seetharamulu, B. Naresh Reddy and K Bramha Naidu	Deep Learning for Sentiment Analysis Based on Customer Reviews	IEEE-The 11 th International Conference on Computing, Communication and Networking Technologies (ICCCNT)	IIT Kharagpur date: 1-3 July 2020
17.	Mr. Harse Satya Vardhan, Mr. Jatindra Kumar Dash, Mr. Sachi Nandan Mohanty	Deep Convolution Neural Networks for Classification of Interstitial Lung Disease	International Conference on Innovative	IIT Chennai date: 21–23 February, 2020
18.	Priya Pandharbale, Sachi Nandan Mohanty, Alok Kumar Jagadev,	Study of Recent Web Service Recommendation Methods	2 nd IEEE conference on Innovative Mechanisms for Industry Applications (ICIMIA-2020),	5 th -7 th March 2020, Bangaluru, India.
19.	Sachi Nandan Mohanty	GA based Iterative Optimization System to Supervise Adaptive Workflows in Cloud Environment	IEEE-The 11 th International Conference on Computing, Communication and Networking Technologies (ICCCNT)	IIT Kharagpur, 2 nd July, 2020
20.	Sachi Nandan Mohanty	Detection and Prevention Mechanisms for DDoS Attack in Cloud Computing Environment	IMIS-2020	IMES-Kolkata, 2 nd July, 2020
21.	Shaik Himam saheb	Kinematic performance analysis of 3-dof 3-rrr planar Parallel manipulator	International conference on intelligent Computing, information and control systems	25-26, June 2020
22.	Shaik Himam saheb Javvaji Vijay kumar	A comprehensive Review on Additive manufacturing application	3 rd International Conference on Inventive Material Science Applications	PPG Institute of Technology during 18-19, June 2020
23.	Shaik Himam Saheb ,Vinay Kumar Durgam , A chandrashekhar	A Review on Metal Powders in Additive Manufacturing	3 rd International Conference on Inventive Material Science Applications	PPG Institute of Technology during 18-19, June 2020
24.	D. V. Raghunatha Reddy	Performance Prediction of Domestic Refrigeration System using Artificial Neural Network Modelling using Hydrocarbon Refrigerant Mixtures	First International conference on Advanced Light-weight Materials and Structures (ICALMS 2k20)	CMR Technical Campus Hyderabad, Telangana March 6-7, 2020
25.	Vinay kumar, S.Himam Saheb, A.Chandrashekhar	A review on metal powders in additive Manufacturing	3 rd International conference on Inventive material science applications (ICIMA 2020)	PPG Institute of Technology, Coimbatore, TN
26.	Ms. Sirisha Potluri	Detection and Prevention Mechanisms for DDoS Attack in Cloud Computing Environment	IEMIS-2020	IEMIS, Kolkatha, 2-4 July 2020
27.	Ms. Sirisha Potluri	GA based Iterative Optimization System to Supervise Adaptive Workflows in Cloud Environment	ICCCNT-2020	IIT, Kharagpur, 1-3 July 2020
28.	Dr. Sachi Nandan Mohanty	Detection and Prevention Mechanisms for DDoS Attack in Cloud Computing Environment	IEMIS-2020	IEMIS, Kolkatha, 2-4 July 2020
29.	Dr. Sachi Nandan Mohanty	GA based Iterative Optimization System to Supervise Adaptive Workflows in Cloud Environment	ICCCNT-2020	IIT, Kharagpur, 1-3 July 2020
30.	Ms. P. Rohini	CNN based object detection: A Real time application	ICCIC-2020	Kolkata-25-26 July 2020

Sl. No.	Name	Title of the paper	Conference / Seminar	Organized by / Venue/ Date
31.	Ms. P. Rohini	Quantized Local Neighborhood Intensity Extrema patterns for Image retrieval	ICCIC-2020	Kolkata 25-26 July 2020
32.	Dr. Anjana Matta	Viscoelastic fluid flow through a horizontal porous bed	Interdisciplinary Approaches In Science, Engineering & Humanities (Iciaseh-2020)	Applied Science department SIRTE, Bhopal, held from 29 th to 30 th July 2020
33.	B. Robin Raj Dr. B. Madhavi Dr. T. Govardhan	A Review on Intelligent Fault Detection in Rolling Element Bearings	2 nd International Conference on Sustainable Energy and Design Aspects in Manufacturing Technology	Gokaraju Rangaraju Institute of Engineering and Technology, HYDERABAD JULY 10-12, 2020

11.3 Faculty of Law

11.3 A International Conference

Sl.No.	Faculty Member/s	Title of the Paper	Conference	Organized by/Venue/Date
1.	K.S. Rekhraj Jain	A Qualitative Analysis of Restorative Practices in Prisons for Well-Being and Health Laws	Community Well-Being and Resilience	International Institute for Restorative Practices, Kortrijk, Belgium. May 15-17, 2019

11.3 B National Conferences

Sl.No.	Faculty Member/s	Title of the Paper	Conference	Organized by/Venue/Date
1.	Uma Devi S	India's Look East Policy	Two day National Seminar on India's Foreign Policy; Transformation, Prospects and Challenges	Department of Political Science, St. Ann's College for Women, Mehdiapatnam, Hyderabad, sponsored by ICSSR, 21 st and 22 nd Aug-19
2.	Dr. Vinay Sharma	Predatory vs Deep Discount Pricing – An Analysis of E-Commerce Retailers in India	One-Day National Seminar on “Competition Law 2.0: A Way Forward”	ICFAI Law School, IFHE, Hyderabad, January 2020, 10 February 2020
3.	Ms. Rukmini Desai & Dr. Rama Devi Gudemela	Public Private Partnership – A Way Towards Sustainable Development In Indian Textile Industry	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
4.	Dr S Uma Devi	Political and Economic Implications of Sino-US Trade War	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
5.	Dr. Polishetty Kesari	Impact of US- China Trade War Overall Implications on International Trade and With Particular Reference on Indian Economy	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
6.	K. Sravan Kumar	Effect of RCEP on Indian Dairy Industry	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
7.	Neelesh Shukla and Hartej Singh Kochher	An Analysis of Dispute Resolution in ‘Peru – Additional Duty on Imports of Certain Agricultural Products’	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
8.	Satyabrata Mishra	BIT's: A Global Boomerang – Analysis of India's Model BIT	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
9.	Monisha Gade	Most Favoured Nation Treatment and International Investment: Trends and Challenges	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
10.	Raja Rajeswari Ayyagari	Green Foreign Investments: Role and Impact on National Developmental Goals	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
11.	Dr. Komati Durga Prasad & Dr. A. Arun Kumar	Opportunities and Prospects for FDI in Indian Industries	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
12.	Dr. Iti Vyas	Whether the Economic Growth of India is Trade Openness led? An Assessment	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020
13.	Dr. K.V. Ravi Kumar	The Impact of E-Commerce on International Trade	Two-Day National Conference on “International Trade and Investment Laws: Emerging Trends”	ICFAI Law School, IFHE, Hyderabad, January 2020

Sl.No.	Faculty Member/s	Title of the Paper	Conference	Organized by/Venue/Date
14.	Dr. M. Ravindranath & D.V. N. Murty	India's Performance at EODB Ranking by World Bank	Two-Day National Conference on "International Trade and Investment Laws: Emerging Trends"	ICFAI Law School, IFHE, Hyderabad, January 2020
15.	Richa Prateek Jain	Trade Associations: Platform for Industry Interactions or Collusion?	One-Day National Seminar on "Competition Law 2.0: A Way Forward"	ICFAI Law School, IFHE, Hyderabad, January 2020, 10 February 2020
16.	Dr. Vinay Sharma	Predatory vs Deep Discount Pricing – An Analysis of E-Commerce Retailers in India	One Day National Seminar on 'Competition Law 2.0: A Way Forward'	ICFAI Law School, IFHE, Hyderabad, February 29 th , 2020
17.	Richa Prateek Jain	Trade Associations: Platform for Industry Interactions or Collusion?	One Day National Seminar on 'Competition Law 2.0: A Way Forward'	ICFAI Law School, IFHE, Hyderabad, February 29 th , 2020
18.	Dr. Gudemela Ramadevi	Juvenile Justice (Care and Protection of Children) Act, 2015 - A hassle free immigration enactment for Inter Country Adoptions	National Seminar on Immigration and Crimmigration - No.s and Challenges	Centre for Immigration and Citizenship Law (CICL), Symbiosis Law School, Hyderabad, 21 st March, 2020
19.	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



12. Weekly Faculty Seminars

The seminars are conducted regularly and the participants are essentially faculty members and doctoral students. The details are presented below:

12.1 Faculty of Management

Sl. No.	Paper Presented by	Title	Seminar Date	No. of Participants
Economics				
1.	Vighneswara Swamy	Monetary and Fiscal Policy Coordination during the Fiscal Dominance Regimes	Nov 15 2019	14
2.	Laila Memdani	Demonetisation and growth of cashless economy in India	Sept 6 2019	16
Marketing & Strategy				
3.	Amar Raju	Understanding the Effect of Webcare Characteristics on Webcare Diagnosticity and Booking Intention from a Cyber Bystander's Perspective.	Jul 5, 2019	25
4.	Anees Ahmad	Linkage between brand personality and brand equity: Examining the mediating role of consumer-brand relationship	Jul 19, 2019	22
5.	Achin Nigam	Essays on conditional promotions and consumer behavior: effect of mode of payments, relative distances from the threshold order value and initial cart orientation on add-on purchases.	Aug 9, 2019	25
6.	Vijayudu Gnanamkonda	Women Entrepreneurial engagement in rural India - an empirical analysis	Aug 23, 2019	20
7.	Ome Narain Srivastava	Social servicescape effects on post-consumption behavior : The moderating effect of positive emotions in opera-goers	Aug 30, 2019	16
8.	Dwarakanath Siriguppi	Paytm's Foray into Payments Bank	Sep 20, 2019	21
9.	DebajaniSahoo	Mothers Engagement in babycare product categories	Nov 1, 2019	14
10.	Gaurav Bhatt and AchyutTelang	The Survival Strategy of Brand Vadilal	Nov 8, 2019	18
11.	Anuja Agarwal	Social Marketing- Food Waste Management	Nov 22, 2019	16
12.	Khushboo Vaishnav (Research Scholar)	The Role of the Partner Brand's Social Media Power in Brand Alliances	Nov 29,2019	15
13.	Sriram Soundararajan	Air-India-The saga of a loss making State owned Airline	Dec 6, 2019	11
14.	Nandan Kumar Dey	Online Customer Experience and its Dimensions	Dec 20, 2019	15
15.	Atifa Tamkeen	Branding of Higher Education	Dec 27, 2019	12
Operations & IT				
16.	Dennis Joseph	Influence of social capital on community promotion	Jul 5, 2019	20
17.	Nikhat Afshan	An investigation of Antecedents and Consequences of Supply Chain Integration: A Study in Indian Context	Jul 19, 2019	24
18.	Siddhartha Kushwaha	Modelling Dockless Bike Rental Service	Jul 26, 2019	22
19.	Mr Subhash gautam	Internal Service Complexity	Aug 2, 2019	21
20.	Prof Aviral Tiwari	Strategies to publish in Top- Ranked Journals	Aug 9, 2019	12
21.	Dr Anusha Sreeram	Adoption of eSCM and TOE framework: Impact of firm size	Aug 23, 2019	12
22.	Dr. Sashikala P	Power BI: Introduction and Analysis of Data	Sep 6, 2019	22
23.	Dr. Shankha Sengupta	A Conceptual Model For Assessing The Antecedents Influencing Degree Of Servitization In Product-Centric and Service-Centric Organizations	Sep 20, 2019	16
24.	Dr. Subhagata Roy	Understanding the need of Long-term Care Insurance in India	Oct 11, 2019	22
25.	Mr. Sanjay Prasad	Classification in Customer Complaint Management Syatems: A review	Oct 18, 2019	18
26.	Bijeta Shaw	Factors Influencing Consumer Adoption of Internet of Things and its Application: Empirical Evidence	Nov 1, 2019	21
27.	Dr. Sanjay Fuloria	Artificial Intelligence for Knowledge Management: A Bibliometric Study	Nov 8, 2019	14
28.	Mr. Vaidik Bhatt	Implications of IT infrastructure and Big-Data analytics on the SCOR model for Supply-Chain Performance Measurement	Nov 15, 2019	6

12.2 Faculty of Science & Technology

Sl. No.	Paper Presented by	Branch	Title	Seminar Date	No. of Participants
CSE and Mathematics					
1.	Mr. Vara Prasad	CSE	Crowd Funding Using Black Chain Technology	May 6, 2019	6
2.	Mr. K Brahma Naidu	CSE	Document Ranking Using Topic Model	May 2, 2019	6
3.	Mr. Thati Ravi Prasad	CSE	Real time scheduler to Enhance Shared Cache Memory in Small to Medium Multicore Systems	May 31, 2019	6
4.	Mr. Pavan kumar	CSE	The Human Motion visual Analysis: A Review	June 14, 2019	8
5.	Mr. B Madhu	CSE	Vulnerability Analysis of Cyber World	June 28, 2019	6

Sl. No.	Paper Presented by	Branch	Title	Seminar Date	No. of Participants
6.	Dr.R. Balamurali	CSE	fooling Automated Surveillance Cameras:Adversarial Patches To Attack Person Detection	July 11, 2019	9
7.	Dr.B Seetharamulu	CSE	How Will the internet of Things Enable Augmented Personalized Health?	July 25, 2019	19
8.	Dr.Sachi Nandan Mohanty	CSE	Multi-criteria Decision-making for Purchasing Cell Phones Using Machine Learning Approach	Aug 7, 2019	19
9.	Dr.R.Radha	CSE	Centrality Based Energy optimization to pro-long the Lifetime of Sensor Networks	Aug 20, 2019	13
10.	Dr. S.Vairachilai	CSE	Case Study: Trent Sales Predictions using Machine Learning Models	Aug 30, 2019	14
11.	Dr.Pavan kumar	CSE	Managing tardiness bounds and overload in soft real-time systems	Sep 17, 2019	16
12.	Mr.VSrinivas Chary	Mathematics	Some results on Fixed point theorems and Coupled Fixed point theorems in G-metric spaces.	Nov 1, 2019	DAC
13.	Ms.Sirisha P	CSE	Optimization model for QoS based Task Scheduling in Cloud Computing Environment	Nov 8, 2019	13
14.	Dr. Anjana Matta	Mathematics	Double diffusive convection in a horizontal porous layer with effect of variable gravity and internal heat source	Nov 22, 2019	5
15.	Dr.G.S Mohan Reddy	Mathematics	Some Fixed Point Theorems for modified JS –G_ Contractions and Applications to Integral quations	Nov 22, 2019	5
16.	Mr.Rajesh Gudepu	Mathematics	A study on inner product over a Lattice vector space and symmetric & Skew symmetric lattice matrices	Dec 5, 2019	DAC
17.	Mr.Brahma Naidu.K	CSE	Understanding Document semantics from summaries: A Case study on Indian Context	Dec 10, 2019	9
18.	Dr.Seetharamulu.B	CSE	Enhanced Noise Removal Technique Based on Window Size for SAR Data	Dec 13, 2019	8
19.	Ms.Shubhangi V U	CSE	Comparative study of link prediction measures in dynamic network	Dec 18, 2019	16
20.	Dr. Shanta Pendkar	CSE	Gene Expression Differentiation and Speciation : An Example of Application of Data Science in Bioinformatics	Jan 8, 2020	8
21.	Dr. Sandeep Kumar Panda	CSE	Block Chain Applications	Jan 31, 2020	10
22.	Mr. VaraPrasad	CSE	IPO vs ICO:A Tour From Empirical Funding To Token Based Funding Enabling Smart Education System using Block chain and Smart Contracts	Feb 14, 2020	18
23.	Mr.Madhu.B	CSE	Email Investigation - Computer Forensics	March 18, 2020	9
CE, ME & Chemistry					
24.	Mr.Sarit Chanda	CE	Estimation of Source time Function using Low-rank Approximation	Sep 27, 2019	3
25.	Ms. Manisha Gunturi	CE	Foundation Failure of a Residential Building	Oct 31, 2019	3
26.	Mr. Sarit Chanda	CE	Vibration-based structural damage detection using Auto encoder Neural Networks	Feb 19, 2020	3
27.	Ms.Priya S. Natesh	CE	Numerical Modelling of Continuous Composite Beam under Fire Loading	Aug 28, 2019	6
28.	Mr. Shaik Himam Saheb	Mech	Robot kinematics made easy using Robo Analyzer Software	Aug 5, 2019	8
29.	Dr. Barla Madhavi	Mech	Bond Graph Modelling	Sep 6, 2019	9
30.	Mr D V Raghunatha Reddy	Mech	Performance Prediction of Domestic Refrigeration System	Feb 20, 2020	9
31.	Mr. Avinash Malladi	Mech	Optimization of parameters influencing the processing Metal Based Additive Manufacturing	Sep 25, 2019	10
32.	Dr. A. Manmadha Chary	Mech	Medical Prototyping using 3D Printing	Aug 23, 2019	11
33.	Mr. D V Raghunatha Reddy	Mech	Performance evaluation of Hydrocarbon refrigerant mixture to replace R134a in a domestic refrigeration system	Oct 29, 2019	11
34.	Dr. Ashok Kumar Dewangan	ME	Experimental Study of Nucleate Pool Boiling of Refrigerants from Coated Surfaces	Apr 10, 2019	12
35.	Mr. CH.Venugopal	Mechanical	A Review On Enhancement Of Heat Transfer Using Various Nano Fluids	Nov 15, 2019	12
36.	Dr. M L Pavan Kishore	ME	Influence of Material, End conditions and Cutout on Static Stress Analysis of Rectangular Plate	Apr 3, 2019	13

Sl. No.	Paper Presented by	Branch	Title	Seminar Date	No. of Participants
EEE, ECE & Physics					
38.	Dr. Dharavath Kishan	EEE	Investigation of MI between circular spiral coils with misalignments for EV battery charging	Apr 5, 2019	8
39.	Mr.D V Nair	EEE	Reconfigurable control based fault tolerant design for wide area damping control of power systems	Apr 12, 2019	7
40.	Dr. B. Naresh Kumar Reddy	ECE	High Frequency CMRR improvement technique for Differential Amplifiers in 45nm CMOS	July 11, 2019	12
41.	Mr.T N Murthy	ECE	Design and simulation of a 2 element micro strip antenna array	July 25, 2019	10
42.	Dr Dharavath Kishan	ECE	Inductive power transfer for EV Battery Charging Application	July 31, 2019	10
43.	Dr. Sudheer. H.	ECE	Microgrid and distributed generation	Sep 3, 2019	8
44.	Dr. Sudheer. H.	ECE	Microgrid and distributed generation	Sep 3, 2019	8
45.	Mr.P Chandrasekar	ECE	Evaluating the different technologies and components of the Internet of Things for better health	Sep 25, 2019	8
46.	Mr. N.Ranganadh	ECE	FPGA Implementation of Quartile division architectures for Digital Image Processing Convolution Filter	Sep 27, 2019	6
47.	Dr. Ch. Leela	Physical Sciences	Laser induced shock waves from polymers	Oct 3, 2019	10
48.	Dr. G Sucharitha	ECE	Biomedical Image Retrieval using Local Directional Edge Binary Patterns and Zernike Moments	Oct 25, 2019	8
49.	Mr. K Kishore Kumar	ECE	Multi-Features Assisted Age Invariant Face Recognition and Retrieval Using CNN with Scale Invariant Heat Kernel Signature	Nov 28, 2019	6

12.3 Faculty of Law

Sl. No.	Paper Presented By	Title	Date	Number of Participants
1.	Dr Arun Kumar	360° Sustainable Models for Indian Universities	Mar 4, 2020	40
2.	Mr. Astha Srivatsav	Women, Surrogacy Law and Social Justice	Feb 20, 2020	42
3.	Ms. Anweshia Panigrahi	Notching up Reformation: A Transformative Justice Approach to Corrections	Feb 7, 2020	32
4.	Dr. K.S. Rekhraj Jain	Neuro-Criminology in the Court Room	Jan 27, 2020	28
5.	Dr. S. Kannan	Commercialisation of Leisure and Sports: A Case Study of Khanapur Village, Telangana	Nov 27, 2019	34
6.	Dr. G.P. Sudhakar	Conflict Management from Manager's Perspective	Nov 13, 2019	36
7.	Dr. Ravindranath	Corporate Social Responsibility – A Business Strategy	Nov 5, 2019	42
8.	Dr. P. Kesari	Problems & Prospects of Hand loom Sector in Employment Generation in Telangana State	Nov 1, 2019	35
9.	Mr. K. Hariharan	Transformation of Businesses	Oct 23, 2019	40
10.	Mr. S. Rakesh	International Trade: Facts & Myths	Oct 11, 2019	25
11.	Mr. Dilip Sharma	Intellectual Property Aspects of Artificial Intelligence	Aug 30, 2019	27
12.	Dr. S. Kannan	Community Sanitary Latrines in Insanitary Condition Requires Amendment in Manual Scavenger's Act, 2013	July 17, 2019	25
13.	Dr. S. Uma Devi	Liberalism: The Most Relevant Ideology of the Present Age	July 9, 2019	21
14.	Dr. S.V. Damodar Reddy	Intellectual Property Management in Universities, Research and Educational Institutions Practice & Perspective Plans	July 5, 2019	16
15.	Monisha Gade	Gaming in India Permitted or Prohibited?	June 26, 2019	20
16.	Dr. K.V. Ravi Kumar	Protection of Animal Rights in India	June 21, 2019	14
17.	Dr. K.S. Rekhraj Jain	A Quantitative analysis of Restorative Practices in Prisons for Wellbeing & Health Laws	May 13, 2019	19
18.	Prof. D.V.N. Murty	Crop Insurance	Apr 19, 2019	17
19.	Prof. Sridevi D. Shet	Barter to Crypto-currency: Evolution of Money	Apr 8, 2019	17
20.	Prof. Geetha Priyadarsani	Empowering Women through Micro Finance	Apr 4, 2019	22

13. Conferences and Workshops Hosted

The University has hosted five international / national conferences and two seminars. The details are presented below:

13.1 Faculty of Management

The faculty held three international conferences during the period 2019-20.

1. Academy of International Business (AIB)-India 2019 conference and International Business (Ind-IB) Research Workshop, April 22-24, 2019. Twenty Five Papers were received and twenty four papers were presented, of which 4 were from foreign University. The eminent participant was Prof. S Raghunath, President of AIB-India Chapter, former Dean, IIM-Bangalore
2. 12th Doctoral Thesis Conference in collaboration with IGIDR, Mumbai, Apr 18 to Apr 19, 2019, One hundred and thirty papers were received and one hundred and seven were presented. The eminent participant was Prof. S Mahendra Dev Director (Vice Chancellor), IGIDR, Mumbai
3. ICOMBS 2019 was held on Nov 15-16, 2019 One hundred and two papers were received and Seventy seven were presented. Twenty five were Eminent Participants

13.2 Faculty of Law

1. One Day National Seminar On “Competition Law 2.0: A Way Forward”, 29th February, 2020. Sixty papers were received and Fifty were presented. The eminent participants were Hon'ble Justice Mr. P. Keshava Rao, Judge, High Court of Judicature for the State of Telangana Hon'ble Justice Mr. Abhinand Kumar Shavili Judge, High Court of Judicature for the State of Telangana, Mr. Mukul Sharma, Joint Director, (Economics), Competition Commission of India
2. IPR & IP Management for Innovation and Start-ups organized by Institution Innovation Cell & ICFAI Law School, Hyderabad, February 28, 2020. The eminent participants were Mr. Mukul Sharma, Joint Director, (Economics), Competition Commission of India, Mr. Yogesh Pai, Prof. A. Srinivas Rao.
3. Workshop on 'Regional Consultation on Strengthening and Promoting Law School Clinics in India', ICFAI Law School, Hyderabad, In association with Jindal Global Law School, New Delhi, 27-02-2020. The eminent participants were Professor Ajay Pandey, Professor & Executive Director (Clinical Programmes) at Jindal Global Law School, O. P. Jindal Global University, India
4. Two Day Training Program “Essentials of Arbitration in India and International Commercial Arbitration”, 16th & 17th February, 2020, The eminent participants were Hon'ble Justice Sri Challa Kodanda Ram Judge, High Court of Judicature at Hyderabad for the State of Telangana and State of Andhra Pradesh Mark Bravin, Partner, Mitchell Silberberg & Knupp LLP (Washington DC). Mr. Mukesh Vashisht, Advocate and Director, Indian National Association of Legal Professionals
5. Two Day National Conference on International Trade and Investment Law: Emerging Trends, 10th & 11th January, 2020. Sixty papers were received and Forty five were presented. The eminent participants were Hon'ble Mr. Justice Mohan Peiris, Judge, Counselor for President of Srilanka & Former Chief Justice of Srilanka, Mr. Abhishek Mishra, Assistant Professor, Jindal Global Law School, Haryana, Prof. S.B. Dwarakanath, Professor, Symbiosis Law School, Hyderabad, Prof. V. Balakista Reddy, Registrar and Professor, NALSAR, Hyderabad, Dr. Ramani Garimella, Assistant Professor, South Asian University, New Delhi
6. One Week Refresher Training Course for the Indian Forest Service Officers On Joint Forest Management: Challenges and Opportunities, July 08-12, 2019. The eminent participant was Hon'ble Mr. Justice B. Prakash Rao Former Judge, High Court of Judicature, Hyderabad
7. LawVis 2019: A Two Day Residential Orientation Program for Young Advocates of Telangana State, May 4 & 5, 2019, The eminent participants were Hon'ble Justice Raghvendra Singh Chauhan Acting Chief Justice, High Court of Judicature at Telangana, Mr. A. Narasimha Reddy Chairman, Bar Council of Telangana, Hon'ble Mr. Justice G. Seethapathi, Former Judge, AP High Court, Mr. P. Kiran, Advocate & Member, Bar Council of Telangana, Hon'ble Mr Justice G. Yethirajulu, Former Judge, AP High Court, Smt. S. Vani, Advocate, High Court of Telangana Sri. Ashok Ram Kumar, Advocate, High Court of Telangana, Hon'ble Mr. Justice B. Prakash Rao, Former Judge, High Court of AP, Mr. V. Krishna Mohan Mr. T.S.N. Raja, GM (Retired) SFC, IP, Mr. Srinivas Rao, Tax Consultant, Mr. Govind Reddy, Advocate, High Court of Telangana, Sri K Lakshman, ASG, High Court of Telangana.
8. One Day Symposium on Commercial Courts: Formative Propositions, September 14, 2019. The eminent participants were Hon'ble Justice A. V. Sesha Sai, Judge, High Court of Judicature for the State of Andhra Pradesh, Prof. Y. R. Haragopal Reddy, Advisor, ICFAI Group, Mr. Chandramouli, APR Constructions, Dr. S. V. Ramakrishna, Company Secretary, Mrs. Kiruthika. D, Asst. Professor, VIT, Hon'ble Judge Mr. K. Pattabhi Rama Rao,, Additional Chief Judge, City Civil Court, Hyderabad, Mr. Ashok Ram Kumar, Advocate, High Court of Telangana, Hon'ble Mr. Justice Sesha Sayana Reddy,, Former Judge, & Member CAT, Hyderabad, Prof. G. B. Reddy, Dean & Professor, Osmania University, Mr. T.S.N. Raja, IP Professional, Mr J L N Murthy, Advocate & IP Professional.
9. One Day Symposium on Water Resources: Sustainable Overtures, September 18, 2019. The eminent participants were Hon'ble Mr. Justice A. Rajasekhara Reddy, Judge, High Court of Judicature at Hyderabad for the State of Telangana, Mr. D. Subba Rao, Regional Director, Central Ground



Water Board, Ministry of Water Resources, RD&GR, Government of India, Southern Region, Hyderabad, Mr. Marri Shashidhar Reddy, Chairman, Forum for Utilisation of Godavari Waters, Dr. Venkateshwar Rao, Director, JNTU, Dr. P.N. Rao, Director, Central Ground Water Board, Ms. Vibha Arora, Associate Professor, Sociology, Department of Humanities and Social Sciences, IIT, Delhi. Mr. G. Sudarshan, Rtd. Regional Director, Central Ground Water Department, Prof. C. Ramchandriah, Professor, Center for Economic and Social Studies (CESSS), Dr. Venugopal, Rtd. Director, Ground Water Department, Andhra Pradesh,

Ms. Snehalata, Consultant, HMWSSB, Dr. Pandith Madhunure, Director, Ground Water Department, Telangana, Dr. K. Siva Subramaniam, Professor, Madras Institute of Development Studies, Chennai, Er. H. R. Solanki, Engineer, National Institute of Rural Development and Panchayati Raj (NIRDPR), Dr. K. Purushottam Reddy, Academician and Environmentalist, Dr. Krishna Rao, Director Agriculture and Research, WALAMTARI, Dr. V.N.V.K. Sastry, Ms. Farida Tampal, State Director, WWF, India, Mittal Patel, Founder, Vichatra Samuday Samarthan Manch (VSSM) Gujarat

14. Workshops

14.1 Faculty of Management

During the year 2019-20, the University has conducted 8 workshops. The details are presented below:

Sl. No.	Duration	Title of program	Coordinator/Lead Faculty member	Category	No. of Participants	Days	Participant Days
1.	April 18, 2019	Case Teaching and Writing Workshop	Dr. Debapratim Purkayastha	Company Specific BIMTECH Employees	25	1	21
2.	July 04, 2019	Stress management Training	Prof. Mahesh Soma	Sudaksha Education Enterprise	40	1	40
3.	Aug 1-2	Design Thinking and Innovation workshop	Dr. Srinivasa Rao		35	2	
4.	7 th and 8 th September 2019	Academic Workshop on Scale Development and Validation	Dr. Chetna Priyadarshini and Dr. Namrata Chatterjee	Open Program	11	2	22
5.	September 16-18, 2019	Stress to Streamlined Life (SSL)	Dr. Radha Mohan	Bharat Dynamics Limited	30	3	90
6.	19-12-2019	Innovation and Entrepreneurship	Dr. M. Bhaskara Rao		25	1	
7.	December 2-6, 2019	Business Acumen and Change Management	Dr. D. Satish	Indian Railways	8	4	32
8.	January 4 - 5, 2020	Accounting and Financial Analytics	Dr. Rajneesh Ranjan Jha & Dr. Chetna Priyadarshi	Open Program	6	2	12
Total					120	13	217



15. Center for Management Development

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 14 MDPs, totaling to 1286 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 below:

Management Development Programs (MDPs)

Sl. No.	Duration	Title of program	Coordinator/Lead Faculty member	Category	No. of Participants	No. of Days	No. of Participant Days
1.	Apr 29 – 30, 2019	MDP on Leadership and Personality Development	Dr. Kranthi and Dr. Rajasekhar	Company Specific Employees of India Post	14	2	28
2.	May 13 – 14, 2019	MDP on GST	Dr. Radha Mohan	Company Specific Barath Dynamics Limited	40	2	80
3.	May 15, 2019	MDP on Case Study writing	Dr. Radha Mohan	Company Specific Barath Dynamics Limited	40	1	40
4.	May 10, 2019	MDP on Case Writing	Dr. Debapratim Purkayastha	SRM	40	0.5	20
5.	May 28 – 29, 2019	MDP on Business Communications – IV C	Prof. Chethana Krishna and Prof. D. Satish	Company Specific Middle Level executives of ITC Limited (Bhadrachalam, Telangana)	30	2	60
6.	June 12-14, 2019	MDP on Leadership Excellence and Personnel Effectiveness Managerial Effectiveness (LEAPE)	Dr. Radha Mohan	Company Specific Middle Level Employees of BDL	80	3	240
7.	July 19 – 20 th , 2019	MDP on Business Communications VII A	Prof. Chethana Krishna and Prof. D. Satish	Company Specific Middle Level executives of ITC Limited (Hyderabad, Telangana)	30	2	60
8.	August 5 – 10, 2019	MDP for Newly recruited Municipal Secretaries of Urban Local Bodies	Prof. Shylajan and Prof. D. Satish	Kerala Institute of Local Administration	28	6	168
9.	August 23 – 24, 2019	MDP on Business Communications VII B	Prof. Chethana Krishna and Prof. D. Satish	Company Specific Middle Level Executives of ITC Limited (Hyderabad, Telangana)	30	2	60
10.	Sep 13 – 14, 2019	MDP on Business Communications VII C	Prof. Chethana Krishna and Prof. D. Satish	Company Specific Middle Level Executives of ITC Limited (Hyderabad, Telangana)	30	2	60
11.	October 21-26, 2019	MDP for Kerala Government Block Pachayat Officers	Dr. D. Satish and Dr. C.S. Shylajan	Kerala Government Employees	41	6	246
12.	November 2 - 3, 2019	MDP on Academic Writing	Dr. Manish Gupta and Dr. Shaheen	Open Program	7	2	14
13.	December 9-14, 2019	MDP For Deputy Directors and Assistant Directors of Kerala Government	Dr. D. Satish and Dr. C.S. Shylajan	Kerala Government Employees	25	6	150
14.	February 24-25, 2020	MDP on Business Communications VIIIA	Prof. Chethana Krishna and Prof. D. Satish	Company Specific Middle Level executives of ITC Limited (Hyderabad, Telangana)	30	2	60
Total					465	38.5	1286

Faculty of Science & Technology

Sl. No.	Date(s)	No of Days	Title of the Program	Coordinator	No. of participants			No. of Participant Days (Mandays)
					IFHE	Other than IFHE	Total	
1	22 nd – 26 th April, 2019	5 Days	Short Term Training Programme on “3D Printing in Modern Engineering	Dr. A Manmada Chary and Dr C Rajesh; Dept of ME, FST, IFHE	61	36	97	485 Days
2	23-Dec-2019 to 27-Dec-19	5 Days	Artificial Intelligence and Neural Networks	Dr. R Balamurali, Dept. of CSE, FST, IFHE	31	--	31	217 Days
3	10 th Feb to 14 th Feb 2020		GPU Programming using CUDA (CSE dept. in online ICT mode in collaboration with NITTTR Chandigarh)	Dr. R Balamurali Dept. of CSE, FST, IFHE	15	--	15	60 Days
Total					107	36	145	762

16. Editorship in Journals

Faculty of Management

The faculty members of the B-School are associated with the following 14 in-house journals and 4 magazines as consulting editors. The manuscripts received by the journals are double blind refereed. The average review time is three to six months. The details are presented below:

Sl. No.	Name of the Journal/ Year of establishment	Name of the Consulting Editor
1.	Accounting Research & Audit Practices	Dr. Bhanu Sireesha
2.	Bank Management	Dr. Vigneswara Swamy
3.	Knowledge Management	Dr. Nasina Jigeesh
4.	Management Research	Dr. Radha Mohan Chebolu
5.	Soft Skills	Prof. Mendemu Showry
6.	Business Strategy	Dr K S Venugopal Rao
7.	Case Folio	Dr. Debapratim Purkayastha
8.	Applied Economics	Dr. T Koti Reddy
9.	Applied Finance	Dr. G P Girish
10.	Financial Risk Management	Dr. Ranajee
11.	Operations Management	Dr. Samyadip Chakraborty
12.	Supply Chain Management	Dr. Nikhat Afshan
13.	Organizational Behavior	Dr. Prerna Chhetri
14.	Effective Executive	Dr. KBS Kumar

Magazines			
Sl. No.	Name of the Magazine	Name of the Consulting Editor	Periodicity
1.	HRM Review	Dr. Manish Gupta	Bimonthly
2.	Portfolio Organizer	Dr. D. Satish	Bimonthly
3.	Treasury Management	Prof. C. Anita	Bimonthly
4.	Marketing Mastermind	Dr. JSK Chakravarthi	Bimonthly



Eight of these journals are listed in the Cabell's directory and SSRN (Social Science Research Network). Two of the Journals are in ABDC 'C' Category. In addition, the IUP Journal of Applied Economics is listed in SOSIG (Social Science Information Gateway) and RePEc (Research Papers in Economics). The IUP Journal of Accounting Research and Audit Practice is listed in RePEc. All these journals figure in the UGC list of Journals. The journals attract articles from abroad, from different parts of the country and from internal faculty. Some of the faculty members are also associated as scientific advisors. The composition of the eminent editorial board members of a few journals are furnished below:

1. IUP Journal of Accounting Research & Audit Practice

Editorial Board Members:

Dr. Bala Shanmugam, 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.

2. 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 Mahendra Dev, 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. 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.

4. 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 D'Amore-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.

5. 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. Jyoti Bachani, Saint Mary's 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 Beng Geok, Nanyang Business School, Nanyang Technological University, Singapore. Dr. Mathew J Manimala, IIMB, Bangalore, India.

6. IUP Journal of Management Research

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

7. IUP Journal of Organizational Behaviour

Dr. T V Rao, Chairman, T V Rao Learning Systems Pvt. Ltd. & Adjunct Professor, IIM, Ahmedabad. 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, Deonar, Mumbai 400088.

8. IUP Journal of Soft Skills

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

Faculty of Science & Technology

The IUP Journal of Computer Sciences (Quarterly), Consulting Editor - Dr. Seetharamulu

Faculty of Law

The IUP Law Review (Quarterly), Consulting Editor - Dr. A V Narasimha Rao

17. Academic and Industry Collaborations

The University has a strong interface with industry through collaborations, guest lectures, conclaves and executive development programs. Overall, it interfaces with more than 600 of the country's leading companies, NGOs and law firms. IFHE has entered into collaboration with 20 international Universities and nine national institutes - IGIDR, MCX India Ltd., BSE India, Indian Econometric Society, C-TARA (Indian Railways), Intelligroup, National Commission for Protection of Child Rights, Virtusa and Indian Institute of Capital Market. These collaborations have resulted in the joint hosting of conferences, summer internship programs, Visiting Scholar Programs with the collaborating Universities and conducting MDPs for partnering organizations.

17.1 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:

- Syracuse University, New York, USA;
- Bentley University, Massachusetts, USA;
- The University of Toledo, Ohio, USA;
- University of Memphis, Tennessee, USA;
- Milliken University, USA;
- Oklahoma State University, USA;
- University of South Australia, Australia;
- Macquarie University, Australia;
- Flinders University, Australia;
- Bangor University, UK;

- University of Salford, UK;
- University of Essex, UK;
- Glasgow Caledonian University, UK;
- University of Westminster, UK;
- University of Dundee, UK;
- Utara Universiti, Malaysia.

We are exploring the possibility of entering into an MOU with:

1. Montpellier Business School Montpellier, France
2. ESIC Business & Marketing School, Spain
3. Curtin University, Bentley, Perth, Australia

17.2 Academic Collaborations with Industry

Apart from these foreign collaborations the B-School has entered into Memorandum of Understandings (MoUs) with the following industries / institutions:

1. M/s Genpact, a global business process management company
2. M/s EcoNurture Consulting India Pvt. Ltd
3. M/s Aptus Data Labs, Bangalore
4. M/s Data wise Management Consultants Pvt. Ltd, Hyderabad
5. M/s Mize Software Solutions Pvt. Ltd, Hyderabad
6. M/s Multi Commodity Exchange (MCX) of India Ltd
7. M/s Parampara, Family Business Institute
8. M/s Indira Gandhi Institute of Development and Research (IGIDR), an advanced Research Institute established by The Reserve Bank of India, Mumbai
9. M/s BSE India
10. M/s Indian Econometric Society,
11. C-TARA (Indian Railways),
12. Intelligroup and
13. Indian Institute of Capital Markets



18. Alumni and Student Activities

18.1 Alumni Activities

1) CONFLUX- Panel Discussion

The Panel Discussion was held on the topic “Journey from Customer Acquisition to Customer Retention in Platform Businesses. The event was organized on July 5, 2019 at the IBS Auditorium.

The erudite panel members comprised of the following alumni:

Name	Class of	Company / Institution	Designation
Mr. Abhishek De	2007	Talent Acquisition and Brand Leader	Uber India
Mr. Gaurav Gupta	2004	Marsh India Insurance Brokers Pvt Ltd	VP
Ms. Komal Sinha	2006	RePurpose Global	Global Head
Mr. Nagraj Lanka	2000	Xybion Corporation	Senior Director
Mr. Sandesh Satyanarayan	2009	Logicserve Digital	AVP

Prof. Shailendra Bisht was the MODERATOR for the Panel Discussion. It was attended by 300 students.

2) MOCK GD PI (Group Discussion & Personal Interview) SESSION

MOCK GD PI sessions were conducted during the period August 24th-25th and August 31st-September 1st, 2019 for the second year students of MBA to make them employment ready. Senior industry professionals and alumni were invited to guide the students.

The following alumni participated in the Mock GDPI sessions.

Name	Company	Designation
Nitin Nagpal	Acutus Analytics	Managing Director
Puja Jalan	Care Ratings	Senior Manager
Sumit Jain	Accenture	Senior Manager
Nagraj Lanka	Aadyanth Consulting	Co founder
Komal Sinha	rePurpose Global	Global Head of Partnerships
Jyoti Jhunjunwala	Lil Berriz	Owner
Sumant Shyan	DuPont	Project Lead Non ERP Implementations
Sanjay Myalada	Deloitte	
Amit Ranjan Kumar	Inspirage Solutions	Managing Principal
Gaurav Kumar Parashar	Piramal	Manager - Analyst
Hemant Pardesi	Insource Operational Optimizers Pvt Ltd.	VP Product
Jyoti Arora	D E SHAW	Principle Analyst in the Strategy Team
Jyoti Modi	Own Boutique-baby clothes	CEO
Krishna Chaitanya Bellamkonda	IDBI Bank	AGM
M. Phani Bhushan	Pramapi Tech	Business Analyst
Dilip jain	XFRMICS	Cuntry Head
Sandeep Mishra	Mistra consulting	CEO
Nirvik Mitter	Popcorn Apps	Manager Business Development and Global Markets

Talisha Mehra	System India Rapid Private Limited	General Manager and Credit Liaison
Pulla Reddy Botta	Aditya Birla Group	Regional Head Business Development
Prachi Tewari	Vognizant	Senior manager digital analytics
Rishi Dwesar	IBS Hyderabad	Senior Professor
Ritesh Tiwari	IBS Hyderabad	Senior Professor
Rohan Jain	British American Tobacco	Group Brand Manager
S Anser	Cognizant	Associate Director
Rahul Singh	Felloite	Senior consultant
Raja Satish	Univariety	Senior Manager Marketing
Atul Nagar	Deloitte Consulting India Pvt. Ltd	Sr. Consultant
Rahul Sharma	Kaara Infosystems	Director
Gautam Modi	Verity	Senior Manager
Hari Annamaraju	Cognizant	Sr. Research Associate
Mahendra Kumar Lodha	Novartis India	Senior Manager
praveen Agarwal	Google	Senior program manager
Nisha Ramachandran	Not Working	-
Abhishek De	UBER India	Talent acquisition and brand leader
Najeeb Sheikh	Wipro tech	HR Business Partner
Shashank	First Impression Training Solutions pvt ltd	CEO
Saswat Mishra	Infosys	Lead Consultant
Sujit Panigrahi	Delloite	Manager
Gautam Modi	Verity	Senior manager
Amit Kumar Jain	RK Agencies	Founder
Hari Annamaraju	Cognizant	Sr. Research Associate
Lalith Kumar Vemali	Accenture	Lead in Hiring and AI
Manish Tewari	Deloitte	Senior Manager
Rohit Gupta	Kotak Mahindra Bank	Vice President
Shilpa Chandak	DBS bank	Business Analyst
Sethuraman S	Amazon	Product Manager
Naresh Mulugu	Own business	
Rohit Jasoo	Delloite	Asst Manager
Ankit Sureka	Genpact	Senior Assistant Manager - Commercial Lending
Sumit Jain	Accenture	Senior Manager
Puja Jalan	Care Ratings	Senior Manager
Nagraj Lanka	Aadyanth Consulting	Co founder
Sandeep Mishra	Mistra consulting	CEO
Nirvik Mitter	Popcorn Apps	Manager Business Development and Global Markets.
Talisha Mehra	System India Rapid Private Limited	General Manager and Credit Liaison
Pulla Reddy Botta	Aditya Birla Group	Regional Head Business Development

Sushant Chandra	Own Business	Founder
Sumant Shayan	DewPond	Project Lead
Sumit Jain	Accenture	Senior Manager
Rishi Dwesar	IBS Hyderabad	Senior Professor
Ritesh Tiwari	IBS Hyderabad	Senior Professor
S Anser	Cognizant	Associate Director
Sudheer Kumaravelu	Own Business	-
Shashank	First Impression Training Solutions pvt ltd	CEO
Rahul Sharma	Kaara Infosystems	Director
Raja Satish	Univariety	Senior Manager Marketing
Atul Nagar	Deloitte Consulting India Pvt. Ltd	Sr. Consultant
Rajith Sukhavasi	IBS Hyd	Manager - Corporate Relations

3) IBSAF AWARDS- FINAL ROUND OF EVALUATION OF BEST SIPs

The evaluation of the best SIP (Summer Internship Program) Awards was held in two rounds. In the round- I, held on August 6, 2019 65 students were short listed by the IBS faculty. In the round-2 held on August 9, 2019, 25 students were selected by the alumni. The panel of alumni judges were:

Sl. No.	Name of Alumni Mentor	Class of	Company
1	Rajeev Gupta	2003	Metrics4 Analytics Pvt. Ltd.
2	Sanjay Myadala	2002	Deloitte
3	Abhishek De	2007	UBER
4	Tanay Kediya	1997	Wells Fargo
5	Chiranjib Das	2007	Scan Steels Ltd
6	Komal Sinha	2006	Repurpose Global
7	Atul Nagar	2010	Deloitte consulting
8	Raja Satish	2010	Univariety
9	Sumit Tulsyan	2008	D.E Shaw & Co.
10	Sushant Chandra	2010	A Lunch Box
11	Utpal	2006	Capgemini

4) IBSAF AWARDS CEREMONY

IBS Hyderabad conducted the SIP Awards ceremony on September 5, 2019 to appreciate and motivate students who performed brilliantly in their internship programs. 25 students were awarded SIP Appreciation Certificates along with a cash prize of ₹10,000 each. The faculty mentors were also awarded with Certificates of Appreciation. The following alumni were the chief guests:

Mr. Yasir Mahamood
Mr. Gautam Modi
Mr. Rahul Jain
Ms. Nidhi Gupta

5) RENDEZVOUS 2019

'Rendezvous' an annual corporate dinner, was hosted by the Alumni Relations Cell of IBS Hyderabad on the 7th of September, 2019 at Taj Deccan, Hyderabad where the event saw the gracious presence of our beloved alumni, respected Dean, Director, Mentor, faculty members and their families. 119 Alumni (and family members) from various sectors of industry had the opportunity to interact with each other and

and MBA students and also to build connections. Alumni from batches 1995 - 2014 were invited for the evening. The event commenced by lighting of the lamp by our respected Director, Professor S Venkata Seshaiya, Dean, Professor Shylajan, Mentor Professor Mahesh Kumar Soma and esteemed alumni. It was followed by a speech by our Director who enlightened us with his valuable words of sagacity, followed by which, our Cell President, Miss Anusha Jha shared a few words. The cake cutting ceremony took place amongst our respected Dean, Director, Mentor, alumni and all the kids present there. A popular song was played where all the kids broke into a spontaneous dance, which lightened the mood of the evening. The stellar evening was made more engrossing with some fun and interactive games. Our anchors were the soul of the event, eliciting maximum attention of the crowd, accomplishing the purpose of this alumni meet.

Rendezvous came out to be a nostalgic evening, reviving old memories while creating new ones. The engagement and happiness of the guests was a clear indication of the success of the event which was a result of the combined efforts of the management and team ARC.

6) Investment Myths & Models Workshop

An Investor without Investment objectives is like a traveler without a destination. ARC organized a workshop on Investing myths and models in collaboration with FinStreet and Money Matters Club of IBS Hyderabad on 7th- 8th September 2019. It was a two-day workshop conducted by our esteemed alumnus, Mr. Vikas Agarwal of 2003 batch, partner at Jardine Lloyd Thompson. The workshop witnessed the presence of 140 first year as well as second-year students.

While the first day was all about the basics of investing and investment models, which strengthened the conceptual knowledge related to investment, the second day focused on the parameters one should consider while investing in a particular company and the various myths associated with investing. It was an interactive session where the students actively took part by clarifying their doubts and problems



related to investments. The students gave positive feedback and found the insight that they got into the investment world very valuable.

7) Nostalgia 9.0

TNostalgia 9.0, the Annual Alumni meet of IBS Hyderabad unraveled with much grandeur and magnificence on 23rd November, 2020 and it was attended by 540 alumni. It brought back a wave of memories that the alumni cherished for life. With a great amount of zeal and excitement, the alumni entered the campus to see the entire courtyard filled with lights, love and laughter. The alumni were reminiscing about their best days at IBS and travelled back to the memory lane once again. The air was swinging with palpable energy and the crowd was filled with positivity and warmth. There was a sense of euphoria amongst the crowd and the joy on their brightly lit faces was a sight worth capturing and withholding for a lifetime.

The theme for Nostalgia 9.0 was “Dreamscape” which corresponded to all the dreams and aspirations that the alumni had while they were in college. It revolved around the idea of how they all started off as small buds, and with their strong IBS roots, they have now blossomed into fully grown beautiful flowers. The decorations and props were made completely as per the theme, making the courtyard look even more magical.

To make the dreamy evening even more mesmerizing, we had a stellar performance by Diatribe, the official band of IBS Hyderabad. They delivered a sensational performance that brought the crowd swaying in full swing. The evening also witnessed a fantastic fashion show by the club Moving Mannequins and an exhilarating dance performance by the members of team ARC that profusely added to the glam of Nostalgia. With utmost happiness and zest, Team VAPS launched Aaveg X and Team ARC launched the 15th edition of their quarterly magazine; Connections designed around the theme Modern Marvels.

Later, the most-awaited and fun-filled event, the pageant for Mr. and Miss. Nostalgia was conducted. It was a very enjoyable interaction where fun questions and exciting tasks were given

to the alumni. The entire crowd was roaring with cheers and it was an experience that was everlasting. The alumni were swept away with Nostalgia and it was our immense pleasure to host them making this very grand event bigger and better every year.

8) Mentorship Program

The Mentorship session was conducted during Nostalgia-Alumni Meet on November 23, 2019 at IBS campus. Eleven alumni mentored about 200 students. The details of alumni mentors is as follows:

Name	Company	Designation	Batch
Challa Maruthy Subrahmanyam	Care India	Healthcare department	1997
Raghav rathi	FactSet Systems	Associate Content Manager	2008
Santideep Sahoo	Odisha State Co-Operative Bank	Asst. Manager(MIS)	2008
Nitin Nagpal	Acutus Analytics	Managing Director	2007
Puja Jalan	CARE Ratings	Senior Manager	2009
Prashant Raman	IPE	Assistant Professor	2007
Debika ghosh	ICICI bank	Branch Manager	2008
Nagraj Lanka	Kemin Industries	AVP & GM	2008
Vikas Sethia	Doft	Director	2004
Deepa Ennala	Kaunas University of Technology	Assistant Professor	2003
Lalith Kumar Vemali	Accenture	Lead in Hiring and AI	2008
Shashank Malpani	First Impression Training Solutions Pvt Ltd	CEO	2008
Mohamed Abubakker Gazali	HP	Consultant	2007
Sandeep Mishra	Misha consulting	CEO	2004
Mussarat Shaheen	IBS Hyderabad	Assistant professor	2008
Ritesh Tiwari	IBS HYderabad	Faculty	2009
Mritunjay Kumar	Pidilite Industries Ltd.	Key Account Manager	2007

9) Mrinal Anand Cricket Tournament

Mrinal Anand Cricket Tournament is held on January 17th to 19th, 2020 every year in memory of an alumnus. It is organized in collaboration with Team V.A.P.S. The cricket matches are held between alumni teams and the present students of MBA.

10) SUMMIT 20 – Alumni Meet

Alumni Relations Cell (ARC) organized a corporate dinner, ‘SUMMIT-The Super Alumni Meet’ at Taj Banjaara, Hyderabad on January 25, 2020. 93 Senior alumni attended it with their families. The new ARC Team headed by Ms. Pridhi Gupta was also introduced to the alumni.

Alumni interacted with the ARC members. Games were conducted to engage the alumni and also a cultural performance by the members of team ARC was performed. The alumni were feeling nostalgic meeting and interacting with their batch-mates. During their conversation with the students, they shared their experiences of the corporate world, their time at ICFAI and how these alumni meets provide them an opportunity to relive those moments.



11) CONNECTIONS- E newsletters

ARC released three No.s of its E newsletter, CONNECTIONS based on the theme Modern Marvels.

12) Alumni meet with AACSB

Alumni being the key elements to the growth of any institution have always helped the institution at all times. About 50 alumni and industry professional attended the interactive session with the members of the AACSB Peer Review Team on January 4, 2020. It was held at Hotel Taj Krishna, Hyderabad between 7 and 10 pm.

13) Alumni meet with SAQS

Alumni and industry professionals were invited to interact with the SAQS (South Asian Quality System), AMDISA, Team Members. About 45 alumni and industry professional attended the interactive session with the team members of the SAQS on February 6, 2020 at Hotel Taj Krishna.

18.2 Student Activities – Faculty of Management

1) Talent Show was conducted on May 18, 2019 and May 25, 2019, for new students of MBA Program (Class of 2021). The details are presented below: 'Talent Show' was the idea conceptualized to ensure that new students would be welcomed and encouraged to showcase their talents, interests and feel that they are a part of the IBS family. Out of the two weeks of preparatory sessions there was a dedicated time slot allocated for 'Talent Show'. It was held on 18th and 25th of May 2019. The show was open for all the new students. A total of three hundred and nineteen (319) students responded and showed their interest in the same.

A few alumni of IBS Hyderabad – Mr.SurajPatnaik, Ms.Sudeshna, Mr.Jalvir, Mr.Vihang, Mr.KiranProdduturi, Mr.Aayan, Ms.Suchi, Ms.Dolly Jain, Ms.Bhavya Jain and Mr. NadeemSayyed – came forward to have some ice-breaking games with the new batch of students to ensure that they would open up and come forward to perform or show their talents.

The Talent Show was a huge success as many of the students after the initial hesitation, came forward and participated. Out of the responses received there were



many students who expressed their interests in music, dance, drama, skits, anchoring, event management, playing musical instruments, stand-up comedy, various sports etc. Based on the interests showed by students we had three students who came forward and anchored the 'Leadership for New Millenials' Guest Lectures. Sharing a few pictures of the Talent Show conducted. Our photography club Nazaria covered the event on one of the days.

- 2) On the occasion of World Blood Donors Day on June 14, 2019 Club Sankalp of IBS Hyderabad, with the encouragement of Dr.S.V.S eshaiah, Director-IBS Hyderabad and in association with Indian Development Foundation and Niloufer Hospital for women and children conducted Blood Donation Drive in the campus. The Campaign received an overwhelming response from faculties and students and ended on a positive note by receiving more than 200 units of blood successfully.
- 3) The University organized the 5th edition of International Yoga Day on June 21, 2019. The event was a huge success. More than 200+ students enthusiastically participated in this event and enjoyed doing various yogasanas. Yoga master from 'Fitness Lifestyle Yoga' was the trainer for the event which was convened by Prof. Madhavi Garikaparthi, Coordinator of Student Activities.
- 4) A Guest Lecture was conducted on June 28, 2019, for the students of MBA Program. It was organized by Club Aaina and Club Sankalp. The resource person was Dr. Jan Low, an agricultural economist with over 25 years of experience working in sub-Saharan Africa and winner of 2016 World Food Prize.
- 5) A Two-Day workshop entitled "Investing: Myths & Models" was organized for the students of IBS Hyderabad during September 7-8, 2019. The resource person was Mr. Vikas Agarwala, an alumnus of IBS Hyderabad (2003 Batch).The workshop focused on fundamental analysis of companies, the behavioral aspects of investment, mental models, mean reversion and business cyclicity, deprival super-reaction syndrome among other things.
- 6) A team of students from MBA program participated in Business Plan competition at IIM-Indore on September 5, 2019. Though the team was unsuccessful in clinching the pole position, but finished being among the top 5 teams.





- 7) IMT Hyderabad –Periodos'19, Sports Fest was held during October 19-20, 2019. Students secured first position in the following sports events:
- Football - Winner
 - Table Tennis -Winner
 - Basketball (Boys) - Winner
 - Basketball (Girls) – Winner
 - Cricket – Winner
- They also secured second position in the following sports events:
- Throwball – Second Prize
 - Volleyball – Second Prize
- 8) 'Ekta Divas' was celebrated on October 31, 2019 at the University. The Program also included a pledge taken by the Vice Chancellor, Directors, Deans, Faculty Members, Staff and students.
- 9) MBA Students participated in XIMB BHUBANESHWAR-XPRESSIONS'19,a Management Cultural Festival organized by Xavier Institute of Management Bhubaneswar (XIMB)held during November 8-9, 2019. They secured first position in the event - Goonj (Street Play)
- 10)MBA Students participated in IMT Nagpur – Milestone 35, an annual Management fest held during November 23-24, 2019. Students secured first position in the event - Pratibimb (Dramatics) and Mirage (Fashion Show).
- 11)MBA Students participated in IMT Hyderabad – IMPELZ 6.0, an annual Management fest held during December 6th and 7th, 2019.

Students secured first position in below events - Riveria (Creatives), Alankaar (Solo Singing Competition)
Students secured runner up position in below events – Amaya (Fashion Show), Alankaar (Group Song), Jagriti (Street Play)

- 12)MBA Students participated in SIBM Hyderabad Cultural Fest – Firande 2020 held during January 6th and 7th, 2020. Students secured first position in Nukkad Naatak (Street Play).
- 13)MBA Students participated in SIBM Hyderabad Sports Fest – Elysium 2020 held during January 8th and 9th, 2020. Students secured first position in below sports events.
- FIFA
 - Basketball (Boys)
Students secured runner up position in below sports events.
 - Futsal
 - Volleyball
 - Basketball (Girls)
 - Throwball (Girls)
- 14)MBA Students participated in SIBM Puneannual flagship management and cultural event, Transcend'20 Festheld during January 23rd to 25th, 2020. Students secured runner up position in Tamasha (Nukkad Naatak Competition)
- 15)04 Students participated in IIM Ahmedabad management and cultural fest, Chaos'20 Fest held during January 23rd to 26th, 2020 wherein one student was the campus ambassador from our college.

18.3 Student Activities – Faculty of Science & Technology

Faculty of Science & Technology regularly witnesses several co-curricular and extra-curricular activities. In spite of their hectic academic schedule, students of FST, Hyderabad are very active outside the classrooms too. Highly self-motivated and enthusiastic students run several student committees that organize and manage these co-curricular and extra-curricular events. Events across all areas of Engineering & Technology as well as those related to sports, socio-cultural events are



organized by these student bodies throughout the year. Some of the prominent activities organized by the students of FST are listed below:

- i. Independence Day on 15th August 2019: Icfai Foundation of Higher Education, celebrated Independence Day with zeal and spirit befitting the occasion. Vice Chancellor, Director of all faculties, Faculty & Staff members and parents graced the occasion. The Indian tricolor was unfurled in the University field in the morning. Student coordinator welcomed the faculty, staff, students and parents with a welcome speech. The University set the pitch for the program with prayer songs. Students of B.Tech from Astitva Club started the cultural program with a patriotic song. The student teams paid homage to freedom fighters by singing patriotic songs.
- ii. Swachhata pakhwada from 1st -15th September 2019: The Icfai Foundation for Higher Education has observed 'Swachhta Pakhwada' with full zest and enthusiasm. All the Schools along with their students actively participated in 'Sawachh Pakhwada' as per the schedule decided by the institute from September 1st, 2019 to September 15th, 2019. The events planned from September 1st, 2019 and IFHE formed Jal Shakthi Team with coordinators and students from each school (IBS, IcfaiTech, ILS, SOA). A total of 72 faculty members and 2000 students have come forward for conducting activities under 'Swachhta Pakhwada 2019'.

The following activities were planned as part of Sawachh Pakhwada 2019:

Activities on Campus:

Awareness and water conservation, Guest lecture of walk for water, Workshop on graphic design, Debate, Quiz, Skit, Poster competition, Videos and model competition.

Outreach Activities: [Donthanapally (Near Shankarpally)]

Pledge from Grama Sabha, walkathon for Save water, Clean and Green, Plantation Drive.

- iii. Teachers Day Celebrations (Acharya Devo Bhava) on 5th September 2019: IcfaiTech Club - Paritantra & Asana celebrated teachers day as "Acharya Devo Bhava" whose main objective was to thank our Teachers for their dedication, love and affection they show towards our students and for the hard work they do for the bright future of students. Dr. M Srinivasa Reddy, Director, IcfaiTech was the Chief Guest for the event.
- iv. Fresher's 2019 on 21 September 2019: "Fresher is welcome and get together" in any University is an event which every student eagerly awaits from the time of their admissions. The 21 September 2019 was marked as a memorable day in the life of every fresher of 2019 batch at IcfaiTech. The Fresher's day was a day that was filled with excitement, joy, music, enthusiasm, laughter and happiness.
- v. Engineers Day on 16th Sept, 2019: The IcfaiTech celebrated Engineer's Day on 16-09-2019 organized by CLUB YANTRIKEE in AUDITORIUM. Different events were organized. It started with Inauguration Ceremony followed by Quizzical, CodeXtreme, Poster Presentation.
- vi. 150th birth anniversary of Mahatma Gandhi from 01 October to 03rd October 2019: On the occasion of 150th birth anniversary of Mahatma Gandhi, Zephyr and Asana clubs of IcfaiTech, IFHE conducted the following events: Blood Donation Camp, Poster presentation, Poster making competition, Awareness campaigning on single use plastic, Yoga, Swachhata Run, Elocution on Mahatma Gandhi.
- vii. Dandiya Event on 16th October 2019: A Dandiya Event was conducted in the college for the celebration of Navratri festival on 5th October 2019. This event was proposed by



Dansation and conducted in collaboration with Astitva. On this joyous occasion of Navratri, students of IcfaiTech along with their festive vibes joyfully came forward to celebrate wherein the students and faculty danced their heart out creating a vibrant and exuberant evening. The day was declared as a traditional day letting people flaunt their traditional attires and dance on the tunes of Dandiya and Garba with utmost excitement.

- viii. IEEEXtreme is a global coding challenge on 19th October 2019: IEEEXtreme is a global coding challenge being organized by IEEE worldwide. 10 students from III and IV B.Tech CSE/ECE have enrolled for this competition forming 4 teams. The Competition started on October 19, 2019 – 5:30 AM and ended on October 20, 2019 – 5:30 AM. The questions are fully analytical and there are 27 task assigned out of which our group has cleared 6 tasks and stood 725 rank worldwide out of 5418 teams worldwide.
- ix. Vigilance awareness Week 2019 from 28th Oct to 2nd Nov 2019: IFHE observed vigilance awareness week from 28th Oct to 2nd Nov 2019 with theme “ Integrity – A way of life” as part of the instruction received from UGC – MHRD. The event started with Integrity Pledge by VC followed by all school students, faculty, staff and administration. A discussion on Integrity policies & procedures was conducted in the auditorium which was headed by Dr. J. Mahender Reddy, Vice-Chancellor of the University. Other speakers included Dr. M Srinivasa Reddy, Director – IcfaiTech and Prof. Ar Narasimham, Principal of the School of Architecture. The staff, faculty and students of all the schools participated in the discussion. The following activities were planned as part of VAW 2019:

Activities on Campus:

Integrity Pledge, Guest Lecture on – Academic Integrity, Cyber security& Ethical hacking, Traffic awareness, Human Values and professional Ethics, Poster making competition, GD, Debate, Poster and Painting Competitions, Address by Director – IcfaiTech on aims, objectives, admission policy, co curricular and extracurricular activities and transparency observed in all activities to students, faculty, staff.

Outreach Activities: [Lakshmireddy Gudem (near Shankarpally)]

Integrity Pledge from Grama Sabha, walkathon for consumer rights and anti – corruption through the village till the panchayat office, Plantation Drive, Survey for Grievances, Human Chain.

- x. Virtual Reality/ Augmented reality workshop on 8th and 9th November 2019: GDC (Game Development Club has organized workshop on VR/AR. The workshop provided the participants to create a standard for representing multi-dimensional Point of Interest data and how AR standards can take into account and benefit from work ongoing in other areas such as privacy, linked data, geolocation, device APIs and more. Around 126 students participated in the event.
- xi. Children’s day celebration (Art and Model Expo on 14 November 2019): On the occasion of Childrens day, ASANA club of IcfaiTech, IFHE conducted An Art and model -Expo competition a platform for the students to exhibit their talents. Model competition and painting exhibition were the part of the event. Around 20 participations were there in painting competition and around 10 participations were there in model making competition. The UG students from BBA, B.Arch and B.Tech participated in the event.
- xii. IcfaiTech MUN from 15-17 November 2019: IcfaiTech Model United Nations was conducted from 15-17th November at Icfai Tech campus. Around 35 delegates from various schools and colleges across the country attended the event. Three committees were simulated namely UN Security Council, Commission on Science and Technology Development and Lok Sabha. Various agendas which affect the world on a large scale were discussed by the participants in the conference.
- xiii. IcfaiTech Basket Ball Competition on 23rd November: On 23rd November 2019, Gambol Club of IcfaiTech organized a basket ball competition for IcfaiTech students. 8 Teams participated in the event and the event was won by Flying Panthers.
- xiv. ‘Enthuzia – Sports fest’ from 17 th Feb,2020 to 19 th Feb, 2020: 2018:IcfaiTech Sports meet Enthuzia 3.0 has been organized. Various sports events such as cricket, football, volleyball, throw ball, basket ball, kabaddi, badminton, table tennis, chess, caroms, athletics, etc have been conducted with excellent in-house participation.
- xv. ‘Impulse – A techno Cultural Fest’ from 27TH FEB,2020 TO 29TH FEB,2020: The ICFAI TECH, Faculty of science & technology, IFHE Hyderabad has organized ‘Impulse-A national Technical Symposium’ from 27th Feb,2020 to 29th Feb, 2020. “Impulse – A National Level Technical Symposium” was organized to celebrate the National Science Day on 28 February, 2020. The event received more than 800 registrations inclusive of all events from IcfaiTech, IBS, FOL, SOA and 4 other colleges/Universities and 36 events were conducted during the event. Participants and winners were awarded with certificates and Cash prize.

18.4 Student Activities – Faculty of Law

Sl. No.	Title	Date	Eminent Participants
1.	LEXKNOT 2019- LexKnot 2019 includes (1) Mediation, (2) Asian Parliamentary Debate, (3) Judgment Writing, and (4) Client Counselling.	March 31 to April 1, 2019	Hon'ble Justice B. Prakash Rao, Former Acting Chief Justice, AP High Court
2.	ICON 2020 - ICFAI Conference of Nations 2020 (Model United Nations) was conducted during January 24-26, 2020 at IFHE Campus, Hyderabad. ICON 2020 includes (1) United Nations Security Council, (2) UN General Assembly SOCHUM, (3) International Court of Justice, (4) Lok Sabha, (5) International Press, and (6) United Nations Human Rights Council.	January 24-26, 2020	Prof. T. Papi Reddy, Chairman Telangana State Council for Higher Education Dr. Mamta Suri, Chief General Manager, IRDA, Hyderabad Hon'ble Justice T. Vinod Kumar, Judge, High Court of the State of Telangana Hon'ble Justice K. Lakshman, Judge, High Court of the State of Telangana

Student Activities

1. Student Events
2. The Faculty of Law has Online Student Magazine "The Student"

Eleven No.s are released. Latest No. released on May 2020.

Student Clubs

3. Moot Court Society

- The information pertaining to the students participation in the national level moot court competitions

S. No.	Name of the Participants	Name of the Moot	University/College	Dates	Status
1.	Mr. Istiaq Hussain, Mohammed Sohail, Komal Agarwal Goyal	2 nd National Moot Court Competition	Bahra University, Shimla	Apr 22 - 27, 2019	Participated
2.	Ekta Tiwari and Aditi Kumari	All India 35 th Bar Council of India Trust All India Inter-University Moot Court Competition, 2019	The ICFAI Law School, The ICFAI University, Rajawala Road, Selaqui, Central Hope Town, Dehradun, Uttarakhand	Apr 22 - 27, 2019	Winners
3.	Aditi Kumari, Ekta Tiwari, Anjali Maghnani	7 th KIIT Moot Court Competition, 2019	KIIT Law School, Bhubaneswar	12-16 Sep, 2019	Participated
4.	Apoorv Gupta, Akash Krishnan,	1 st B S Abdur Rahman National Moot Court Competition 2019	Crescent School of Law, Chennai	Sep 6-8, 2019	Participated
5.	Siddant Trivedi, Debamallya Sinha, Ritodeep Bhattacharyya	The 3 rd National Moot Court Competition, 2020	Department Of Law, University Of North Bengal	22-23 Feb 2020	Runner Up
6.	Ankur Srivatsava, First year BBA LLB (H)	Online Virtual Moot Court Competition organized by	Asian Law School, Noida	May 18, 2020	Won best memorial award
7.	Apporv Gupta, Aakash Krishnan, Pooja Gandhi	Innovis-LNCT e-Moot Court Competition		May 31, 2020	Runners up

Law students also participated in the following internal moot court competitions:

i. Mirakhi (Cultural Club)

- INITIUM (Fresher's Party) was conducted by students of ICFAI Law School was held on August 10, 2019 in the Campus.
- Ethnic Day was conducted by students of ICFAI Law School.
- Cultural Fest "Ira 2k19" was conducted on October 18, 2019 by students of ICFAI Law School.
- The members of Cultural club actively participated during the seminars, conferences and other student's activities.
- Students participated in the HNLU'S Colossus (Cultural and Sports Fest) during February 15-17, 2019 and won the prizes.

ii. Knight Rangers (Sports Club)

- Students participated in the HNLU'S Colossus (Cultural and Sports Fest) during February 15-17, 2019 and won the prizes.
- Intra collegiate competitions organized in the month of February 2020
- Won Runner-up prize in Football, First Prize in Cricket, Kabbadi organized by the Inter College Sports Club.
- Fest Esportivo 2.0 was organized and following events were conducted: 100m & 200m Sprint, Throwball, Cricket, PANTHEON, Badminton, Basketball, Chess, Volleyball for the students of ICFAI Law School.

iii. Debate Society

The following students have participated in the Debate Competitions:

- Nikhila Pinapala participated in Client Counselling Competition held by Osmania University, Hyderabad on April 26, 2019.

- Ms. Harsha Chadalavada participated in Asian Parliamentary Debate held by Amity Law School, Noida during 20th - 23rd Aug 2019.
- Swaraj A Bose, Yashdeep Rastogi and Harsha Chadalavada participated in Trial Advocacy & Judgment Writing Competition held by SVKM's Pravin Gandhi College, Mumbai during Oct 10-13, 2019.
- Pulipati Vandana, Gangu Mounika, S Tejasri, presented paper in the Two Day National Conference on International Trade and Investment Law: Emerging Trends, January 10th & 11th, 2020.
- Manjushree got the Best Presenter Award
- Akash Krishnan won 1st rank in the "Quizzical Karma" 2nd edition of National online quiz competition on Constitutional Law organized by Nishkarsh Rashtriya Yuva Samagam held on 10th June 2020.
- Pooja Jain won 5th rank in the "Quizzical Karma" 2nd edition of National online quiz competition on Constitutional Law organized by Nishkarsh Rashtriya Yuva Samagam held on 10th June 2020.
- Apoorv Gupta won 6th rank in the "Quizzical Karma" 2nd edition of National online quiz competition on Constitutional Law organized by Nishkarsh Rashtriya Yuva Samagam held on 10th June 2020.

iv. Legal Aid Club

- Legal Awareness on Consumer Rights November 07, 2019
- Ebad Ur Rahman, participated in the 2nd National Training Program on Forensic Sciences, during 9th to 12th January, 2020.
- Legal Awareness on Child Rights organized on 29th February, 2020.

v. GAIA (Environmental Club)

- Conducted awareness program on Water Crisis at Telangana Model School at Shankerpally, 14 August, 2019. Performed Street Play at Telangana on Water Crisis.
- Trained the Girls Students in High School of Shankarpally town about the self hygienics and health.
- Organized awareness programs about the water harvesting and water resources in Poddutur and Khanapur villages

vi. Photography Club:

- Refresher training program arranged for the members of Photography Club on February 14, 2020.
- The members of photography club actively taken photographs during the seminars, conferences and other student's activities.

vii. Career Guidance Cell

- Soft skill training provided for 4th and 5th year students
- The Hyderabad Chapter of Company Secretaries addressed the students and given awareness program role of Company Secretaries in the Corporate World
- Arranged free classes for the students appearing for competition examinations – Civil Services, Judicial Examinations and Group examinations

viii. Others

- Alumni Meet was held on October 18, 2019.
- Blood Donation Camp: more than 250 students

participated in the Blood Donation Camp organized on 27-01-2020.

- Practical Demonstration of Crime Scene for Students of Semester VIII, Forensic Sciences, 12-03-2019.
- 2nd LEX WALK on 23rd November, 2019, on the eve of the Constitution day (26th November, 2019)

1. Students Participation in Outside Events

- Srinidhi Rao Belman & K. Sai Ram, participated in the 'Constitutional Democracy & Social Justice' Advocacy Programme organized by Foundation for Democratic Reforms, April 02-06, 2019.
- Srinidhi Rao Belman, participated in the MUN, Rockwell as Executive Board, March 14-16, 2019.

2. Winners

- Ekta Tiwari and Aditi Kumari are the Winners at All India 35th Bar Council of India Trust All India Inter-University Moot Court Competition, 2019, organized by Bar Council of India in association with The ICFAI Law School, The ICFAI University, Rajawala Road, Selaqui, Central Hope Town, Dehradun, Uttarakhand, during April 22 - 27, 2019.
- Ms. Manjusree Patnaik, Semester V, & Mr. Subham Kumar Dalara, Achieved the Best Presenter Award at the a Two Day National Conference "Converse '20" On Business And Human Rights held on 12-13, February 2020 organized by the Centre for Human Rights at Symbiosis Law School, Hyderabad.
- Mr. Debmallya Sinha, Mr. Ritodeep Bhattacharyya & Mr. Siddhant Ranjan Trivedi, Won the Runnerup Trophy at the 3rd National Moot Court Competition, 2020 held on 22nd & 23rd February, 2020 organized by the Department of Law, University of North Bengal.
- Mr. Priyal Jain, presented the paper titled "John Doe: Knowing the Unknown" at the 5th Asian IP Works-in-Progress Conference 2020 on January 9-10, 2020 at School of Law, City University of Hong Kong, HKSAR, China. Felicitated by the Singapore Management University, Singapore.
- 15 Students participated in the IPR Workshop, on February 20, 2020.
- 25 Students from Semesters II, IV & VIII participated in the Regional Consultation in promoting and strengthening the law school clinics in India, on Feb 27, 2020.



19. Placements

19.1 Faculty of Management

Placements have been satisfactory for the Class of 2020, with 1055 students placed in 140 organizations.

Specialization wise break-up of placed students is as follows:

S.No.	Specialization	Nos.	Opted Out of Placements	Placed	Balance
1.	Finance	501	3	472	26
2.	HR	55	4	39	12
3.	Marketing	606	3	531	72
4.	Operations	17	0	13	4
	Total	1179	10	1055	114

Sector-wise break up of Placements is depicted below:

Sector	# Placements	% Placements
Banking	218	20.66
Construction	7	0.66
Consulting	159	15.07
E Commerce	9	0.85
Education	23	2.18
Financial Services	135	12.80
FMCG/Retail	32	3.03
Hospitality/Tourism	5	0.47
Infra/Telecom/Real Estate	43	4.08
Insurance	66	6.26
IT/ITES	211	20.00
Logistics	4	0.38
Manufacturing	52	4.93
Media & Research	18	1.71
Others	50	4.74
Pharma/Healthcare	18	1.71
Power Projects	3	0.28
Projects	2	0.19
	1055	100.00

The Average CTC is ₹ 8.01 lakh per annum as against ₹7.88 lakh for 2020. The highest salary is ₹50.23 lakh per annum.



19.2 Faculty of Science & Technology

S.No.	Name of the Student	Company Name
1.	Anugu Sowjanya	Efftronics Systems P ltd
2.	Swachyatoya Dey	Rexnord Euroflex
3.	Piduru Venkata Guru Madan Gopal	CINIF/Pantech
4.	P Rishitha	9and9 digisoft insights private limited
5.	Chaynnett Agarwal	MTX
6.	M Pranathi	Value Momentum
7.	Rishabh Nishad	Mordor Intelligence
8.	Hitoishi Das	Paymatrix
9.	Vaishnavi Reddy R	Cognizant/Ahex/Antal/Alliance group
10.	Kandikonda Surya Sasank	Jaro Education/ Mokshar
11.	L.Nandini Reddy	Sionsemiconductor
12.	Nagalla Phaneesh Kumar	The Business Research Company
13.	Annamdevula V S L Shivani	Rexnord Euroflex
14.	Jawwaji Rajesh	Pantech
15.	Pabathi Youshita Goud	Raam Group
16.	Joshi Sripad	Onward Health
17.	Gudipati Jeevan Kumar	Costica Business solutions/Onward Health
18.	Telkapalli V S Ram Kashyap	Nalsoft
19.	Aditya	Tata Consultancy Services
20.	Salaka Venkata Pratyusha	Genpact/Pantech
21.	Bolisetti Vindhya Sri Santhoshi	Modhak Analytics
22.	Ganta Ricky Johnson	-
23.	Nukala Sai Subha Sri	Northstarhomes
24.	Basireddy Ravichandra Reddy	Apollo TeleHealth
25.	Panguluri Purnima Sai Koumudi	Apollo Telehealth
26.	Hanuhitha D L S	Apollo Tele Health
27.	Dhroov Kanwar	Paymatrix
28.	Samala Sai Krishna	Nvest Campus
29.	Kommalapati Abhiroop Tejomay	Onward Health
30.	Modumudi Deekshitha Satya	Costica Business solutions
31.	Diddi Nitish Anand	Ctrl S
32.	Syed Shahab	Alhamrani Fuchs Petroleum Saudi Arabia Ltd.
33.	Ravela Charan	SHC
34.	Yogita Sharma	App Orchid
35.	Deovrat	Decathlon
36.	Mohammed Junaidullah	tooq AI - Khaleej
37.	Tharun V	PEC
38.	Vikash Mishra	Mordor Intelligence/ Rexnord Euroflex
39.	Mridul Parakh	Mordor Intelligence
40.	Syed Uzair Ahmed	Paymatrix
41.	Mutyala Jyotsna	9and9 DigiSoft Insights Private Limited
42.	Jonnala Pardhavi	IDRBT
43.	C Srawanti	Ahex Technologies
44.	Mondaddula Nivedh Vishnu Vardhana Reddy	Ahex
45.	D Veda Praneet	Pantech
46.	Mohd Saif Ali	Mordor Intelligence/Byjus
47.	Mutyala Sreeteja	Vitwit/Nvest Global enterprises inc
48.	Kumar Mayank Verma	Paymatrix
49.	Pothula Praneeth Reddy	Nvest Campus
50.	Bharadwaj Datta B	Hewlett Packard Enterprise
51.	Anjali Rathore	Genpact/Byjus/ MTX group
52.	Nivya Vitakula	Nalsoft/Costica Business Solutions

20. Center for Women Development

The Center for Women Development and Club Aaina together conducted a gender sensitization event on the LGBTQ+ community. They also organized Social Responsibility activities every month from July 28, 2019, which included the International Justice Week covering laws for children, women, and girls; events to empower girls and sensitize them on the importance of studying and becoming multi-taskers, management of water conservation, a rainwater harvesting and cleanliness awareness drive, and medical camps in nearby villages..

21. IFHE Institution's Innovation Council

The ICFAI Foundation for Higher Education (IFHE) has an active program to encourage Innovation and Entrepreneurship Development among its constituent faculties. While student clubs had always been very active in organising annual events in this direction, in February 2019 the University formally constituted the Institution's Innovation Council (IIC) under the MHRD's MIC. The University's IIC constitutes of 56 members and 19 core committee members. The IIC now coordinates all activities and events pertaining to Innovation and Entrepreneurship Development in the University. IFHE's vision is to tackle this challenge in two phases.

In the first phase, IFHE's IIC is concentrating on capacity building. In this phase, activities and events primarily designed to encourage students and faculty to innovate and get insights into entrepreneurship development are being undertaken. Some of the events include:

- A. Face to face with entrepreneur
- B. Workshops on Design thinking
- C. Ideation camps and Hackathons
- D. Workshops by experts on taking ideas to prototypes.
- E. Business plans
- F. Mock Investor meets

And many more:

The IIC has since been upgraded to level 2 on September 2019. As of now, the activities of IIC can broadly be classified into two parts:

1. MIC annual calendar activities
2. IFHE planned activities.

IIC Annual Calendar Activities:

MHRD's Innovation Council (MIC) specifies a list of activities in its annual calendars which its constituent member IICs are expected to follow. These activities are highly structured and give the participants a very good insight into various aspects related to Innovation and Entrepreneurship. We are proud to share that IFHE's IIC has successfully conducted programs in Q1 and Q2 series as listed in the MIC's annual calendar and has already completed plans for the Q3 activities which will commence from end of January 2020.

IFHE Planned Activities:

Under this, IFHE regularly invites experts from the industry and also entrepreneurs to share their experiences and conduct workshops for the students and faculty. Internships for students are also being arranged in some startups. Visits to Makers labs, Fablabs and some entrepreneurial parks are also a part of this program.

These apart, the student clubs of IFHE conduct annual events like "E-Week" and "Trishna" which sees active participation from the student community. In these events, students not only get to work on their ideas through mock hackathons, but also get to interact with experts. The University also has a pre-

incubation centre/tinkering lab where interested students can work, research and develop their ideas.

In a notable move, IFHE is now initiating a program where student teams with sound ideas will be supported with a small grant for them to undertake the challenge where their idea can be developed upto the prototype stage. This grant will help budding enthusiasts to meet the preliminary expenses of their projects. IFHE will provide the expert inhouse support for the venture in this preliminary stage by routing the expertise from its faculty resources in the domains of market feasibility students, IPR and legal inputs, technological support etc. The Hackathon to identify the student team eligible for such support will be conducted in the coming few weeks. A panel of experts comprising of industry experts and entrepreneurs will be formed to select the teams.

In phase two, once sufficient capacity has been built up, IFHE is planning on promoting its own Incubator. The Incubator will run structured programs for cohorts that will take interested participants through the entire route from ideation to prototype development. The Incubator will also be tasked in initiating programs to help prototypes to be taken to product stage through well planned accelerator programs.

The planned Incubator will also provide the much-needed meeting ground for industry-academia connect that will see highly beneficial spinoffs in the form of technology research and development, internships, placements, enhanced quality in curriculum and faculty development and many more.



22. Center for Cyber Law

The Center for Cyber Law and Data Protection Law was established in the year 2019 with the objective of enhancing awareness on the ever-increasing cyber crimes in society and providing inputs to the students and general public about the safe and efficient handling of social media. It entered into an MoU with the Cyber Security Centre of Excellence, Telangana, a joint initiative of the Data Security Council of India and the Government of Telangana, and organized a webinar “Hacking and Internet Intrusions: Techno-Legal Formulations” on August 9, 2020. The students of the Law School under the supervision of the Center Head have submitted suggestions to the Select Committee of Parliament for incorporation in the Data Protection Bill 2019.

23. Center for Environmental Law

The Center for Excellence in Environmental Law was established in December 2018 with the objective of promoting advocacy in environmental protection and creating awareness among the students of schools of nearby villages about solid waste management to suit the spirit of the ‘Swachh Bharat Abhiyan’ of the Government of India. The Center has conducted poster making competitions, quiz competitions, and essay writing competitions for the students of high schools in Maharajapuram, Prodhutur, and Jhanwada villages.

24. ICFAI Staff College

Established in 2014, the ICFAI Staff College drives the capacity building initiatives among the teaching and non-teaching staff on an ongoing basis. The Staff College primarily caters to the needs of ICFAI Foundation for Higher Education (IFHE). It is envisaged that, in due course, the Staff College also would cater to the capacity building needs of other ICFAI Group institutions.

The Staff College has been regularly conducting orientation programs, refresher courses, seminars, workshops, guest lectures, etc. The programs are conceived with a focus on professionally enriching the faculty members, upgrading knowledge and enhancing teaching skills, to develop them as inspiring teachers, quality researchers, institutions builders, etc. and make them effective in their respective roles.

The goal of Staff College is to build human resource capacity through inspiring, knowledgeable and skilled teachers, researchers and practitioners who can provide quality higher education, insightful research, and socially useful application of knowledge to the students, the industry and the society.

Objectives of Academic Staff College

- To impart training to teachers to evolve them into inspiring teachers.
- To induct the newly placed teachers by providing inputs on policies, practices and procedures of the University.
- To enhance the research capabilities of teachers and scholars by inculcating sound research methodology.
- To expose teachers to the information communication technologies (ICT) to make them effective in academic delivery.
- To train non-teaching staff to improve their efficiency and effectiveness.
- To nurture leadership capabilities of the teachers and non-teachers to prepare them for future responsibilities.

In furtherance of these objectives, the Staff College would undertake following activities/programs:

- Orientation programs and refresher courses for current teachers.
- Specially designed programs on innovative pedagogies for effective teaching.
- Training programs for the University administrators to enhance administrative skills, inter-personal skills, managerial skills, employee relationship management, statutory compliances, etc.

- Training programs on application oriented teaching-learning processes.
- Training programs on undertaking industrial consultancy works.
- Workshop on use of web-based interactive teaching models.
- Workshops on academic management.
- Workshops on case teaching.
- Workshops on case writing.
- Workshops on conducting successful management development programs.
- Workshops on preparation of project reports for funding.
- Workshops on research methodology and research skills.
- Workshops on teaching skills.

Any other activity/programs which helps in the furtherance of these objectives.



List of Programs Conducted

During the year 2019-2020 the following development programs were conducted:

S. No.	Title of the Program	Date
1.	Faculty Development Program on Innovation and Entrepreneurship	December 19, 2019
2.	Artificial Neural Networks and Machine Learning	December 23- 27, 2019
3.	Research Proposal: A Bed-rock of Research	December 16, 2019
4.	Victimology and Victim's Rights/ Insolvency and Bankruptcy Law	December 16, 2019
5.	Property: Challenges in Transfer and Acquisitions; Citizenship and Immigration: Expanding Horizons	December 17, 2019
6.	Mentoring: Dos and Don'ts; Team Management and Task Accomplishment	December 17, 2019
7.	Good Governance: Executive and Judiciary Contribution; ODR: An Experiential Evaluation; Sentencing and Conviction: Transformative Approach	December 18, 2019
8.	Teaching and Learning : Changing Paradigm	December 18, 2019
9.	Constitutionalism: Transformative Approach; Goods and Services Tax; IPR: Inevitable Vulnerability and Prophylactic Measures	December 19, 2019
10.	Peoples Management and Leadership Traits	December 19, 2019
11.	World Economy: Impact on Indian Economic Policies	December 20, 2019
12.	Sustainable Development Goals: Reinvent and Evaluate	December 20, 2019
13.	Workshop on Prevention of Sexual Harassment at Workplace (Scheduled)	January 23, 2020



25. Eminent Visitors and Guest Lectures

Faculty of Management

Eminent Visitors

S.No.	Date	Name	Designation	Organization	Topic
1.	12 July, 2019	Mr. Ravi Venkatesan	Former Chairman	Microsoft Corporation (I) Pvt. Ltd.	How to Flourish in Turbulent Times, Convocation address at the 9th Convocation, IFHE, Hyderabad
2.	8 Nov, 2019	Mr. Richard McCracken	Director	The Case Centre, UK	Eighth N J Yasaswy Memorial Lecture on "Teaching cases: Vision, realisation and impact"
3.	1 Feb, 2020	Dr. Anil Sahasrabudhe	Chairman	AICTE	10 th Foundation Day Lecture on 'The Future of Management Education'
4.	26 Feb 2020	Mr. D K Srivastava	Chief Policy Advisor	Ernest & Young India	Can the Budget Reverse the Slowdown

Guest Lectures

S.No.	Date	Name	Designation	Topic
1.	07-12-19	Prudhvu Chowdary	Picy.com	Travel Photography and Passion as Profession
2.	07-12-19	Satyam	Im_graphixer	Graphics and Digital Art
3.	06-09-19	Harshad Fad	Human Library Hyderabad - NGO	The Human Library Hyderabad is a positive framework for conversations that can challenge stereotypes and prejudices through dialogue. It is an event based concept and the modus operandi is like any other general library where there's a book depot, library desk, book catalogue, librarians and readers. The idea of the library is for a reader, or any participant in the programme, sit down and have a conversation with a 'human book' or someone with a unique personal experience who is ready to have a conversation with a stranger. A Human Book is a person who has volunteered to challenge prejudice through respectful conversation with members of the public, who borrow them for a conversation.
4.	11-07-19	Dr. Srinivas Jammula	Cosmetic Surgeon at Care Hospitals and Asst. Professor at NIMS, Hyderabad	Evolution of Fashion Industry: Societal and Industrial Pressure to undergo body modification for Doctor's Day
5.	28-06-19	Dr. Jan Low	World Food Prize Co-Laureate, Agricultural Economist	Building Gender Responsive and Gender responsive value chain
6.	18-09-19	Patruni Chidananda Shastry	Expressionist and TedX Speaker	Rainbow- Gender Sensitization
7.	22-11-19	Dr. Prathap Reddy K	Adjunct Professor at IBS Hyderabad and Visiting Faculty for National Institute for Rural Development and Panchayati Raj	CSR Module Workshop
8.	07-08-19	Mr. Vijay Vedantam	Atlas financial Research Limited	Financing Seeds in startups
9.	22-11-19	Mr. Srinivas korlepara, Mr. Kishore Seshadri, Mr. Parmeshwar rao balivada	RBL Bank, HSBC Bank, Edelweiss financial Research	Current Banking sector issues in the country and future consequences
10.	22-11-19	Mr. Srinivas korlepara, Mr. Kishore Seshadri, Mr. Parmeshwar rao balivada	RBL Bank, HSBC Bank, Edelweiss financial Research	Current Banking sector issues in the country and future consequences
11.	30-08-19	Mahiteja Yenumula	Accor Hotels	The role of customer feedback and reviews on service recovery and excellence
12.	29-11-19	Raghavendar Reddy	Tikaana	Marketing to Millennials
13.	14-12-19	Sandeep Kapoor	Karvy Data Management Service Ltd	How will AI impact marketing strategies
14.	28-06-19	Mr. Sagar Amlani	Fenoplast Limited	Operations Management for Business Excellence
15.	08-08-19	Mr. Debangshu Adhikari	Reliance Digital (Jio Stores)	Retail Operations
16.	06-11-19	Mr. Sushant Pandey	Easyprosol Services Pvt. Ltd.	Operational Efficiency between Omni Channel V/s Conventional Channel
17.	07-11-19	Ms. Shraddha Narayanan	NCold Pressed	Panel Discussion: Dawn of Digital Era and Strategic Planning in IT & Operations
18.	10-08-19	Dr. Shantha Thoutam	T-Hub	Different Concepts of Innovation and Business Development
19.	07-11-19	Ms. Suman Rangabhasham	SR Business Solutions	Panel Discussion: Dawn of Digital Era and Strategic Planning in IT & Operations
S.No.	Date	Name	Designation	Topic
20.	16-09-19	Mr. Nitesh Gawri	Gift Factory	Different Techniques for Sales in the Current Market
21.	07-11-19	Mr. Debjit Chakraborty	Tech Mahindra	Panel Discussion: Dawn of Digital Era and Strategic Planning in IT & Operations

22.	07-11-19	Mr. Vijay Kumar Nandamudi	IBM	Panel Discussion: Dawn of Digital Era and Strategic Planning in IT & Operations
23.	08-11-19	Mr. Raghav Reddy	Radisson Hitech City	Synchronizing Logistics Management with Service Bundling
24.	08-11-19	Mr. Rajeev Singh	Karvy Fintech	Information Security & Fraud Avoidance using digital means in Fin-Tech Firms
25.	28-10-19	Dr. Ratnakar	Global hospitals hyderabad	Inauguration of E- week 2019
26.	29-10-20	Vensy krishna	Growth cat, Hyderabad	Startup meet
27.	29-10-19	Mr. Bramham Peddapothula	White Apron	Startup meet
28.	08-08-19	Mr. Krishna Rao	Capgemini - A global leader in consulting, technology services and digital transformation.	Design Thinking and Its Application to Organizational Transformation
29.	30-10-19	Dr. Nanditha Sethi	Tie Grad	Lean canvas model workshop
30.	31-10-19	Nelson Vasanth	Startup mechanics	Panel Discussion on Lecture on IoT- future is here
31.	31-10-19	Raj Neravati	Hug innovation	Panel Discussion on Lecture on IoT- future is here
32.	31-10-19	Sourav karmakar	Infinos technologies	Panel Discussion on Lecture on IoT- future is here
33.	31-10-19	Karthikeyan natrajan	Tech mahindra	Panel Discussion on Lecture on IoT- future is here
34.	01-11-19	Kamanna gautam	Social influencer	Notion of change
35.	01-11-19	Ekta vivek verma	Invisible scars	Notion of change
36.	29-06-19	Dr.Jan low	Nobel Laureate	Lecture on Healthy 'Food to All
37.	28-06-20	Aditi Sud	Spicejet	Digital Marketing and Technological trends
38.	28-07-20	Aditi Sud	Spicejet	Digital Marketing and Technological trends
39.	10-07-20	Rohit Parkash	Cushman & Wakefield	Career Path in Sales and Industry Expectations
40.	19-06-20	Mr. Arshdeep Khurana	Job Vision (India and Canada)	Leading through a pandemic.
41.	27-06-20	Ms. Anuya Trivedi	Green Buddies	Talk show with green buddies on 3Rs (Reuse, Reduce and Recycle)
42.	20-06-20	Mr. Sairam B S	DBS Bank	The New Business Imperative - Digital and Agile Transformation
43.	27-06-20	Mr Surendra Tipparaju	Director, Microsoft India Private Limited, Hyderabad	Artificial Intelligence
44.	23-05-20	Mr Neeraj Khandelwal	Genpact	Is corporate world setting new expectations for Recruitment/placement as a repercussion of Covid - 19
45.	06-06-20	Mr Chaitahanya Reddy	Barclays	Can there be strong correlation between the quality of the Credit Risk Management Process and the sources of Global Financial Crisis.
46.	20-06-20	Mr Srinivas Korlepara	RBL Bank	Are Commercial Banks navigating and emerging stronger than before in this pandemic?
47.	09-07-20	Romil Barthwal	IIM Lucknow , Placement head at DGMP	Journey to the Everest
48.	19-06-20	Kunj Sanghvi	InsideliM	Impact of COVID on careers of fresh MBAs
49.	10-07-20	Albert Almeida	BookMyShow	Impact of COVID on the Operations of the Entertainment Industry and the Future of the Industry
50.	19-07-20	Aparna Desai (Marketing Head, Salman Khan Films) and Amit Tuli (Creative Director, Studio Unees & Digital Marketing Associate, Salman Khan Films)	Salman Khan Films (SKF) is an Indian film production and distribution company established by Bollywood's All Time Superstar Salman Khan in 1999. Based in Mumbai, it mainly produces and distributes Hindi films. Studio Unees, based in Mumbai is a social media marketing and PR agency started in 2017 by Mr. Amit Tuli.	Digitalization and Entertainment-A Big Journey Ahead
51.	28-06-20	Alifiya Yusuf	Evernest Property Investment Consultant - They deal in buying and selling of properties and give right advice to clients on where,how and why to invest in property and fetch a good amount of ROI. They even vet documents like patta, sale feeds, sale agreements etc. They give a complete package on property dealing.	Sinking Real estate sector and its impact on Indian economy
52.	19-06-20	Mr. Praveen Jaipuria	CEO at Continental Coffee Pvt. Ltd.	Use of Analytics in generating consumer insights.

Faculty of Science & Technology

Guest Lectures

S.No.	Date	Details of Speaker	Title of the Guest Lecture	Delivered at
1.	26/10/2019	J R Nayak, Associate Professor, Department of Mathematics	Check Digit Of Credit Cards	1st International Conference Applied mathematics in science and engineering,iter, Soa Deemed to be University, Bhubaneswar, Odisha
2.	28/02/2020	Dr. Sandeep Kumar Panda	Bitcoin & Block chain: Current And Future Directions	CMR Engg. College, Hyderabad
3.	18/05/2020	Dr. A. Manmadha Chary	Additive Manufacture in Medical Applications	Lakireddy Bali Reddy College of Engineering (Autonomous), Mylavaram./ Department of Mechanical Engineering
4.		Dr. S. Vairachilai	Image Processing Towards Data Science	FDP (Meenakshi College of Engineering), Chennai, Tamil Nadu
5.	16-Jul-2020	Dr. S. Vairachilai	Data Science Prerequisites	FDP (SFR College) Sivakasi, TamilNadu
6.	5-06-2020 to 7-06-2020	Dr. S. Vairachilai	Machine Learning ans Data Science for Engineering Applications	FDP (Shadan College of Engineering and Technology)Hyderabad
7.	4-July-2020	Dr.Sachi Nandan Mohanty as a Keynote Speaker	Deep Convolutional Neural Network for Classification of Interstitial Lung Disease	2nd International Conference on Emerging Technologies in Data Mining & Information Security Kolkatta
8.	19-Jul-2020	Dr.Sachi Nandan Mohanty as a Keynote Speaker	Emotion, Mood state and Information processing on Covid-19 pandemic based on Time series Analysis	Techtalk Webinar Series on Research & Innovation challenges During Covid-19, IEEE Bangladesh, chapter



26. Addresses by the Vice Chancellor

The Vice Chancellor participated in the following events:

- a. Interactive Session with the Union Finance Minister and her team of secretaries in the Ministry of Finance on February 16, 2020.
- b. Roundtable discussion on “Building AI for India: Challenges and Opportunities” by Jio University (Institutes of Eminence) on February 21, 2020, in Hyderabad presided over by Deepak Jain, former Dean Kellogg School of Management, INSEAD, and CEIBS.
- c. World Education Summit: Delivered a keynote address on the topic “Quality in Higher Education” at the 16th World Education Summit, organized by Elets in association with the Department of Collegiate and Technical Education, Government of Telangana, in Hyderabad on February 21, 2020.
- d. QS-India Summit in Goa: Attended the QS-India Summit from October 20-22, 2019, at Goa. Several senior officers from QS in London and 250 Universities from India and abroad participated. The Honorable Minister for Higher Education, Shri Ramesh Pokhriyal ‘Nishank’, presented the QS India rank certificates. The Vice Chancellor received the Rank certificate from the Honorable Minister.
- e. “Future of Management Education Conclave” by Business World: Addressed and participated in the event organized by Business World on the theme “Future of Management Education” On November 12, 2019, at The Imperial Hotel, New Delhi.
- f. 94th AIU – Online Annual General Body Meeting: Participated in the 94th Online Annual General Body Meeting of the Association of Indian Universities hosted by SRM Institute of Science and Technology, Chennai, on June 26, 2020.
- g. EPSI Interactive Video Conference on “National Education Policy”: Made a presentation in the EPSI Interactive Video Conference on “National Education Policy 2020” held on June 13 along with a few other vice chancellors.
- h. AON Virtual Conference Powered by Observe Now: Participated as a speaker in the webinar on “The Digital Shift in Education” on July 30, along with other vice chancellors of Ashoka, SRM, VIT, AMITY, and NMIMS Universities.

Participated in more than a dozen webinars addressed by eminent personalities such as Dr. Jeffrey Sachs of Columbia University on “India’s development strategy In digital age” organized by Jio University (July 2, 2020); “Essence of a Great Research University” by Dr. Jean-Lou Chammeau, President emeritus of the California Institute of Technology, (June 18, 2020); “Internationalization of Higher Education in the post COVID era: Challenges and Opportunities for India” by Jio University on May 14, 2020, by Allen E Goodman, President and CEO, Institute of International Education, and Dr. Francisco Marmolejo, Education advisor at Qatar Foundation. Also took part in a series of webinars organized by QS-I Gauge in April 2020 on the topics “Making Research more Impactful”, “Internationalization, Digitization, and Entrepreneurship” and “Accreditation and Rankings” addressed by distinguished academicians. Participated in webinars by Ashoka University and Times Higher Education as well.



27. The Ninth Convocation

The Ninth Convocation of the ICFAI Foundation for Higher Education was held on July 12, 2019. Mr. Ravi Venkatesan, former Chairman, Microsoft Corporation (I) Pvt. Ltd and former Chairman, Bank of Boroda delivered the convocation address. Dr. C. Rangarajan, the Chancellor of the University, presided. The dignitaries and students were welcomed by Dr. J Mahender Reddy, Vice Chancellor, who also presented a report on the University on the occasion.

During the Convocation, awards were presented to the MBA, BBA, B.Tech and BBA-LLB (Hons.) students. The details are as below:

- a. **NJ Yasaswy-Apollo Hospitals Award for Best Student:** This award has been constituted by the Apollo Group of Hospitals with effect from the Academic Year 2012-13. It carries a Gold Medal and a Cash Prize of ₹ 50,000. This year, the award was won by Mr. Tushar Srivastava.
- b. **Best All-Rounder Student Award:** The Silver Medal was won by Mr. Nabaneet Ganguli. The award also carries a cash prize of ₹ 25,000.
- c. **Gold and Silver Medals for Academic Excellence:**
 - i. A Gold Medal is awarded to the First rank holder in the Business School. The award carries a certificate and a cash prize ₹25,000. This year the award was won by Ms. Akshya Bhargava.
 - ii. A Silver Medal is awarded to the second rank holder. The award carries a certificate and a cash prize of ₹10,000. This year the award was won by Ms. Pranahitha Rajuladevi.
- d. **The Saurabh Sharma Memorial Gold Medal:** The Saurabh Sharma Memorial Gold Medal fund has been instituted by the parents of Mr. Saurabh Sharma, a bright and promising student of the MBA Class of 2002, who met with a tragic end. The memorial medal is awarded to the First Rank holder in the MBA (Marketing) stream. The award comprises a Gold Medal and a cash prize of ₹10,000. This award was won by Ms. Swarna Latha Venda.
- e. **The Faiyaz Ahmed Khan Memorial Gold Medal:** The Faiyaz Ahmed Khan Memorial Gold Medal Fund has been instituted by the parents of Mr. Faiyaz Ahmed Khan, a bright and talented student of the MBA Class of 2002, who met with a tragic end. The memorial medal is awarded to the First Rank holder in the MBA (Finance) stream. The award comprises a Gold Medal and a cash prize of ₹ 5,000. This award was won by Ms. Pranahita Rajuladevi.
- f. For the **BBA Program**, the topper, P.V.S. Abhishek Sarma, was awarded the Gold medal and a cash prize of ₹ 20,000. The Silver Medal and a cash prize of ₹ 10,000 was awarded to Mr. Vishal Mishra.
- g. For the **B.Tech Program**, the topper, Mr. Singavarapu Saidheeraj was awarded the Gold medal and a cash prize of ₹20,000. The Silver Medal and a cash prize of ₹ 10,000 was awarded to Ms. Nikita Mor.
- h. For the **BBA-LLB (Hons.) Program**, the topper, Mr. Bisweswar Muni was awarded the Gold medal and a cash prize of ₹ 20,000. The Silver Medal and a cash prize of ₹ 5,000 was awarded to Ms. Baishakhi Bose.
- i. **NJ Yasaswy-Apollo Hospitals Award for Best Teacher:** The award was constituted by the Apollo Group of Hospitals with effect from the Academic Year 2012-13 and is conferred for overall excellence in teaching, research, industry interface and institutional development. The award carries a Gold Medal and Cash Prize of ₹1,00,000. This year, the award was won by Prof. Vighneswara Swamy of the Faculty of Management.







28. Media Coverage of Major Events

The media coverage of major events of the University for the period April, 2019 to June, 2020 is presented below:

Sl. No.	Name of the event / title	Date	Newspapers appeared
1	12 th DTC	Apr 18, 2019	Education Times
2		Apr 19, 2019	BLoc
3		Apr 22, 2019	Times of India
4		Apr 24, 2019	Telangana Today
5		Apr 29, 2019	Hindu
6	AIB Conference	Apr 11, 2019	Hindu
7		Apr 23, 2019	Hans India
8			BLoc
9		Apr 28, 2019 & Apr 29, 2019	Telangana Today
10	Dubai Awards Event	May 10, 2019	College Dunia
11		May 11, 2019	Knowledge Review
12		May 19, 2019	Telangana Today
13	EFMD Awards Event	May 1, 2019	BLoc
14			Hans India
15			PEN News
16			UNI
17		May 2, 2019	Education Times
18			Hans India
19		May 6, 2019	Telangana Today
20		IcfaiTech Placement	June 3, 2019
21	Telangana Today		
22	UNI		
23			College Dunia
24	June 6, 2019		Times of India
25		Indian Express	
26	IcfaiTech Placement	June 5, 2019	The Pioneer
27		June 10, 2019	The Hindu
28			Telangana Today
29	Green Business – Isarch MoU	June 25, 2019	UNI
30		June 30, 2019	IT's for Home portal
31		July 1, 2019	Inergy Stat portal
32	Hans India		
33	Telangana Today		
34	IBS-USA Awards	June 7, 2019	Bloc
35			Hans India
36		June 10, 2019	Hindu
37	Times of India		
38	Convocation	July 12, 2019	Business Standard
39			Prime Times
40			Daily Hunt
41			Tito's News
42			BTVI portal
43			Dev discourse portal
44			Flip Board
45			Global Green
46			Rediff.com
47			Bloc
48		UNI	
49		Economic Times	
50		July 13, 2019	Times of India
51			Hans India
52	Hindu		
53	July 22, 2019	Telangana Today	

Sl. No.	Name of the event / title	Date	Newspapers appeared
54	TSCHE Event	July 29, 2019	Hindu
55			UNI
56		July 30, 2019	Hans India
57	TDLS Event	July 30, 2019	Hindu
58			Hans India
59			UNI
60			Times of India
61			Telangana Today
62			Deccan Chronicle
63			Indian Express
64	Design Thinking Workshop	Aug 2, 2019	Education Times
65		Aug 11, 2019	Telangana Today
66		Aug 12, 2019	Hindu
67			Telangana Today
68	BA (Eco) Program Launch	Sep 27, 2019	UNI
69		Sep 30, 2019	Hindu
70	Swachatha Pakwada	Sep 8, 2019	Telangana Today
71		Sep 10, 2019	
72		Sep 16, 2019	
73		Sep 23, 2019	Hindu
74	Entrepreneur week event	Oct 29, 2019	Telangana Today
75			Indian Express
76			Hans India
77		Nov 4, 2019	Hans India
78			Telangana Today
79	Law Symposium	Oct 6, 2019	Telangana Today
80	ICOMBS event	Nov 16, 2019	BLoc
81	NJY Memorial Lecture	Nov 11, 2019	BLoc
82		Nov 18, 2019	Telangana Today
83		Nov 22, 2019	Hindu
84	Lex Walk Event	Nov 24, 2019	UNI
85			Times of India
86			Telangana Today
87		Nov 25, 2019	Hindu
88		Nov 23, 2019	UNI
89	Nov 4, 2019	Hindu	
90	NPA Seminar	Nov 28, 2019	Telangana Today
91			Hans India
92		Nov 29, 2019	Bloc
93			Business Standard
94			Economic Times
95			Hindu
96			Indian Express
97			UNI
98			The Pioneer
99			Millenium Post
100			Deccan Herald
101			India Blooms
102			Daily Hunt
103			Money Control
104			Smart Investor
105			The Asian Age
106			50 wire portal
107			S News
108	Bloomberg		

Sl. No.	Name of the event / title	Date	Newspapers appeared
109	NPA Seminar	Nov 30, 2019	Press Reader
110			Times of India
111			Hindu
112			Business Line
113	Trishna Event	Jan 13, 2020	Hindu
114			Telangana Today
115		Daily Hunt	
116		Jan 14, 2020	Hans India
117	Jan 15, 2020	Indian Express	
118	10 th Foundation Day lecture	Jan 31, 2020	Telangana Today
119		Feb 1, 2020	Hindu
120			UNI
121		Feb 3, 2020	Hindu
122	Feb 9, 2020	Telangana Today	
123	AACSB Accreditation	Feb 21, 2020	Telangana Today
124		Feb 22, 2020	Business Line
125		Feb 24, 2020	Hindu
126		Feb 29, 2020	Business Line
127		Mar 2, 2020	Hindu
128		Mar 18, 2020	Bloc
129	IBS Case Award	Mar 14, 2020	Business Line
130		Mar 2, 2020	Hindu
131	ICFAI Donation to Talengana CM Fund for COVID-19 Treatment	Apr 20, 2020	Atithi Paper
132	EFMD Award	June 3, 2020	UNI
133		June 4, 2020	Indian Express
134			Bloc
135			Telangana Today
136			Just Dial
137	Law MoU	June 12, 2020	UNI
138			Alif News
139			Knowledge Review
140			Academic Heights
141		Telangana Today	
142		June 13, 2020	Telangana Today
143		June 14, 2020	Hindu
144		June 18, 2020	The Telegraph
145	June 23, 2020	Just Dial	



29. Press Clippings

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19 Apr 2019 19:08 IST

Team BLoC

'India, China may drive global economic growth'



IGIDR Vice-Chancellor Mahindra Dev was speaking at ICFAI's 12th doctoral thesis conference

The two-day 12th annual doctoral thesis conference, organised by the ICFAI Business School, Hyderabad, was inaugurated on April 16 at the ICFAI Foundation for Higher Education (IFHE). The conference was organised in collaboration with the Indira Gandhi Institute of Development Research (IGIDR), Mumbai.

The chief guest, Prof. K. Krishna, Chairman, Madras Institute of Development Studies, spoke about recent advances in the measurement of production in the context of national accounts and extension of welfare. He said the per capita income is not a suitable measure of economic growth. Comparing overall productivity growth, he said India was performing better than China, and drew attention to developments in econometric practice in the last 25 years.

Way forward

Prof. S. Mahendra Dev, Director and Vice-Chancellor of IGIDR Mumbai, spoke on 'Macroeconomy and finance' and discussed new consensus macroeconomics and its limitation in predicting the 2008 global economic crisis.

Prof. Dev said, "In spite of the problems that the global economy is facing — slowdown of world economy, trade war between the US and China, Brexit and crude oil price fluctuation, to name a few — growth in India and China may help the global economy achieve growth of 3.6 per cent by 2020."

Decline in economic growth

About the challenges the Indian economy is facing, Prof. Dev pointed out that there has been a decline in economic growth in the last two years. The other challenges are stagnation in exports and agricultural growth, more FII inflows than FDI, reduction in savings as a percentage of GDP, loss of over 11 million jobs, and growing unemployment.

Prof. Dev said the finance and banking sector faced three disruptors — demonetisation, GST and the Insolvency and Bankruptcy Code. With growing NPAs, the write-offs by banks for the corporate sector also increased sharply in the last five years. He said the banking sector would witness lot of consolidation in the coming years, adding that digital technology would be a force to reckon with in the future. Human capital growth and sustainable job creation would create economic growth for India, he predicted.

190 research papers submitted

Research scholars working in various fields related to management studies and economics participated. The conference has received 190 research papers, of which 130 were accepted after review by an expert committee. Participants from IIMs, IITs, NITs, JNU, Delhi School of Economics, Delhi University, IPMR, BITS, Tata Institute of Social Sciences, and various central and state universities showcased their research papers during the conference.

Prof. J. Mahender Reddy, Vice-Chancellor of ICFAI Foundation for Higher Education, urged the participants to focus on quality of data and sources, and told them to use their discretion and logic in selecting appropriate models. He explained how this conference provided an avenue for research scholars to improve their study-methodology in order to make their findings more relevant to businesses and the government.

THE HINDU

MONDAY, APRIL 29, 2019

'Good teachers need adequate research ability'

Research and teaching are closely related to each other and good teachers need adequate research ability, said Dr. Rangarajan, former Governor of the Reserve Bank of India and Chancellor of ICFAI Foundation for Higher Education (IFHE).

"While research helps in accumulation of knowledge, teaching helps in dissemination of knowledge," he said, while delivering the valedictory speech at the 12th Annual Doctoral Thesis conference, organised by the ICFAI Business School, Hyderabad.



Dr. Rangarajan speaks at the IFHE doctoral conference.

Dr. Rangarajan spoke about the Indian economy both pre and post 1991 reforms and said that India had converted a crisis situation into an opportunity to bring changes in its economic policy.

He added that growth accompanied with stability can be sustained. Inflation needs to be in control but price stability is not always a blessing, he said. Prof. J. Mahender Reddy, VC of IFHE, also spoke.

The conference was organised in collaboration with the Indira Gandhi Institute of Development Research (IGIDR), Mumbai.



B-SCHOOL NEWS | 23 Apr 2019 20:51 IST

Team BLoC

Globalisation, a mixed bag: C Rangarajan



In keynote at ICFAI meet, former RBI Governor says countries can benefit if they organise themselves.

Dr. Rangarajan, Chancellor of ICFAI Foundation for Higher Education, spoke about the origins of international business in his keynote address at the India Chapter Conference at ICFAI Business School, Hyderabad. According to Rangarajan, former Governor of Reserve Bank of India, international business is a multi-dimensional academic field of research with inputs from economics, politics and culture and "it is as old as human civilisation itself."

He said the three main aspects of globalisation are "movement of goods and services, movement of capital and flow of funds." "Globalization is a mixed bag, and countries can benefit from it if they organise themselves. For globalisation to be successful, the business environment needs to be favourable, and governments need to prepare the ground to absorb FDI," he added. Speaking of the disadvantages of globalisation, he said, it could increase the inequality within and across nations.

In his welcome address, Prof S Raghunath, Chair, AIB India Chapter conference, spoke about the slowing down of global trade, declining global FDI, and increasing greenfield investments across world. Prof Rajesh S Upadhyayula, Conference Chair, AIB India, explained the activities of AIB India and how it facilitates academia-industry interaction.

Prof Elizabeth Rose, AIB fellow and professor at University of Leeds, described the increasing influence of AIB and how it promotes research in the field of international business. Prof J. Mahender Reddy, Vice-Chancellor of ICFAI Foundation for Higher Education, highlighted the importance of going global to increase the size of the market.

EducationTIMES

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Newsroom | ICFAI Business School bags two awards in case writing competition

ICFAI Business School bags two awards in case writing competition

Posted on Thursday, May 2, 2019

Times News Network

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ICFAI Business School (IBS), Hyderabad has won two awards in case writing competition held recently.

Two cases from ICFAI Business School "Eliminating Modern Slavery from Supply Chains: Can Retail Lead the Way?" and "LATAM: A Latin American Actor's Emergence as a Global Player", written by Sneha Maseeha Qureshi and Debapriya Purkayastha won the "Supply Chain Management" and "Latin American Business Case" category awards, respectively in the European Foundation for Management Development (EFMD) award, 2018.

Another case "The Greater Manchester Waste Development Authority - Challenges in Sustainable Waste Management", written by KBI Kumar and Indu Pereg, won the "Urban Transition Challenges" category. Other winners included cases from INSEAD, ESADE, Stanford, Kellogg, etc.

EFMD is an accreditation agency for management schools with their EQUIS accreditation, announced the winner of the EFMD Case Writing Competition recently.

Telangana Today @CAMPUS

ICFAI inks pact with GBCI

To promote education and implementation of LEED Lab at various institutions of ICFAI group

The ICFAI Foundation for Higher Education, (IFHE) a deemed-to-be University Hyderabad and the Green Business Certification Institute (GBCI), an organisation that certifies all Leadership in Energy and Environmental Design (LEED) projects, have entered into Memorandum of Understanding (MoU) for promoting green strategies and certification of buildings, and projects for the sustainable development of India.

The collated state will promote education and implementation of LEED Lab at various institutions of the ICFAI group. It will focus on LEED certification for all new and existing buildings on the campus.

The agreement will also help in conducting LEED Green Associate and Accredited Professional credentialing workshops for students besides training faculty.

"The partnership between ICFAI and GBCI will provide the industry's students and faculty with the best sustainable building education and skills. The building will be conducted in an innovative manner by combining green building education with a practical involvement that promotes green building. Best practices thereby enhance the health and wellbeing of occupants through LEED certification," said

Conducting Officer, Telangana Managing Director, GBCI APAC, G.M.E.

Speaking on the occasion, ICFAI Foundation for Higher Education, Vice-Chancellor, Dr. J. Mahender Reddy, said, "Having expertise in fields of Business Management, Law, Engineering, Architecture, and Research, IFHE aims to adhere on growth sustainable and eco-creative development. The MoU will ensure optimum, timely, available procurement and social responsibility among students."

Telangana Today Education Today

24T@CAMPUS

ICFAI student bags Rs 36 lakh paycheck

Shafiqe Akhtar, a young IIT Bombay student of 2019 of ICFAI Tech, Hyderabad, was recruited by Microsoft Global Enterprise Inc, Bangalore with an Annual Salary of Rs 36 lakh.

The student specialist in Block Chain Technology through a special project which is a part of the broad based curriculum at ICFAI Tech.

Expressing his happiness, ICFAI Tech Director M Srivatsa Reddy said "Students at ICFAI Tech are trained in critical skills and tools like Block Chain Technology, Machine Learning, IoT etc. The college is offering two new Block programs in cutting edge areas like Mechanics and Data Science, and AI from July 2019 in order to cater to the industry needs."

Professor Gurjit Singh Gulati, Chairman, ICFAI Tech, Hyderabad, said "The students specialist in Block Chain Technology through a special project which is a part of the broad based curriculum at ICFAI Tech.

Two more students, Puranjan Karthik Sai, Esha Krishna and Mani Chandan T-in Gulati are offer as Block Chain Applications Lead, Developers from West Global Enterprise Inc, Bangalore with an Annual Salary of Rs 36 lakh.

The students specialist in Block Chain Technology through a special project which is a part of the broad based curriculum at ICFAI Tech.

ICFAI B-SCHOOL BAGS AWARDS
ICFAI Business School (IBS), Hyderabad, has bagged two awards in the Annual E-PARCC (Program for the Advancement of Research on Conflict and Collaboration) Teaching Case and Simulation Competition organised by Maxwell School's 'Collaborative Governance Initiative' Syracuse University, New York, USA. The case "VFAN - A Sustainable and Collaborative Initiative to Improve the Livelihoods of Underprivileged Communities in Conflict Countries: The Rwandan Experience," written by K.B.S. Kumar and Indu Perepu, won the Glendal E and Alice D Wright Prize Fund for Conflict and Collaboration Case Studies in International Development. Another award is in Teaching Case and Simulation Competition "Collector Bro': Using Social Media to Tap the Power of Volunteerism", written by Debapratim Purkayastha and Vijay Kumar Tangirala, that won the first place winner of the E-PARCC Competition.

Honour for ICFAI at US varsity

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The case, "VFAN - A Sustainable and Collaborative Initiative to Improve the Livelihoods of Underprivileged Communities in Conflict Countries: The Rwandan Experience," written by Dr. K.B.S. Kumar and Indu Perepu, won the Glendal E. and Alice D. Wright Prize Fund for Conflict and Collaboration Case Studies in International Development.

Another Award is in Teaching Case and Simulation Competition "Collector Bro: Using Social Media to Tap the Power of Volunteerism", written by Dr. Debapratim Purkayastha and Mr. Vijay Kumar Tangirala, which won the first prize at E-PARCC Competition.

8% growth needed for a \$5-trillion economy: Ex-RBI governor

Deep Thakur of India | Hyderabad
Last updated on July 12, 2019 17:58:17

"To become a USD five-trillion economy in the next five years, the country should grow at eight per cent per annum and it requires a clear roadmap," former RBI governor C Rangarajan said here Friday.

Speaking at the 10th convocation of IIM Foundation for Higher Education, he said though investments are the key drivers of economic growth, policymakers must try hard to create the right climate for investments.

The major task of the country is to ensure as fast as it can to achieve a higher standard of living. The goal is to make the economy a USD 5-trillion one in the next five years," he said.

This requires a growth of 8 per cent per annum and a clear roadmap, he said.

Prime Minister Narendra Modi recently said the union budget for 2019-20 lays down a roadmap for nearly doubling the size of the Indian economy to USD 5 trillion in five years by raising per capita income, boosting consumption and increasing productivity.

"Investment is the key driver of economic growth. There are levers to which public investment can give as the demand for welfare expenditure keeps increasing," Rangarajan said.

Private investment by companies both small and large have a bigger burden to bear. Policymakers must try hard to create the right climate for investments to come, he said.

On the draft new education policy 2019 released recently, he said it recognises the need for improving quality of higher education through the action is whether this improvement could be achieved by the various changes proposed by the new draft.

According to him, though the "multidisciplinary liberal education approach" is well taken, it should not be pushed too far and it is going too far to abolish all specialisation institutions such as IITs and IIMs.

The state universities and colleges suffer from lack of funds and recruitment problems for faculty in general were far from satisfactory, the former RBI governor said.

"To meet faculty autonomy is good. But we need to get faculty of requisite quality. The only way we can alter the quality of higher education is by changing the examination system," he said.

The new education policy calls for the need to wean students away from learning by rote, which can be achieved only if the assessment system changes and questions the test analytical abilities more than memory, he added.

(This story has not been edited by Business Standard staff and is user generated from a syndicated feed.)

First Published At: July 12 2019 17:58:17

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IBS gets AACSB accreditation

ICFAI Business School (IBS), Hyderabad, has been accredited by the Association to Advance Collegiate Schools of Business International (AACSB) that provides accreditation to business schools around the world based on 15 international standards.

"So far, only 874 institutions across 56 countries and territories have received



IBS head Venkata Seshiah.

AACSB accreditation around the world. IBS Hyderabad now joins the exclusive

league comprising less than 5% of business schools globally that are accredited by AACSB," said director and head of the business school Venkata Seshiah Sakalya.

Executive vice-president and chief accreditation officer of AACSB International Stephanie M. Bryant said that the accreditation recognises institutions that have demonstrated a focus on ex-

cellence in all areas, including teaching, research, curricula development, and student learning.

Prof. Seshiah said that this recognition paves the way for the school's internationalisation. "Excellence is maintained in every academic cycle, every institutional initiative, and in every single career that we build for our students," he said.

How to flourish in turbulent times?

Ravi Venkatesan, former chairman of Microsoft Corporation (I) Pvt. Ltd., has predicted a mixed bag of opportunities for students in terms of scarcity of highly skilled personnel, huge prospects for entrepreneurs and challenges due to squeeze on formal sector jobs, transactional employers and convulsive shifts in VUCA (Volatility, Uncertainty, Complexity and Ambiguity).

He was speaking at the 9th convocation ceremony of ICFAI Foundation for Higher Education (IFHE) on 'How to Flourish in Turbulent Times'. A total of 1,687 students were awarded degrees.

Mr. Venkatesan told students to attempt more gigs, projects and build a portfolio and see career as an opportunity to explore and navigate through life. Future belongs to go-getters, risk-takers, agile learners and those who can navigate change, he said.

C. Rangarajan, Chancellor of the university, said that youngsters have a major role



A student receiving her degree during the 9th convocation of ICFAI Foundation for Higher Education. ARRANGED

to play in making India a US\$ 5 trillion economy in the next few years and good education is necessary for reaping benefits of the demographic dividend that India has. Dr. A.V. Rama Rao, founder chairman and MD of AV-RA Labs, was given the honorary doctorate on the occasion. VC Prof J. Mahender Reddy also spoke.

Gold and silver medallists include Akshay Bhargava

(MBA), Pranahitha Rajuladevi (Finance), Tushar Srivastava (B Tech), Nabaneet Ganguli (MBA), Swarna Latha Venda (MBA Marketing), P.V.S. Abhishek Sarma and Vjshal Mishra (BBA), Singavarapu Saidheeraj and Nikita Mor (B.Tech), Bisweswar Muni and Baishakhi Bose (BBA LLB Hons) and Prof. Vighneswar Swamy (N J Yasaswy-Apollo Hospitals Award for the best teacher).

'TS destined to become capital of key industries'

State is willing to grab opportunities, says strategic thinker

CITY BUREAU

Globally acclaimed strategic thinker Jagdish N Sheth on Monday said Telangana was destined to become the capital for several key industries in the country. "Telangana is expected to fare well in agriculture, manufacturing and services centric fronts. It is a small State yet is willing to grab the opportunities coming in its way," he said while delivering the first lecture at The Telangana Distinguished Lecture Series (TDLs) launched by the Telangana State Council of Higher Education (TSCHE) here on Monday.

Sheth said defence was the second major area where India would grow and that Hyderabad had the opportunity to become the defence capital of India. "Not necessarily Bengaluru due to political instability, current infrastructure nightmare and as it grew without proper planning, it might lose its IT services and others to some other city and it could be Hyderabad," he pointed out.

"Apart from IT, Telangana can leverage by becoming a hub for accounting services, health services, legal services etc. If the city can attract global defence companies, it will become one of the global capitals," he said. "Become an entertainment capital,



Mody Sharma, chief advisor, Govt of Telangana inaugurating the first of the Telangana distinguished lecture series hosted by TSCHE and supported by ICFAI group, Ptam Sana Sathar

Telangana has proved that smaller States could do well in the overall context of Indian economy and polity, says Sharma

created by 13.3 per cent which is also the highest in the country, he informed.

The State's own tax revenue saw a phenomenal increase of 26 per cent last year and 20 per cent this year and this has been a consistent story for the last five years after the State was formed.

Telangana has the advantage of a huge land bank, 300 industrial parks were developed here in about 1.2 lakh acres of land and still there is a huge repository of land with the State government which can be used for the growth of industry and services, he added.

TSCHE Chairman T Papi Reddy said the council had taken the initiative to organise a series of lectures to benefit students, scholars and the Telangana society at large, according to a press release.

leverage Tollywood, which is very good, with massive infrastructure," Sheth added.

Telangana government Chief Advisor Rajiv Sharma said Telangana has proved how smaller States could do well in the overall context of Indian economy and polity. It has done well in the last five years.

The growth rate of Telangana at the present is 14 per cent, which is above the national average. The per capita income has also in-

Students enlightened on economics

Former governor of the Reserve Bank of India and Chancellor of ICFAI Foundation for Higher Education (IFHE) C. Rangarajan enlightened students about the importance of the discipline, Economics, at the undergraduate level while addressing the maiden batch of BA Economics.

He said, "Students of this course will learn the nitty-gritty of economic theory and empirical analysis, which will help them in getting good placements."

He opined that both consumption demand and investment rate need to pick up for the economy to grow from where it is today in the country.

Earlier, Vice-Chancellor J. Mahender Reddy briefed the audience about the uniqueness of the course curriculum that would provide exposure to students not only in economics but also in the fields of public policy, political science, mathematical analysis



Former RBI governor C. Rangarajan with students at the ICFAI Foundation for Higher Education. ARRANGEMENT

and data science. "Students are hand-picked for this inaugural programme through a rigorous selection pro-

cess and it is very essential that the youngsters understand the importance of economics as a career option," he added.

ICFAI organises human library



Students taking part in 'Swachhata Pakhwada' being organised by ICFAL. The programmes will continue till September 15.

CITY BUREAU
Hyderabad

ICFAI Business School organised an interactive session with The Human Library on its campus. The concept of human library is that of a library wherein books are replaced by people. These books have experiences to share, be it of prejudice, social exclusion, studies and many more.

The interactive sessions had books such as the turn-coat - atheism, alcoholics

anonymous- my recovery from the disease of alcoholism and addiction and break the silence on child sexual abuse.

The ICFAI is also observing 15 day-long 'Swachhata Pakhwada' on the university campus and its surrounding areas till September 15. Students and faculty members held awareness campaigns on water conservation and rainwater harvesting, watershed development and ban on single use plastic.

ICFAI celebrates Entrepreneurship Week in Hyderabad

Market News Service | 4 Nov 2019 2:53 AM IST



HIGHLIGHTS

ICFAI Foundation for Higher Education (IFHE) celebrated the Entrepreneurship Week (EWeek).



Hyderabad: ICFAI Foundation for Higher Education (IFHE) celebrated the Entrepreneurship Week (EWeek). The week-long event was jointly organised by MAACON (The Entrepreneurship Cell of IFHE) and IFHE's IIC (Institutional Innovation Council - an MHRD initiative).

The final day of Entrepreneurship Week had Business Plan Showcase by eight teams across India. Some of the ideas being pitched were app for event management, mobile app connecting consumers to farmers, e-mandi, and platform for blood donors.

The Guest of honor for the valedictory function was Rajiv Vaishnav, Managing Partner at Cornerstone Venture Partners Fund 1, a global Private Investments Fund focused on backing technology ventures across Business Impact and Social Impact models.

Vaishnav said "The difference between an employee and an entrepreneur is that an employee is driven by a Transaction motive first, then moves to Co-creation and finally to Fulfillment. An entrepreneur, on the other hand, is driven by the Fulfillment motive first and Co-creation and Transaction follow."

Dr. KS Ratnakar, an internationally renowned pathologist from AIIMS, New Delhi, former Dean at Nizam's Institute of Medical Sciences, Hyderabad and the Director of Academics and Research at Global Medical Education and Research Foundation of Global Hospitals, Hyderabad inaugurated the event recently.

"The best stories are the startup stories!" on the 2nd day of EWeek was about entrepreneurial story telling by two young and dynamic Entrepreneurs - Vensky Krishna - CEO, GrowthCat and Mr. Bramham Peddapotheula - Founder, White Apron.

Day 3 of EWeek saw the inauguration of the TIEGrad event: "Education to Entrepreneurship", followed by the MoU exchange between TIE and IFHE. The MoU was signed by Dr. Nandita Sethi, Managing Director, Zen Skillproc Pvt. Ltd. and Charter Member, TIE Hyderabad Chapter and Dr. J Mahender Reddy, Vice Chancellor, IFHE. Dr. Reddy said the strengths of IFHE are its student-centric teaching, socially relevant curriculum, continuous evaluation, summer internship and research by faculty and students.

Earlier, welcoming the audience, Dr. M. Sainath, Dean - Curriculum, Faculty & Entrepreneurship at ICFAI Group said innovation is a mindset and an entrepreneur has to embrace lifelong learning.

A panel discussion on "IoT: The Future is Now" was organized on Day 4. The panel discussion was moderated by Mr. Karthikeyan Natarajan (Karthik), Global Head - Engineering, IoT and Enterprise Mobility at TechMahindra. The panel members included Raj Neravati (Raj), Founder and CEO - Hug Innovations; Mr. Sourav Karmakar - Founder and CEO, Infinos and Nelson Vasanth, CEO - Global Startup Awards - SAARC. Mr. Karthik said there's a huge opportunity in IoT space as cost of sensors has come down significantly.

According to him, budding entrepreneurs should look at getting the right mentorship from industry. Mr. Karthik urged students to start their entrepreneurial venture before they reach the age of 26-27 years as the risk-taking ability is high at this age.

Social changemakers or social entrepreneurship was the theme for the Entrepreneurship Week on Day 5. Two social changemakers shared their experiences of starting their ventures and trying to bring about a change in the society.

Ms. Kamana Gautam is a nutritionist, social influencer, a certified lactation counselor and a mother of two. She has 27.4k followers on Instagram and spreads the goodness of giving birth the natural way and breastfeeding. Ms. Ekta Viveck Verma is a social entrepreneur who works toward improving the life of women and men facing difficulties in personal lives.

THE HINDU EDUCATION PLUS

23-09-2019

IFHE's Swachhata Pakhwada

ICFAI Foundation for Higher Education (IFHE) observed a 15-day-long "Swachhata Pakhwada" as per UGC guidelines on the university campus and its surrounding areas recently.

The theme for this year was "Jal Shakti Abhiyan" with the focus on water conservation, rainwater harvesting and making India plastic-free.

The programmes included essay writing competition on "Water Conservation" and "Say no to plastic", elocution competition on the same themes, debates and group discussions among



Students perform a skit during the programme. ARRANGEMENT

students on ways to save the environment. A short films' competition was also held.

During the course, students did an awareness trek,

"Clean Run", to Khilla Ganapur village and a plantation drive was conducted at the neighbouring village of Gopularam, where even the Sar-

panch and other villagers took part.

The Jal Shakti team conducted a painting competition at Jal Shakti Village - Dontanapally's government school and gave away prizes to the winners and distributed jute bags and snacks to students, urging them to say no to plastic bags.

A painting competition was also conducted at Maharajpet village where students were encouraged to think of innovative ideas to conserve water and reduce plastic use. All participating students were given painting kits and chocolates and the

winners were encouraged with trophies.

"The university's efforts are commendable, and we hope to see them bear fruit in the near future," said Madhavi Garikaparthi, Programme Chairperson. Over these 15 days, close to 2,000 students participated voluntarily, she added.

The core participants were A.C. Chandrasekhar, Samad Noorus, members of student clubs from ICFAI Business School, IcfaiTech, ICFAI Law School, ICFAI School of Architecture, faculty and administrative staff of the university.

'Entrepreneurs should help society'



Global Hospitals Director Dr Ratnakar addressing students and staff at Entrepreneurship-Week event during IFHE

CITY BUREAU, HYDERABAD

Every entrepreneur must be conscious of the well-being of the society, said Dr Ratnakar, Director, Global Hospitals. Participating in Entrepreneurship-Week, an event conducted by ICFAI Foundation for Higher Education (IFHE) on its campus. Dr. Ratnakar said entrepreneurs must always have a positive mindset and they should show empathy towards their workers.

"Their main aim must be to serve the community at large and each task they take-up should be meaningful and purposeful," he said.

Ratnakar said an entrepreneurial activity which is not useful to the society is a waste. "Entrepreneurs do not fall from sky but they are born in schools and colleges," he said.

The budding entrepreneurs were introduced to eight types of intelligence and their relevance to entrepreneurship and leadership.

Dr Ratnakar asked students to

familiarise themselves with the different personality traits before venturing into innovation and entrepreneurship. These traits were open-mindedness, conscientious, extrovertness, agreeableness and neuroticism.

"Every entrepreneur should keep in mind five Ws: What, Why, When, Where and Who before starting an entrepreneurial activity that will help them to achieve success," he added.

Students of Samavesh Club gave a musical performance on the occasion.

Home » Hyderabad » Legal policies can prevent declining of water resources: D Subba Rao

Legal policies can prevent declining of water resources: D Subba Rao

ICFAI Law School a constituent of the ICFAI Foundation for Higher Education, a Deemed-to-be University, Hyderabad, has recently organised one day symposium on 'Water Resources: Sustainable Overtures' on its campus.

By Telangana Today | Published: 06 Oct 2019 15:34 pm | Updated: 06 Oct 2019 15:34 pm



Hyderabad: ICFAI Law School a constituent of the ICFAI Foundation for Higher Education (IFHE), a Deemed-to-be University, Hyderabad, has recently organised one day symposium on 'Water Resources: Sustainable Overtures' on its campus.

In his key note address, Telangana High Court Judge Justice A Rajesekhar Reddy mentioned about Narmada Bachao Andolan case where the court widened the scope of right to life to the availability of safe and clean drinking water. He stated that there are many laws towards the protection of water resources but are ineffective because of lack of proper implementation. He highlighted about the PILs which are filed for protection of lakes and water resources.

Centre Ground Water Board regional director D Subba Rao, highlighted the issues of aqua-mapping and management of water plains through Jal-Shakti Abhiyan programme in order to fulfill the present and future needs. He said deterioration and declining of water resources should be prevented through legal policies. He categorised the geographical territories of India on the basis of average annual rainfall.

Forum for Utilization of Godavari Waters chairman Marri Shashidhar Reddy pointed out that various guidelines were incorporated for water shed programmes in the year 1973, 1994 and 2004 respectively but they were not effective and did not make much difference.

In his speech ICFAI Law School director Prof. A.V.Narasimha Rao highlighted the critical issues of water scarcity, conservation and pollution. He mentioned about various governmental and non-governmental organizations putting in their best efforts for the conservation of water resources.

Home » News » Ex-RBI chief Rangarajan favours cash recap of banks

Ex-RBI chief Rangarajan favours cash recap of banks

By THE HINDU | Published: 06 Oct 2019 15:34 pm | Updated: 06 Oct 2019 15:34 pm



Cash will have more profound effect than issue of bonds, he says

Former Governor of Reserve Bank of India (RBI) C. Rangarajan on Friday said it was time to consider a switch to issue bonds to cash for recapitalisation of banks.

"One of the answers to the problems faced by the banking system is to ensure recapitalisation is done properly. The mode of recapitalisation now is through issue of bonds. Infusion of funds into the banks will have a much more profound effect than issuing the bonds," he said at a seminar on NPA and resolution organised by ICFAI Foundation for Higher Education here.

His suggestion comes in the backdrop of ₹2 lakh crore worth of recapitalisation of banks over the past three years and the government announcing plans for a ₹30,000 crore capital infusion for public sector banks a few months ago.

"What the banks really gain [from bonds] is the interest income. I plead guilty to the charge as we initiated this in early 1990s," he said, adding that those were, however, different times.

Besides the mode of recapitalisation, other measures Mr. Rangarajan suggested for addressing the NPA issue were adequate attention to be paid at all levels to risk management, including strengthening of early warning systems.

8 more years to \$5 tn

Hoping economic growth may pick up next year onwards, the former Chairman of the Prime Minister's Economic Advisory Council said it would take another eight years for India to become \$5-trillion economy as opposed to Prime Minister Narendra Modi's target of 2025, due to the muted growth now.

"Growth may pick up next year [20] may not be substantial, but it may pick up next year. It takes 2-3 years to get back the growth of higher than 7%," he said.

(Hindu PTI Input)

ACHIEVING BIG

Indian tops the bestselling case authors' list

It is the fourth consecutive year that Debapratim Purkayastha has topped the list

SPECIAL CORRESPONDENT

Debapratim Purkayastha, Dean of the ICFAI Business School Case Research Centre, has emerged the number one bestselling case author for the fourth consecutive year of more than 8,000 case authors worldwide, according to the U.K.-based The Case Centre, which is the world's largest repository of case studies.

Dr. Purkayastha holds on to his number one position by selling over 21,000 copies in 2018-19, said a statement from ICFAI. His cases were sold in over 370 organisations in 57 countries, in The Case Centre alone in 2018-19.

G.V. Muralidhara, also from the ICFAI Business School, was placed in the 21st position in the list.

Dr. Purkayastha said it was a great honour to feature in the list, and attributed the success to his team members who prepare high quality and relevant content for management education worldwide.

The other bestselling authors are from internationally-reputed B-schools like Harvard Business School, IMD and INSEAD. The list of top bestselling case authors is based on the total sales from the cases for each author.



11-11-2019

N J Yasaswy memorial lecture held at ICFAI Hyderabad



Yasaswy is credited with creating an environment for case research to thrive at the university.

The global recognition and standing of ICFAI Case Research Centre is a befitting tribute to N J Yasaswy, the visionary who saw case method as a differentiated educational property and went on to build the outstanding centre of excellence from the ruins of ICFAI, said Nandini McCracken, Director, The Case Centre, UK. He was in Hyderabad to deliver the eighth N J Yasaswy Memorial Lecture on "Nurturing Cases: Vision, realisation and impact" at ICFAI Foundation for Higher Education (IHFE), Hyderabad on the University's 50th anniversary. The university's Chairman and former Governor of Reserve Bank of India, Dr C Rangarajan was present.

McCracken compared teaching cases to sowing seeds which has a profound impact on the student and help the reader to understand better. Richard said N J Yasaswy had sown the seeds of a world-class Case Research Centre at ICFAI Business School (IBS), BSC, in 1970. He created an environment for case research to thrive and the subsequent director of IBS Case Research Centre played a key role in the realisation of the vision. Richard said data shows the IBS cases are extremely popular across the world and are of high quality. He lauded the contribution of IBS Case Research Centre and praised Dr Debapratim Purkayastha's (Dean of IBS Case Research Centre) efforts. Impact format cases which are an engaging and easily digestible format.

Joint responsibility

Richard added the impact of teaching cases is huge as cases teach students more than any other pedagogical tool and also creates a brand value for the institute. He said it is the joint responsibility of the faculty, students and staff to continue the journey of sowing through case writing and teaching.

Dr C Rangarajan said the memorial lecture is an occasion to remember N J Yasaswy and his contribution to higher education in India. It is N J Yasaswy's vision that led to the creation of a centre of excellence in teaching quality education in India. Dr Rangarajan said case method of teaching and accumulation of knowledge through history in lecture disciplines should go hand in hand. He suggested a career-oriented, accumulated knowledge and cases. "Though the case method as a pedagogical tool has arrived, there is a need to have a direct dialogue on the case method," said Dr Rangarajan.

McCracken gave away the Case Centre's 2019 awards in three categories: Outstanding Content Case, WUOL and Knowledge, Information and Communication Management to Dr Purkayastha.

Team BLOC

ICFAI hosts conference on marketing and business strategy



If you're a platform for strategic, discussion, and debate on contemporary issues related to branding.

ICFAI Business School (IBS) Hyderabad organised ICFAI's eighth conference on marketing and business strategy.

The theme was "Branding and Strategic Brand Management: From, Now, and Hereafter...". The conference acted as a platform for strategic, discussion, and debate on contemporary issues related to branding and brand management, and the future of brand strategy. Leaders from the industry, brand consultants, academic leaders, brand strategists were part of this conference. Around 120 participants congregated to share their perspectives on the contemporary branding scenario and shared new frontiers for brand strategists. A total of 70 research papers were presented.

Age of personalisation

The conference started with two pre-conference workshops on qualitative research and brand equity's conducted by Dr Mani Sarin/Anil Kulkarni, an independent IFSI researcher, and Anuja Datta, Project manager of a leading private sector bank in India, respectively.

The chief guest was Ananya Kapur, Global Chief Director, India, Prof. Siddheshwar Jha, Managing Director and Marketing Strategy, India, and Pragna Kapoor, Chief Case Officer, High Business Technologies Pvt Ltd, were key note speakers.

Kapur said, "This is the age of personalisation, the age of you, where you are the one building your own brand space and the brand is just there to help you do it."

Prof. Jha, deliberated on the path that branding and brand management has covered over the years with consumers' attitudes and how brands can really win. He believes that the strategies take a much longer time while the contents (there is a much dynamic pace in the course of change, he navigated the complexity of brand management and based it on three methods: particularisation (in a variety of ways), the suggestive format (instead on a quarterly basis) and the format (instead on a basis of 15-15 years).

Jha also brought a new dimension to the discussion by focusing on the impact of data, automation technology and artificial intelligence in brand strategies. He captivated the audience by his view on how it can help shape the companies in the age of hyper-personalisation. He also said that business should drive it, and not the other way round.

Balancing quality and quantity

There were two panel discussions conducted on the inaugural day. The first panel discussion was on the theme, "The Future of Traditional Marketing, Challenges and Opportunities" moderated by Sushil Raj, Director - Branding, ICFAI Group. The second discussion on, "Branding of Higher Education: Balancing quality and quantity" was hosted by Prof. Mani Sarin of IFSI, Hyderabad. The first on "Publishing in top tier high impact journals: Experience of India based authors", which was moderated by Dr. Nandini McCracken, IBS Hyderabad.

The conference was organised in association with High Business Technologies Pvt Ltd and AdBridge, IBS, Pvt Ltd.



Not through bonds, only cash, says Rangarajan on banks recapitalisation

Rangarajan emphasises investor participation in financial inclusion. He says that banks should not rely on bonds for recapitalisation, but rather on cash. He also mentions that the government should focus on improving liquidity in the banking system.

Investor participation

Rangarajan says that investor participation is crucial for the success of banks. He suggests that the government should encourage more private equity investment in the banking sector.

Government's role

Rangarajan believes that the government has a key role to play in the recapitalisation of banks. He suggests that the government should focus on improving the regulatory framework and ensuring that the banks are able to attract more private equity investment.

Banking system

Rangarajan says that the banking system in India is still in a state of transition. He suggests that the government should focus on improving the liquidity in the banking system and ensuring that the banks are able to attract more private equity investment.

Financial inclusion

Rangarajan emphasizes the importance of financial inclusion for the growth of the Indian economy. He suggests that the government should focus on improving the regulatory framework and ensuring that the banks are able to attract more private equity investment.

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Financial inclusion

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THE TIMES OF INDIA

SUNDAY TIMES OF INDIA, HYDERABAD
NOVEMBER 24, 2019

2,000 take part in walk to mark Constitution Day

TIMES NEWS NETWORK

Hyderabad: About 2000 members participated in the '5km Constitution Walk', which was organized to commemorate the Constitution day on Saturday at People's Plaza.

Senior judges, members of Bar Associations of Hyderabad and Rangareddy, students of law colleges in and around Hyderabad, para legal volunteers, advocates of local city courts, criminal courts and judicial officials took part in the walk which was organized to pay rich tributes and homage to the founding fathers of the Constitution.

"Constitution Day is celebrated to re-dedicate ourselves to promote three cardinal principles of democracy namely rule of law, independence of the judiciary and independence of legal profession and to educate the public about their constitutional rights and duties," said A V Narsimha Rao, Director-ICFAI Law School, Hyderabad adding that on this day we have to take a pledge that we shall strive hard to promote the unity and integrity of the nation.

THE HINDU HYDERABAD
MONDAY, NOVEMBER 25, 2019

RED-LETTER DAY

Law students take out 'Constitution Day walk'

'LexWalk' - Five KM Constitution Walk organised by the ICFAI Law School from People's Plaza saw participation of hundreds of students, teachers and those associated with judiciary.

Sobha Rani Yasaswy, Chairperson, ICFAI Society, High Court Judge A. Rajasekhar Reddy, A. Narasimha Reddy, Bar Council Chairman of Telangana, Vishnuvardhan Reddy, Member, Bar Council of India, Surya Karan Reddy, President, Bar Association Telangana High Court, were among those who participated in the National Law Day.

The five-kilometer walk was organised to remember the day the Constitution of India was adopted by the Constituent Assembly on November 26, 1950.

THE NEW INDIAN EXPRESS

Bank recapitalisation shouldn't be through bonds but only cash: EX-RBI governor C Rangarajan

Analysing the impact of public sector recapitalisation, including banks, central banks and other financial institutions.

Published: 23 November 2019 17:37:17 | 147 786666 | 147 786666 | 147 786666



HYDERABAD Former RBI governor C Rangarajan on Friday suggested that recapitalisation of banks should be done through infusing cash rather than issuing bonds, as he cautioned that bonds of public sector undertakings, including banks, should remain "zero coupon" from the government.

Rangarajan comments assume significance as Finance Minister Nirmala Sitharaman, in August, announced a plan to inject infusion of Rs 70,000 crore into public sector banks, a move aimed at boosting lending and improving liquidity situation.

At the inaugural session of the seminar 'Risk Performance Assets (RPA) and its Implications in Indian Banks' at ICFAI Foundation for Higher Education, however, said the sector has indeed Rs one lakh crore as capital into various banks during the past three years and it would be difficult for any dispensation to pump in as much as capital in such time.

"I also have a point that one of the objectives in the problem faced by the banking system is to ensure that the recapitalisation of the banks is done properly," he said. According to him, the mode of recapitalisation that is being done now is through the issue of bonds.

"What the banks really gain is only the interest income through the bonds. This also needs a rethink. I plead guilty because we initiated this in the early 1990s. But that was a different situation. The focus was on bringing a greater deal of position as part of the reform thrust. But should we continue with this option?" he said.

The economist said though the stability of the Indian banks is aimed by the government, it is necessary to ensure that the banks can business in the national interest and it is not necessary for the government to interfere with commercial decisions of banks.

"The credit decisions must be left to the boards of directors of banks. There is a large difference in the relationship between the government and public sector banks and other public sector units. And the people talk about the same length between the bank and the government. There is still much that needs to be done in terms of appropriate mechanism for appointing the board, the appointing the chief executive of the banks," he said.

Later talking to reporters, he said though there is debate in the country's growth without the situation does not seem to be "recession." There is a slowdown. There is no doubt about the fact that there is a slowdown, but the situation is in growth mode," Rangarajan said, saying that the growth may pick up next year onwards, the former chairman of the former Minister's Economic Advisory Council said it would take another eight years for India to become USD 100 trillion economy as opposed to Prime Minister Narendra Modi's target of 2025, due to the muted growth rate.

"The growth may pick up next year. Growth may not be substantial, but it may pick up next year. It takes 2-3 years to get back the growth of higher than 7 per cent," he said, adding that banks should neither be "lazy bankers" nor "knee bankers". Rangarajan said recent history shows that the operational systems for credit and working capital should be improved.

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30 Jun 2020 17:34 EDT

ICFAI to host a lecture on 'Future of management education'



ICFAI Chairman Dr. Anil Subramaniam will deliver the lecture, institute to celebrate its 10th Foundation Day

ICFAI Foundation for Higher Education is set to organise a lecture on 'Future of Management education' on its 10th Foundation Day. Dr. Anil Subramaniam, Chairman, All India Council for Technical Education (AICTE), New Delhi, will deliver the lecture on February 1. It will be presided by Dr. J Mahender Babji, Vice-Chancellor, IFHE.

Prof Subramaniam has held several important academic, research and administrative positions at the Indian Institute of Science, Bangalore; Tata Consulting Engineers, North Eastern Regional Institute of Science and Technology (NERIST), Shillong (Assam); and IIT Guwahati.

Bank recapitalisation should be via cash, not bonds: Rangarajan

OUR BUREAU

Hyderabad, November 29

Though there is a decline in the country's growth numbers, the situation does not amount to recession, said C Rangarajan, noted economist and former RBI Governor. He was speaking to reporters on the sidelines of a seminar on 'Non-Performing Assets (NPA) and its Resolution in Indian Banks' at the ICAFI Foundation for Higher Education here on Friday.

"There is no doubt about the fact that there is slowdown, but the slowdown is in growth rate," said Rangarajan, adding that it might take two three years to return to about 7 per cent growth. Earlier, while speaking at the inaugural session of the seminar, Rangarajan said recapitalisation of banks should be done by infusing cash and not via bonds.

PTI adds:

Rangarajan's comments assume significance as Finance



C Rangarajan

Minister Nirmala Sitharaman had announced upfront capital infusion of ₹70,000 crore into public sector banks in August, a move aimed at boosting lending and improving the liquidity situation.

Rangarajan, however, said the Centre has infused ₹2-lakh crore capital into various banks during the past three years and that it would be difficult for any dispensation to pump in so much capital in cash form.

"I also have a point that one of the answers to the problems faced by the banking system is to ensure that the capitalisation of the banks is done properly." According to him, the mode of recapitalisation that is being done now is through the

issue of bonds. "What banks really gain is only the interest income through the bonds. This also needs a relook...I plead guilty because we initiated this in the early 1990s. But that was a different situation.

"The fiscal was undergoing a great deal of problems as part of the reforms (then). But should we continue with this system?" he asked. The economist said though the majority of banks are owned by the government, it is necessary to ensure that the lenders run business in the national interest and that the government does not interfere in the commercial decisions of banks.

"The credit decisions must be left to the boards (of directors of banks). And the people talk about arm's length between the board and the government. There is still much that needs to be done in terms of appropriate mechanism for appointing the boards (and) chief executives of banks," he said.

\$5tn economy by FY25 a tall task, says ex-RBI guv

Special Correspondent

Hyderabad: India's goal of emerging as a \$5 trillion economy by 2024-25, from the current \$2.7 trillion, is difficult given the low levels of investment, former Reserve Bank of India (RBI) Governor C Rangarajan said here on Friday.

"I think it is a goal which is desirable. I think people do not realise that unless we get to the \$5 trillion economy, India will not become an ever higher middle-income country. To achieve a reasonable standard of living for everyone, we need to get to that level and we need to grow at 8% per annum, which is a very difficult exercise... Because now we are only growing at 7% per annum," he said on the sidelines of the 9th convocation ceremony of ICAFI Foundation for Higher Education (ICAFI) here on Friday.

He pointed out that in order to accelerate the pace of growth, the government has to create a conducive environment to attract investments. "I think the most important thing is that we need to increase the level of investment as it has fallen. During 2000-2008 and so on, we did have a very high level of investment but that has fallen and we really need to accelerate the level of investment in the economy. I think to do that we need to create proper 'incentives for investment'," he added.

Earlier in his conversation, Rangarajan mentioned that apart from policy makers creating a right climate for attractive investment, it is equally important to ensure that the 'productivity of capital' is high.



Ex-RBI Governor C Rangarajan (right) and ICAFI Chairman Ravi Venkatesan (left) during the 9th convocation ceremony of ICAFI

Rangarajan stresses on quality higher edu to reap demographic dividend

Hyderabad: Speaking at the 9th convocation ceremony of ICAFI Foundation for Higher Education (ICAFI) here on Friday, former RBI Governor and ICAFI Chairman C Rangarajan said that the country can reap its demographic dividend provided adequate emphasis is laid on skills, providing quality education and funding for educational institutions. The convocation saw IAPT receive their degrees.

"It is not the lack of interdisciplinary approach that has led to the deterioration in the quality of higher education in India. State universities and colleges suffer from lack of funds to a big way," Rangarajan said. He also stressed on reforming the current examination system. "The only way we can alter the quality of higher education is by changing the examination system. The New Education Policy stresses on the need to send students away from rote learning. This can be done only if the assessment system changes and questions test analytical abilities than memory," he said.

Boosting the service private investments in the Indian economy, he said there is a limit upto which public investment can grow as the demand for services expands. He also said that investment, especially private investment, is the 'key driver' that drives demand, creates capacity, increases labour productivity, introduces new technology, allows creative destruction and generates jobs.

Ex-RBI chief Rangarajan favours cash recap of banks

Cash will have more profound effect than issue of bonds, he says

SPECIAL CORRESPONDENT HYDERABAD

Former Governor of Reserve Bank of India (RBI) C. Rangarajan on Friday said it was time to consider a switch over from bonds to cash for recapitalisation of banks.

"One of the answers to the problems faced by the banking system is to ensure recapitalisation is done properly. The mode of recapitalisation now is through issue of bonds. Infusion of funds into the banks will have a much more profound effect than issuing the bonds," he said at a seminar on NPAs and resolution organised by ICAFI Foundation for Higher Education here.

His suggestion comes in the backdrop of ₹2 lakh crore worth of recapitalisation of banks over the past three years and the govern-



C. Rangarajan

ment announcing plans for a ₹70,000 crore capital infusion for public sector banks a few months ago.

"What the banks really gain [from bonds] is the interest income. I plead guilty to the charge as we initiated this in early 1990s," he said, adding that those were, however, different times.

Besides the mode of recapitalisation, other mea-

asures Mr. Rangarajan suggested for addressing the NPA issue were adequate attention to be paid at all levels to risk management, including strengthening of early warning systems.

8 more years to \$5 tn

Hoping economic growth may pick up next year onwards, the former Chairman of the Prime Minister's Economic Advisory Council said it would take another eight years for India to become \$5-trillion economy as opposed to Prime Minister Narendra Modi's target of 2025, due to the muted growth now.

"Growth may pick up next year. [It] may not be substantial, but it may pick up next year... it takes 2-3 years to get back the growth of higher than 7%," he said.

(With PTI inputs)

'Recapitalise banks by infusing cash, not by issuing bonds'

TIMES NEWS NETWORK

Hyderabad: Former RBI governor C Rangarajan on Friday said the government must recapitalise banks by infusing cash and not through issue of bonds.

"One of the answers to the problem faced by the banking system is to ensure that the recapitalisation of banks is done properly. The mode of recapitalisation being done now is issue of bonds. What banks really gain is only the interest income in bonds... this also needs a relook," he said at an ICAI Foundation for Higher Education seminar on 'Non-Performing Assets and its Resolution in Indian Banks,' here on Friday.

"I plead guilty to the charge as we initiated this in the 1990s but that was a different situation... infusion of funds into banks of the magnitude that we are talking about will have a much profound effect on banks than issuing bonds. I think it is time to think about it," he said.

"I plead guilty to the charge as we initiated this in the 1990s but that was a different situation... infusion of funds into banks of the magnitude that we are talking about will have a much profound effect on banks than issuing bonds. I think it is time to think about it"



— C Rangarajan | FORMER RBI GOVERNOR

He pointed out that in the last three years the total amount of recapitalisation in banks has been to the tune of Rs 2 lakh crore. "Apparently it will be very difficult for the government to find Rs 2 lakh crore

cash to put into banks but certainly the mode of recapitalisation also requires to be thought," he said.

Rangarajan also rooted for an 'arm's length' relationship between the boards of banks and the government. "Credit decisions must be left to the boards (of banks)... There is still much that needs to be done in terms of appropriate mechanism for appointing boards and chief executives of banks," he said.

Citing the recent example of RBI asking banks to monitor loans under the Mudra scheme, the former RBI chief also pointed out that the apex bank must communicate macro-prudential indicators regularly to banks so that they are aware of the current financial situation.

He also said that banks must work towards improving their risk management systems as well as project appraisal techniques to prevent bad debts.

THE NEW
INDIAN EXPRESS

WEDNESDAY
15.01.2020



ICFAIans celebrate Trishna

Trishna 2020, the three-day annual national level management and cultural fest of ICAI Business School, Hyderabad, kickstarted with a series of activities last weekend at its campus with the theme Karmantra, the seven traits trustworthiness, rationality, innovation, smartness, harmony, nobility and attitude. With the key tagline know-think and act; know what is right; think what is right; do what is right. Students from SIBM-Hyderabad, SCM-HRD Pune, NIIT-Delhi, CMR, Aurora, Loyola, Badruka colleges took part in the event which featured events such as HRM, Marketing, Finance, Operations: Megistanos 9.0, E Summit, Samartyam, Best CMO, Mission Vanigam, Nature's Battle, Financial Medhavi, Gaunlet, Ad Pragya, Amrita Sudha, Korpwood, Earth Drive etc and many cultural events too.

ICFAI cultural fest

“Trishna 2020”, the three-day annual national-level management and cultural fest of ICFAI Business School, Hyderabad, was on the theme ‘Karamantra’, which means keep on doing the right work.

The event that saw participation of students from top institutes in the country focussed on the seven elemental building blocks for the right corporate knowledge – Trustworthy, Rational, Innovation, Smart, Harmonious, Noble and Attitude.

It had flagship events from all management domains such as HRM, Marketing, Finance, Operations: Megastanos 9.0, E Summit, Samar-



Students perform at “Trishna 2020”. ARRANGEMENT

tyam, Best CMO, Mission Vanigam, Nature’s Battle, Financial Medhavi, Gauntlet, Ad Pragma, Amrita Sudan, Korpwood, and Earth Drive.

A footfall of over 5,000 learners made “Trishna

2020” a very special day for the IBS Hyderabad family, said student coordinator of IBS G. Madhavi. The fest also saw eminent personalities from the corporate world as its guests and judges.

అతిథి ఏప్రిల్ - 2020

ఇక్స్ ఫాయ్ విరాళం కోటి రూపాయలు

కరోనా వ్యాధి నివారణకు తీసుకుంటున్న చర్యలకు మద్దతుగా ఇక్స్ ఫాయ్ విద్యా సంస్థ కోటి రూపాయల విరాళాన్ని తెలంగాణ సిఎం తెలిజర్ సహాయనిధికి అందజేసింది. ఈ విరాళాన్ని మంత్రి కెటిఆర్ కు ఇక్స్ ఫాయ్ సంస్థ చైర్మన్ శోభారాణి, సంస్థ ప్రతినిధులు విజ్ కంకర, ఈఎన్ మూర్తి అందజేశారు. ఇక్స్ ఫాయ్ విద్యా సంస్థ కోటి రూపాయల విరాళాన్ని సామాజిక బాధ్యతగా ఇక్స్ ఫాయ్ సంస్థ అందజేసినందుకు మంత్రి కెటిఆర్ కృతజ్ఞతలు తెలిపారు.

Quality of education still a concern

India has made rapid strides in higher education but the quality of education is still an area of concern, said chairman of the All India Council for Technical Education (AICTE) Anil D. Sahasrabudhe.

Delivering the 10th Foundation Day lecture at ICFAI Foundation for Higher Education (IFHE) on "The Future of Management Education", he said that access, equity and quality of education were of paramount importance and the goal of education should be enlightenment, empowerment and entrepreneurship.

Professor Sahasrabudhe emphasised on curriculum revision, teacher certifica-



AICTE chairman Anil D. Sahasrabudhe (C), IFHE VC Mahender Reddy and ICFAI Society chairperson Sobharani Yasaswy during the 10th Foundation Day lecture. ARRANGEMENT

tion and mandatory industry exposure for students, who need to inculcate reading, writing, speaking and listening skills.

He said that the National Education Policy (NEP) is working towards making education inter-disciplinary, where a student of engineer-

ing is also exposed to liberal arts and vice versa.

He also said that exam reforms were the need of the hour and the current exam pattern should move away from testing memory to one based on learning objectives, as proposed in Bloom's Taxonomy.

He also suggested introducing a mandatory three-week student induction programme, which will help students from different backgrounds learn from each other's strengths and weaknesses. IFHE Vice-Chancellor J. Mahender Reddy, chairperson of ICFAI Society Sobharani Yasaswy and ex-UGC VC Rajasekharan Pillai were present.

IBS wins two awards

ICFAI Business School won two awards in the 30th Case Centre's Award along with Harvard Business School while INSEAD won three awards at the Case Centre competition organised by the US-based 'The Case Centre' (TCC).

The two winning cases from ICFAI Business School include 'Big Data Strategy of Procter & Gamble: Turning Big Data into Big Value', written by Debapratim Purkayastha and Vinod Babu Koti, in the Knowledge, Information and Communication Systems

Management Category, and 'Apple and Conflict Minerals: Ethical Sourcing for Sustainability', written by Debapratim Purkayastha and Adapa Srinivasa Rao, in the Production and Operations Management category.

Dean of IBS Case Research Centre Purkayastha said that IBS has 15 worldwide best-selling cases this year, next only to Harvard. "Our students are taught the same cases taught at the world's best B-schools, and help them transform into future-ready professionals," he said.

30. Abstract of Publications

30.1 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.	Distributional predictability between commodity spot and futures : Evidence from nonparametric causality-in-quantiles tests; Author(s): S K Tiwari A , Hammoudeh, S, and Roubaud, D	Unbiasedness and informational efficiency of futures markets under different market conditions is a claim that still remains unsettled in the theory of non-arbitrage and asset pricing and in empirics as well. This study investigates this claim using a novel causality-in-quantile model of Balcilar et al. (2016) for two energy commodities, crude oil and natural gas, and two precious metals, gold and silver. The model estimates causalities-in-mean and -variance between spot and futures market in a time varying context conditioning on the states of the markets represented by the quantiles of the conditional distribution of the dependent variable.
2.	Thresholds of financial development in the Euro area; Author(s): Vighneswara Swamy and 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.
3.	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 and Aruna, M	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 Barunik and Křehlík 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.
ii. Finance and Accounting		
4	Does risk premium help uncover the uncovered interest parity failure? Author(s): Pro. Satish Kumar	There is a general consensus emerging that the uncovered interest parity (UIP) does not hold or ex-post exchange rate change predicts the interest rate differential in the wrong direction. This paper provides a pioneer study to offer a risk premium based solution to the popular UIP failure using a dataset of 44 advanced and emerging currencies. We report that in the absence of risk premium, UIP failure is more prominent in emerging countries relative to advanced countries since only 34% of the total beta coefficients range between 0.5 and 1.5. Next, we include the risk premium in the main UIP equation using a component generalized autoregressive conditional heteroskedastic-in-mean (CGARCH-M) model and show that the results conform more to the UIP theory since 73% of the beta coefficients range between 0.5 and 1.5. Such a finding validates our argument that risk premium is the main factor responsible for UIP violation and including it in the main equation helps uncover the UIP puzzle, especially in the case of emerging countries. Overall, in the presence of risk premium, in most countries, ex-post exchange rate change bear a positive relationship with the interest rate differential as UIP predicts. This is our key contribution to the literature.
5.	Testing the oil price efficiency using various measures of long-range dependence. Author(s): Aviral Kumar Tiwari, Satish Kumar, Rajesh Pathak, and David Roubaud	In this paper, we empirically examine the application of a host of techniques employed to measure price efficiency through long-range dependence using prices of monthly oil contracts. Using a series of methods, we analyse the volatility (daily absolute returns) of WTI and Brent oil prices for nine different contracts with maturity, ranging from 1 to 9 months, during the sample period of 1990-2017. We use bootstrapping to compute the confidence interval of the parameter of long-range dependence. Our results indicate that on an average, there is no long-range dependence in the volatility of oil price contracts at least at the 10-percent level of significance. Moreover, our results of rolling estimates suggest that the normality assumption does not affect the results considerably, and the results are robust to different rolling window sizes. While the results of the efficiency index suggest that the efficiency of oil returns vary with time, the futures contracts for Brent oil are found to be less efficient compared to WTI oil. The long-term futures contracts are more efficient than short-term contracts.
6.	Does debt diversification impact firm value? Evidence from India. Author(s): Nemiraja Jادیappa, L Emily Hickman, Pavana Jyothi, Narender Vunyale and Bhanu Sireesha	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 contributes to worse firm accounting performance. Further, debt diversification does not appear to reduce financial constraints.

S.No.	Publication Details	Abstract
7.	Are individual investors irrational or adaptive to market dynamics? Author(s): Venkata Narasimha Chary Mushinada	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.
8.	Dependence risk analysis in energy, agricultural and precious metals commodities: A pair vine copula approach; Author(s): Satish Kumar, Aviral Kumar Tiwari, I. D. Raheem and Qiang Ji	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.
iii. HR and Soft Skills		
9.	Research on Role of Technology in Workforce Management. Author(s): Gupta.M, Pandey.J Gaur and Vohra.N	The objectives of this paper is to gain theoretical insights into the relationship between technology and employee level factors, and to capture the increasingly changing nature of workforce and its management, and to examine role of external factors such as social, cultural, and market conditions among others in affecting the relationship between employee behaviour and technology It has been observed that the firms have not been able to attract the best talent due to several reasons including the reach of information to the job aspirants. However, with the advent of web 2.0 technologies such as podcasts, blogs and online employee testimonials, the employers can communicate and attract the talent far easier than ever before. Our study finds that The organizations can derive benefits by technology enabled attraction and acquisition, through technology-enabled fit, engagement, satisfaction and balance between work and family life, and (3) through supportive existing talent in the organization in the form of supervisors who can prevent technology fostered deviant behaviours like cyber-loafing
10.	Social Media Addiction, Culture Code and Mediation Effect of Mindfulness: A Structural Equation Modelling Access; Author(s): Akbar Jan	This study has been initiated with a view to understand the social media addiction and its influence on culture codes a mediation effect of mindfulness. The social media addiction would be a very common problem in the social and the organizational set up. The employees are getting distracted easily because of social media addiction. The organisations are taking much action to rectify this problem but end up with the talent lose because the employees are ready to quit the job when they are not allowed to use social media in the organisation. It has been an inevitable problem for the organisations so many techniques have been initiated in order to solve this problem. Many studies are concentrating on mindfulness which is a tool to remove the distractions and to be a focused employee in the organisation. The social media addiction many a times create a toxic culture among the employees. It needs a high attention to be cured. The employee relationship are highly under stake when they are social media addict.
11.	A competency framework for contractual workers of manufacturing sector. Author(s): Musarrat Shaheen, Sikander Azam, Mahesh Kumar Soma, and T. Jagan Mohan Kumar	The purpose of this paper is to develop a competency dictionary and model for contractual workers of the steel manufacturing sector of India. Design/methodology/approach In-depth interviews with 30 supervisors and behavioral events interviews (BEIs) with 40 contractual workers were conducted to identify and validate the competencies of the contractual workers. Findings The competencies identified are arranged according to the similarity and dissimilarity between it under three broad categories of competencies, i.e., knowledge, skills and attitudes. These categories are used to develop a competency dictionary which has behavioral indicators, and a framework that can be used to map and evaluate the competencies. Practical implications The competency dictionary and the framework developed in the present study will assist human resource practitioners in implementing competency-based human resource processes such as recruitment and selection, training and development and performance management for the contractual workers in the manufacturing sector. The present study is among the few empirical studies that provide a competency dictionary and a framework of contractual workers in the manufacturing sector of India.

S.No.	Publication Details	Abstract
12.	Influence of culture on OCB and mediation effects of responsible leadership and knowledge sharing An empirical study from UAE; Author(s): Srinivasa Rao; Waheed Abdul Kareem and Yehia Kamal	The purpose of this study is to empirically investigate impact of transformational leadership on team performance and the effects of support for innovation and psychological empowerment in this association. Over the past many decades, teams have become an increasingly popular way of organizing and coordinating work. This trend creates new challenges for leaders, as they are expected to motivate individual employees and to improve team performance simultaneously. Design/methodology/approach – This study proposes a conceptual framework for understanding motivation and support extended to individual employees which would influence team performance. The conceptual framework includes psychological empowerment and support for innovation as mediating variables in the effect of transformational leadership on team performance. The study also validates the proposed conceptual framework using a second-order confirmatory factor analysis technique, namely, partial least squares-structural equations modeling, with the data collected from 182 followers from 10 service organizations in the UAE. Findings – The findings suggest that transformational leadership has significant positive impact on team performance and, on the contrary, transactional leadership has significant negative effect on team performance. Two dimensions of psychological empowerment such as meaning and self-determination have partial mediation effect in the relationship between transformational leadership and team performance. Originality/value – This study contributes to the research that identifies team mechanisms influenced by transformational leadership that can affect team success and performance, particularly in the context of UAE-based organizations. Managerial implications and future research areas are further discussed.
13.	Sustainable Human Resource Management and the Triple Bottom line: Multistakeholder strategies, concepts and engagement. Author(s): James W. Westerman, M. Bhaskara Rao, Sita Vanka and Manish Gupta	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 No., 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.
iv. Marketing and Strategy		
14.	Value Co-Creation as a Dialectical Process: Study in Bangladesh and Indian Province of West Bengal; Author(s): Mizan Rahman, Sunny Bose, Mujahid Mohiuddin Babu Bidit Lal Dey, Sanjit Kumar Roy, Ben Binsardi Mizan Rahman, Mohiuddin Babu, Bidit Dey and Sanjit Roy	The process by which technological innovation is adopted and diffused within an industry persists as a key research interest in the existing literature. Furthermore, the innovation and diffusion of ICT (information and communications technology) in general and smartphones in particular are viewed as a useful resource to support and foster socio-economic wellbeing in developing countries. As such, sustainable design and development of smartphone industry in developing world and their contribution to socio-economic wellbeing has drawn significant research attention. In the current study, we explore and analyse various factors and their inter-relationships that initiate, support and disseminate technological innovation within the smartphone industry in Bangladesh and Indian province of West Bengal who share linguistic, historical and cultural ties. Drawing on the concept of co-creation of value we develop a dialectical perspective toward multi-stakeholder involvement in smartphone industry's creation of value. Through in-depth interviews with senior government and private sector employees, industry experts, researchers, and small and medium enterprise owners, we conclude that the development of ancillary industries, contextually appropriate apps and innovation by small enterprises and inter-industry collaborations contribute to current and future innovation and sustainable development of smartphone industry.
15.	Drivers of brand credibility in consumer evaluation of global brands and domestic brands in an emerging market context; Author(s): Ankur Srivastava, Dipanjan Dey and M S Balaji	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 local iconness and perceived authenticity. 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. The findings provide key insights for marketers regarding consumer evaluation of global brands and domestic brands in emerging markets. 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.

S.No.	Publication Details	Abstract
16.	Collection activity channels selection in a reverse supply chain under a carbon cap-and-trade regulation; Author(s): Siddhartha Kushwaha, Arindam Ghosh and A.K. Rao	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.
17.	Social comparison and continuance intention of smart fitness wearables: an extended expectation confirmation theory perspective; Author(s): Anil Gupta, Neeraj, Anish and Neelika Arora	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 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.
18.	Attractive and facilitating store atmospheric stimuli: Validating the scales; Author(s): Gaurav Bhatt, Abhigyan Sarkar and Juhi Gahlot Sarkar	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. 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). 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.
19.	Effect of message orientation/vividness on consumer engagement for travel brands on social networking sites; Author(s): Anish Yousaf, Insha Amin, Dhouha Jaziri and Abhishek Mishra	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.

S.No.	Publication Details	Abstract
20.	How pre-adoption expectancies shape post-adoption continuance intentions: An extended expectation-confirmation model; Author(s): Anil Gupta, Anish Yousaf and Abhishek 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.
21.	Consumer resistance and inertia of retail investors: Development of the resistance adoption inertia continuance (RAIC) framework; Author(s): Himanshu Seth, Shalini Talwar, K J Somaiya ,Anuj Bhatia, Akanksha Saxena and Amandeep Dhir	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.

v. Operations and IT

22.	A framework for understanding citizens' political participation in social media; Author(s): Vidushi Pandey, Sumeet Gupta, and Manojit Chattopadhyay	The purpose of this paper is to explore how the use of social media by citizens has impacted the traditional conceptualization and operationalization of political participation in the society.
23.	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	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, retailer's 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.

30.2 Faculty of Science & Technology

Sl. No.	Publication Detail	Abstract
I.	Android Based Instant Messaging Application Using Firebase Author(s): Sai Spandhana Reddy Emmadi, Sirisha Potluri	Communication through internet is becoming vital these days. An online communication allows the users to communicate with other people in a fast and convenient way. Considering this, the online communication application must be able share the texts or images or any other files in a faster way with minimum delay or with no delay. Firebase is one of the platforms which provides a real-time database and cloud services which allows the developer to make these applications with ease. Instant messaging can be considered as a platform to maintain communication. Android provides better platform to develop various applications for instant messaging compared to other platforms such as iOS. The main objective of this paper is to present a software application for the launching of a real time communication between operators/users. The system developed on android will enable the users to communicate with another users through text messages with the help of internet. The system requires both the device to be connected via internet. This application is based on Android with the backend provided by google Firebase.

Sl. No.	Publication Detail	Abstract
2.	Software virtualization using containers in Google cloud platform ; Author(s): Sirisha Potluri, Konda Varshith	Virtual machines have been the main source of deployment of production ready applications since the beginning of cloud computing, but virtualization has its negative effects on resource management, due to this operating system-level virtualization called containers are gaining popularity in recent times. Software Visualization in Cloud Computing allows the single computer server to run one or more virtual environments. It is quite similar to virtualizations but here it abstracts the software installation procedure and creates a virtual software out of it. In software virtualizations, an application will be installed which will perform the further task. One of the software is physical while others are virtual as it allows 2 or more operating system using only one computer. Docker is used to separate applications from infrastructure so we can deliver software quickly. With Docker, we can manage your infrastructure in the same ways you manage your applications. Software virtualization can be achieved through this platform. Using Docker containers software virtualization is made simple and results are provided in this paper.
3.	Second law analysis of magnetized micropolar fluid on horizontal inner rotating cylinder with chemical reaction and cross diffusions effects; Author(s): Dr. Anjanna Matta	The influence of magnetic field, thermophoresis, and the first-order reaction of a dissipative micropolar flow involving two coaxial inner rotating horizontal cylinders are studied both analytically and numerically. The motion of the fluid is generated due to the rotation of the inside cylinder with a constant angular velocity. The internal and external cylinders are kept maintained at different uniform temperatures and concentrations. The transformed systems of differential equations are solved systematically using modified Bessel functions and numerically with the fourth-order Runge–Kutta scheme along with a shooting method. The temperature and concentration are examined for a variety of parameters which govern the flow through graphical illustrations. The results obtained are in very good agreement with benchmark solutions for a particular case.
4.	Monitoring Real-Time Urban Sulphur Dioxide and Ammonia Emissions Using the Wireless Sensor Networks; Author(s): Kishore K Kumar, Movva Pavani	Air pollution is evolving as a severe environmental concern due to its enormous impact on the well being of the people, universal environment and also on the global economy. Conventional air pollution systems are not able to provide air pollution data of high spatiotemporal resolution due to non-scalability and limited data availability. With the advances in the areas of Micro Electro Mechanical Sensor (MEMS) and Wireless Sensor Network (WSN), the researchers proposed various state-of-the-art air pollution monitoring systems for measuring major air pollutants like CO ₂ , CO, O ₃ , SO ₂ , VOC and Particulate Matter (PM) with better results. A comprehensive review of continuous air pollution surveillance of both indoor and outdoor pollution by employing WSN is presented. It presents the various techniques and algorithms employed in the design of dedicated air pollution monitoring systems using WSN. A comprehensive and detailed review of the existing methods of Air Quality Monitoring systems using WSN is done along with their comparisons.
5.	Lemp: a Robust Image Feature Descriptor for Retrieval Applications; Author(s): P Rohini, L K Rao, M Narayana	Line edge magnitude pattern (lemp) is proposed in this paper. Line edge distribution is used to denote local region of an image. Popular texture descriptors such as lbp deal with a comparison of centre pixel with neighbors and thus encode the information. In lemp ,pixel at the centre is replaced by edge values of neighbors. Discriminating information provided by line edges makes this method different from many of the existing methods. Magnitude is also added to the line edge information in order to make the feature descriptor more effective and robust. Performance of lemp method is estimated with corel database. Standard metrics such as recall, precision and average retrieval rate are determined for comparison purpose. Experimental values exhibit a notable improvement in the performance.
6.	A Supervised Learning Algorithm to forecast weather conditions for playing cricket; Author(s): Sandeep Kumar Panda, Sathya A.R, Manoranjan Mishra	Now days, Machine learning is considered as the key technique in the field of technologies, such as, Internet of things (IOT), Cloud computing, Big data and Artificial Intelligence etc. As technology enhances, lots of incorrect and redundant data are collected from these fields. To make use of these data for a meaningful purpose, we have to apply mining or classification technique in the real world. In this paper, we have proposed two novel approaches towards data classification by using supervised learning algorithm
7.	Student Intervention System using Machine Learning Techniques; Author(s): Shubhangi U	Now a days, the educational institutes are adopting technologies for betterment of student's quality, in respect to teaching methodologies etc. For which the huge information available with educational institutes can be used to predict student's future in academics. The main objective of this paper is to predict the student performance in the examination and also to predict the student will graduate or not. Hence forth we are using statistical analytical method which is F1 score. F1 score or F measure is used to test the prediction accuracy by considering precision and recall to compute the score. To fulfill this requirement in machine learning, classification technique is used. The dataset used in this analysis contains 395 student records, having attributes, such as age, health, internet, school, father job, mother job etc. Using support vector machines (SVM), Decision Tree and Naive Bayes (NB) classification algorithms F1 score is calculated for each algorithm. Based on the analysis done the F1 score of support vector machine is giving the better prediction compared to rest of the two algorithms.
8.	Reversible Data Hiding in Digital Image; Author(s): S. Vairachilai	The growth of multimedia technologies and the attractiveness of internet are dramatically increasing. All kinds of multimedia information like audio, video and images can be obtained freely and copied even edited then transmitted as one wishes. At the same time, this makes the integrity, reliability, and security of data transmitted under threat. The information security has always been a major concern. As one of the ways to solve the security problem is data hiding technology that embeds the secret data imperceptibly into the cover media by slightly modifying some of the cover elements. This paper discusses the basic principle s of reversible data hiding (RDH) as a method of covert communication in order to understand how information is embedded in the graphical representation and covers the in-depth discussion on image compression.

Sl. No.	Publication Detail	Abstract
9.	An Automated Recommender System for Educational Institute in India; Author(s): Mamta Garanayak, Sipra Sahoo, Sachi Nandan Mohanty, Alok Kumar Jagadev	This study aims to suggest a recommender System for undergraduate students who desire to seek admission into engineering courses in different Indian Institute of Technology (IITs) in India. Initially, the focus is to purpose a recommender system for admission into the top 10 IIT on a pilot basis in four common branches such as Electrical Engineering, Computer Science and Engineering, Mechanical Engineering, Civil Engineering. Data were collected from different authentic sources from 2016 to 2018. A model was built to predict the ranks for 2019 for each branch of every IITs. This paper illustrates prediction using Time Series Forecasting and recommendation algorithm using classification techniques. A comparative study of Random Forest Classification and K-Nearest Neighbor classification has been done. Finally, the recommendation algorithm shown reliable results with high accuracy in prediction model. It can be diversify and implement other streams as part of future work.
10.	A Comparative Study of Multiple Regression and Artificial Neural Network; Author(s): D.V.Ragunatha Reddy, P.Bhramara, K. Govindarajulu	Present paper discuss with the development models such as Multiple Regression Analysis (MRA) and Artificial Neural Networks (ANN) for a domestic refrigeration system to predict the performance of a system using Hydrocarbon Refrigerant Mixtures (HCRM). The experiments conducted with the changing evaporator temperature (Te), different hydrocarbon refrigerant mass (mr), and variation in capillary tube length (Lc). The ANN model working with the feed backward back-propagation and Levenberg-Marquardt training algorithm is used to develop the model. This model is used to predict the performance considerations such as power consumption, refrigeration effect and COP.
11.	Dissimilar joining of Al/SS sheets with interlayers by ultrasonic spot Welding: Microstructure and mechanical properties; Author(s): Pravat Ranjan Pati, M.P Satpathy, B.K Nanda, B.C Routara and A Pattanaik	Ultrasonic spot welding (USW) has received a great deal of attention by the automobile manufacturer to build lightweight structural components. However, the versatility of using this process is still limited due to the substantial instabilities in weld quality. These fluctuations are mainly due to the lack of scientific understanding of this process and poor control of intermetallic compound formation. Therefore, this study is focused on the improving of the joint strength and its quality by ultrasonic welding of Al3003 and SS304 sheets with molybdenum (Mo) and zinc (Zn) powder as interlayers. The results revealed that the optimum thickness for Mo and Zn interlayers are found to be 0.11 mm and 0.15 mm, respectively. In comparison, Al3003/SS304 joints with Zn interlayer exhibits the maximum tensile shear failure load about 626.44 N at 1.5 s of weld time, which is better than those of the joints produced with Mo interlayer. The microstructural morphologies at the weld interface reveal the different characteristics like mechanical interlocking at the outside zone of the sonotrode knurl indentation, wavy type region under the sonotrode knurl, and swirling like diffusion zone inside the sonotrode knurl.
12.	Experimental investigations on interfacial characterization and mechanical performance of ultrasonic spot welded Al/brass joints; Author(s): Pravat Ranjan Pati, M.P Satpathy, T Mahanta, S Das and D Das	The dissimilar joining of aluminum (AA 1100) to brass (UNS C27000) in the electric power industry is highly required to transmit the electricity efficiently. However, it's hard to join these materials using fusion welding process because of the broad differences in their physical, mechanical and chemical properties, and the evaporation of zinc constituent during the welding process. Thus, it is directed the researchers to find a new technique to tackle this problem. It seems that ultrasonic metal welding (USMW) is one such promising method that is developed nowadays. In this study, lap joints of AA 1100 aluminum alloy and UNS C27000 copper alloy have been produced using USMW and the effects of process parameters on the mechanical strength and interface microstructure have also investigated. The tensile shear failure load firstly increases with the rise of weld time up to 0.55 s of weld time followed by a rapid decrement in the value due to excessive plastic deformation in the weld zone. It is confirmed from the energy dispersive X-ray spectroscopy (EDX) and X-ray diffraction analysis (XRD) results that USWed aluminum to brass produces intermetallic compounds (IMC), and its thickness is getting wider with the increase in weld time. A composite eutectic structure of Al and Al2Cu is the first compound formed in the middle of the weld zone.

30.3 Faculty of Law

Sl. No.	Publication Detail	Abstract
1.	Investors Awareness on Mutual Funds in Bengaluru City – An Empirical Study; Author(s): Dr. Durga Prasad	In this study, it is discussed about the investor's awareness on mutual funds in Bengaluru. It is difficult to selective group the investors in a sample as such the population of Bengaluru city is large in number. Compared to earlier days the investment options are changing from risk free to riskier investments. The analyses also show that compared to earlier days the growth of investments in the stock market increased to significant level compared to other conventional investments which are of lesser risks and lower returns. The inexperience of investors about mutual fund coupled with aggressive selling by promising higher returns to the investors have resulted into loss of investors' confidence due to inability to provide higher return. This requires the Asset Management Companies (AMCs) to comprehend the reserve/conspire determination/changing conduct of the speculators to structure appropriate items to meet the changing budgetary needs of the financial specialists. With this foundation a study was directed among 128 Mutual Fund Investors in Bengaluru to study the factors influencing the fund/scheme selection by the Investors. For analyzing the difference in awareness of mutual funds done through SPSS, Z-Test and One-way ANOVA analysis has been made. Hence, this study is made to evaluate the investor's awareness on mutual funds'

Sl. No.	Publication Detail	Abstract
2.	Human Resource Practices in Banking Industry; Author(s): Dr. Yaduvamsi Sai Krishna. C	Banking industry is the one of the significant support to the financial part of Indian Economy. Because of International compressions, Competition among the banks and liberalization plan have been affected and its outcomes in the blend of business strategies with human resource management. The investigation of Indian Bank's Association (IBA) statement and Boston Consulting Group (BCG) will face two difficulties. Feasible monetary solution for financial inclusion and structure of HR. The public sector banks have complexities outstandingly and make conservative HR practices unproductive. The commitment of banks has supported up in the money related consideration activities like "Pradhan Mantri Jan - Dhan Yojana" and furthermore the desire for worker from the financial business likewise increments. It prompts to redesign the banks HR practices and expands the employee efficiency. The current investigation purposes to give such advancements which are associated to Human Resource Management with the assistance of primary data depends the standpoints of HR managers of public and private sector banks in Hyderabad. The current examination defines advanced method of Human Resource Practices will be helpful to the banks and to grow in more competitive world.
3.	Book Review: "Fanocracy: Turning Fans into Customers and Customers into Fans" by David Meerman Scott and Reiko Scott; Author(s): Dr. A. Arun Kumar	This is a book review on Fanocracy: Turning fans into customers and customers into fans by David Meerman Scott and Reiko Scott. David Meerman Scott and Reiko Scott have developed a title that draws the reader's attention from the first page. The impetus of the book highlights on what are fans, how they convert into customers and how customers convert into fans to a brand. In this book, authors have interviewed young entrepreneurs, owners of veteran businesses, startup founders, non-profits, and companies big and small to pinpoint which practices separate organizations that flourish from those stuck in stagnation and explore the neuroscience of fandom. The book content shows customer's strong emotions converting into buying power towards a brand. Reiko and David have covered the quintessence of how business firms like large and small, can enlarge and arrange the passions of their best patrons. This book also highlights about how the business organizations think on sharing, community and justice. The book would be useful to marketing strategists all around the globe. It would provide an insight into binding loyal customers and how customers are converted into fans and fans converted into customers.
4.	Work-Life Balance among Information Technology Professionals in Bengaluru City; Author(s): Dr. Yaduvamsi Sai Krishna C, Dr. A. Arun Kumar	This paper is pointed towards the subject of work life balance, and with this we have attempted to audit an assortment of perspectives identifying with the theme. Work life balance is a key territory of worry for specialists, who feel that solidness among capacity and presence is of essential significance in the event that we talk in connection to execution in the work power in an association. Through this paper we've attempted to survey the adequacy of workforce from IT sector in Bengaluru city. Work life balance is gradually getting increasingly significant for IT professionals This is a state including evenness in which the interest including both individual and expert life can be equivalent. An individual assumes many jobs for a mind - blowing duration and pretty much every job offers its distinctive number of requests just as prerequisites and when these necessities cover you need to confront different No.s. While organizing the work - life policies an administrator ought to recall that every one of the variables related with a representative's similarly close to home alongside proficient everyday lives.

30.4 Case Studies in Management (Award Winning Case Studies)

The Abstract for Award winning case studies are presented below:

1.	"Big Data Strategy of Procter & Gamble: Turning Big Data into Big Value"	This case is about the challenges faced by the new CIO of P&G, Linda W. Clement-Holmes (Linda), in taking the big data strategy of the leading consumer packaged goods company forward. Under her predecessor, Filippo Passerini (Passerini), P&G had leveraged big data successfully in all its business decisions – marketing, product development, supply chain, etc. The company collected consumer data and other data from multiple touch points as part of its digitization drive. The case elucidates the benefits that the company had derived from big data, including cost savings and the speedier roll-out of new products. The case also explores the potential downside of an excessive focus on big data and digitization, including diluting the human touch in the company's interactions with its customers, and other potential risks of employing big data. Linda faced a challenging situation as she tried to take the company's big data strategy forward at a time when P&G was facing difficult times.
2.	"Apple and Conflict Minerals: Ethical Sourcing for Sustainability"	The success of Apple Inc.'s products like the iPhone and the iPad made the company rely on manufacturers in Asia to produce its products at a lower cost. Since these manufacturers were not too particular about checking the origins of the minerals they used, Apple had to face accusations by activists that it was using conflict minerals in its products. These conflict minerals led to the abuse of human rights in the strife torn parts of the world. Extraction and sale of conflict minerals like tin, tungsten, and tantalum extracted from illegal mines in the Democratic Republic of Congo (Congo) and surrounding countries funded armed militia who fought against the government and violated the human rights of people living in the conflict prone areas. Apple had taken various initiatives to tackle the challenge of conflict minerals since it started facing the heat from some activist groups in 2010. Despite all the efforts made by Apple, the company faced an uphill task. The problem for Apple was compounded by the fact that the supply chain for such minerals was opaque and it was not so easy to determine which refiners and smelters around the world were financially fueling violence in the war-torn regions. There was also the possibility that such minerals could slip into its supply chain through indirect routes. Going forward, the question before Apple was what more could the company do to ensure that all its products were free from conflict minerals. How could it ensure that the procurement of minerals through its supply chain did not profit armed groups in producer countries? How could it assure stakeholders that their products did not contain any primary commodities that were linked to the funding of conflicts? How could it ensure all these, while also seeing to it that the action taken by the company does not have an adverse effect on the livelihoods of people who work in and around artisanal mines and their communities?

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3.	“Chow Tai Fook: A Chinese Jewellery Giant Changing Tactics”	The case “Chow Tai Fook: A Chinese Jewellery Giant Changing Tactics” talks about the change in tactics adopted by the world’s largest publicly traded jewelry chain, the China-based Chow Tai Fook Jewellery Group Limited (CTF) in response to the changing economic conditions in China. The case starts out by describing CTF’s early days in Hong Kong and the business practices it followed to revolutionize the jewelry industry there. It then documents CTF’s meteoric rise in China, which the company entered in the days following the economic boom in the country in the 1990s. Later, the case describes in detail the strategy undertaken by CTF to combat the poor economic scenario in China in the 2010s. The company not only changed its retail strategy, but also adopted a multi-brand strategy to serve newer customer segments. The case then describes how CTF leveraged technology to improve its offerings. It also takes a look at the competition faced by CTF and the measures it was taking to emerge as a global jewelry brand.
4.	‘JPMorgan Chase & Co. – Creating a Next-Gen Banking Experience Powered by Digital Technology’	The case ‘JPMorgan Chase & Co. – Creating a Next-Gen Banking Experience Powered by Digital Technology’ is about the digital initiatives taken by JPMorgan Chase (JPMC). To stay relevant amidst changing customer expectations and the increasing trend of digital banking, JPMC employed a team of 50,000 technologists worldwide and had a technology budget of US\$ 11.5 billion in 2019. The initiative to have digital technologies play a pivotal role in banking operations was taken up in 2006 under the leadership of Jamie Dimon, CEO of JPMC. The case deals with the growth of JPMC over the years and its digital initiatives which included the ‘mobile first, digital everything’ strategy. The use of new technologies such as Big Data, Artificial Intelligence, Cloud Computing, Mobile and Electronic Payments, Machine Learning, Blockchain, Robotics, and Cyber Security by JPMC is discussed in detail. JPMC had tied up with several fintech companies to develop new technologies for its banking operations and to preempt competition in future both from banking and non-banking entities. Even though JPMC had emerged as a disrupter in the banking industry with its innovative technologies, it faced an ever growing threat from banking organizations aligned with technological companies. It therefore sought to take the competition head on with the use of digital technology.
5.	The Last Well: Changing Lives of Liberians through Collaboration	<p>The case is about a Texas-based non-profit The Last Well’s (TLW) commitment to bring clean water to all inhabitants of Liberia and to spread the Christian Gospel along the way. Liberia has long been known as one of the poorest countries in the world with a high incidence of death each year due to severe lack of safe water. While much progress has been made to solve the water crisis and improve the lives of Liberians, many challenges still remain unaddressed in the country. Todd Phillips (Phillips) founded TLW in 2008 to address the No. of safe water and to spread the Gospel in Liberia. The case discusses TLW’s mission, vision, strategy, progress, and achievements in Liberia.</p> <p>TLW joined forces with many organizations and stakeholders to bring about changes in Liberia’s water system. Through collaborative partnerships with other organizations, TLW put together a road map to ensure that its vision of providing safe drinking water to Liberian households within a walking distance of 15 minutes was accomplished. It believed that the collaborative approach could provide a lasting solution to the water problem in the country. The case provides rich insights into effective partner engagement, mobilization, and utilization of resources and a collaborative effort to meet the ambitious water and Gospel goals.</p> <p>With the mapping of available water sources in Liberia, construction of wells and hand pumps, managing the delivery of water filters, and training on their installation and usage at the community level, TLW came closer to accomplishing its goal. The organization reached more than two million Liberians in five counties in Liberia through 8,000 water projects in ten years (2009-2019). Phillips was optimistic that he would meet TLW’s goal by the deadline (end of 2020) and he believed that with the completion of the project, Liberia would become the first developing country in the world to have universal access to clean drinking water and that the Gospel would have reached every Liberian. However, the project still had almost 1 million people left to reach in more than 4,000 communities.</p> <p>Phillips undertook several fundraising initiatives to help bringing the organization closer to achieving its mission. The case highlights his determination to raise funds by drawing the attention of the donors to the fact that while they had an abundance of safe drinking water in America, Liberians were deprived of this basic necessity. The case offers insights into the impact of the collaborative partnership model on achieving the project goal and focuses on sustainability of the water system in Liberia beyond 2020.</p>
6.	Mapatón - A Success Story of Resolving the Public Transportation No.s in Mexico City with the help of Modern Technology Platforms, Collaborative Networks, and Citizen Participation	<p>In developing countries, the public road transport is partially unorganized. Apart from the government owned transport, several private players who act independently provide transport services. Though these are effective in bridging the gap between the available public transport and the ever increasing demand, there is lack of information about these operators, the routes they ply on, schedules, price or tickets, etc. Travelers who wanted to use these services had to rely on knowledge of other commuters, or those who used those routes regularly. Such problems become more pronounced in major cities and urban areas, due to multitude of routes and vast areas the cities were spread across.</p> <p>This was exactly the problem that Mexico City was facing. 65% of the transport needs of more than 21 million inhabitants of the city were met by the unorganized sector, which plied more than 29,000 buses, minibuses, and vans known as Peseros. To facilitate seamless transport across the city it was necessary to integrate Peseros with the organized transport systems. The called for mapping the Peseros, which was expected to take more than a year and called for huge investments. The mayor of Mexico City, who took up several pro-citizen activities to make the city more congenial to the citizens, approached Gabriella Gómez-Mont, a visual artist to find a solution. Gabriella, formed a team with representatives from the government, NGOs, people from civil society, and private organizations. Several days of deliberations among the team members resulted in a crowd sourcing and gamification experiment - Mapatón.</p>

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		<p>Mapatón invited citizens to play and collaboratively track their public transit journeys. Citizens intending to participate in Mapatón had to download an app on their phone and start recording the routes of Peseros from origin to destination. 6. Those playing the game had to take a photograph of the bus they were travelling in, and start recording the route they were travelling in. As the GPS was kept on throughout, the data was recorded. This data was monitored and cleaned by software and data management experts of the Mapatón team. The result was mapping of more than 4000 Peseros routes in 17 just days at a fraction of the cost. The case details the planning, execution and culmination of Mapatón and discusses how it has facilitated civic engagement, and brought government and citizen's closer together.</p>
7.	"Elizabeth Holmes and the Rise and Fall of Theranos Inc	<p>The case narrates the rise and fall of Theranos Inc. (Theranos), a US-based healthcare startup, founded by in 2003 by a 19-year-old Stanford dropout – Elizabeth Anne Holmes (Holmes). The company promised blood testing for medical investigations using just a finger prick of blood, making blood testing more accessible, affordable, and less painful. By 2014, Theranos was being regarded as a revolutionary healthcare unicorn of Silicon Valley, and enjoyed a market valuation of US\$9 billion. Holmes too attained a near iconic status, as she was widely feted as a woman leader and the youngest self-made female billionaire. This was before whistleblowers inside the company revealed alleged unethical and deceptive practices at Theranos. Holmes was accused of lying and faking test results as well as falsifying financials of the company. Faced with increased scrutiny from media and regulators, and lawsuits from investors, business partners and customers, Theranos became defunct in September 2018. Analysts wondered how Holmes had been able to pull off such a massive deception for more than ten years. It also raised critical questions: Is it a necessity for entrepreneurs to lie or stretch or twist the truth to gain legitimacy in order to acquire resources needed for firm survival and growth? Should startups be held to the same standards as we now hold the most mature public companies? Do the alleged lies and actions by Holmes even qualify as legitimacy lie as she and her close confidante Ramesh Balwani have been indicted for "massive fraud"?</p> <p>This is a critical case as it turns the spotlight onto the dark side of entrepreneurship where an entrepreneur is found to have built up a US\$ 9 billion company on the foundation of lies and deceit. The startup, Theranos Inc., was widely hailed as a revolutionary company in the field of healthcare, and the entrepreneur Elizabeth Holmes was feted as a strong leader who became the youngest self-made female billionaire in the US in 2009. The case raises critical questions on whether such lies by entrepreneurs are a necessary evil to gain legitimacy and can be condoned, or whether startups can be held to the same standards as we now hold the most mature public companies. At Theranos, it turned out that success was built not only on lies and deceit; it was also based on intimidating and victimizing employees and whistleblowers. Moreover, as it operated in the healthcare industry where its products were designed to offer blood testing for medical investigations, false tests put the customers at risk by compromising their health and life.</p>