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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 Ph.D Program in Management of the University which is unique and has a blend of the American and Indian practices. The work carried out by the University in the area of development of case studies in business is laudable.

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

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

C. Rangarajan

Chancellor

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

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

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

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

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

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

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

The citation is presented in the following page.



सत्यमेव जयते

Government of India

Ministry of Statistics & Programme Implementation



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

Dr. Chakravarthi Rangarajan



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

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

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

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

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

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

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

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

New Delhi
Dated the 29th June, 2020

Message from the Vice Chancellor



Greetings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

J Mahender Reddy

Vice Chancellor



1. About the University

1. Introduction

The ICFAI Foundation for Higher Education (IFHE), a registered Trust, was established by the ICFAI Society (Formerly Institute of Chartered Financial Analysts of India (ICFAI), Hyderabad), a not-for-profit educational society registered in 1984 under the Andhra Pradesh (Telangana Area) Public Societies Registration Act, 1350F (Act 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 country who have been bestowed with this distinction. The graded autonomy was accorded owing to our NAAC Score of 3.43 out of 4.

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

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

2. Vision & Mission

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

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

3. Governance

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



Officers of the University

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

Authorities of the University

The major decision-making authorities of the University are:

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

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

Members of the Board of Management

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

Members of the Academic Council

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

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

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

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

Finance Committee

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

The Finance Committee shall meet at least twice a year.

Planning & Monitoring Board

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

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

Statutory Approvals

Graded Autonomy

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

I2-B Status

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

AICTE Approval 2021-22

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

Accreditations

NAAC

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

AACSB

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

SAQS

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

Rankings

NIRF India Rankings 2020

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

Education World

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

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

Careers 360

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

India Today College Ranks 2021

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

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

Ratings

CRISIL, ICRA

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

Memberships

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



Infrastructure

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The bore wells are in working condition discharging sufficient water.

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

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

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

Biodiversity

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

Learning Resources

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

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

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

Library Holdings

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

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

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

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

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

E-resources

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



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

New Technology Infrastructure

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

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

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

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

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

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

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

Student Information Management System

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

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

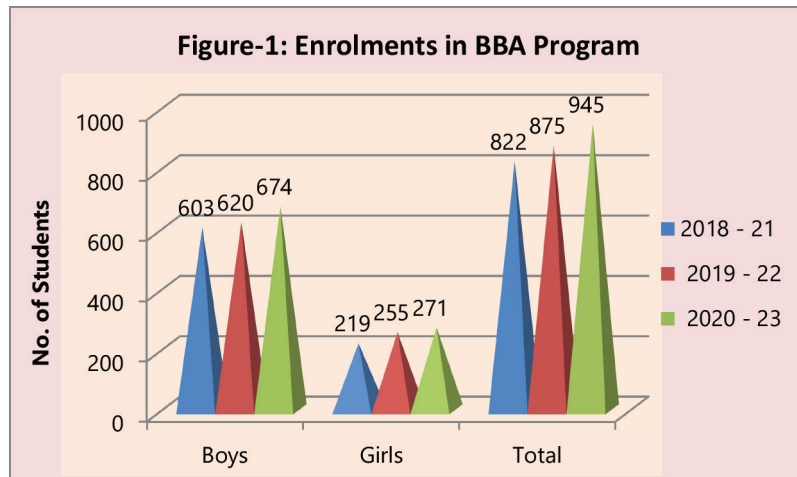


2. Faculties and Programs

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

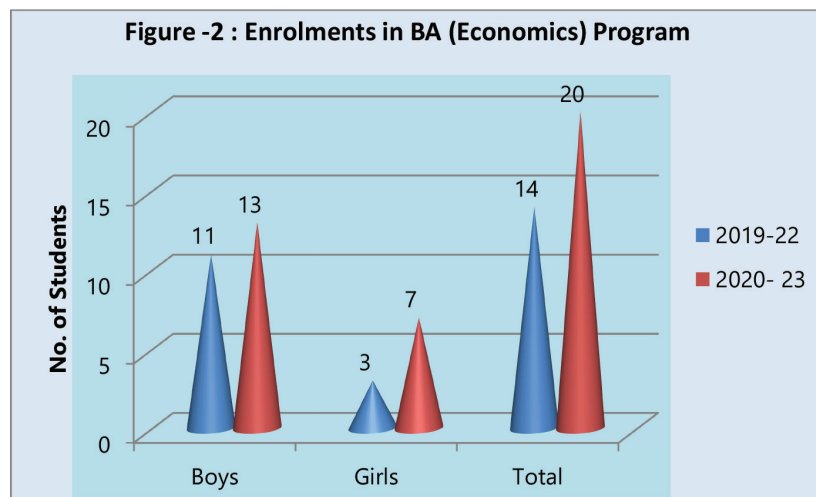
Faculty of Management (IBS Hyderabad)

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



The BA (Economics) Program

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



The MBA Program

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

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

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

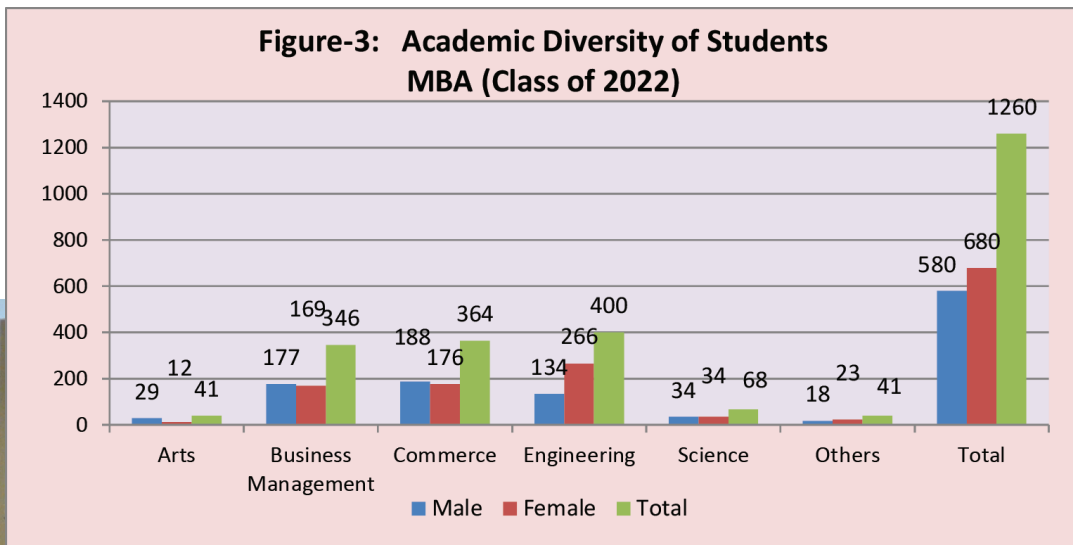
Summer Internship Program (SIP)

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

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

Student Diversity

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



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

The Executive MBA

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

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

The Ph.D Program

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

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

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

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

Departments

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

Economics

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

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

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

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

Finance and Accounting

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

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

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

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

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

Human Resources and Soft Skills

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

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

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

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

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

Marketing and Strategy

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

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

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

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

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

Operations and IT

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

The department has four discipline verticals viz., Operations Management, Information Technology, Analytics & Innovative Technology and Healthcare Management. The department offers five core courses in MBA, namely, Business Analytics-1 and Business Analytics-2, Information Systems for Managers, Operations Management and Business Process Integration. In addition, the department offers 16 MBA elective courses spread across four verticals mentioned above. Major thrust areas in operations are Supply Chain Management, Project Management, Service Operations Management and Business

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

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

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

Faculty of Science & Technology

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

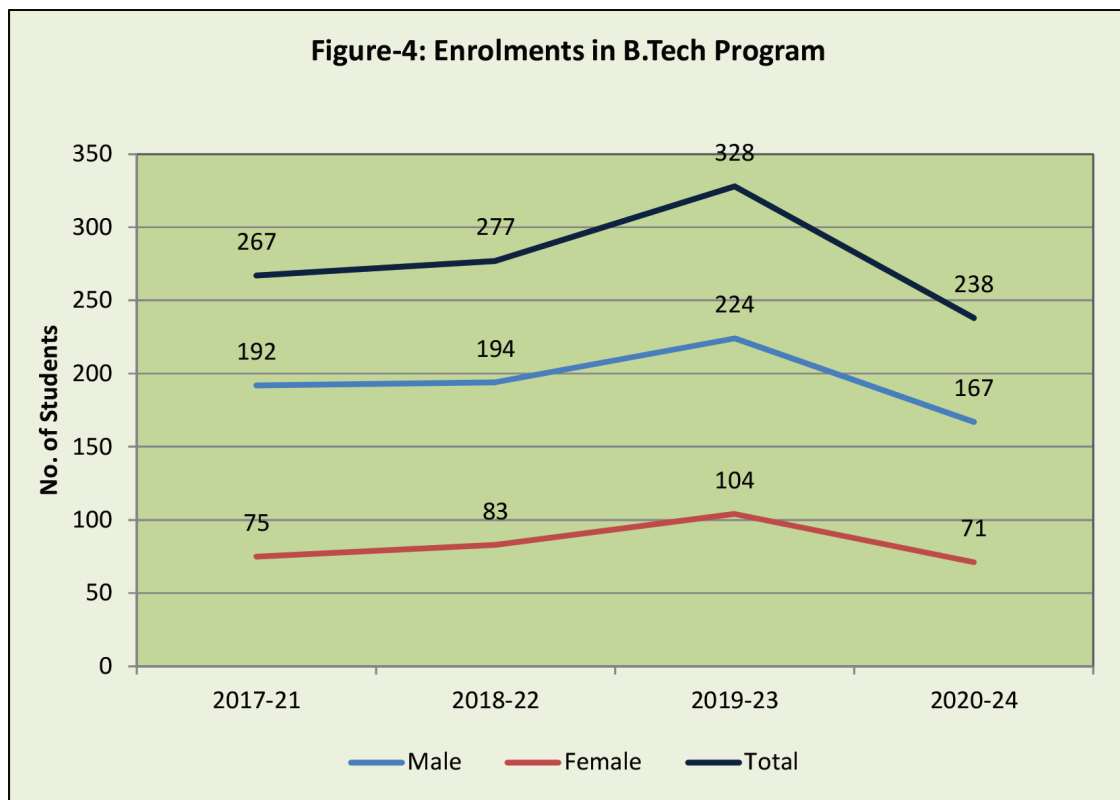
Engineering, Electrical and Electronics Engineering, Electronics & Communication Engineering and Mechatronics, three years program in basic sciences and a five year integrated program B.Sc-B.Tech.

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

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

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

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



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

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

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

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

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

Faculty of Law

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

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

The Faculty of Law offers 5-Year Integrated BBA-LLB (Hons.), 5-Year Integrated BA-LLB (Hons.), 1-Year LLM Program in Corporate and Commercial Laws and in Tax Laws, Ph.D. Program both in Full-time and Part-time mode and Eight Certificate Courses in the areas of Cyber Law, Infrastructure Law, Law of Financial Services, Immigration Law, Solid Waste Management and Law, International Trade Law, Forensic Science & Law and Goods & Service Tax Law.

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

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

Internship

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

Faculty Resources

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

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

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

ICFAI School of Architecture

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

Faculty Resources

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

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

Table 9: Enrolment of Students in B. Arch Program

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



3. Cadre Strength

Cadre Strength

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

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

List of Faculty Members

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

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

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

Table 11: List of Faculty Members			
Sl. No.	Name of the Employee	Designation	Area
90.	Dr. Venkata Lakshmi Ramana Patri	Associate Professor	HR & Soft Skills
91.	Smita Kulkarni	Assistant Professor	HR & Soft Skills
92.	Dr. Geethanjali G	Assistant Professor	HR & Soft Skills
93.	Dr. Kumar K B S	Assistant Professor	HR & Soft Skills
94.	Chethana G Krishna	Assistant Professor	HR & Soft Skills
95.	Vasundhara Tadimetri	Assistant Professor	HR & Soft Skills
96.	Mujawar Mustakhusen Samdani	Assistant Professor	HR & Soft Skills
97.	Dr. Raghavendra S	Assistant Professor	HR & Soft Skills
98.	Sindhu Ravindranath	Assistant Professor	HR & Soft Skills
99.	Dr. Kalaa Chenji	Assistant Professor	HR & Soft Skills
100.	Dr. Manish Gupta	Assistant Professor	HR & Soft Skills
101.	Dr. Asha Binu Raj	Assistant Professor	HR & Soft Skills
102.	Dr. Sharda Singh	Assistant Professor	HR & Soft Skills
103.	Dr. Musarrat Shaheen	Assistant Professor	HR & Soft Skills
104.	Dr. Chetna Priyadarshini	Assistant Professor	HR & Soft Skills
105.	Dr. Namrata Chatterjee	Assistant Professor	HR & Soft Skills
106.	Dr. Akbar Jan N	Assistant Professor	HR & Soft Skills
107.	Dr. Rajasekhar David	Assistant Professor	HR & Soft Skills
108.	Dr. Kranthi Kumar A	Assistant Professor	HR & Soft Skills
109.	Dr. Preshita Neha Tudu	Assistant Professor	HR & Soft Skills
110.	Dr. Neha Gahlawat	Assistant Professor	HR & Soft Skills
111.	Dr. Surajit Saha	Assistant Professor	HR & Soft Skills
112.	Dr. Ameeta P	Assistant Professor	HR & Soft Skills
113.	Ramani Ayyagari	Assistant Professor	HR & Soft Skills
114.	Dr. Satya Lakshmi K	Assistant Professor	HR & Soft Skills
115.	Mereena Christopher Kandikatla	Assistant Professor	HR & Soft Skills
116.	Indu Perepu	Assistant Professor	HR & Soft Skills
117.	Veena Kandukuri	Assistant Professor	HR & Soft Skills
118.	Dr. Sheela Rosalyn	Assistant Professor	HR & Soft Skills
119.	Prof. Prathap Reddy K	Professor (Visiting)	HR & Soft Skills
120.	Dr. Brig. Bhuvanagiri Chandrasekhar	Associate Professor (Visiting)	HR & Soft Skills
121.	Dr. Pradeep Kumar Mulay	Associate Professor (Visiting)	HR & Soft Skills
122.	K Bhramara	Assistant Professor (Visiting)	HR & Soft Skills
123.	Padmashree Radhaswamy	Assistant Professor (Visiting)	HR & Soft Skills
124.	Shivkumar PM	Assistant Professor (Visiting)	HR & Soft Skills
125.	Sunanda Ladha	Assistant Professor (Visiting)	HR & Soft Skills
126.	J Jayashree S Murthy	Assistant Professor (Visiting)	HR & Soft Skills
127.	Dr. Shannkar Anappindi	Assistant Professor (Visiting)	HR & Soft Skills
128.	Prof. K S Venu Gopal Rao	Professor	Marketing & Strategy
129.	Prof. Debapratim Purkayastha	Professor	Marketing & Strategy
130.	Madhavi Garikaparthi	Associate Professor	Marketing & Strategy
131.	Sriram Soundara Rajan	Associate Professor	Marketing & Strategy
132.	Karanam Srikanth Gangavaram	Associate Professor	Marketing & Strategy
133.	Mohandas Janardhan Menon	Associate Professor	Marketing & Strategy
134.	Shailendra Singh Bisht	Associate Professor	Marketing & Strategy
135.	Dr. Debajani Sahoo	Associate Professor	Marketing & Strategy
136.	Dr. Purna Prabhakar Nandamuri	Associate Professor	Marketing & Strategy
137.	Dr. Chakravarthi J S K	Associate Professor	Marketing & Strategy
138.	Dr. Surjit Kumar Kar	Associate Professor	Marketing & Strategy
139.	Dr. Mukesh Kumar Mishra	Associate Professor	Marketing & Strategy
140.	Dr. Vaibhav Shekhar	Associate Professor	Marketing & Strategy
141.	Dr. Sunny Bose	Associate Professor	Marketing & Strategy
142.	Dr. Sudepta Pradhan	Associate Professor	Marketing & Strategy
143.	Dr. Rishi Dwesar	Associate Professor	Marketing & Strategy
144.	Dr. Vikas Gautam	Associate Professor	Marketing & Strategy
145.	Sanjib Dutta	Associate Professor	Marketing & Strategy

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

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

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

Table II: List of Faculty Members

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



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



4. Intellectual Capital

Patents

A. International Patents Granted

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

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

B. Patent Applications Published

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

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



Table 13: Patent Applications Published				
S. No.	Name of the Applicant/ Inventor	Application No.	Journal No./Date of Publication	Title
11.	Dr.A. Chandra Sekhar, Prof.Harika Devi	202041018673 A	27/2020 Part-1/ 3/7/2020	Emergency Notification Systems For Use With Footwear For Users Safety
12.	Dr. A. Chandra Sekhar, Dr.Pavan Kumar	202041018639 A	28/2020 Part-1/ 10/7/2020	Sonification for database administrators (SoniDBA)
13.	Dr. B. Naresh Kumar Reddy, Dr. B. Seetharamulu, Dr.K. Bramha Naidu, Dr.B. Deevana Raju	202041018622 A	31/2020 Part-1/ 31/07/2020	Energy Efficient Fault Tolerance NoC Architecture
14.	Dr. B. Deevana Raju	202041018768 A	34/2020, Part-1/ 21/08/2020.	Encryption based security solution for data communication of IOT devices
15.	Harika Devi	202041018785 A	36/2020 Part-1/ 04/09/2020	Virtual vision system for visually impaired people and Method thereof
16.	Sandeep Kumar Panda, K.Sathya AR	202041017417 A	40/2020 Part-1/ 02-10-2020	Defence Ammunition tracking system using Block chain technology
17.	M L Pavan Kishore	202041024955 A	41/2020 Part-1/ 09/10/2020	Computer Implemented System and method to perform structural Optimization of Propeller Blade
18.	H. Sudheer	202041026317 A	41/2020 Part-1/ 09/10/2020	An intelligent mobile alert system for reservoir water level and flow indication Integrated with GPS for farmers
19.	H. Sudheer	202041026841 A	41/2020 Part-1/ 09/10/2020	An Automated and integrated mobile app for handling road accident and emergency situation smartly
20.	Movva Pavani, K.Kishore Kumar	202041030007 A	43/2020 Part-1/ 23-10-2020	An IoT Based Health Monitoring System
21.	Sandeep Kumar Panda	202041032052 A	44/2020 Part-1/ 30/10/2020	Optimization of car buying criterion using multi-class classification Model
22.	B. Deevana Raju	202041034520 A	06/2021 Part-1/ 05/02/2021	Fault detection using artificial intelligence in a telecommunication Network
23.	Sathya A. R., Shubhangi V. Urkude and Sandeep Kumar Panda	202041038731 A	08/2021 Part-1/ 19/02/2021	Distributed Ledger Technology In The Construction Industry Using Corda

C. National Patent Applications Filed

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

Table 14: Patent Application Filed				
S. No.	Name of the Applicant	Application Number	Title	Date of Filing the Application
I	A. Chandra Sekhar	202021056456	Design of the propeller and air foils to increase thrust and obtain stability against crosswind.	25/12/2020



Publications in Peer Reviewed Journals

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

Table 15: Summary of the Publications

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

Table 16: List of Publications in Peer Reviewed Journals

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

Table 16: List of Publications in Peer Reviewed Journals

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

Table 16: List of Publications in Peer Reviewed Journals

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

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

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

Table 16: List of Publications in Peer Reviewed Journals

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

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

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

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

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

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

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

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152	Surjit Kumar Kar , Debasmita Panigrahi	Evaluative Study Of Beneficiary~Intermediary Relationship In Inclusive Financial Well-Being	Journal of Critical Reviews	Innovare Academics Sciences Pvt. Ltd	√		
153	Yousaf A., Amin I., Jaziri D., Mishra A.	Effect of message orientation/ vividness on consumer engagement for travel brands on social networking sites	Journal of Product and Brand Management, Vol. 30(1), pp. 44-57, Jan-2021	Emerald	√		
154	Gupta, M. & Acharya, A.	E-Commerce Companies: Engaging the Stakeholders	Journal of Electronic Commerce in Organizations, ISSN:1539-2937,2020	IGI Global Publishing	√		B
155	Srivastava A., Dey D.K., M.S B.	Drivers of brand credibility in consumer evaluation of global brands and domestic brands in an emerging market context	Journal of Product and Brand Management, Vol. 29(7), pp.849-861 Oct-2020	Emerald	√		A
156	Dwesar R., Sahoo D.	Does service failure criticality affect global travellers service evaluations? An empirical analysis of online reviews	Management Decision, Dec-2020	Emerald	√		B
157	Anitha Acharya and Manish Gupta	Do Skills and Challenge Affect Perceived Learning? Mediating Role of Engagement	Journal of Electronic Commerce in Organizations, SSN:1539-2937, Apr-2020	IGI Global Publishing	√		B
158	Amit Singh, Mamata Jenamani and Jitesh Thakkar	Do online consumer reviews help to evaluate the performance of automobile manufacturers?	Journal of Enterprise Information Management, No.1741-0398, Mar-2020	Emerald	√		
159	Pankaj Kumar Mohanty,	Consumer-Brand Engagement With E-Commerce Market Place Brands	Journal of Electronic Commerce in Organizations, SSN:1539-2937, July-2020	IGI Global Publishing	√		B
160	Roy S.K., Shekhar V., Quazi A., Quaddus M.	Consumer engagement behaviors: do service convenience and organizational characteristics matter?	Journal of Service Theory and Practice, Vol. 30(2),pp.195-232, May-2020	Emerald.	√		A
161	Ningthoujam S., Manna R., Gautam V., Chauhan S.	Building customer engagement and brand loyalty through online social media: An exploratory study	International Journal of Electronic Marketing and Retailing, Vol. 11(2), pp. 143-160, Apr-2020	Inderscience Publishers	√		C
162	Yousaf A., Mishra A., Bashir M.	Brand trust, institutional commitment, and their impact on student loyalty: evidence for higher education in India	Studies in Higher Education, Vol. 45(4), pp. 878-891, Apr-2020	Taylor & Francis Online	√		A
163	Jaiswal P, Singh A, Misra SC, Kumar A.	Barriers in implementing lean manufacturing in Indian SMEs: a multi-criteria decision-making approach	Journal of Modelling in Management, No.1746-5664E-ISSN:1746-5672, Sep-2020	Emerald	√		C
164	Bhatt G., Sarkar A., Sarkar J.G.	Attractive and facilitating store atmospheric stimuli: Validating the scales	International Journal of Retail and Distribution Management, Vol. 48(4), pp. 363-379, Apr-2020	Emerald	√		

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

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

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190	Ghosh A., Sarmah S.P., Kanauzia R.K.	The effect of investment in green technology in a two echelon supply chain under strict carbon-cap policy	Benchmarking: An International Journal Vol.27(6), pp1875 - 1891, July-2020	Emerald	✓		B
191	D.Saravanan	Protecting data using Heterogeneous cloud based techniques	High technology letters, ISSN:1002-0470, 2020	Institute of Scientific and Technical Information of China	✓		
192	Ghosh A., Jha J.K., Sarmah S.P.	Production-inventory models considering different carbon policies: A review	International Journal of Productivity and Quality Management, Vol.30(1), pp.1-27,2020	Inderscience Publishers	✓		
193	Yadav S.K., Joseph D.	Prioritising critical failure factors for the adoption of ERP system using TOPSIS method	International Journal of Operational Research, Vol.39(2), pp145-159, Jan-2020	Inderscience Enterprises	✓		
194	Sanjay Fuloria	Passenger Demand Forecasting in the Ridesharing Context: A Comparison of Statistical and Deep Learning Approaches	The IUP Journal of Applied Economics, Vol.19(1), pp.57-71, Jan-2020	IUP Publications, Hyderabad, India	✓		C
195	Ghosh A.	Optimisation of a production-inventory model under two different carbon policies and proposal of a hybrid carbon policy under random demand	International Journal of Sustainable Engineering, Aug-2020	Taylor and Francis	✓		
196	Bagchi S.S., Rao A.K.	Optimal sourcing policies for single and multiple period scenarios	International Journal of Operational Research, Vol.38(2), pp.166-192, Mar-2020	Inderscience Publishers	✓		
197	Saravanan D.	Multimedia Data Retrieval Using Data Mining Image Pixle Comparison Techniques	Lecture Notes on Data Engineering and Communications Technologies, Vol. (31), pp.483-489, 2020	Springer Nature Deutschland GmbH	✓		
198	S. Nirmala Sugirtha Rajini D Saravanan K Dharmarajan	Multi purpose life saving tool using IoT & Cloud computing	Journal of Xián University of Architecture & Technology, ISSN:1006-7930, Mar-2020	Science Press	✓		
199	Parimi S., Chakraborty S.	Linking Green Supply Chain Management, Co-creation, and Sustainability: Empirical Revisit in Indian Manufacturing Sector Context	Smart Innovation Systems and Technologies, Vol. 141, pp.617 - 629, Jan-2020	Springer Nature	✓		
200	Vaithyasubramanian S., Chandu P.M.S.S., Saravanan D.	Intensify of metrics with the integration of software testing compatibility	Advances in Intelligent Systems and Computing, Vol. 1125, pp.693 - 699, Apr-2020	Springer Nature	✓		
201	D.Saravanan	Information extraction using user feedback technique	Journal of Xián university of Architecture & technology, ISSN:1006-7930, 2020	Science Press	✓		

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202	Mandal S., Korasiga V.R., Das P.	Influence of social media on medical chain agility and resilience: An empirical investigation	International Journal of Enterprise Network Management, Vol.11(4), pp.347 - 371, 2020	Inderscience Publishers	√		B
203	Bhatt V., Chakraborty S.	Importance of trust in IOT based wearable device adoption by patient: An empirical investigation	Proceedings of the 4th International Conference on IoT in Social, Mobile, Analytics and Cloud, ISMAC 2020 9243533, pp. 1226-1231	Institute of Electrical and Electronics Engineers Inc.	√		
204	Bhatt V., Chakraborty S., Chakravorty T.	Importance of digitech adoption for providing efficient healthcare services during COVID-19	International Journal on Emerging Technologies, Vol. 11(3), pp.1 - 13, May-2020	Research Trend	√		
205	Vaidik Bhatt, Samyadip Chakraborty	Implications of IT infrastructure and big data characteristics on SCOR model for performance measurement	International Journal of Recent Technology and Engineering, E-ISSN:2277-3878, 2020	Blue Eyes Intelligence Engineering and Sciences Publication	√		
206	Chakraborty S., Bhatt V., Chakravorty T.	Impact of digital technology adoption on care service orchestration, agility and responsiveness	International Journal of Scientific and Technology Research, Vol. 9(3), pp. 4581 - 4586, Mar-2020	International Journal of Scientific and Technology Research	√		
207	D.Saravanan	Hierarchical attribute set based file accessing technique	High technology letters, No.1002-0470, 2020	Science Press	√		
208	Sashikala P, Samyadip Chakraborty	Factors affecting satisfaction and loyalty in online grocery shopping: An integrated model	International Journal of Scientific and Technology Research, No.2277-8616, 2020	International Journal of Scientific and Technology Research	√		
209	D.Saravanan, Samyadip Charaborty	Effective Segmentation process for video data files using Image clustering Techniques	Journal of Xian University of Architecture & Technology, No.1006-7930, Dec-2020	Science Press	√		
210	Tulika Chakraborty, Karunakar Jha, Sunil Barthwal, Samyadip Chakraborty	Digital Technologies as antecedents to Process Integration and Dynamic Capabilities in Healthcare: An Empirical Investigation	Journal of International Technology and Information Management, No.461-4111, June-2020	Inderscience Publishers			
211	Chand Y.B., Mahendra J., Jigeesh N., Mahendra L., Shivasubramanian L., Perika S.B.	Comparison of Stress Distribution and Deformation of Four Prosthetic Materials in Full-mouth Rehabilitation with Implants: A Three-dimensional Finite Element Study	Journal of Contemporary Dental Practice, Vol. 21(11), pp. 1210-1217, Nov-2020	Jaypee Brothers Medical Publishers (P) Ltd	√		

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212	Kushwaha S., Ghosh A., Rao A.K.	Collection activity channels selection in a reverse supply chain under a carbon cap-and-trade regulation	Journal of Cleaner Production, Vol. 260, July-2020	Elsevier Ltd	✓		
213	Parimi S., Chakraborty S.	Application of big data & iot on personalized healthcare services	International Journal of Scientific and Technology Research, Vol. 9(3), pp. 1107-1111, Mar-2020	International Journal of Scientific and Technology Research	✓		
214	Roy S., Mandal S.	Antecedents and consequences to app engagement among young consumers in India	International Journal of Business Information Systems, Vol. 33(3), pp. 337-359, 2020	Inderscience Publishers	✓		
215	Kumar M, Mishra V, Shukla A, Singh M, Vardhan M.	A novel publicly delegable secure outsourcing algorithm for large-scale matrix multiplication	Journal of Intelligent and Fuzzy Systems, Vol. 38(5), pp. 6445-6455, Apr-2020	IOS Press	✓		
216	Tingarikar Govardhan*and Achinthya Choudhury,	Amplitudes of components in vibration spectra of rolling bearings with localized defects under harmonic loads	Journal of Vibration and Control Vol. 27 No: 13-14, page(s): 1537-1547, July-2020	SAGE Publications Inc.	✓	✓	
217	Sirisha Potluri	IOT Enabled Cloud Based Healthcare System Using Fog Computing: A Case Study,	Journal of Critical Reviews Vol 7, No. 6, ISSN- 2394-5125, April-2020	Innovare Academics Sciences Pvt. Ltd, India	✓		
218	Shaik Himam Saheb, Vinay Kumar Durgam, A Chandrashekhar	A review on metal powders in additive Manufacturing	AIP Conference Proceedings 281, 020018 (2020); https://doi.org/10.1063/5.0026203 , July-2020	AIP Publishing			
219	Anjanna Matta, G. Nagaraju	The detailed study of thermal instability analysis in an inclined porous medium	AIP Conference Proceedings 246, 020079 (2020); https://doi.org/10.1063/5.0014453 , July-2020	AIP Publishing			
220	G Sudhaamsh Mohan Reddy, Srinivas Rau	An analogue of Landau-Walfisz theorem	AIP Conference Proceedings 246, 020090 (2020); https://doi.org/10.1063/5.0014600 , July-2020	AIP Publishing			
221	G Sudhaamsh Mohan Reddy, Srinivas Rau, Uma	A Note on Dirichlet Series Connected to $L_d(1) / L_d(2)-1$	AIP Conference Proceedings 246, 020091 (2020); https://doi.org/10.1063/5.0014601 , July-2020	AIP Publishing			
222	G Sudhaamsh Mohan Reddy, Srinivas Rau	Bounds For Special Values Of For A Quadratic Field $Q(\sqrt{d})$	AIP Conference Proceedings 246, 020077(2020); https://doi.org/10.1063/5.0014598 , July-2020	AIP Publishing			

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223	Rajesh Gudepu and DPRV Subba Rao	Note On Meet-Distributive Lattice Matrices	Bulletin of The International Mathematical Virtual Institute Vol. 11(1) (2021), April 2020 pp. 25-37,	International Mathematical Virtual Institute			
224	B. Balakiruthigaa, P. Deepalakshmia, Sachi Nandan Mohantyb, Deepak Gupta, P. Pavan Kumarb, K. Shankar	Segment routing based energy aware routing for software defined data center	Cognitive Systems Research Vol. 64, December 2020, pp. 146-163 Dec-2020	Elsevier	√	√	
225	Thavavel Vaiyapuri I Sachi Nandan Mohanty M. Sivaram Irina V. Pustokhina Denis A. Pustokhin and K. Shankar	Automatic Vehicle License Plate Recognition using Optimal Deep Learning Model for Intelligent Transportation System	Computers, Materials & Continua Vol.67, No.2, 2021, pp.1881-1897, doi:10.32604/cmc.2021.014924 April 2020	Tech Science Press	√	√	
226	Robin Raj Balraj*, Madhavi Barla and Govardhan Tingarikar	Review on Intelligent Fault Detection in Rolling Element Bearings	E3S Web of Conferences Vol. 184, 2020, Article:5 https://doi.org/10.1051/e3sconf/202018401044 Aug-2020	EDP Sciences	√		
227	A. Chandrashekhar, Urvin Desai, P. Abhilash	Path planning of a series robots using a* algorithm,	EAI/Springer Innovations in Communication and Computing International Conference on Mobile Computing and Sustainable Informatics (Conference Proceedings - ICMCSI 2020: International Conference on Mobile Computing and Sustainable Informatics) pp. 839-845 Dec-2020	Springer Nature Switzerland AG	√	√	
228	Nair, D.V., Murty, M.S.R	Fault tolerant-based virtual actuator design for wide-area damping control in power system	Electrical Engineering Vol. 103, pp. 463–477 (2021), Published: 31 Aug-2020	Springer Nature	√	√	
229	R. Balamurali, P. Mahesh	Detecting Multiple Logins in Learning Management System for Online Exams: Moodle	Electronics For You Aug-2020	EFY Enterprises Pvt Ltd			
230	Adil Khadidos Alaa O. Khadidos Srihari Kannan Yuvaraj Natarajan Sachi Nandan Mohanty and Georgios Tsaramirsis	Analysis of COVID-19 Infections on a CT Image Using DeepSense Model	Frontiers in Public Health, Front. Public Health, 20 https://doi.org/10.3389/fpubh.2020.599550 V Vol. 8 Article 599550, Nov-2020	Frontiers Media S.A			

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

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241	Shubhangi Urkude	Proximity Measures for Link Prediction In Dynamic Network	International Journal of Psychosocial Rehabilitation Vol.24 (10), DOI: 10.37200/IJPR/V24I10/PR300165, pp.1415-1422 May-2020	Hampstead Psychological Associates	√		
242	N.V.K Ramesh, V.Bhagiradh, K.Indravathi, M.Leena Reddy, B. Deevena Raju	An Efficient Accident Rescue System using Lora	International Journal of Innovative Technology and Exploring Engineering Vol. 9(6), April-2020	Blue Eyes Intelligence Engineering and Sciences Publication	√		
243	G Sudhaamsh Mohan Reddy, Srinivas Rau	$L_d(l)$ is $O(\log\log\log d)$ for almost all square free d	Proceedings of the Jangjeon Mathematical Society Sep-2020	Jangjeon Research Institute for Mathematical Sciences and Physics	√		
244	Rajesh G and DPRV Subba Rao	A Public Key Cryptosystem Based On Lattice Matrices,	Journal of Mathematical and Computational Science. Vol. 10(6), pp.2408-2421, July-2020	SCIK Publishing Corporation	√		
245	E Sudarshan, Seena Naik Korra, P. Pavan Kumar, S Venkatesulu	A Parallel Averaged Neural Network Approach For Detecting Smartphone Phishes	Journal Of Mechanics Of Continua And Mathematical Sciences Journal Vol. 15, No -6, June-2020	Institute of Mechanics of Continua and Mathematical Sciences			
246	Sachi Nandan Mohanty, E.Laxmi Lydia, Mohamed Elhoseny, Majid M. Gethami Al Otabi, K.Shankar,	Deep learning with LSTM based distributed data mining model for energy efficient wireless sensor networks	Physical Communication Journal, Vol. 40, June-2020	Elsevier	√	√	
247	A. Chandrashekhar Himam Saheb Shaik S. Ranjan Mishra Tushar Srivastava M. L. Pavan Kishore	Static Structural Analysis of Hybrid Honeycomb Structures Using FEA	Recent Trends in Mechanical Engineering Recent Trends in Mechanical Engineering, pp 363-375, Nov-2020	Springer Nature Switzerland AG	√		
248	Shweta Sankhwar, dhirendra Pandey, Raees Ahmad Khan, Sachi Nandan Mohanty	An anti-phishing enterprise environ model using feed-forward backpropagation and Levenberg-Marquardt method,	Security & Privacy https://doi.org/10.1002/spy2.132 Sep-2020	Wiley Online Library	√		
249	B. Naresh Kumar Reddy, B. Veena Vani and Bhavya Lahari	An efficient design and implementation of Vedic multiplier in quantum-dot cellular automata	Telecommunication Systems volume 74, pp487-496, April-2020	Springer Nature	√	√	
250	Mr. Avinash Malladi	Research scopes in laser based AM for metals – An ample assement	Test Engineering and Management, VOI 82, Jan-Feb 2020, pp:7590-7597, May-2020	Mattingley Publishing	√		
251	Sirisha Potluri, Katta Subba Rao	A Hybrid PSO Based Task Selection and Recommended System for Cloud Data, Test Engineering and Management	Test Engineer and Management Vol. 83, Nov-2020	Mattingley Publishing	√		
252	G Sudhaamsh Mohan Reddy, Srinivas Rau, Uma	Means of Certain Arithmetic Functions	Test Engineering and Management ISSN: 0193-4120, pp. 3382-3385, May-2020	Mattingley Publishing	√		

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253	NVK.Ramesh,M. Poojitha,B.Deevena Raju	An Efficient Way to Monitoring Attendance using Face Recognition Technology	TEST Engineering &Management ISSN: 0193-4120 pp. 6235-6239 June-2020	Mattingley Publishing	✓		
254	Shakeel Ahmed, N. V. K. Ramesh and B. Naresh Kumar Reddy	A Highly Secured QoS Aware Routing Algorithm for Software Defined Vehicle Ad Hoc Networks Using Optimal Trust Management Scheme	Wireless Personal Communications volume 113, pp. 1807-1821 April-2020	Springer Nature	✓	✓	
255	Avinash Malladi	Structural exploration for materials validity of suspension manifold of two-wheeler	AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-2020	AIP Publishing			
256	Avinash Malladi	Exploration of Suitability of Material for Helical Coil Spring of Automobile Light Vehicle Suspension– A Numerical Validation	AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-Nov-2020	AIP Publishing			
257	Avinash Malladi	Exploration of appropriateness of material for impeller of turbocharger – A numerical validation	AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-Nov-20	AIP Publishing			
258	Avinash Malladi	Lamina designs in ABAQUS–a validated approach	AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings Oct-Nov-2020	AIP Publishing			
259	Avinash Malladi	Exploration of appropriateness of material for diaphragm spring of an automobile clutch – A numerical validation	AIP Conf. Proc http://ugc-journals.com/Journal-Detail/702/ ISSN-15517616/ AIP-Conference-Proceedings e-ISSN Number: 15517616 Oct-Nov-2020	AIP Publishing			
260	Sasmita Subhadarsinee Choudhury, Sachi Nandan Mohanty, Alok Kumar Jagadev	Multimodal trust based recommender system with machine learning approaches for movie recommendation	International Journal of Information Technology vol. 13, pp. 475–482 Jan-2021	World Scientific			

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261	Shaik Himam Saheb	Kinematic Performance Analysis of 3-DOF 3RRR Planar Parallel Manipulator	Advances in Intelligent Systems and Computing Proceedings of International Conference on Intelligent Computing, Information and Control Systems pp 879-894, Jan-2021	Springer Nature	√		
262	Moinuddin, S.Q., Hameed, S.S, Dewangan, A.K., Kumar, R. and Kumari, S.	A Study on Weld Defects Classification in Gas Metal Arc Welding Process using Machine Learning Techniques	Materials Today Proceedings Vol. 43, Part 1, 2021, pp 623-628 (Conference Proceedings)	Elsevier Conference Proceedings	√	√	
263	A. Vijay Kumar I, Shaik Himam Saheb2, A. Mamatha I, B. Ramesh I and G. Pravalika I	Design, Analysis and Fabrication of Human External Ear by Using Fused Film Fabrication	IOP Conference Series: Materials Science and Engineering 2020	IOP Publishing	√		
264	U. Ravikiran , P. Sarah & Elizabeth Zacharias	Electrical studies on Na and Sm substituted strontium bismuth titanate (SBTi) ceramics	Ferroelectrics Pages 61-75 Feb-2021	Taylor and Francis	√	√	
265	Himam Saheb	Design and analysis of connecting rod with different materials for high fatigue life	AIP Conference Series AIP Conference Proceedings 283, 020027 (2020); https://doi.org/10.1063/5.0024897 , 2020	AIP Publishing			
266	M. Yashwanth Kumar, Shaik Himam Saheb & M. Venkata Ramana Reddy	Transient Thermal Analysis of the Turbine Blade Transient Thermal Analysis of the Turbine Blade	Global Journal of Researches in Engineering: A Mechanical and Mechanics Engineering Vol. 20(3) Version 1.0 2020, Online 2020	Online Journal			
267	R Aravind, Gouri Sankhar Brahma	Synthesis, characterization of imidazole-based copper complex mixtures and study of their thermal behaviour	International Journal of Energy Research https://doi.org/10.1002/er.6445 , Jan-2021	Wiley-Blackwell	√	√	
268	R Aravind, Gouri Sankhar Brahma	Synthesis, characterization and thermal property of Nickel-Molybdenum 4 mixed metal complex mixture	Materials Today - Proceedings Mar-2021	Elsevier Conference Proceedings	√	√	
269	S. Vairachilai, Shubhangi Urkude, Mondaddula Nivedh Vishnu Vardhana Reddy, T Krishnan, R Murugesan	Machine Learning Approach For Fetal Heartbeat And Uterine Contractions Monitoring	Journal of advanced Research in Dynamical and Control Systems Vol. 12 08-Special Issue Pages: 637-643, 2020	Institute of Advanced Scientific Research	√		

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270	Chandra Shekhar, Praveen Deora, Shreekant Varshney, Kunwar Pal Singh, Dinesh Chandra Sharma	Optimal Profit Analysis of Machine Repair Problem with Repair in Phases and Organizational Delay	International Journal of Mathematical, Engineering and Management Sciences Vol. 6, No. 1, 442-468, 2021 https://doi.org/10.33889/IJMEMS.2021.6.1.027 , 2021	International Journal of Mathematical, Engineering and Management Sciences Jamnipur, Herbertpur, Dehradun, India	✓		
271	Chandra Shekhar, Shreekant Varshney, Amit Kumar	Standbys Provisioning in Machine Repair Problem with Unreliable Service and Vacation Interruption	The Handbook of Reliability, Maintenance, and System Safety through Mathematical Modeling, pp. 101-133, 2021	Elsevier			
272	Manmadhachary A, Aditya Mohan, Haranadha Reddy M	Manufacturing of customized implants for orbital fractures using 3D printing	Bioprinting Vol. 21, e00118, Mar-2021	Elsevier BV	✓		
273	Rajesh Kumar Jha, Prashant Singh	Fabrication and characterization of Sr0.8Bi2.2Ta2O9 /Al2O3 gate stack for ferroelectric field effect transistors	Applied Physics A, Materials Science & Processing pp. 127:107 https://doi.org/10.1007/s00339-021-04287-1 Jan- 2021	Springer Nature	✓	✓	
274	Sanjukta Ghosha, Doan Van Thangb, Suresh Chandra Satapathyc and Sachi Nandan Mohanty	Fuzzy rule based cluster analysis to segment consumers preferences to eco and non-eco friendly products	International Journal of Knowledge-based and Intelligent Engineering Systems 24(4):pp.343-351 DOI: 10.3233/KES-200070 Jan-2021	IOS Press, Amsterdam	✓		
275	Mamata Garanayak, Goutam Sahu, Sachi Nandan Mohanty, Alok Kumar Jagadev	Agricultural Recommendation System for Crops Using Different Machine Learning Regression Methods	International Journal of Agricultural and Environmental Information Systems DOI: 10.4018/IJAEIS.20210101.0a1, Vol. 12, No. 1, Jan-Mar-2021	IGI Global Publishing	✓		
276	Bibhuprasad Sahu, Sachi Nandan Mohanty	CMBA-SVM: a clinical approach for Parkinson disease diagnosis	International Journal of Information Technology volume 13, pp. 647-655, Jan-2021	World Scientific			
277	Nonita Sharma, Jaiditya Dev, Monika Mangla Vaishali Mehta Wadhwa Sachi Nandan Mohanty Deepti Kakkar	A Heterogeneous Ensemble Forecasting Model for Disease Prediction	New Generation Computing Jan-2021	Springer Nature	✓	✓	
278	Suman Avani, Shaila S G and A Vadivel,	Interval Graph of Facial Regions with Common Intersection Salient Points for Identifying and Classifying Facial Expression	Multimedia Tools and Applications 80, 3367-3390 (2021). https://doi.org/10.1007/s11042-020-1042-020 Jan-2021	Springer Nature	✓	✓	

Table 16: List of Publications in Peer Reviewed Journals

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

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

Table 16: List of Publications in Peer Reviewed Journals

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

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

Case Studies

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

Table 17: Case Studies Published with Teaching Note

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

Table 17: Case Studies Published with Teaching Note

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

Table 17: Case Studies Published with Teaching Note

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

Table 17: Case Studies Published with Teaching Note

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

Table 17: Case Studies Published with Teaching Note

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

Table 17: Case Studies Published with Teaching Note

Sl. No.	Case Title	Case Authors
208	Byjus - Funding an EdTech Startup	Nagendra Kumar M V; Indu Perepu
209	N26: Europes Leading Challenger Bank	Smita Ray; Sanjib Dutta
210	Online Grocery Delivery Strategy in India: Amazon Prime Nows Transition to Amazon Fresh	Koti Vinod Babu; Namratha V Prasad
211	Sohan Roys Innovative Employee Benefits and Efficiency Improvement Initiatives at Aries Group	Jitesh Nair; Balaswamy Pasala
212	The Four-Day Work Week Proposal in India: Will it Work?	Koti Vinod Babu; Namratha V Prasad
213	P&G India: Promoting Gender Equality through Inclusive HR Policies	Smita Ray; Sanjib Dutta
214	Reliance Retail Acquires Urban Ladder	Nagendra Kumar M V; Indu Perepu
215	TCS: The Most Valuable IT Services Company in the World	Manish Agarwal; Sanjib Dutta
216	Tanishq Ad Controversy: Need to Deal Cautiously with Social Issues	Koti Vinod Babu; Namratha V Prasad
217	Agribazaar: An Online Marketplace for Trading in Agricultural Commodities in India	Anil Anirudhan; Sanjib Dutta
218	WhatsApp Pay in India	Nagendra Kumar M V; Indu Perepu
219	Amul Forays into Carbonated Drinks Market	Syeda Ikrama; Syeda Maseeha Qumer
220	Costing and Cost Sheet - Analyzing the Costs at Gopal Catering Services	Nagendra Kumar M V; Indu Perepu
221	Bectors Food: From a Backyard Enterprise to the Most Successful IPO of 2020	Jitesh Nair; Ramakrishna Sadhu
222	Dunkin Donuts to Dunkin: A Rebranding Exercise	Anil Anirudhan; Debapratim Purkayastha
223	Udaan – Building an Alternative Distribution Network for Small & Medium Businesses	Jitesh Nair; Bitra Vasudev
224	Etisalat Rises to COVID-19 Challenge in UAE	Faria Zafar; Indu Perepu
225	Hindustan Unilever Limited: Providing the Right Work-Life Balance	Koti Vinod Babu; Namratha V Prasad
226	Connect India - Building a Rural Entrepreneurial Ecosystem	Jitesh Nair; Bitra Vasudev
227	bKash Mobile Money in Bangladesh – Promoting Financial Inclusion for the Masses	Anil Anirudhan; Sanjib Dutta
228	Un-carrier – T-Mobiles Strategy to Disrupt the US Telecom Industry	Faria Zafar; Indu Perepu
229	Godrej: Transforming Its Organizational Culture	Namratha V Prasad
230	Bharti Airtels Broadband Surge during COVID-19	Benudhar Sahu; Indu Perepu
231	Bulbul: Wooing Rural Online Shoppers through Video-commerce	Jitesh Nair; Bitra Vasudev
232	Women Empowerment at HCL Technologies	Jitesh Nair; Balaswamy Pasala
233	Chime: Leading the Pack of Neobanks in the US	Smita Ray; Sanjib Dutta
234	Masai Schools Skilling Platform: Bridging the Skills Gaps in the Indian IT Industry?	Jitesh Nair; Balaswamy Pasala
235	Unilevers Sustainable Living Plan: Putting Sustainability at The Center of Business Strategy	Shwetha Kumari; G V Muralidhara
236	Interest Rate Changes and Duration Management	V D M V Lakshmi; D Satish
237	Succession Dilemma at Hamdard India	K B S Kumar; Indu Perepu
238	Women Will: Googles Initiative for Women Entrepreneurship in Rural India	Benudhar Sahu; Indu Perepu
239	Lakshmi Vilas Bank and DBS Merger	Nagendra Kumar M V; Indu Perepu
240	Family Feud at Aldi Nord	K B S Kumar; Indu Perepu
241	Tata Increases Stake in AirAsia India	Nagendra Kumar M V; Indu Perepu
242	Disinvestment of Bharat Petroleum Corporation of India	Nagendra Kumar M V; Indu Perepu
243	Copyright Infringement War between Britannia and ITC	Koti Vinod Babu; Namratha V Prasad
244	AIBONO: Using AI to Aid Precision Farming	Jitesh Nair; Bitra Vasudev
245	Ashok Leyland: Using BI and AI in the Automotive Industry	Koti Vinod Babu; Namratha V Prasad
246	Chitale Bandhu Mithaiwale – Creating Sweet Memories through Continuous Innovation	Pritee Saxena; Arijit Bhattacharya; Sanjib Dutta
247	Tata Motors Project Neev: Rural Influencer Marketing	Namratha V Prasad
248	Options Strategies for a Bullish Market	Kanaiyalal Shantilal Parmar; Manish Agarwal
249	The Worlds Factory: Can China Sustain its Status Amid the COVID-19 Turmoil?	Shwetha Kumari; G V Muralidhara

Table 17: Case Studies Published with Teaching Note

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

Table 18: Case Studies Published Without Teaching Notes

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



Authored Books

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

Table 19: Summary of Authored Books

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

Table 20: List of Authored Books

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

Table 20: List of Authored Books

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

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

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

Table 20: List of Authored Books

Sl. No.	Name	Title of the Book	Publisher	Year	ISBN Number
121	Lakshmi Devasena	Emerging Trends in Information Security	IUP Publications	2020	978-93-90254-22-4
122	Vaibhav Mishra	Emerging Trends in E-Business	IUP Publications	2020	978-93-90254-34-7
123	Sashikala P	Emerging Trends in Business Intelligence	IUP Publications	2020	978-93-90254-33-0
124	Sharda Singh	Emerging Trends and Challenges for Human Resources	IUP Publications	2020	978-93-90254-40-8
125	Vaibhav Mishra	Elements of Social Media in Business	IUP Publications	2020	978-93-90254-25-5
126	C Lakshmi Devasena	Elements of Security Technologies for Business	IUP Publications	2020	978-93-90254-23-1
127	Siddhartha Kushwaha	Elements of Green Operations	IUP Publications	2020	978-81-947305-9-0
128	Sashikala P	Elements of Big Data and Business Analytics	IUP Publications	2020	978-93-90254-31-6
129	Rajasekhar David	Dynamics of Organizational Behavior	IUP Publications	2020	978-81-945847-2-8
130	Gaurav Bhatt	Dynamics of Marketing Communications	IUP Publications	2020	978-93-90254-75-0
131	Rashmita Saran	Dimensions of Patient Experience Management	IUP Publications	2020	978-93-90254-78-1
132	Shankha Sengupta	Design of Facilities and Operations Planning	IUP Publications	2020	978-93-90254-83-5
133	Naseem Ahamed	Derivatives Markets Vol 2	IUP Publications	2020	978-81-948568-9-4
134	Naseem Ahamed	Derivatives Markets Vol 1	IUP Publications	2020	978-81-948568-1-8
135	C S Pavani Jyothi	Derivative Markets and Regulation of Financial Markets	IUP Publications	2020	978-81-947928-3-3
136	Siva Gabbita	Customer Service Environment	IUP Publications	2020	978-93-90254-98-9
137	Madhavi Garikaparathi	Customer Management in Technology Marketing	IUP Publications	2020	978-81-945847-9-7
138	Y. Ramakrishna	Credit Rating & Regulatory Framework	IUP Publications	2020	978-81-947928-6-4
139	VDMV Lakshmi	Corporate Financial Management	IUP Publications	2020	978-81-947462-2-5
140	Venu Gopal Rao	Contemporary Practices in Marketing	IUP Publications	2020	978-93-90254-55-2
141	Madhavi Garikaparathi	Contemporary Issues in Retailing	IUP Publications	2020	978-93-90254-59-0
142	Venu Gopal Bagadhi	Contemporary Issues in International Marketing	IUP Publications	2020	978-93-90254-71-2
143	Radha Mohan Chebolu	Compensation and Reward Management	IUP Publications	2020	978-93-90254-42-2
144	Radha Mohan Chebolu	Career: Development Programs and Management Development Programs	IUP Publications	2020	978-93-90254-38-5
145	C Anita	Capital Markets and Their Structures	IUP Publications	2020	978-81-947928-4-0
146	C S Pavani Jyothi	Capital Market Expectation and Portfolio Analysis	IUP Publications	2020	978-81-947928-8-8
147	M Saritha	Business Contracts	IUP Publications	2020	978-81-948145-5-9
148	Naseem Ahamed	Bond Analysis and Valuation	IUP Publications	2020	978-81-948568-5-6
149	Preshita Neha Tudu	Best Practices of Social Enterprises	IUP Publications	2020	978-93-90254-15-6
150	Satish Kumar	Asset Pricing Theories and Portfolio Selection	IUP Publications	2020	978-81-948568-7-0
151	Dennis Joseph	Applications of Information Technology in Business	IUP Publications	2020	978-81-945847-4-2
152	Bhanu Sireesha	Alternative Investments	IUP Publications	2020	978-81-947462-5-6
153	N Siva Prasad	Advanced Topics in Project Management	IUP Publications	2020	978-93-90254-90-3

Table 20: List of Authored Books

Sl. No.	Name	Title of the Book	Publisher	Year	ISBN Number
154	Sanjay Fuloria	Advanced Statistical Methods	IUP Publications	2020	978-93-90254-87-3
155	Ranajee	Advanced Corporate Finance	IUP Publications	2020	978-81-948568-2-5
156	Sudeeptha Pradhan	Organizational Effectiveness and Control in Strategic Marketing	IUP Publications	2020	978-93-90254-64-4
157	Asha Binu Raj	Managing HR Issues in Organizations	IUP Publications	2020	978-93-90254-06-4
158	Shailendra Singh Bisht	Healthcare Services Marketing	IUP Publications	2020	978-93-90254-57-6
159	Siddhartha Kushwaha	Basics of Operations Strategy	IUP Publications	2020	978-93-90254-99-6
160	Shankha Sengupta	Editd Book - Current Trends in Operations Management	IUP Publications	2020	978-93-90254-85-9
Faculty of Science & Technology					
161	Sachi Nandan Mohanty, Suneeta Satpathy	Big Data Analytics and Computing For Digital Forensic Investigation	Taylor & Francis Group	2020	978-0-367-45678-8(hbk) 978-1-003-02474-3 (ebk)
162	Sachi Nandan Mohanty, Jyotir Moy Chatterjee Sarika Jain, Ahmed A. Elngar , Priya Gupta	Recommender System with Machine Learning and Artificial Intelligence: A Particle tools and Applications in Medical, Agricultural and other Domains	Scrivener Publishing (Wiley)	2020	978-1-119-71157-5
163	Sachi Nandan Mohanty, Pabrita Kumar Tripathy	Data Structure And Algorithms Using C++ , A Practical Implementation	Scrivener Publishing (Wiley)	2020	9781119750543
164	Sachi Nandan Mohanty	Emotion and Information Processing A Practical approach	Springer International Publishing	2020	978-3-030-48848-2
165	Sandeep Kumar Panda Ahmed A. Elngar, Valentina Emilia Balas, Mohammed Kayed	Bitcoin and Blockchain: History and Current Applications (Internet of Everything (IoE))	CRC Press, Taylor & Francis Group s	2020	978-0367901004
166	M. L. Pavan Kishore, Vedanth Bhatnagar Anirudh Tallam,	Effect of cutout on free vibrations in rectangular plates.	LAP LAMBERT Academic Publishing	Aug. 2020	978-6202797795
167	G Sudhaamsh Mohan Reddy Premila Kollur	Thermal Convection Problems In Fluid And Porous Medium: Stability analysis with applications	LAP LAMBERT Academic Publishing	Jul. 2020	978-6202679305
168	P Pavan Kumar, S Vairachilai, Sirisha Potluri, Sachi Nandan Mohanty	Recommender Systems: Algorithms and Applications	CRC Press, Taylor & Francis Group s	2021	978-0367631888
169	Anirudh Tallam, Vedanth Bhatnagar, M.L.Pavan Kishore	Numerical Computation For Contact Stress Analysis Of Spur Gear: Gear Modelling and Analysis	LAP LAMBERT Academic Publishing	Oct. 2020	978-6202920179
Faculty of Law					
170	Astha Srivastava	Human Rights and Access to Justice	ALT Publications	2021	978-81-949152-8-7
171	Dr. S.V. Damodar Reddy, Dilip Sharma, Richa Prateek Jain	Intellectual Property Rights: Changing Vistas	ALT Publications	2021	978-81-949152-6-3

Book Chapters

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

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

Table 21: Book Chapters

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

Table 2 I: Book Chapters

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

Table 21: Book Chapters

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

Table 2 I: Book Chapters

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

Table 21: Book Chapters

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

Case Studies Published in International Books

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

Table 22: Case Studies Published in International Books					
Sl. No.	Name of the Case	Author of the Case	Name of the Book	Author (s) of the Book	Publisher/ Volume or Edition / Year
1	Unilevers Purpose Led Brand Strategy	Syeda Maseeha Qumer, Debapratim Purkayastha	Crafting and Executing Strategy: Concepts	Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland	McGraw-Hill Education; 23rd edition, 2021
2	Dominos Pizzas Response to the COVID-19 Pandemic	Hadiya Faheem, Debapratim Purkayastha	Crafting and Executing Strategy: Concepts	Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland	McGraw-Hill Education; 23rd edition, 2021
3	Eliminating Modern Slavery in Supply Chains (Nestle)	Syeda Maseeha Qumer, Debapratim Purkayastha	Crafting and Executing Strategy: Concepts	Arthur Thompson and Margaret Peteraf and John Gamble and A. Strickland	McGraw-Hill Education; 23rd edition, 2021
4	Operational Restructuring at Harley Davidson	A. Mukund and A. Neela Radhika	Readings in Operations Management	David Parks	Cognella, Inc., 2021

Conferences / Webinars / Seminars

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

Table 23: Papers presented in International and National Conferences				
Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/Venue /Date
Papers Presented in International Conferences				
Faculty of Management, IBS Hyderabad				
1	Aruna Kumar Dash	2021 International conference on Global and Regional Challenges	Conference	The John Paul II Catholic University of Lublin, Poland Namibia University of Science and Technology, Namibia The Academy of Scientific, Academic Excellence and Cultural Exchange, Poland 26 March 2021
Faculty of Science & Technology				
2	S. Hanumanthakari, G. S. V. Reddy and B. N. K. Reddy	2021 IEEE 11th IEEE Symposium on Computer Applications & Industrial Electronics (ISCAIE)	Design and analysis of high reliable fault tolerance subsystem for micro computer systems	Faculty of Electrical Engineering Universiti Teknologi Mara Shah Alam, Malaysia 3-4 April 2021
Papers Presented in National Conferences				
Faculty of Management, IBS Hyderabad				
Economics				
3	Aruna Kumar Dash	Can foreign aid promote Economic Growth of South Asian Countries? An Empirical analysis	2021 International conference on Global and Regional Challenges	1. The John Paul II Catholic University of Lublin, Poland 2. Namibia University of Science and Technology, Namibia 3. Akademia Doskonalenia Naukowego, Akademickiego i Wymiany, Kulturowej Venue: Poland. Date 26th March 2021
4	Neeraj Kumar, Pooja Choudhary	Energy Sustainability Trilemma: The Case of Selected Asian Countries	International Conference on Sustainable Business Management Practices and Social Innovation-2021	Jain University, Bengaluru, 30 th Jan 2021
5	Lagesh M.A	Livelihood Vulnerability, Policy Response Of The State And Coping Strategies During Covid-19: A Study of Informal Workers In Kerala	134th Dr. John Matthai Memorial Lecture and National Webinar on Impact Of Covid-19 On The Transforming Indian Economy	Department of Economics, University of Calicut, Dr. John Matthai Centre, Thrissur, 12th and 13th January 2021.

Table 23: Papers presented in International and National Conferences

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

Table 23: Papers presented in International and National Conferences

Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/Venue /Date
Marketing & Strategy				
18	Vikas Gautam	Drivers of Mobile Phones Adoption in Agriculture: A Literature Review	National Online Conference on Sustainability Business and Marketing	National Institute of Technology Tiruchirappalli 10th March 2021
19	Sunny Bose, Sudeepta Pradhan	Wine Tourism in India: Tourist Motivation Perspective	Global Hospitality and Tourism Conference on Experiential Management and Manrekting (GHTC 2020)	North Eastern Hill University (NEHU), 18-20 March, 2021
20	Anish Yousaf, Insha Amin	Autonomous/controlled motivations for youth travellers: A self-determination theory perspective	Tourman 2021 - Restarting Tourism, Travel And Hospitality: The Day After	International Hallenic University, Greece / May 21-23, 2021
21	Anish Yousaf	Linking Smartphone, Fitness App(s), and Life Satisfaction: Extending the expectation-confirmation (ECM) model	GLOCERV 2021	University of Naples Federico II, Italy & University of South Florida, USA / 10-13 May 2021
22	Anish Yousaf, Insha Amin	Digital Learning Effectiveness Among Tourism Students During Covid19: Assessing Its Impact on Knowledge Acquisition & Student Satisfaction	GLOCER 2021	University of Sourth Florida and M3 Center for Hospitality, Technology & Innovation / Virutal / June 8-10, 2021
23	Dwarakanath Siriguppi, Debajani Sahoo	Cultural motives and destination loyalty: Empirical evidence for word-of-mouth intention using S-O-R Theory	International Conference on Sustainable development: Challenges Opportunities and the Future	Rajagiri Business School, April 9-10, 2021
24	Debajani Sahoo	Why perceived value matters for customer active Engagement	International Management conference on post Covid Strategy: Recovery, Resilience and Adoption	IIM-Bodhagaya, April 23-24, 2021
Operations & IT				
25	Dr. Jaipal Dhobale	Adoption of Blockchain Technology in Airports to Monitor COVID-19 outbreak	International Conference on Operations and Supply Chain Management (ICOSCM 2021)	Symbiosis Institute of Operations Management, Nashik, Maharashtra Online 7-01-2021
26	Dr Sumant Kumar Tewari	Reinventing ICTM for sustainability and growth	2nd international onference on communication, networks and computing	ITM University, Gwalior online 29-31 december 2020
27	Prof A Sandeep	Project management process for SOA based integration projects	International conference on Operations management	IBS, Hyderabad Online 2020
28	Dr V Padmavathi, Prof A Sandeep	An emerging trend of internet of things in health insurance	International conference on Operations management	IBS, Hyderabad Online 2020
29	Nishit Kumar Srivastava	Is health consciousness and perceived privacy protection critical to use wearable health devices? Extending the model of goal-directed behavior	1st Rajagiri Management Conference (RMC 2020)	Rajagiri Business School, Kochi, India Online October 15-16, 2020

Table 23: Papers presented in International and National Conferences

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

Table 23: Papers presented in International and National Conferences

Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/Venue /Date
42	Samyadip Chakraborty, Tulika Chakravorty, Vaidik Bhatt	Smart IoT based wearables and care-kit enhancer of effective remote care service delivery: A case-based study in post covid-19 perspective	The IEEE Sponsored First International Conference on Emerging Trends in Industry 4.0	OP Jindal University and IEEE Online 19-21 May, 2021
43	Samyadip Chakraborty, Tulika Chakravorty, Vaidik Bhatt	IoT and AI driven sustainable practice in airlines as antecedent to passenger confidence, satisfaction and positive WoM	International Conference on Artificial Intelligence and Smart Systems (ICAIS 2021)	IEEE and JCT College of engineering Online 25 - 27 March, 2021
44	Vaidik Bhatt, Samyadip Chakraborty	Realtime Healthcare Monitoring Using Smart Systems: A step towards healthcare Service Orchestration	International Conference on Artificial Intelligence and Smart Systems (ICAIS 2021)	IEEE and JCT College of engineering Online 25 - 27 March, 2021
45	Shailja Tripathi	Determinants of Digital Transformation in the Post-Covid-19 Business World	International Management Conference 2021 - IIM Bodh Gaya	IIM Bodhgaya Virtual 23-24 April 2021
46	Krishna Kumar Dadsena	Experimental Investigation and Optimization of Machining Parameters of AISI SS316L by Using Grey-Fuzzy Techniques	International Conference on Operations Management (ICOM 2020)	IBS, Hyderabad Online 20-21, November, 2020
Faculty of Science & Technology				
47	Brahmanaidu Kakarla	11th International Conference on Computing, Communication and Networking Technologies (ICCCNT).	Deep Learning for Sentiment Analysis Based on Customer Reviews	IIT, Kharagpur, July 2020.
48	Dr. M. Swathi	The Impact of Learning Styles Based Writing Instruction on the Perceptual Learning styles of Learners: An Investigative Study	First Online International Conference on Continuity, Consistency and Innovation in Applied Sciences and Humanities (ICCIASH-2020)	Department of Science and Humanities, St. Martins Engineering College, Dhulapally, Secunderabad, T.S, India 13th & 14th August 2020.
49	Brahmanaidu Kakarla	4th International Conference on Recent trends in Communication & Electronics (ICCE-2020),	An Efficient smart display menu for customizing the performance using AI cameras	KIET Group of Institutions 28th and 29th, November 2020
50	A. Chandra shekhar, S. HimamSaheb, S. Ranjan Mishra, Tushar Srivastava	Static Structural Analysis of Hybrid Honeycomb Structures Using FEA	3rd International Conference on Innovations in Mechanical Engineering	Guru Nanak Institutions, Hyderabad, 19-20 November 2020
51	Pravat Ranjan Pati	Processing and characterization of Plasma sprayed LD slag coatings on mild steel substrate	International Conference on Future Learning Aspects of Mechanical Engineering	Amity University, Noida August 5-7, 2020
52	Moinuddin, S.Q., Hameed, S.S., Dewangan, A.K., Kumar, R. and Kumari, S.	A Study on Weld Defects Classification in Gas Metal Arc Welding Process using Machine Learning Techniques	EMSME 2020: 1st International Conference on Energy, Materials Sciences & Mechanical Engineering - 2020	National Institute of Technology Delhi New Delhi, India, Oct 30 Nov 1, 2020

Table 23: Papers presented in International and National Conferences

Sl. No.	Faculty Member/s	Title of the Paper	Conference	Organized by/Venue /Date
53	T.Govardhan and A.Choudhury	Vibration analysis based fault diagnosis of dynamically loaded bearing with distributed defect. (Article ID:106)	International Tribology Research Symposium,2020, (ITRS 2020).	SRM Institute of Science & Technology (SRMIST). Kattankulathur Shri Mata Vaishno Devi University (SMVDU) Jammu Centre for Advanced Studies Dr. A P J Abdul Kalam Technical University (CAS-AKTU) Lucknow 5th - 7th November 2020
54	B.Shilpa, Radha and Movva Pavani	Comparative analysis of Wireless Communication Technologies for IoT Applications	3rd International Conference on Recent Trends in Advanced Computing - Artificial Intelligence and Technology (ICRTAC-AIT, 2020)	VIT Chennai, India, Dec-20
55	Anjanna Matta	Thermal instability analysis on Maxwell fluid flow through a horizontal porous bed with the effect of heat source and mass flow	65th International Conference on The Indian Society of Theoretical and Applied Mechanics – ISTAM-2020	Department of Mathematics, School of Technology, GITAM (Deemed to be University), Hyderabad, Telangana, India December, 2020.
56	Robin Raj Balraj, Madhavi Barla and Govardhan Tingarikar	A Review on Intelligent Fault Detection in Rolling Element Bearings	International conference on intelligent computing, Information and control system-ICICCS-2020	Malla Reddy College of Engineering 25-26, June 2020
57	P Rohini, L Koteswara Rao, P Sree Lakshmi	CNN Based Object Detection System : A Real Time Application	International Conference on Contemporary Issues in Computing - Virtual	IETE Sector,Salt Lake,Kolkata December,2020
Faculty of Law				
58	Dr. Gudemela Ramadevi	Covid 19 vis a vis International Law regulating wildlife trade and wildlife consumption	Online National Webinar on Sustainability of Sustainable Development in Post Covid 19 Scenario	Guru Gobind Singh Indra Prastha University, Law College, Delhi, June 5, 2020
59	International Conference on Human Rights and Access to Justice	Gender – A Blunder in Human Development	Dr. M. Madhuri Irene	ICFAI Law School, IFHE, Hyderabad, 26 th & 27 th March 2021
60	International Conference on Human Rights and Access to Justice	Protection Of Childrens Rights in Transnational Surrogacy Arrangements	Astha Srivastava	ICFAI Law School, IFHE, Hyderabad, 26 th & 27 th March 2021
61	International Conference on Human Rights and Access to Justice	A Comparative Study on Access to Justice among South Asian Nations	Dr. S. Kannan	ICFAI Law School, IFHE, Hyderabad, 26 th & 27 th March 2021
62	Three Day International Conference LexFin Summit on Techno-Legal Dynamics of Banking Laws and Regulations	Socio-legal and Financial Inclusion through Telangana Grameen Bank: An Empirical Analysis	Dr. S. Kannan & Dr. Y. Gangi Reddy	ICFAI Law School, IFHE, Hyderabad, 23rd to 25th April, 2021

Editorship of Journals

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

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

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

Table 25: Peer Reviewed IUP Journals

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

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

1. The IUP Journal of Case Folio:

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

2. The IUP Journal of Applied Economics:

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

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

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

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

4. The IUP Journal of Organizational Behaviour:

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

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

5. The IUP Journal of Business Strategy:

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

6. The Management Research:

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

7. The IUP Journal of Operations Management:

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

8. The IUP Journal of Knowledge Management:

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

9. The IUP Journal of Supply Chain Management:

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

10. The IUP Journal of Financial Risk Management:

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

11. The IUP Journal of Soft Skills

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

12. The IUP Journal of Bank Management

Dr. D K Malhotra, Professor of Finance, School of Business Administration Philadelphia University, USA. Dr. Jayant R Kale, Philip R McDonald Chair and Professor of Finance 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.

13. The IUP Journal of Applied Finance:

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

14. The IUP Journal of Effective Executive:

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

15. The IUP Journal of Computer Sciences

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

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

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

5. Faculty Seminars

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

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

Table 27: Lists of Faculty Seminars

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

Table 27: Lists of Faculty Seminars

Sl. No.	Faculty Member	Seminar Title	Date	Participants
66	Prerna Chhetri	Job crafting perspectives: A conceptual framework for the process model of job crafting	07-Aug-2020	25
67	Preshita Neha Tudu	Blow whistle, should I or shouldn't I: A study on moderating effect of perceived organizational support on intention to blow the whistle among Indian government employees.	14-Aug-2020	21
68	Akbar Jan	Does Health Consciousness and Perceived Privacy Protection Critical to Use Wearable Health Devices? Extending the Model of Goal-directed Behavior	21-Aug-2020	19
69	M. Bhaskara Rao	Sustainable Human Resource Management: Making human resources more responsible	04-Sep-2020	24
70	KBS kumar	Can Philip Morris Sustain the Big Shift in Global Smoking Landscape?	11-Sep-2020	24
71	M Showry	A study on Influence of managerial and employee attitudes on Physical, Safety and welfare at work in times of Covid	18-Sep-2020	24
72	Kranthi Kumar	Determinants of Mobile Shopping App Adoption: An Extension Of UTAUT2 Model	25-Sep-2020	25
73	G. Ashok Kumar	A study of the Impression Management Strategies used by Women.	16-Oct-2020	19
74	Raghavendra Sode	Teachers Satisfaction with Life during the Pandemic	23-Oct-2020	19
75	A. Srinivasa Rao	Challenges of Micro level Women Entrepreneurs : A comparative study between U.A.E. & India	11-Nov-2020	15
76	Sharda Singh	Hyderabad floods 2020: Insights from Twitter data	25-Nov-2020	17
77	Asha Binu Raj	Does workplace wellbeing mediate the relationship between workplace spirituality and job satisfaction?	02-Dec-2020	21
78	Keerti Shukla	Can Self-leadership Strategies Impact Human Capital?	09-Dec-2020	12
79	Manish Gupta	Do HRD practices affect perceived market performance through operational performance? Evidence from software industry	16-Dec-2020	17
80	Niraj Chimote	Case study on Recruitment Woes at Leo Burnett	07-Jan-2021	16
81	Mohd Abdul Nayeem	The Impact of Police Trust and Integrity on Police performance and Community Happiness: Mediating Role of Procedural Justice	12-Jan-2021	18
82	Sreya Roy	A Study of the Impact of Within Workday Break Activities on Employee Wellbeing and Work Related Outcomes	28-Jan-2021	21
83	M. Showry	Labor Strife and hostility at Pricol	11-Mar-2021	12
84	Preshita Neha Tudu	The Danger in Danger – A study on the psychological impact of COVID-19 lockdown on people in the Indian context	24-Mar-2021	18
85	Kalaa Chhenji	Echoes of Workplace Incivility: A Moderated Mediation Model of Job Burnout and Turnover Intentions	31-Mar-2021	21
86	Namrata Chatterjee	Exploring the Antecedents of Household Waste Separation Behavior among Urban Residents in India	07-Apr-2021	17
87	Sonali Narbariya	A study on the Impact of High-Performance Work Systems on Employee Readiness for Change: An Empirical Analysis in the Indian Context	23-Apr-2021	28
88	Surajit Saha	Bibliometric study on the last 30 years of research on workplace bullying and harassment	30-Apr-2021	25
89	Chetna Priyadarshini	Emotion Regulation Strategies and Job Search Behaviour: The Role of Job Search Anxiety and Job Search Self-esteem	12-May-2021	26
90	Raghavendra Sode	Interpersonal transgression and Wellbeing: Moderating Role of Recovery	19-May-2021	28
91	Musarrat. Shaheen	An interpretive phenomenological analysis of employees coping strategy under role-ambiguity and role-conflict of matrix design	04-Jun-2021	26
92	KN Viswanatham	Executive Coaching Intervention	11-Jun-2021	25
93	Akbar Jan	Does smartphone affect work-life balance, stress, and satisfaction among school teachers during online education?	18-Jun-2021	23
94	Nishath Moheb Usmani	Studying the impact of benevolent sexism on womens attainment of leadership positions	25-Jun-2021	24
95	Namrata Chatterjee	Exploring the Antecedents of Household Waste Separation Behavior among Urban Residents in India	07-Apr-2021	17
96	Sonali Narbariya	A study on the Impact of High-Performance Work Systems on Employee Readiness for Change: An Empirical Analysis in the Indian Context	23-Apr-2021	28
97	Surajit Saha	Bibliometric study on the last 30 years of research on workplace bullying and harassment	30-Apr-2021	25
98	Chetna Priyadarshini	Emotion Regulation Strategies and Job Search Behaviour: The Role of Job Search Anxiety and Job Search Self-esteem	12-May-2021	26
99	Raghavendra Sode	Interpersonal transgression and Wellbeing: Moderating Role of Recovery	19-May-2021	28

Table 27: Lists of Faculty Seminars

Sl. No.	Faculty Member	Seminar Title	Date	Participants
100	Musarrat Shaheen	An interpretive phenomenological analysis of employees coping strategy under role-ambiguity and role-conflict of matrix design	04-Jun-2021	26
101	KN Viswanatham	Executive Coaching Intervention	11-Jun-2021	25
102	Akbar Jan	Does smartphone affect work-life balance, stress, and satisfaction among school teachers during online education?	18-Jun-2021	23
103	Nishath Moheb Usmani	Studying the impact of benevolent sexism on womens attainment of leadership positions	25-Jun-2021	24
104	Asha Binu Raj	Employee engagement and commitment: Analysing the role of spiritual leadership	16-Jul-2021	22
Marketing & Strategy				
105	Chhagan Donode	Independent Study Seminar – II	12-Jun-2020	35
106	Ms. Khushboo Vaishnav	Personal Branding on Social Media: A Systematic Literature Review	19-June-2020	24
107	Rishi Dwesar	Understaning Digital Marketing Eco-System	03-Jul-2020	40
108	Surjit Kumar Kar	Artificial Management Decision Support-A Cursory look	10-Jul-2020	40
109	Vaibhav Shekhar	Customer Engagement Behaviours: Role of Service Convenience and Organisational Characteristics?	24-Jul-2020	35
110	Debajani Sahoo	Mothers engagement towards babycare product: A comparision across developing nations	30-Jul-2020	35
111	Purva Sharma	Antecedents of continuous purchase intention of luxury brands in India	07-Aug-2020	37
112	Shailendra Singh Bisht	Teaching with Digital Tools - MentiO	28-Aug-2020	35
113	Anitha Acharya	The impact of brand familiarity, customer brand engagement and self-identification on word-of-mouth	14-Aug-2020	30
114	Achyut Telang	Social Media Marketing Simulation	17-Nov-2020	26
115	Vikas Gautam	Understanding Roles of Institution Based Trust and Social Interactions in Social Commerce Environment	5-Jan-2021	34
116	Ankur Srivastava	Marketing and the sharing economy	11-Jan-2021	24
117	Police Keerthi	1) Improving attitude-behavior prediction models with economic variables: Farmer actions toward soil conservation. 2) Conservation technology adoption decisions and the theory of planned behavior.	16-Jan-2021	29
118	Amar Raju	Amazon:Cozying up to Influencers	19-Jan-2021	29
119	Purva Sharma	Thesis Data Seminar	21-Jan-2021	35
120	Mr Umang	Access-based services (ABS)	23-Apr-2021	28
121	Ms Syeda Tahera Sadia	1) Not always co-creation: introducing interactional co-destruction of value in service-dominant logic 2) Co-creation and Co-destruction: A practice-theory based study of interactive value formation	30-Apr-2021	18
122	Rishi Dwesar	Creating Visualizations and Dashboard using Tableau	07-May-2021	42
123	Shailendra Singh Bisht	Case Discussion using Online tools for effective student engagement	14-May-2021	29
124	Ms Atifa Tamkeen	Adoption, completion and continuance of MOOCs: a longitudinal study of student's behavioural intentions.	28-May-2021	26
125	Nandan Kumar Dey	Proposal Defense: Online Customer Experience and its Influence on E-Patronage Intentions in Online Shopping of Digital Products: A Customer Perspective	07-June-21	47
Operations & IT				
126	ShailjaTripathi	Assessing the firms performance through IT-business alignment in a cloud computing environment	12-June-2020	24
127	Vaibhav Mishra	Consumer Intentions to Buy Conterfiet products	19-June-2020	16
128	Krishna Kumar Dadsena	Efficiency of micro truck owners: Difficulty in management ofn the level of competition	03-July-2020	18
129	Vikram Raydurgam	Impact of business analytics capabilities and knowledge management capabilities on adoption of business analytics in management accounting	10-July-2020	15
130	Jaipal Dhobale	Blockchain and its applications	16-July-2020	18
131	Arindam Ghosh	Search Engine Optimization	24-July-2020	16
132	Anusha Sreeram	research opportunities for more resilient post-covid-19 supply chain	08-July- 2020	24
133	Bijeta Shaw	Adoptionof mobile payment services by millenials: role of smartphone addiction, compatibility and relative advantage	14-Aug-2020	18
134	Sumant Tewari	reinventing ICTM for sustainability and growth- An interdisciplinay approach	04-Sep-2020	18

Table 27: Lists of Faculty Seminars

Sl. No.	Faculty Member	Seminar Title	Date	Participants
135	A Sandeep	Significance of software architecture in software project management	11-Sep-2020	20
136	Nishit Kumar Shrivastava	Exploring antecedents of wearable activity trackers adoption among youth in India: extending TAM model	18-Sep-2020	24
137	Krishna Kumar Dadsena	Analysis of barriers for the build of the resilient supply chain networks post covid-19	16-Oct-2020	22
138	Siva Prasad	Challenges in conducting online examinations	23-Oct-2020	20
139	Shankha Sengupta	Qualitative research in operations management	30-Oct-2020	24
140	Santosh Kumar Yadav	Supplier selection using multi criteria decision making methods	13-Nov-2020	18
141	Amit Singh	Performance assesment and weakness detection from online reviews	26-Nov-2020	17
142	Sanjay Fuloria	blockchain basics and demonstration	04-Dec-2020	16
143	C Lakshmi Devasena	Assessing management students employability using fuzzy	18-Dec-2020	24
144	NikhatAfshan	Supply chain integration and performance	12-Jan-2021	16
145	Shankha Sengupta	Qualitative research in operations management: continue discussion	28-Jan-2021	18
146	Subhagata Roy	Development and agins population: An evaluation of Financial Autonomy	05-Mar-2021	15
147	Vishal Mishra	Capacity Management, sourcing and location decisions	12-Mar-2021	18
148	Siva Gabbita	Goal Disbursement in Management School	19-Mar-2021	18
149	Prince Vijai	Capacity management, sourcing and location decisions	25-Mar-2021	18
150	KVSSN Murthy	testing market efficiency with non-linear methods	09-Apr-2021	21
151	Arindam Ghosh	an integrated supply chain with uncertain demand and random defect rate under carbon cap nd trade policy	16-Apr -2021	17
152	Krishna Kumar Dadsena	performance evaluation of trucking industry using BSC and DEA approach	22-Apr -2020	19
153	Sashikala Parimi	Factors affecting post harvest wastage of food	07-Apr-2021	17
154	Amit Singh	Performance Assessment of Automobile Manufacturers using Online Reviews: An Integrated Text Analytics approach	18-Jun-2021	22
Faculty of Science & Technology				
155	B. Naresh Kumar Reddy	Hardware implementation of fault tolerance NoC core mapping	03-Mar-2020	12
156	Dr. T. Srinivasa Rao	Basics of FSW	10-Mar-2020	15
157	Dr. Barla Madhavi	Heat Flow in FSW	12-Apr-2020	18
158	Dr. Barla Madhavi	Introduction to MEMS and its Applications	05-Sep-2020	19
159	Dr. Barla Madhavi	Bond Graph theoryS	22-May-2020	20
160	B. Naresh Kumar Reddy	Design and implementation of high performance and area efficient square architecture using Vedic Mathematics	06-Apr-2020	14
161	Akash Kumar Sahu	Phosphate based mixture of Mn and Mg: Thermal energy storage materials	07-May-2020	6
162	Dr. G S Brahma	Phosphate based mixture of Mn and Mg: Thermal energy storage materials	07-May-2020	8
163	Dr. G S Brahma	Solvent effect on reaction of[Cr- NTA]with L Ascorbic acid	14-Aug-2020	8
164	Dr. Renu Rani	Synthesis and characterization and kinetics of [M-Schiffs base] complexes with biological important compounds	29-Aug-2020	8
165	Dr. G S Brahma	Structural elucidation of Fe(diene-salm) complexes and study of catalytic applications	12-Sep-2020	10
166	Dr. Manmadhachary	Sensors and actuators in MEMS	12-Sep-2020	19
167	Dr. G Suresh Kumar	Fabrication techniques of MEMS devices	19-Sep-2020	20
168	Dr. V. Srilalitha	Green Chemistry– a viable alternative of future	26-Sep-2020	8
169	Ravikiran Uppala	Role of Sm, Na in ferroelectric, and piezoelectric behaviour of SBTi ceramics	15-Oct-2020	6
170	Dr.Syed Quadir Moinuddin	Gas metal arc welding	20-Oct-2020	15
171	Aravind R	Co-Mo nano-composite material: Synthesis, characterization and thermal behavior	11-Mar-2020	6

Table 27: Lists of Faculty Seminars

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



Table 27: Lists of Faculty Seminars

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



6. Centres of Excellence

Case Research Centre

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

The foundation for case development in the ICAI system was laid by late Prof. N. J. Yasaswy (NJY) during the 1990's. During the late 90's, ICAI 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 ICAI. During the period 2001 to 2010 a large repository was created by all the constituents involved in case development. In 2010, all the case development initiatives were consolidated at IBS Hyderabad at Dontanapally Campus.

I. Activities, Products and Services

A. Case Development

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

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

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

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

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

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

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

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

B. Case Volumes

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

C. Reprint services

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

D. Training & Support

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

E. Workshops & Conferences

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

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

F. Case Journal

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

2. Sales Channels

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

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

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

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

3. Revenue Streams

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

4. Client Base

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

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

Thought Leadership

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

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

5. Accolades, Awards & International Recognition:

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

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

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

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

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

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

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

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

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

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

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

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

6. Cases in International Publications

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

IFHE Institution's Innovation Council

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

A. Activities of IIC:

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

Few important activities conducted are mentioned below:

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

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

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

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

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

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

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

D. Design Thinking Workshop

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

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

Thrust area: Validation & Concept development

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

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

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

Kapila: Kalam Program for IP Literacy and Awareness

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

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

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



Centre for Criminal Law

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

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

Table 29: Webinars on Criminal Law		
Date	Topic	Speaker
June 15, 2020	Law and Correctional Administration in India amid COVID-19	Dr. Upneet Lalli, Deputy Director, Institute of Correctional Administration, Chandigarh. Mr. Mukesh Kumar Sharma, Additional Vice-Principal, Punjab Jail Training School, Patiala Dr. M. R. Ahmed, former Inspector of Prisons, AP
July 2, 2020	Aesthetics of victims in the Criminal Justice System: Emerging Trends	Hon'ble Mr. Justice (Retd.) Ved Prakash Vaish (High Court of Judicature Allahabad), Chairman of the Madhya Pradesh Law Commission, Professor S. P. Srivastava, Professor at the National Judicial Academy, Bhopal. Professor A V Narasimha Rao, Director, ICFAI Law School, IFHE
July 25, 2020	Criminal Justice System and Police Administration during Covid-19: A Social Pluralism	Hon'ble Justice (Retd.) K C Bhanu, Hon'ble Justice (Retd.) B Prakash Rao Dr. M. Malakondayya, IPS (former DGP, AP).
July 27, 2020	Cybercrime investigation: Forensic Stratagems	Ms. Anjana K, Scientific Officer, CHFI, Cyber Forensic Expert, Scientific Officer
August 16, 2020	India's Internal Security Challenges – Policing in Pandemic Times	Mr. N Sanjay (IPS), ADG, Director, Andhra Pradesh Police Academy, Dr. Gajarao Bhoopal (IPS), Dy. Commissioner of Police, Hyderabad Dr. Ramesh Kannaganti, Founder and Director of Center for Human Security Studies, Hyderabad
November 20, 2020	Psychological Techniques in Crime Investigation	Dr. Anita Evangelin, Joint Director, Director of the Telangana State Forensic Science Laboratory (TSFSL), Hyderabad
February 27, 2021	Collection, Recording, Storage and Analysis of Ballistics as Corroborative Evidence	Dr. V. Venkateswaralu, Assistant Director of the Telangana State Forensic Science Laboratory (TSFSL), Hyderabad
March 9, 2021	Drug Abuse: Trends and Forensic Analysis	Dr. V. Gunasheela, Assistant Director of the Telangana State Forensic Science Laboratory (TSFSL), Hyderabad
April 5, 2021	Investigation under Criminal Procedure Code - A Prerogative of Judiciary or Police	Hon'ble Mr. Justice (Retd.) K C Bhanu

Centre for Intellectual Property Rights

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

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

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

Table 30: Webinars on Intellectual Property Rights					
Sl. No.	Author(s)	Title of the Book	Publisher	Year	ISBN Number
1.	Dr S V Damodar Reddy, Mr. Dilip Sharma, Ms. Richa Prateek Jain, ICFAI Law School, Hyderabad	Intellectual Property Rights: Changing Vistas	IUP Publications, Hyderabad	2021	978-81-949152-8-7
2.	Dr S V Damodar Reddy, Mr. Dilip Sharma	Intellectual Property Rights: Breaking Conventionalities and Future Prospects	IUP Publications, Hyderabad	2021	978-81-949152-7-0

Faculty Development Programs

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

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

Forest Officers Training Program:

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

Workshops/Webinars

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

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

Centre for Cyber Law and Data Protection Law

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

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

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

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

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



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

Table 33: Webinars on Electronic Evidence in the Criminal Justice System			
Sl. No.	Date	Topic	Speaker
1	July 27, 2020	Cyber Crime Investigation: Forensic Stratagems	Ms. Anjana. K, Cyber Forensic Scientific Officer, Telangana State, Forensic Science Laboratory, Hyderabad
2	July 31, 2020	Artificial Intelligence: A conceptual contour	Dr. Atul Negi, Professor of Computer and Information Science, University of Hyderabad Mr. Raghu Boddu, Global Director, SAP Innovation and Automation, Toggle now Software Solutions Pvt.Ltd. Prof. A.V. Narsimha Rao, Director, ICFAI Law School, Hyderabad.
3	August 9, 2020	Hacking and Network Intrusions: Techno-Legal Formulations	Mr. U. Ram Mohan, SP(CID), Government of Andhra Pradesh Mr. Ashok Ram Kumar, Senior IPR Attorney Mr. Neeraj Arora, Advocate, Supreme Court of India
4	December 17, 2020	Data Protection and Cyber Laws in India	Dr. A. Nagarathna, Associate Professor, NLSIU, Bangalore.
5	January 29, 2021	International Webinar on Role of AI in Legal Analytics	Mr. Kevin D. Ashley, Professor of Law, School of Law, University of Pittsburg.
6	February 23, 2021	International Webinar on Platform Power and Governance	Prof. Andrew D Murray FRSA, Deputy Head of Department and Chair in Information Technology Law, Director, LSE Law Technology and Society Group. London School of Economics
7	February 28, 2021	Cyber Safety and Security Standards	Dr. Amar Prasad Reddy, President (All India) – National Youth Council of India, Media Advisor, Union Minister of State for Health and Family Welfare, Govt. of India, New Delhi and Vice Chairman, National Cyber Safety and Security Standards, Chairman, Entrepreneurs Council of India
8	March 12, 2021	Block Chain Technology and Crypto Currency	Mr. Rajesh Dhuddu, Vice President & Practice Leader, Block Chain & Cyber Security, Tech Mahindra
9	July 3, 2021	Prevention from Phishing Attack'	Mr. Abhishek Mitra, Managing Director, Indian Cyber Security Solutions and Mr. Taha Lohawala, Intern at ICSS, Certified Ethical Hacker.
10	July 11, 2021	Mobile Hacking & Its Prevention	Mr. Abhishek Mitra, Managing Director, Indian Cyber Security Solutions and Mr. Bivas Chatterjee, Special Public Prosecutor, Cyber Law and Electronics Evidence, Government of West Bengal.
11	July 31, 2021	Web Hacking, Data Tampering & Its Prevention	Mr. Kanchan Mallick, Regional Head, Trendmicro India Private Ltd. Eastern India, Nepal, Bhutan and Bangladesh and Mr. Abhishek Mitra, Managing Director, Indian Cyber Security Solutions

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

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

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

- h. MoU with Cyber Security Centre of Excellence:

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

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

Center for Environment and Forest Laws

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

Forest Officers Training Program

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

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

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

International Earth Day 2021

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

Centre for Management Studies

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

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

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

The details of the webinars are presented in Table 35.

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

7. Collaborations

Foreign Collaborations

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

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

National Collaborations

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

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

Industry Collaborations

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

8. Placements

Faculty of Management

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

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

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

(Note: As on 8 July 2021)

Table 37: Sector-wise break up of Placements

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

B. Placement Staff Status:

Current Stength: Team Leaders 5, Team Members 7

Faculty of Science & Technology

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

Table 38: Faculty of Science & Technology Placements

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

Table 38: Faculty of Science & Technology Placements

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

Faculty of Law

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

Table 39: Faculty of Law Placements		
Sl. No.	Name of the Student	Company Name
1	Aditi Kumari	Ashi Legal
2	Bidisha Mazumdar	Aliens Group
3	Sai Shraddha Samal	Aliens Group
4	Shristi Benerjii	Juris Prime
5	Suvarsitha Daroor	Juris Prime
6	Ayush Kumar	Quislex
7	Mohit Sudani	Quislex
8	Shashwat Shukla	Quislex
9	Tilak Kumar Basu	Quislex
10	Aprajitha Halder	Quislex
11	Phebe	Amazon
12	Srinath Sambangi	Amazon
13	K S V Sunayana	Amazon
14	Abhineeth M	Sumadhura Group
15	Harshit Jain	Genius Consultants Ltd
16	Nikitha Agarwal	Laalsaa
17	Simran Punnia	Aliens Group



9. Co-curricular/Extra-Curricular Activities

Student Activities

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

Student Seminars:

Sl. No.	Name of the student	Topic	Date
1	M Goutham Kumar	Sun Tracking Solar Panel Using Avr Microcontroller	30.12.2020
2	Komaragoni Akanksha Goud	Solar Battery Charger Implementation	30.12.2020
3	Papasani Sri Sai Charan	Arduino Based Finger Print Door Lock System	30.12.2020
4	V Krithika	Computer Aided Housekeeping Unit (CAHU) - Listing ACC students in Moodle	30.12.2020
5	Sama Vikram Reddy	Computer Aided Housekeeping Unit (CAHU) - Listing students year/branch wise in moodle	30.12.2020
6	Govu Harshavardhan Yadav	Arduino Based Digital Code Lock	29.12.2020
7	Padakanti Pranay Kumar	Wireless Ac Power Detector	29.12.2020
8	Naga Kushal Sunkara	Automatic Irrigation System	29.12.2020
9	Mohammed Sarfaraz Hussain	Android Based Home Automation	29.12.2020
10	Thokala Abhinay Reddy	Smart Home Automation Using Android	29.12.2020
11	M. V. R. Mahendra Reddy	Arduino Based Flame Sensor	28.12.2020
12	Indukuri Sai Kranthi Varma	Arduino Based Fingerprint Door Lock System	28.12.2020
13	Mungala Hemavanth Reddy	Solid State Smart Solar Lamp	28.12.2020
14	Sahiti Reddy	Computer Aided Housekeeping Unit (CAHU) - Machine learning model development from the LMS data	24.12.2020
15	Peddineni Venkat Kalyan	High Performance and Area Efficient Carry Select Adder without Using Multiplexers	16.12.2020
16	Duda Snigdha Raj	Design and Implementation of Boolean functions using multiplexer	16.12.2020
17	Madhulapally Nithya	An Efficient way to detect Matrix multiplication faults in Many-Core Systems	16.12.2020
18	Paramkusam Sinduja	FPGA implementation of booth recoded Wallace tree multiplier for fast arithmetic circuits	16.12.2020
19	Adrian Ruben Lima	Finger print doorlock with arduino	15.12.2020
20	Mallarapu Venkata Raju	Rain detector & alarm	15.12.2020
21	Ayiti Lokesh	An FPGA implementation of High Performance and Area Efficient Priority Encoder Structure	14.12.2020
22	Kataru Bharadwaj	Low-Power and Area-Efficient Design of Radix 2 Butterfly Structure using Vedic Multiplier and CLA	14.12.2020

Table 41: Student Seminars

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

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

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

Table 42: Technology Innovation Projects

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

Guest Lectures Organized**Table 43: Guest Lectures**

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

Table 43: Guest Lectures

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

Table 43: Guest Lectures

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

Table 43: Guest Lectures

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

10. Alumni Activities

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

I. UTSAV: The IBS Alumni E-meet

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

Table 44: Prominent Participants in UTSAV

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

Mock GD-PI:

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

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

Table 45: Resource Persons for Mock GD-PI Sessions

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

Table 45: Resource Persons for Mock GD-PI Sessions

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

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

2. CONFLUX:

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

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

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

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

Guest Lectures

A. Future of HR Amid Pandemic

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

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

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

C. Unlocking the Real MBA : June 26, 2020

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



11. Funded Research

External Funding Applied

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

Table 47: Proposals Submitted for External Funding

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

Seed Money Projects

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

Table 48: Seed Money Sanctioned During the Period 2020-21			
Sl. No	Title of the Project	Principal Investigator	Amount (in ₹)
1	Fabrication, Characterization and Tribological analysis of Hybrid Polymer Composites	Dr. Pravat Ranjan Pati	201025
2	Marketing Feasibility Study of Commercial Grade 'Mahua' Products	Dr. Surjit Kumar Kar	200000
3	Changing Characteristics of Manufacturing Enterprises in Informal Sector in India with a Special Focus on Enterprises Established by SCs/STs	Dr. Sushanta Kumar Mahapatra	200000
4	Investigating the Medical Supply Chain using Blockchain Technology for easing the process and creating trust between stakeholders and consumers	Dr. Sandeep Kumar Panda	200000
5	A Novel approach for reducing frauds and time delay in Land registry system using Blockchain.	Dr. Sandeep Kumar Panda, Prof. K. Varaprasad Rao	200000
6	Performance Evaluation of a Domestic Refrigerator with Al ₂ O ₃ , TiO ₂ and ZnO Nanoparticles suspended in an R290/R600a (64/36%Wt) Refrigerant Mixture	Mr. D.V. Raghunatha Reddy, Dr. P. BHRAMARA	200000
7	Sponsors vs. Partners in Concurrent Sponsorship: Who gains in terms of Customer Based Brand Equity?	Dr. AnishYousaf, Dr. Abhishek Mishra, Dr. Anil Gupta, Jason Doyle	200000
8	Modeling Indian Spot Electricity Prices: A revisit	Dr. Girish G P	150000
9	Enhancing Healthcare Utilization through Technology Driven Self-Care Interventions in India	Dr. Sanjay Fuloria, Dr. Vishal Mishra	200000
10	Determinants of Continued Usage of digital payments by merchants of unorganized sector in an emerging market	Dr. AnkurSrivastava, Dr. NripendraRana	230000
11	A Predictive Diagnostic System for Psychological Disorder individuals	Dr. P. Pavan Kumar, Dr. SACHI NANDAN MOHANTY	200000
12	Antecedents and Consequences of Patients' Trust: A Medical Tourism Perspective	Dr. Musarrat Shaheen, Farrah Zeba Mahesh Kumar Soma Mushtaque Hussain	190000
Total			2371025



12. Consultancy

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

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

Table 49: Management Development Programs

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



13. Faculty and Staff Development

ICFAI Staff College

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

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

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

Partial list of successful FDPs is presented in Table 50.

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

14. Eminent Visitors and Guest Lectures

Table 51: Eminent Visitors to IFHE

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

Faculty of Management

Table 52: Guest Lectures Organized by Departments

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

Table 52: Guest Lectures Organized by Departments

Sl. No	Date	Name	Designation	Organization	Topic
18	29-07-2020	Mr. Nishath Osmani	Director	KPMG	Agile HR Practices in New World'
19	28-08-2020	Mr. Rajorshi Ganguly	President & Global HR Head	Alkem Laboratories, Mumbai	A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality
20	08-07-2020	Dr. Yuliya Shtaltovna	Freelance Faculty, Germany	Freelancer, Germany	Soft skills for management students
21	16-08-2020	Mr. Kirsten Waechter	Freelance Business Communication & Intercultural Competence Trainer	Freelancer, Germany	Business Report Writing
22	22-08-2020	Mr. Najeeb Sheikh	HR Business Partner	WIPRO Infotech	Employability Skills and Pre-Placement Training session
23	23-08-2020	Mr. LVSN Murthy	Sr. Manager HR BDL	Bharat Dynamics Limited	Employability Skills and Pre-Placement Training session
24	23-08-2020	Mr Pradeep Kumar Bonda	Director	People Success Team, Altruista Health Inc	Employability Skills and Pre-Placement Training session
25	23-08-2020	Ms. Aparna Reddy	Director, HR ,	Therapiva Pharma Ltd	Employability Skills and Pre-Placement Training session
26	23-8-2020	Ms. Swarna Reddy	Director, HR and Strategy	Mouri Tech	Employability Skills and Pre-Placement Training session
27	23-08-2020	Ms. Sakshi Jain	Associate HR Hiring Division	INFOSYS	Employability Skills and Pre-Placement Training session
28	23-08-2020	Mr. Pranav Dwesar	Head of Human Resources	Utkarsh Small Finance Bank	Employability Skills and Pre-Placement Training session
29	23-08-2020	Mr. Bhargavi Priya	Manager HR	Sigachi industries ltd	Employability Skills and Pre-Placement Training session
30	23-08-2020	Mr. Satyanarayana	Head HR	Cronus Pharma	Employability Skills and Pre-Placement Training session
31	23-08-2020	Ms. Archana Naidu	Head HR	Srinivasa Farms	Employability Skills and Pre-Placement Training session
32	23-08-2020	Ms. Priyanka	Strategic HR leader and Business partnering professional	Independent Consultant	Employability Skills and Pre-Placement Training Session
33	28-08-2020	Dr. N. Mallikharjuna Rao	Head of HR – API & OSD India Operations	Mylan Laboratories Ltd, Hyderabad	A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality
34	28-08-2020	Mr. Suresh Samudrala	Associate Vice President, HR	Tech Mahindra	A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality
35	28-08-2020	Prof. K. Prathap Reddy	Former Director, IRMA, Visiting Professor	ICFAI Business School, Hyderabad	A Virtual Panel Discussion on Revisiting Human Resource Management in a Digital World: Perceptions and Reality
36	28-08-2020	Ms. Sangeeta Menon	Publishing Relationship Manager	Emerald Publishing	Emerging Trends, Practices and Concerns In HRM
37	28-08-2020	Ms. Neeru Mehta	VP - People Development & Learning, Head of Human Resources	GlobalLogic India	Emerging Trends, Practices and Concerns In HRM
38	29-08-2020	Ms. Inna Koblents	Faculty	University for foreigners Dante Alighieri, Reggio Calabria, Italy	Creativity and critical thinking
39	29-08-2020	Mr. Rahul Kalia	Digital Solution Expert	McGraw Hill – India	Virtual Classrooms: Assisting Faculty Members in Students Learning
40	29-08-2020	Mr. Arish Ali	CEO	Neurofy eServices Private Limited	HR Analytics: Employee Attrition Analysis using Python
41	19-09-2020	Dr. Gaurav Kumar	Assistant Professor	Jawaharlal Nehru University, Delhi	Learning foreign languages to enhance employability skills
42	23-09-2020	Dr. Suresh	Senior VP	Autobindo Pharma	Industrial Disputes Resolution and Discipline

Table 52: Guest Lectures Organized by Departments

Sl. No	Date	Name	Designation	Organization	Topic
43	28-06-2020	Mr. Venugopal Reddy Kandimalla	Senior VP and Global Head, Healthcare & Life Science	Tech Mahindra, Hyderabad	Role of Cross Cultural Communication in Career Management”
44	28-10-2020	Mr. Jaideep Agarwal	Managing Director	Goldman Sachs	Technology in HR
45	29-10-2020	Mr. Nishat Osmani	Director	KPMG	Automation of Work Activities & Training”.
46	30-10-2020	Mr. CR Rao	Senior Director -Employee Success, HR,	Regalix	HR Practices using Agile and scrum models
47	31-10-2020	Mr. Prabhakar Pandey	Solution Design Expert - People Analytics,	Novartis	HRIS, HRBI and Solutions Design for HR
48	11-11-2020	Mr. Emmanuel Gosula	Senior Resource Development Manager	EPAM Systems	IOT in HRM
49	23-11-2020	Ms. Rupali Nandamuri	Independent consultant	HR professional in various industries	AI and Blockchain Technology in HR
50	08-12-2020	Mr. Raja Satish	Senior Communications Specialist	Genpact	Corporate Communication: a dynamic career option to pursue
51	12-09-2020	Mr. Oksana Hera	Freelance Business Communication Trainer	Freelancer, Ukraine	Email and chat communication for international teams
52	12-09-2020	Ms. Nishath Osmani	Director	KPMG	Agile HR Practices in New World’
53	12-11-2020	Ms. Rajalakshmi Shivanand	Senior Director-Human Resources	Model N	Changing face of HR in Gig Economy
54	23-01-2021	Mr. Christian Hoferle	President & CEO	The Cultural Mastery, USA	Mastering Intercultural Competence
55	23-01-2021	Ms. Rupali Nandamuri	Independent consultant	HR professional in various industries	Technology and AI in organizations
56	13-02-2021	Dr. George Simons	Creator & Editor in Chief	Diversophy, France	There is a crack in everything: How new research affects cultural competence?
57	06-02-2021	Dr. Yuliya Shtaltovna	Freelance Faculty, Germany	Freelancer, Germany	Cultural paradigms and Intercultural Communication
58	11-01-2021	Mr. Anindita Sinha	Head, Corporate Communication	L&T Metro Rail, Hyderabad	Corporate Communication: a dynamic career option to pursue
Marketing and Strategy					
59	21-08-2020	Mr. Ankit Kumar	Tech Mahindra	Senior Software Engineer	Employability Skills: Pre-Placement Training session
60	21-08-2020	Ms. Swati Ojha	ZOHO	Product Manager	Employability Skills: Pre-Placement Training session
61	21-08-2020	Mr. Sikandar Koke	GE Healthcare, Blore	FP&A Operations Manager	Employability Skills: Pre-Placement Training session
62	21-08-2020	Mr. Subhasish Muduli	Wells Fargo, Hyd	Business System Consultant	Employability Skills: Pre-Placement Training session
63	21-08-2020	Mr. Bhaskar Rajhans	Vishakha Industries Ltd.,Delhi	Business Head-North India	Employability Skills: Pre-Placement Training session
64	21-08-2020	Mr. Om Puran	solitus middle east	Regional field marketing manager	Employability Skills: Pre-Placement Training session
65	21-08-2020	Mr. Ashish Singh	Minton Consulting Pvt Ltd	COO	Employability Skills: Pre-Placement Training session
66	21-08-2020	Mr. Balaji Chaitanya	Jindal Stainless Steel Ltd	Manager Sales (AP & Telangana)	Employability Skills: Pre-Placement Training session
67	21-08-2020	Mr. Ravish	Reliance Digital	Regional Manager South - Merchandising	Employability Skills: Pre-Placement Training session
68	22-08-2020	Mr. Bipin Dutta	BBSR Stock Exchange,Bbsr	Manager-Corp. Affairs	Employability Skills: Pre-Placement Training session
69	22-08-2020	Nagarjuna P	Hindustan Petroleum Corporation Ltd.	Area Sales Manager	Employability Skills: Pre-Placement Training session
70	22-08-2020	Mr. Taranpreet Singh	HDFC	SENIOR manager	Employability Skills: Pre-Placement Training session

Table 52: Guest Lectures Organized by Departments

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

Table 52: Guest Lectures Organized by Departments

Sl. No	Date	Name	Designation	Organization	Topic
99	23-08-2020	Pratibha Chhaya	Piramal	Vice President and Business Head	Employability Skills: Pre-Placement Training session
100	23-08-2020	Mr Animesh Padhi	Kelloggs	ASM	Employability Skills: Pre-Placement Training session
101	23-08-2020	Mr Om Puran	solitus middle east	Regional field marketing manager	Employability Skills: Pre-Placement Training session
102	23-08-2020	Mr.Ashish Singh	Minton Consulting Pvt Ltd	COO	Employability Skills: Pre-Placement Training session
103	23-08-2020	Ms. Any Ayyar	Religiante Interactive	CEO	Employability Skills: Pre-Placement Training session
104	23-08-2020	Mr. Balaji Chaitanya	Jindal Stainless Steel Ltd	Manager Sales (AP & Telangana)	Employability Skills: Pre-Placement Training session
105	30-08-2020	Mr. Ashutosh Chaudhury	Kantar Operations, Kochi, Kerala	Office Head-DA	Employability Skills: Pre-Placement Training session
106	30-08-2020	Ms. Debasmita Dey	Le Meridien, Mahabaleswar	HR Manager	Employability Skills: Pre-Placement Training session
107	30-08-2020	Ms. Tulika Pandit	Illuminated Ideas, B'lore	CEO	Employability Skills: Pre-Placement Training session
108	30-08-2020	Mr. Nagarjuna P	Hindustan Petroleum Corporation Ltd.	Area Sales Manager	Employability Skills: Pre-Placement Training session
109	30-08-2020	Mr. Farhan Ahmed	INFOSYS	Senior Technology Analyst	Employability Skills: Pre-Placement Training session
110	30-08-2020	Mr. Taranpreet Singh	HDFC	SENIOR manager	Employability Skills: Pre-Placement Training session
111	30-08-2020	Mr. Varun Malik	Reebok. (Adidas Group)	Head of Omni Channel Marketing and Consumer Experience	Employability Skills: Pre-Placement Training session
112	30-08-2020	Mr. Hemant Singh	ICICI Bank Ltd.	Chief Manager	Employability Skills: Pre-Placement Training session
113	30-08-2020	Mr. Sumitro Mukherjee	TCS	Lead, Strategy & Planning	Employability Skills: Pre-Placement Training session
114	30-08-2020	Mr. Ambuj Singh	Wipro Consumer Care	Zonal Manager	Employability Skills: Pre-Placement Training session
115	30-08-2020	Mr. Pratibha Chhaya	Piramal	Vice President and Business Head	Employability Skills: Pre-Placement Training session
116	30-08-2020	Mr. Animesh Padhi	Kelloggs	ASM	Employability Skills: Pre-Placement Training session
117	30-08-2020	Ms. Any Ayyar	Religiante Interactive	CEO	Employability Skills: Pre-Placement Training session
118	10-11-2020	Mr. Sayan Goswami	Zonal Sales Head	Captiva Energy Solutions Pvt Ltd	Employability Skills: Pre-Placement Training session
119	11-11-2020	Mr. Sandesh Satyanarayana	AVP Business Alliances	Logic Serv	Employability Skills: Pre-Placement Training session
120	13-11-2020	Mr. Mayur Lakudkar	Search Specialist	Google	Employability Skills: Pre-Placement Training session
121	13-11-2020	Dr. Mridula Mishra	IPSOE Research	Director - Research (India)	Employability Skills: Pre-Placement Training session
122	20-11-2020	Ms. Parul Pandey	H2O.ai	Data Scientist and Evangelist	Employability Skills: Pre-Placement Training session
123	21-11-2020	Mr. Sashwat S. Bannick	Senior Business Consultant,	Capgemini	Employability Skills: Pre-Placement Training session
Operations and IT					
124	01-08-2020	Ms. Dolon Gupta	Freelance Business Communication & Intercultural Competence Trainer	Freelancer, Kolkata, India	Intercultural Competence
125	03-10-2020	Dr. Hory Shankar Mukerjee	Principal Education Training	Infosys, Bhubaneswar	Industry Expectations,How to prepare for Placements
126	28-07-2020	Dr. Ashutosh Chaudhury	Field Operations-Head	Kantar, Kochi, Kerala	Introduction to Data Collection in Market Research

Table 52: Guest Lectures Organized by Departments

Sl. No	Date	Name	Designation	Organization	Topic
127	07-08-2020	Ms. Lalitha Murthy	Freelance Business Communication & Intercultural Competence Trainer	Freelancer, Bengaluru, India	Clarity and tone in business writing
128	07-09-2020	Ms. Anuja Mishra	VP and Marketing Head	Godrej consumer products limited	Finding new business opportunities and skill sets required for FMCG
129	14-07-2020	Mr. G Srivastava	Project Manager	Capgemini, Hyderabad	Product Management & Innovation
130	15-07-2020	Mr. Ravi Pratik	Customer Service Team Manager	Amazon India.	Customer Service-Marketer's Concern
131	18-07-2020	Mr. Rushabh Trivedi	Research Scholar	University of Hyderabad	Providing citations to avoid plagiarism
132	29-07-2020	Ms. Inna Koblents	Faculty	University for foreigners Dante Alighieri, Reggio Calabria, Italy	Creativity and critical thinking
133	30-07-2020	Mr. Debjit Chakraborty	Consulting Partner & Global Head- Cloud Advisory & Technology Strategy Practices	Tech Mahindra	Recent trends in Software sector especially with respect to software project management and different cutting edge practices
134	22 & 23-08-2020	Ms. Debasmita Dey	Office Head-DA	Kantar Operations, Kochi, Kerala	GD/PI Guest
135	8-07-2020	Dr. Yuliya Shtaltovna	Freelance Faculty, Germany	Freelancer, Germany	Soft skills for management students
136	16-08-2020	Ms. Kirsten Waechter	Freelance Business Communication & Intercultural Competence Trainer	Freelancer, Germany	Business Report Writing
137	19-08-2020	Mr. G Srivastava	Project Manager	Capgemini, Hyderabad	P for Product in Marketing Mix
138	21-08-2020 to 23-08-2020	Mr. Subhojit Sengupta	Associate Consultant	TCS	Employability Skills: Pre-Placement Training session
139	23 & 30 -08-2020	Mr. Bipin Dutta	Manager-Corp. Affairs	BBSR Stock Exchange, Bbsr	GD/PI Guest
140	23 & 30-08-2020	Mr. Satyanshu Patjoshi	HR Manager	Le Meridien, Mahabaleswar	GD/PI Guest
141	23 & 30 -08-2020	Ms. Swetank Choudhary	Sr. Tech. Program Manager	Amazon India, Blore	GD/PI Guest
142	23 & 30 -08-2020	Ms. Rekha Dey	JE-HR	BHEL, Hyd	GD/PI Guest
143	30 -08-2020	Ms. Tulika Pandit	Chapter Head-Kolkata	rai, Kolkata	GD/PI Guest
144	23 & 30 -08-2020	Mr. Badal Rath	CEO	Illuminated Ideas, B'lore	GD/PI Guest
145	23 & 30 -08-2020	Ms. Rakhi	Unit HR ITC Patna	ITC Patna	GD/PI Guest
146	23 & 30 -08-2020	Mr. Animesh Padhy	ASM Kelloggs, Hyderabad	Kelloggs, Hyderabad	GD/PI Guest
147	only 30 -08-2020	Mr. Ashish Singh	COO	Minton Consulting, Hyderabad	GD/PI Guest
148	23 & 30 -08-2020	Mr. Hrishikesh Deshpande	Partner	Minton Consulting, Hyderabad	GD/PI Guest
149	23 & 30 -08-2020	Ms. Pratibha Chaya	VP and business Head, Piramal Ent. Ltd	Piramal Ent. Ltd	GD/PI Guest
150	23 & 30 -08-2020	Mr. Om Puran	Regional Head	Solitus Middle East	GD/PI Guest
151	19-09-2020	Dr. Gaurav Kumar	Assistant Professor	Jawaharlal Nehru University, Delhi	Learning foreign languages to enhance employability skills
152	27-09-2020	Mr. Rohit Agarwal	Managing Partner	Guideship LLP, Bhavnagar, Gujarat	Ship Recycling in India: A Sustainable Business Model

Table 52: Guest Lectures Organized by Departments

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

Faculty of Science & Technology

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

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

Faculty of Law

Table 54: Guest Lectures Organized by Faculty of Law

Sl. No.	Date	Details of Speaker	Title
1.	06-12-2020	Honourable Justice J. Chelameswar, Former Judge of the Supreme Court of India	Rule of Law

15. Distinguished Lectures by the Vice Chancellor

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

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

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

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

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

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

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



16. IFHE in the News

Media Coverage of Major Events

Table 55: List of Media Coverage of Selected Events

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



Press Clippings

THE NEW INDIAN EXPRESS

THURSDAY
04-06-2020

ICFAI wins case writing competition

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

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

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

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

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

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Team BLoC

ICFAI Business School wins EFMD case award



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

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



Anil Anrudhan



Sanjib Dutta

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

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

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

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

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ICFAI wins case writing competition

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



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

By Express News Service

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

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The Telegraph

18-06-2020

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

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



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

BLoC Business Line on Campus

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StudentSpeak Rethinking Business Tame the CAT

B-SCHOOL NEWS 31 Aug 2020 17:51 IST

Team BLoC

ICFAI virtual conference discusses future of HR

VP GlobalLogic highlighted the importance of learning and readiness for change

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

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

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

Education

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

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



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



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

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

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

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Published on September 16, 2020

BloC
BusinessLine on Campus

IBS Prof tops best-selling case authors list for the fifth time

Debatratim Purkayastha ranked first among more than 8,000 case authors worldwide by The Case Centre

The UK-based, The Case Centre, the independent home of the case method, today revealed the Top 40 best-selling authors for 2019/20. Prof Debatratim Purkayastha of the AACSB-accredited ICFAI Business School (IBS) Hyderabad maintained his position at the top of the list for the fifth year in a row, says a press release for the B-school.

Of Purkayastha's success, Richard McCracken, The Case Centre's Director, said: "The list recognizes the best and most impactful case authors from business schools around the world. To feature in the list is a considerable achievement. Consider, then, the achievement of Prof Debatratim Purkayastha who tops the list for the fifth consecutive year. Prof Purkayastha deserves huge congratulations for his continuing success, and continuing enthusiasm for adopting innovative approaches to case writing."

Based on total case sales

The other best-selling authors are from internationally reputed B-schools such as Harvard Business School, MIT, INSEAD. The list of top best-selling case authors is based on total sales figures brought by B-schools around the world from the cases for each author in the academic year 2019-2020. The Case Centre started making this list public since 2016.

Additionally, Dr D Sathish, Professor of Finance from ICFAI Business School, was placed in the 31st position in the list. Dr Purkayastha, who is the Director of the IBS Case Research Center said: "It's an honour to be in this list and also see Dr Sathish from ICFAI breaking into the list my confidence on the case method of teaching has been reinforced in these unusual and challenging times, and at IBS, we are entrenching it deeper into our curriculum. More institutions are likely to adopt active learning strategies to make their online classes more engaging — and what better way than to spice up a session with a real world case?"

Notably, IBS with more than 6,500 cases, is counted among the world's top case publishing schools, with its cases being used in over 800 business schools in over 90 countries each year.

IN BRIEF

ICFAI, Assocham to work on green programme

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

STOCK MARKET	BSE	39590.61	-23.46(-0.06%)	NSE	11629.45
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Home > Lifestyle > Books

Hyderabad prof in bestselling author list

Professor Debatratim of the AACSB-accredited ICFAI Business School Hyderabad maintained his position at the top of the list for the fifth year in a row.



Published: 28th October 2020 08:04 AM | Last Updated: 29th October 2020 03:04 PM



Dr. Debatratim Purkayastha (Photo | Twitter @bavonbbs)

By Express News Service

HYDERABAD: Institute of Chartered Financial Analysts of India (ICFAI) Business School Professor Dr. Debatratim Purkayastha tops 2019/20 Bestselling Case Authors List for the fifth consecutive year out of more than 8,000 case authors worldwide.

Professor Debatratim of the AACSB-accredited ICFAI Business School Hyderabad maintained his position at the top of the list for the fifth year in a row. Of Purkayastha's success, Richard McCracken, The Case Centre's Director, said: "To feature in the list is a considerable achievement."

Monetary policy on the right track: Rangarajan

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

OUR BUREAU

Hyderabad, October 8

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

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

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

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



C Rangarajan, former RBI Governor

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

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

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

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

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

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

Synopsis

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



The fiscal deficit may further go if the government decides to go in for additional borrowings to meet GST compensation part.

Hyderabad: The combined fiscal deficit of states and the centre during the current year may go up to 14 per cent against the mandated level of six per cent, former Reserve Bank Governor C Rangarajan said on Thursday. Speaking at a programme organised by the ICFAI Business School here, the former Chairman of the Economic Advisory Council to the Prime Minister said

banks should neither be timid nor adventurous while lending as the loans of today should not become NPAs of tomorrow.

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

According to him, the fiscal deficit may further go if the government decides to go in for additional borrowings to meet GST compensation part.

Rangarajan said RBI's monetary policy is "consistent" under the present circumstances and as a result banks have adequate liquidity for more lending.

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

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

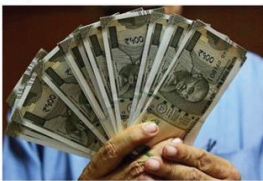
He said the economic growth of the country and other nations has come to a grinding halt due to lockdown to contain the spread of coronavirus.

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

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

By PTI | October 8, 2020 2:08 PM

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

Economy

PTI
Updated Oct 08, 2020 | 12:44 IST



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

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

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

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

Topics
 Fiscal Deficit | c.rangarajan | RBI

Press Trust of India | Hyderabad
 Last Updated at October 9, 2020 09:12 IST



C Rangarajan, former RBI governor

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(Only the headline and picture of this report may have been reworked by the Business Standard staff; the rest of the content is auto-generated from a syndicated feed.)

THE HINDU HYDERABAD
 SATURDAY, JANUARY 30, 2021

'Pandemic has pushed digital economy ahead'

SPECIAL CORRESPONDENT
 HYDERABAD

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

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

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

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

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B-SCHOOL NEWS 29 Oct 2020 22:31 IST

Team BLoC

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



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

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

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

New world order

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

Taking the reform-agenda forward

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

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

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

'Pandemic has advanced digital economy by a decade'

OUR BUREAU

Chennai, January 22

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

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

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

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



Venu Srinivasan, Chairman, Sundaram-Clayton Group

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

and opportunities," he added.

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

'Build equitable society'

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

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

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

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

'Need more safety net'

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

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THE TIMES OF INDIA
EDUCATION

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

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ICFAI to organize 11th Foundation Day lecture

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

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

The lecture will be delivered by Venu Srinivasan, Chairman, Sundaram-Clayton Group, which includes TVS Motor Company,

one of the largest two-wheeler manufacturer in India, and also among companies that manufacture automotive components in India. He was the President, Confederation of Indian Industries (CII) for the year 2009-10.

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

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

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

Convocation of ICFAI held online

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

FINANCIAL EXPRESS

READ TO LEAD

03-03-2021

ICFAI Business School Winner in 31st Case Centre Awards

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



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

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

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

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

'Leave agri reforms to States'

SPECIAL
CORRESPONDENT
HYDERABAD

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

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

18. Abstract of Publications

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

Faculty of Management

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

Sl. No.	Publication Detail	Abstract
i. Economics		
1.	Thresholds in finance–growth nexus: Evidence from G-7 economies. Author(s): Swamy V., Dharani M.	This study explores the finance and economic growth nexus in G7 economies as these countries experience significantly higher levels of financial development. Using a balanced panel of 31 years from 1983 to 2013, we provide new evidence on the finance–growth relationship. We show the presence of nonlinearity as there is an inverted U-shaped relationship between finance and growth in the long run. Estimating the thresholds in the finance–growth nexus, we notice that there exists a threshold effect of finance at 109% of Gross Domestic Product (GDP). We observe that exceeding the threshold would hinder the countries instead of furthering economic growth as too much finance is harmful. Based on the panel Granger causality test results, we claim that financial development should be associated with optimal growth performance. Our findings for the G7 economies offer some useful policy inferences to the emerging and developing economies in designing their financial development strategies.
2.	Infectious disease, human capital, and the BRICS economy in the time of COVID-19. Author(s): Dash D.P., Sethi N., and Dash A.K.	We develop empirical models using difference-in-difference method to find out how COVID-19 testing and infection rates impact the BRICS economy. Our results show that strict government measures, areas of poor people and people with heart diseases have resulted in high COVID-19 testing due to the increasing infections, however, economic development and population density are not found to be rather insignificant towards the COVID-19 testing rates. Hence, both from policy and pandemic perspectives, it is inferred that these developing economies need to divert more resources and infuse more investment in the healthcare sector in the coming days. <ul style="list-style-type: none"> • Governments must give due stress to the health sector along with development irrespective of nature of the economy. • Our results show that strict government measures, areas of poor people and people with heart diseases have resulted in high COVID-19 testing due to the increasing infections. • Both from policy and pandemic perspectives, it is inferred that these BRICS economies need to divert more resources and infuse more investment in the healthcare sector.
3.	Education, human error, and road crash risk: An empirical investigation in the Indian states. Author(s): Dash D.P., Sethi N., Dash A.K.	This study examines the road accident rates from 29 Indian states and 6 Union Territories during 2006–2015. In this paper, we have employed several empirical techniques such as regression, generalized method of moments (GMM), and threshold regression models to examine how education and attitude of the drivers impact the road accident rates. In our empirical analysis, we demonstrate that lawless driving is found to be positive and statistically significant while incorporating both state and year effects. We also find some interesting result in the context of education and road accidents. We notice positive relationship between higher education and road accident rates across Indian states, which tells us highly educated people are more prone to road accidents as compared with less educated people. In the threshold analysis, the study discovers the positive relationship between road injury and accidents caused by people with higher education, in cases of considering road injury rate from drunken driving as the threshold variable. There appears to be a large number of behavioral issues emanating from higher education, which contributes significantly to the road accident rates in the Indian states. Hence, there is a need for policy intervention.
4.	Does financial inclusion promote tourism development in advanced and emerging economies? Author(s): Shi Y., Swamy V., Paramati S.R	This research article is the first of its kind to consider the financial inclusion, which is constructed using the depth, access and efficiency of the financial institutions and markets, and various aspects of tourism development such as business tourism spending, direct tourism contribution, domestic tourism spending, total internal tourism expenses, leisure tourism spending and total tourism contribution. Given the growing importance of financial inclusion in the recent time, this article is designed to investigate the role of financial inclusion on various dimensions of tourism development across the panels of 24 advanced and 21 emerging economies around the world, using yearly data from 1995 to 2016. Given the presence of cross-sectional dependence in the data series, we employ Augmented Mean Group (AMG) estimator as it is a robust technique to handle this issue in the estimation. The evidences show that financial inclusion has a significant positive impact on various aspects of tourism development across the panels. The results also suggest that the impact is more in emerging economies than that of advanced economies. Hence, this article offers numerous policy and practical suggestions for sustainable tourism management.
5.	Digital Pollution and Its Impact on the Family and Social Interactions. Author(s): Agrawal S.R.	The present study was an attempt to identify the most prevailing means of digital devices and its impact as digital pollution on family and social interactions. Despite the obvious benefits of digital devices, in recent years researchers have taken more concern about its potential negative effect on human attitude and behavior, which in turn affects our society. A total of 613 usable responses were collected from Bangalore, India of excessive users of digital devices, such as a smartphone, computer/laptop, and television. All statistical analyses were performed using SPSS 23.0, AMOS 23.0, and SmartPLS 3.0. The results indicated that as the use of smartphone and computer/laptop increases, levels of digital pollution also increase, which in turn significantly triggers unfavorable impact on family and social interactions. The study indicated that digital pollution appears as an important predictor, which significantly affects social interaction unfavorably. The present study explored the various critical dimensions within this domain and delineated gaps in our knowledge of digital pollution. It was found that smartphones are more responsible for digital pollution among all the identified digital devices, followed by computer/laptop. © The Author(s) 2021.

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

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

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16.	Does globalization affect export performance in India? An empirical insight. Author(s): Dash A.K.	The present paper examines the effect of economic globalization on India's aggregate export performance during the period from 1995:M1 to 2016:M12. We use various macroeconomic variables such as export, relative price, nominal effective exchange rate (NEER), GDP per capita, and economic globalization. We employ Auto Regressive Distributed Lag (ARDL) model to find out the long-run equilibrium relationship among the variables considered. The empirical results indicate that there exists a long-run equilibrium relationship between export, relative price, NEER, GDP per capita and economic globalization. Further, in the long run, we find that India's export performance is influenced by economic globalization, GDP per capita and relative price. However, in the short run, export performance is influenced by economic globalization, relative price, NEER and GDP per capita. In the short run, 1% increase in economic globalization will lead to increase in the volume of export by 0.77%; whereas, in the long run, it is 3.40%. Hence, sustainability of export in the long run is a matter of concern for policy makers.
17.	Does exchange rate volatility affect tourist arrival in India: a quantile regression approach. Author(s): Jena S.K., Dash A.K.	In this study, we examine the degree and structure of the impact of exchange rate change and volatility on tourist arrival in India by using Quantile Regression Analysis (QRA) during January 1990 to March 2015. The study made the use of inbound tourist arrival as the dependent variable and world GDP per capita, nominal Indian Rupee/ US Dollar exchange rate and exchange rate volatility as the independent variable. We have studied the impact of exchange rate on tourist arrival in the world and top 10 countries context. As far as impact of exchange rate change is concerned, the results are contrasted with both the measures of tourist arrival. In the case of total tourist arrival in India, the impact is positive which means depreciation (appreciation) of domestic currency has a positive (negative) in normal to bad phases of tourist arrivals. But in case of top ten countries, depreciation (appreciation) of domestic currency, the impacts tourist arrival at extreme good and bad phases negatively (positively). However, for these top ten countries, the per capita income of the respective countries is much more important as it has a strong positive impact on all conditions of tourist arrival. Similar impact is observed for exchange rate volatility too. Further, the impact of exchange rate both change and volatility is found asymmetric at different condition of tourist arrival from top ten countries. So, the same tourism policy may not work in all the situations. Thus, the policy makers should come out with suitable tourism policy appropriate for different conditions of tourist arrival.
18.	Do financial cycles cause business cycles in India? Evidence from wavelet based causality analysis. Author(s): Aravalath L.M.	The recent economic crises caution us that a better understanding of the "financial cycle" is important in designing the right policy measures to tame the financial and macroeconomic instability. This study is an attempt to characterize the financial cycles in India and understand its linkage with the business cycles during the period from 1990q1 to 2019q4. First, this study derived an aggregate measure of financial cycle from the low frequency component of the credit and equity price cycle decomposed using discrete wavelet transformation method. Next, turning point analysis is performed to characterize the stylized facts of the financial cycles in India. Lastly, Toda-Yamotto causality test is performed to understand the linkage between the financial and business cycles in India. The analysis confirmed presence of financial cycles in India with the average duration of 12 years and expansion and contraction lasting 6 years. The causality test provided significant evidence for a causal relationship running from financial cycle to business cycles in India. These findings point to the need for a carefully designed macroeconomic policy with macro-prudential orientation to achieve financial and macroeconomic stability in India.
19.	Demographic Determinants of Access to Bank Credit. Author(s): Memdani Laila, Kalaa Chenji, Sode Raghavendra	The main objective of the paper is to study the determinants of access to bank credit, an important dimension of Financial Inclusion in India. For this purpose we studied if access to bank credit depends on district, gender, education and literacy. The data was collected from Jogulamba with lower literacy rate and Ranga Reddy a semi urban district in the Telangana. A semi structured questionnaire was prepared for the data collection. Regression analysis has been used to analyze the data for the study. Results show that access to credit for districts is significant which is contrary to general belief that in rural areas the credit from banking sector is less. Education is also significant and positive which implies that educated people prefer credit from banks compared to uneducated. This has important implication for policy makers to focus more on education and Financial Inclusion will follow.
20.	Debt and growth: Decomposing the cause and effect relationship. Author(s): Swamy V.	This study provides a data-rich analysis of the dynamics of government debt and economic growth for a longer period (1960–2009). It spans across different debt regimes and involves a worldwide sample of countries that is more representative than that of studies confined to advanced countries. This study observes a negative relationship between government debt and growth. The point estimates of the range of econometric specifications suggest that a 10-percentage point increase in the debt-to-gross domestic product ratio is associated with 23 basis point reduction in average growth. The results establish the nonlinear relationship between debt and growth. Further, by employing panel vector autoregressions approach, this study decomposes the cause and effect relationship between debt and growth and offers an answer to the question—Does high debt lead to low growth or low growth leads to high debt? The results derived from the impulse–response functions and variance decomposition show the evidence of the long-term effect of debt on economic growth. The results indicate that the effect is not uniform for all countries but depends mostly on the debt regimes and other important macroeconomic variables like inflation, trade openness, general government final consumption expenditure, and foreign direct investment.

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

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26.	Self-attribution, Overconfidence and Dynamic Market Volatility in Indian Stock Market. Author(s): Mushinada V.N.C., Veluri V.S.S.	The article provides an empirical evaluation of self-attribution, overconfidence bias and dynamic market volatility at Bombay Stock Exchange (BSE) across various market capitalizations. First, the investors' reaction to market gain when they make right and wrong forecasts is studied to understand whether self-attribution bias causes investors' overconfidence. It is found that when investors make right forecasts of future returns, they become overconfident and trade more in subsequent time periods. Next, the relation between excessive trading volume of overconfident investors and excessive prices volatility is studied. The trading volume is decomposed into a first variable related to overconfidence and a second variable unrelated to investors' overconfidence. During pre-crisis period, the analysis of small stocks shows that conditional volatility is positively related to trading volume caused by overconfidence. During post-crisis period, the analysis shows that the under-confident investors became very pessimistic in small stocks and tend to overweight the future volatility. Whereas, the analysis of large stocks indicates that the overconfidence component of trading volume is positively correlated with the market volatility. Collectively, the empirical results provide strong statistical support to the presence of self-attribution and overconfidence bias explaining a large part of excessive and asymmetric volatility in Indian stock market.
27.	How do investors behave in the context of a market crash? Evidence from India. Author(s): Mushinada V.N.C.	The main aim of this paper is to empirically test at market level, the investors' differential reaction to information, contribution of their confidence level and adaptive behaviour to excessive market volatility in Indian stock market. Design/methodology/approach: The Bivariate Vector Autoregression and Impulse Response Analysis are used to study whether investors over/under-react to private and public information. EGARCH models are used to study the contribution of investors' over/under-confidence and adaptive behaviour to excessive market volatility. Findings: The investors over-react to private information and under-react to public information during pre-crash period, become overconfident and contribute to excessive volatility. They under-react to both private and public information during after-crash period, become under-confident and also conform to adaptive market hypothesis (AMH). Research limitations/implications: The empirical results of the study can help investors to minimize the negative impact of over/under-confidence on their expected utility. Practical implications: The investors shall perform a post-analysis of investment, become aware of their past behavioural mistakes and start adapting to changing market conditions. This shall move the markets towards a new equilibrium in long run thus conforming AMH. However, the investors sometimes display an apparently irrational behaviour during this process. Originality/value: To the best of the author's knowledge, this is the first study at market level data examining investors' over/under-reaction, over/under-confidence and adaptive behaviour in the context of stock market crash.
28.	Hedonic and Utilitarian Values Behind Engagement of Online Consumers. Author(s): F Zeba, M Shaheen, R Krishnankutty	In the hyper-competitive Indian airline industry, the low-cost carriers as well as full-service airlines are in dire need of innovative marketing strategies to engage their customers. To understand the dynamics behind the process of customer engagement, the purpose of this paper is to gain insights into the lived experience of consumers about their online air-ticket bookings experiences. In total, 60 frequent air travellers were approached to participate in the study and the self-completion diary method was incorporated to record their ticket booking experiences. The responses recorded in the diaries were analyzed on the basis of their content from which eight themes were derived. The findings bring forth the importance of hedonic experiential values along with utilitarian experiential values toward the engagement of customers during the online air-ticket booking process. The current study is one of the pioneers in conceptualization of customer engagement as a third-order construct by uncovering the sub-dimensions of the second order factors—utilitarian and hedonic experiential values.
29.	Evaluating forces associated with sentient drivers over the purchase intention of organic food products. Author(s): Kiran P., Srivastava A., Tiwari S.C., Ramaiah T.S.	The study proposes to find out the factors which influence awareness among the consumers towards purchasing organic food product. The study is based on primary data by using tools Chi-square test, Cronbach alpha, KMO, and Bartlett's test, ANOVA, regression, correlation, and cross-tabulation. The study found that awareness driver's nutritional information, price, certification, brand name, and logos have an essential influence on the purchase intention of the product of organic food. However, labeling and food standards do not show a noteworthy rapport between labeling and organic food products' purchase plans. The core commitment and flow to explore are to analyze purchasers with respect to organic guarantee systems (accreditation, guidelines, logo, imprints, and confirmation) so we can distinguish the genuine organic products. The independent factors of awareness like organic buying preference and buying frequency, have a significant influence on the purchase intention of organic food. The research provided evidence of consumer awareness and purchase intention of organic food that would help the organic food industry to promote their products according to the attribute of customers?
30.	Entrepreneurial attributes and intention among management students: A longitudinal approach to evolution and applicability of conceptual and empirical constructs. Author(s): Gautam V., Basu A., Basu A., Singh T.	In the era of technological disruption and automation, job creation for the aspiring youth is a challenge for all countries across the globe. Yet technology is offering immense opportunities for the new startups and venture creation for those who have intentions. This research is an attempt to adopt the theoretical constructs to investigate whether or not Indian aspirational youth of management education is being motivated to entrepreneurial intention. We have used six constructs on students' perceptions on (business environment, business knowledge, social norms, self-efficacy, entrepreneurial intentions and future choice of career) for two period of analysis to evaluate the effect of one year management education. Data are collected through survey method at entry point of students for two year PGDM course and after one year. We used paired t-test to find mean difference with reference to entrepreneurial intentions due to one year of management education. Moreover, we employed higher order structural equation modelling to test study hypotheses. In conclusion, we point out inadequacies of present entrepreneurial intention models and propose a direction of future research for improving efficacy of entrepreneurial intention model and its influence on pedagogy development of higher education.

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31.	Earnings quality and corporate payout policy linkages: An Indian context. Author(s): Pathak R., Ranajee	We investigate the role of accounting quality as an antecedent of dividend payout decision of firms, for both dividend levels and dividend event, in an emerging market context. Using the data for Indian firms through the years 2006–2016, we evaluate the impact of discretionary accruals on payout decision employing Tobit and Logit regression models amid set of idiosyncratic controls. We report that better earnings quality, on average, is associated with large dividend payments for Indian firms. Moreover, the likelihood of dividend payment reduces with poor earnings quality and more so when earnings manipulation is done to increase earnings. Nonetheless, we show that higher earnings quality reduces dividends during the crisis period and also for group-affiliated firms. However, the same doesn't hold true for dividend likelihood. The relationship is robust to the idiosyncratic controls and the causality test confirms that results are not susceptible to endogeneity issue. Overall, we conclude that better earnings quality takes care of free cash flow problems and alleviates the agency and information asymmetry related costs, thereby stimulating payout policy.
32.	Dynamics of FII flows and stock market returns in a major developing country: How does economic uncertainty matter? Author(s): Jena S.K., Tiwari A.K., Hammoudeh S., Shahbaz M.	We apply the wavelet coherency and phase difference methodology to explore the nature of the relationship and the direction of causality between foreign institutional investment (FII) flows and stock market returns across time and frequency domain for the fast-growing Indian economy. Since both variables are affected by economic uncertainty, we have estimated the partial wavelet coherency and the phase difference to discern the impact of economic uncertainty on the dynamic relationship and causality between those variables. Both the FII flows and the stock market return move together during the periods of the global financial crisis and the European sovereign debt crisis without any causality in the short run, but the stock market leads the FII inflows in the long run. However, in the bull market the stock market Granger causes the FII inflows both in the short run and in the long run. Nonetheless, economic uncertainty drives the co-movement and also masks the causality effect between those two variables. Thus, the results require policymakers to set out a transparent economic environment to reap the benefits of FII flows. As far as the FII outflows are concerned, profit booking and economic uncertainty drive the relationship and the causality in the short run. Hence, policymakers and portfolio managers should be concerned about FII outflows in the long run, while in the short run, it is a normal trading activity.
33.	Driving performance of higher education industry: an Indian scenario. Author(s): Tewari S.K., Misra M.	The purpose of this paper is to identify the information and communication technology management enablers (ICTMEs) and establish the hierarchical relationship among them using interpretive structural modelling (ISM) and analyse their driving and dependence power, using integrated ISM fuzzy-MICMAC analyses. Design/methodology/approach for identifying the ICTMEs, along with extensive literature review a large number of academicians and practitioners of repute are consulted. The contextual relationships between ICTMEs are established with the help of a well-established ISM methodology and further ICTMEs are analysed on the basis of their driving and dependence power and classified them into four different clusters by using fuzzy-MICMAC. Findings This paper has identified 25 key ICTMEs related to human resource, organization culture, technology, strategic planning, ICTM practices and organizational performance measurement and created a diagraph representing hierarchical relationship among them. Further these enablers are analysed and classified into four clusters on the basis of their driving and dependence power. Research limitations/implications the developed relational model is based on the inputs of academicians and practitioners and any biasing from the person judging the ICTM enablers might influence the power of this model. Practical implications Top management of the organization could formulate and execute their strategies keeping in mind these identified critical enablers and relationship among them which will finally result into higher performance of ICTM. Originality/value this is the first kind of study which has identified 25 key enablers of ICTM, established hierarchical relationship among them and analysed them on the basis of their driving and dependence power using integrative ISM fuzzy-MICMAC analysis.
34.	Does debt diversification impact firm value? Evidence from India. Author(s): Jadyappa N., Hickman L.E., Jyothi P, Vunyale N., Sireesha B.	Corporate debt diversification (firms simultaneously utilizing multiple distinct debt sources) is a global phenomenon. However, how such financing affects firm value has not yet been examined. Using Indian firms, we investigate debt diversification's impact on monitoring effectiveness, agency costs, and financial constraints – which can all affect market value. Results reveal a negative impact of debt diversification on firm value, particularly among group-affiliated firms. This negative impact is attributed to free riding among lenders: evidence suggests that increased agency costs resulting from inferior monitoring contribute to worse firm accounting performance. Further, debt diversification does not appear to reduce financial constraints.
35.	Developing hierarchical relationship of ICTM barriers-an effort for economic evolution of Indian higher education sector; Author(s): Tewari S.K.	Sustainability of educational system warrants modernization which is not possible without ICT. The paper tries to associate with existing set of challenges in the Indian educational set up, particularly the ones closer to large masses of the society. Once the challenges are established paper tries to identify the capabilities of ICT as well as barriers of ICTM. In order to understand the cause and effect relationship between the ICTM barriers and their driving and dependence power, ISM and MICMAC analysis technique is used. The opinions from a group of experts from academia and industry were used in developing the relationship matrix which is later used in the development of ISM model. The paper concludes while establishing relationship between ICTM enablers helping conventional educational systems to increase the reachability and provide quality education in an interactive way

Sl. No.	Publication Detail	Abstract
36.	Dependence risk analysis in energy, agricultural and precious metals commodities: a pair vine copula approach. Author(s): Kumar S., Tiwari A.K., Raheem I.D., Ji Q.	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.
37.	Consumer resistance and inertia of retail investors: Development of the resistance adoption inertia continuance (RAIC) framework. Author(s): Seth H., Talwar S., Bhatia A., Saxena A., Dhir A.	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.
38.	Capital structure, competitive intensity and firm performance: an analysis of Indian pharmaceutical companies. Author(s): Satish Chandra Tiwari, T. Sita Ramaiah, Himanshu Mathur, Neeti Mathur	This research paper aims to explore the relationship of financial performance and capital structure of Indian pharma firms of BSE 500, the impact of research and development (R&D) expenditure on financial performance and also explore the moderating role of competitive intensity between the existing relationship of capital structure and firm performance. Design/methodology/approach The balanced panel data of listed pharma firms of BSE 500 are used for the research study, and the present study adopts both the panel and ordinary least square (OLS) estimation techniques to draw the results. Findings The results exhibit that the high debt ratio is harmful for the accounting performance of the selected sample of pharma firms of BSE 500. Besides, market competition negatively moderates the relationship between capital structure and firm performance. Research limitations/implications The research findings provide evidence for the policymakers/regulators that the sample firms should discourage the high debt financing in the presence of competitive intensity in the product marketplace. Originality/value The core contribution of the current research is to examine impact of R&D expenditure on financial performance and the moderating role of market competition on the relationship of capital structure and firm performance to the best of the authors' knowledge, and no single study has previously explored this relationship in the context of BSE 500 pharma firms.
39.	Are individual investors irrational or adaptive to market dynamics? Author(s): Mushinada V.N.C.	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.
40.	An integrated supply chain with uncertain demand and random defect rate under carbon cap-and-trade policy. Author(s): Ghosh A., Jha J.K., Sarmah S.P.	In this paper, we study a vendor-buyer integrated supply chain with uncertain demand and random defect rate under carbon cap-and-trade policy. We assume that the lot sent by the vendor to the buyer in each shipment contains a random fraction of defective item, and a fraction of defective items can be repaired. The defective items get screened at the buyer and sent back to the vendor, and the vendor sorts out the repairable items. At the end of each production cycle, the accumulated repairable items at the vendor are repaired in a single lot. We have taken into account the carbon emissions from all the major sources, i.e. production, inventory, transportation, repairing, and scrapping. Shortages at the buyer are partially backordered. A mathematical model is formulated to minimize the total expected cost of the supply chain by optimizing the order quantity, reorder point, and the number of shipments between the vendor and buyer under carbon cap-and-trade policy. An algorithm is proposed to solve the model. A numerical example and sensitivity analysis are presented to get some managerial insights.

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

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

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

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

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

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iv. Marketing and Strategy		
66.	The Mediating Role of Brand Credibility on Celebrity Credibility in Building Brand Equity and Immutable Customer Relationship. Author(s): Ramendra Pratap Singh	The present study examines the role of celebrity credibility in building brand equity and relationship continuity with the help of brand credibility as a mediator. The experience of usage of smartphones is considered as a moderator. A survey is conducted with a total of 376 participants. The model is tested using structural equation modeling. Brand credibility partially mediates the positive relationship of celebrity credibility on brand equity and relationship continuity expectations. A significant difference is found in the case of new users in the case of relationship continuity expectations. The research paper examines the role of celebrity credibility in the case of the Smartphone, which has not been explored previously. The relationship continuity which is usually an important construct in services is tested for a tangible product.
67.	The Effect of Message Orientation/Vividness on Consumer Engagement for Travel Brands on Social Media. Author(s): Anish Yousaf, Insha Amin	Purpose: The purpose of this study is to examine how consumer-brand engagement on social networking sites (SNS) is an outcome of the message orientation/vividness. Design/methodology/approach Message design is proposed to include two components, namely, orientation and vividness. The message orientation is classified as either task/instrumental or socioemotional. The message vividness is measured through content type. The consumer-brand engagement is conceptualized at three levels, namely, cognitive (comment), affective (shares) and conative (likes). A total of 1,000 posts were collected from the official Facebook pages of the 10 most popular travel brands, five each from India and the USA. These two countries were chosen as they are culturally different, with the former representing a largely collectivist culture and greater social connectivity and the latter representing primarily an individualistic culture. Findings: The study reveals that greater message vividness, with more interactive/audio-visual content, leads to higher engagement. The task/instrumental message orientation leads to low-/medium-level engagement. Overall, a combination of high-vividness and socioemotional orientation generates maximum engagement. India and the USA depict unique effects of message orientations/vividness on the consumer-brand engagement levels, indicating cultural implications for the brand SNS messages – effectiveness. Research limitations/implications: The study's conceptualization of consumer-brand engagement reflected through the consumers – responses to brands – SNS messages, represents new knowledge. The unique effects of message vividness and orientation on consumer-brand engagement and the variations across cultures is also a novel contribution to the extant branding literature. Practical implications: The brand marketers should not only design their SNS messages with appropriate vividness/orientation but also tweak them across cultures, for maximum consumer engagement. Originality/value: The study is a novel attempt to deploy the interaction process analysis framework in an SNS setting.
68.	Sustainability of the Smart phone applications usage in rural India –An empirical study. Author(s): Souvik Roy	The Indian smart phone applications market is really flourishing with India ranked as number one in terms of the downloads made via Android and Google play store. However the smart phone application penetration is still low in rural India as compared to its urban part. This study is first of its kind which tries to explore two things, one the reasons, why rural Indian market is not growing in terms of smart phone application downloads/usage and second some antecedents that can affect the behavioral intention of rural customers for increased smart phone application usage. For this study authors resorted to ethnographic in-depth interview during pre-test stage followed by collecting of responses through administrated questionnaires in the second part. Around 346 responses were collected from ten villages in Rangareddy district in Telangana state, in India. SEM was used as the statistical tool to run the hypothesis. In terms of smart phone application development, this study is unique one which tries to throw light immensely on how the marketers/developers can increase the sustainability of smart application usage among rural consumers which happens to be an untouched profitable segment till this point of time.
69.	Sports Celebrity Personality and Purchase Intention: The Role of Endorser Brand Congruence, Brand Credibility and Brand Image Transfer. Author(s): Anish Yousaf	Purpose This study aims to examine the influence of five sports celebrity personality (SCP) attributes – attractiveness, expertise level, credibility, trustworthiness and character – on consumers' purchase intentions (CPI). It identifies celebrity brand congruence (CBC), endorsed brand celebrity (EBC) and transfer of brand image (TBI) as antecedents of CPI. Design/methodology/approach The purposive sampling technique was used to collect the data from 838 respondents. This study developed a multidimensional construct for SCP. The covariance-based structural equation modeling (SEM) technique was used to examine the relationship between SCP and the endorsed brand. The study used CBC as a mediator and EBC and TBI as partial mediators. The direct and indirect effect of SCP on CPI was investigated using CBC, EBC and TBI as mediators. Findings This study supports the importance of three antecedents (i.e. CBC, EBC and TBI) on CPI. It finds congruence across SCP and CBC variables, and a positive impact of SCP on EBC and TBI variables. Also, it exhibits a significant direct effect of CBC on EBC and TBI, whereas the direct effect of CBC on CPI is not substantial. The indirect effect of CBC through mediating variables EBC and TBI found to be significant. Research limitations/implications This study concludes that sports celebrity endorsement is essential to transfer the positive celebrity image to the endorsed brand image. However, it is not merely sufficient to influence the buyers' purchase conduct; the brand credibility additionally assumes to take a role in changing their behavioral intentions. Originality/value This study contributes to the sports marketing literature by its novelty in analyzing the sports celebrity personality at a multidimensional level. It uses SCP's different attributes as one construct and studies its impact on CPI by taking CBC, EBC and TBI as mediators. The results of this study equip sports management professionals with the knowledge to build better long-term relationships with consumers.

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70.	Investigating the effects of consumer characteristics with respect to brand knowledge and product involvement on brand alliance evaluation. Author(s): Singh P., Ahmad A., Prakash G., Kushwah P.K.S.	The purpose of this paper is to take the neglected influencing factors in brand alliance research into account based on consumer characteristics theory and discuss the influencing factors' interactive effects on brand alliance. Based on the theory of consumer characteristics and the S&R model of brand alliance, an experimental design was conducted to examine the relationship among the various variables and moderators, which can test the changes of the dependent variables by controlling and manipulating one or more single variables. The sample includes 400 college students. The results demonstrate that brand knowledge positively moderates the relationship between brand equity and consumer brand alliance, but not significantly affect the relationship between alliance evaluation and joint fit; in contrast, product involvement individually plays a positive moderating role on the relationship between joint fit, brand equity and consumer brand alliance evaluation. Two consumer characteristic, brand knowledge and product involvement moderate the relationship between brand equity, joint fit and consumer brand alliance evaluation. Several empirical studies on brand alliance have documented mostly positive effects of brand alliance on consumer brand evaluations. Two important consumer characteristics' effect on brand alliance evaluation, brand knowledge and product involvement, were testified to expand the scope of influential factors of brand alliance evaluation on the basis of consumers' characteristic theory.
71.	Does managing customer accounts receivable impact customer relationships, and sales performance? An empirical investigation. Author(s): Singh R.P., Singh R., Mishra P.	The impact of accounts receivables on the performance of salespersons is largely ignored in sales literature. However, in many sales contexts, managing customers' accounts receivables is directly managed by the salespeople, and therefore substantially impacts their sales performance. Towards such sales contexts, in this empirical study, we study the effect of customer account receivables and salespersons' customer orientation on their relationship orientation and customer-related performance. We further analyse the direct impact of relationship orientation on customer-related performance. Using survey-based data from 224 salespersons based out of India, we empirically test the proposed model using partial least squares structural equation modelling. Our findings suggest that accounts receivables from customers and salespersons' customer orientation strongly impact relationship building and also improves customer-related performance. The salespersons' relationship orientation also partially mediates the relationship between customer account receivables and customer-related performance. Therefore, this study provides much-required evidence to establish the salience of salesforce appropriately managing customers' account receivables so that its impact on their sales performance customer relationships are not adversely affected.
72.	Customer-Based Place Brand Equity and Tourism: A Regional Identity Perspective. Author(s): Sudeepta Pradhan	The major purpose of place branding is to attract tourists and investors by enhancing the value proposition of a place through its unique regional identity. We undertake two studies to test the impact of regional identity on destination brand loyalty, and thereby on investment attractiveness. Study 1 involves identifying the dimensions of customer-based place brand equity (CBPBE) from a regional identity perspective. Data were collected from the state of West Bengal in India. Results of exploratory factor analysis show a four-dimensional structure of CBPBE consisting of brand salience, brand meaning, perceived quality, and brand attachment. Based on 290 responses collected from Thailand, we use these CBPBE dimensions in study 2 to develop and validate the psychometrically robust CBPBE-RI instrument. Finally, we test for the impact of CBPBE-RI dimensions on destination brand loyalty and investment attractiveness. The results have managerial and theoretical implications.
73.	Autonomous/ Controlled Travel Motivations & Their Effect on Travel Intentions of Indian Millennials: A Mixed Method Approach. Author(s): Anish Yousaf, Insha Amin, Abhishek Mishra	With the self-determination theory (SDT) as grounding, the current study uses qualitative investigation with twenty-five respondents and a two-stage quantitative validation with 782 respondents, to propose seven travel motivations for Indian millennials. These motivations are knowledge-seeking, escape, sense of accomplishment, experience stimulation, social relationships, destination rewards, and social media compulsion. These motivations are mapped to specific regulations in the SDT and organized into autonomous and controlled motivations. Both autonomous and controlled motivations have a significant impact on travel intentions. A judgemental sample of Indian millennials is drawn from the eligible client-list of a prominent tourism agency used as the sampling frame. The study guides destination managers to position their destinations aligned with the motivations that drive Indian millennials to travel.

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

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

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

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88.	Effect of message orientation/vividness on consumer engagement for travel brands on social networking sites. Author(s): Yousaf A., Amin I., Jaziri D., Mishra A	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.
89.	Drivers of brand credibility in consumer evaluation of global brands and domestic brands in an emerging market context. Author(s): Srivastava A., Dey D.K., M.S B.	The purpose of this study is to examine the impact of brand credibility on purchase intentions toward global brands and domestic brands in an emerging market context. It further examines three drivers of brand credibility: perceived globalness, perceived localness and perceived authenticity. Design/methodology/approach: A structured questionnaire was used for data collection. Systematic random sampling using the mall intercept technique was used to collect cross-sectional data from 836 customers in India. Hypotheses were tested by using structural equation modeling with AMOS 21. Findings: The results demonstrate the significance of brand credibility on purchase intentions. Furthermore, brand globalness differentially influence brand credibility for global and domestic brands. Research limitations/implications: The findings provide key insights for marketers regarding consumer evaluation of global brands and domestic brands in emerging markets. Originality/value: This study contributes to the literature by proposing and testing the key role of brand credibility in consumer choice of global brands versus domestic brands in an emerging market context.
90.	Does service failure criticality affect global travellers' service evaluations? An empirical analysis of online reviews. Author(s): Dwesar R., Sahoo D.	Increased global air travel and competition in the airline industry entail better service delivery and failure management. This study examines how airline type, failure criticality and the traveller's culture influence travellers' airline evaluations of service failure. Design/methodology/approach: The study uses a large data set of customers' online reviews and incorporates quantitative and qualitative feedback from 20 major airlines across the world. Semantic tagging, sentiment and multivariate analyses have been used to analyse the data. Findings: Failure criticality and travellers' cultural backgrounds significantly affect airline evaluations after service failures. Moreover, failure criticality influences evaluations of travellers from individualistic cultures more severely. Contrary to expectations, full-service airlines were evaluated positively after less critical service failures. Practical implications: The findings support that customers undergo different emotional states when they experience service failure. Understanding these internal emotional sensitivities and how services would be judged by travellers across cultures can help airlines to better manage their service recovery efforts and to strategise prioritisation of scarce resources. Originality/value: Though airline service failure has been well researched, this study examines the role of culture in service failure evaluations. The study uses a novel method to analyse a large data set of both quantitative and qualitative traveller feedback useful in service recovery management.
91.	Do Skills and Challenge Affect Perceived Learning? Mediating Role of Engagement. Author(s): Anitha Acharya and Manish Gupta	Gamification, the usage of elements relating to game design to non-game activities, has gained considerable attention from academia and industry. It is uncertain as to whether students require skills and challenges to engage them in the game for enhancing their learning. Thus, the objective of this article is to examine the mediating role of engagement in the relationship between skill and perceived learning as well as between challenge and perceived learning in game-based learning environments. Data was gathered using a survey of Player Unknown's Battlegrounds (PUBG) players. A total of 233 young Indian players participated in the study. The results showed that engagement fully mediates the relationship between skill and perceived learning as well as between challenge and perceived learning. This study contributes to the literature on game-based learning by providing evidence for the educational video games to be one of the effective means of learning. Results of the present study imply that the educational game designers can design challenging games to engage the students.

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92.	Do online consumer reviews help to evaluate the performance of automobile manufacturers? Author(s): Amit Singh, Mamata Jenamani and Jitesh Thakkar	This research proposes a text analytics-based framework that examines the utility of online customer reviews in evaluating automobile manufacturers and discovering their consumer-perceived weaknesses. The proposed framework integrates aspect-level sentiment analysis with the house of quality (HoQ), TOPSIS, Pareto chart and fishbone diagram. While sentiment analysis mines and quantifies review-embedded consumer opinions on various automobile attributes, the integrated HoQ-TOPSIS analyzes the quantified opinions and evaluates the manufacturers. The Pareto charts assist in discovering consumer-perceived weaknesses of the underperforming manufacturers. Finally, the fishbone diagram visually represents the results in the form with which the manufacturing community is acquainted. The proposed framework is tested on a review data set collected from CarWale, a well-known car portal in India. Selecting five manufacturers from the mid-size car segment, the authors identified the worst-performing one and discovered its weak attributes. The proposed framework can help the manufacturers in evaluating competitor; identifying consumers' contemporary interests; discovering own and their competitors' weak attributes; assessing the suppliers and sending early warnings; detecting the hazardous defects. It can assist the component suppliers in devising process improvement strategies; improving their customer network; comparing them with competitors. It can support the customers in identifying the best available alternative. The proposed framework is first of its kind to integrate the sentiment analysis with (1) HoQ-TOPSIS to assess the manufacturers; (2) Pareto chart to discover their weaknesses; (3) fishbone diagram to visually represent the results.
94.	Consumer-Brand Engagement With E-Commerce Market Place Brands. Author(s): Pankaj Kumar Mohanty	Consumer-brand engagement (CBE) has gained much attention from both the academicians and practitioners. However, despite such scholarly attention, only a few studies have empirically tested the scale of CBE. Moreover, limited attention is paid toward examining the consumer-brand relationships in the e-commerce marketplace context. The study is an empirical investigation of the new ways for examining CBE by testing the impact of consumer advocacy (CA). Furthermore, the study has examined and validated the relationship between consumer involvement (CI) and CBE in the e-commerce marketplace context. The study has further examined the impact of CBE on two outcome variables, viz., positive word-of-mouth (PWOM) and brand usage intention (BUI). A sample size of 408 has been collected randomly from a postgraduate program of a large university located in south India. Various multivariate techniques (Confirmatory Factor Analysis & Path Analysis) have been applied to validate and test the proposed relationships. The results indicate that both CI and CA positively influence CBE. Further, CBE has a positive impact on PWOM and BUI.
95.	Consumer engagement behaviors: do service convenience and organizational characteristics matter? Author(s): Roy S.K., Shekhar V., Quazi A., Quaddus M.	The purpose of the study is to investigate the role of service convenience in the relationship between organizational characteristics (such as brand equity, store ambiance, store layout, customer information and employee responsiveness) on customer engagement behaviors (CEBs), including service improvement, customer cooperation, positive word-of-mouth and customer helping customers. It examines two research models, with service convenience as a separate antecedent of CEBs (model A) and as a mediating variable between organizational characteristics and CEBs (model B). Design/methodology/approach: Using a positivist paradigm, data were collected from 384 respondents representing the existing customers of grocery retailers based in India via a survey instrument. Data were analyzed using partial least squares (PLS) path modeling. Findings: Results demonstrate service convenience as a motivational driver of CEBs. Results also show that the organizational characteristics significantly influence service convenience which in turn impacts CEBs. Practical implications: The findings have important implications for store managers in effective management of customers' time and effort in terms of saving customers' time and effort as well as motivating customers to elicit their engagement behaviors. Originality/value: The originality of this paper lies in identifying the impact of organizational characteristics in helping customers to save time and effort in their shopping activities and thereby elicit various types of CEBs. The paper also adds to knowledge by examining the role of service convenience in the nexus between organizational characteristics and CEB types.
96.	Building customer engagement and brand loyalty through online social media: An exploratory study. Author(s): Ningthoujam S., Manna R., Gautam V., Chauhan S.	Building and sustaining brand loyalty are one of the fundamental subjects of research for strategists and marketers for ages. Online social media has come in forefront to support it in recent times. The objective of the current study was to examine the relationships among online social media, customer engagement and brand loyalty. The study model was estimated by using higher order structural equation modelling with IBS AMOS 21.0. The results of our study demonstrated that online social media is an important predictor of customer engagement and has significant direct impact on customer engagement. Further results confirmed direct impact of customer engagement on Brand loyalty. We also found significant difference across the level of customer engagement with reference to gender. This study concluded that the use of Facebook as online social media to connect and engage with customers leads to building brand loyalty. The primary data comprised of 167 respondents.
97.	Brand trust, institutional commitment, and their impact on student loyalty: evidence for higher education in India. Author(s): Yousaf A., Mishra A., Bashir M.	Oversupply of higher education services in emerging countries, like India, implies an ever-increasing cost of student acquisition despite large student populations. Hence, creating trust through effective service delivery supported with full institutional commitment remains the only way to create student loyalty and bring the subsequent acquisition costs down. This study investigates the impact of four dimensions of brand trust, namely reliability, credibility, benevolence and integrity, on students' loyalty, and the mediating role played by institutional commitment for this relationship. Results show that reliability is the strongest direct determinant of loyalty followed by integrity, while benevolence can lead to loyalty only if the commitment is evident. These, as well as other interesting findings, have direct implications for top management/ administrator of a higher education institute (HEI) in the form of specific emphasis to elements of trust for creating higher student loyalty.

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98.	Barriers in implementing lean manufacturing in Indian SMEs: a multi-criteria decision-making approach. Author(s): Jaiswal P. Singh A, Misra SC, Kumar A.	This study aims to investigate the interrelationships among the Lean manufacturing (LM) adoption barriers in Indian SMEs. This issue has its own importance as LM has become the inescapable requirement for small- and medium-scale enterprises (SMEs) because of the increased concerns about quality, cost, delivery time and rapidly growing competition in the manufacturing sector and in India it is opposed by many factors/barriers. To act for the eradication of these barriers, we need to systematically analyze them. Design/methodology/approach Based on the available literature and consultation with the experts, the authors identified 16 LM barriers for Indian SMEs. The authors analyzed the interdependencies among the barriers and prioritized them using integrated Grey-decision-making trial and evaluation laboratory (grey-DEMATEL) approach. Findings The findings show that limited financial resources, fear in adopting new technology, lack of top management commitment and poor leadership quality are the most critical barriers for LM diffusion in Indian SMEs. Research limitations/implications The present research is based on the experts' inputs, which may be subject to individual biases. In developing countries, such as India, geographical influences are also possible, which are neglected in this study. Practical implications This study provides significant insights that can help SMEs to focus on critical cause group barriers to accelerate the LM penetration. Originality/value The authors have proposed a Grey-DEMATEL-based LM barrier evaluation framework. Here, the authors analyze the interrelationships among the barriers for LM and segregate them in cause and effect groups.
99.	Attractive and facilitating store atmospheric stimuli: Validating the scales. Author(s): Bhatt G., Sarkar A., and Sarkar J.G.	The majority of past studies on the physical store environment have focused on the impacts of distinct store environmental cues like music, crowding and décor on consumers' responses. However, recent research posits that consumer is more likely to experience several cues in a combination, rather than in isolation, i.e. different categories of store environmental cues are likely to impact consumer psychology holistically. Hence, our study aims to identify the relevant factors of store atmospheric cues impacting consumer's attitude in physical retail store context and validate scales to measure such factors. Design/methodology/approach: This research develops and validates psychometrically reliable scales to measure two broad store stimuli factors namely: attractive and facilitating store stimuli, following the scale development method suggested by Churchill (1979). Findings: The study shows that attractive store stimuli predict affective and sensory store brand experiences. The facilitating store stimuli moderate the effects of attractive store stimuli on affective and sensory store brand experiences. Affective and sensory store brand experiences predict store satisfaction. Originality/value: This research contributes to the existing body of store ambience research by empirically understanding the psychological mechanism through which customers perceive different store cues holistically leading to the elicitation of store satisfaction.
100.	Assessment of Shopping Mall Customers' Experience through Criteria of Attractiveness in Tier-II and Tier-III Cities of India: An Exploratory Study. Author(s): Ashish Gupta, Vaibhav Mishra, Anushree Tondon,	The present research attempts to develop a theoretical framework for the assessment of shopping mall customer experience dimensions. It further classifies the variables associated with retail experiences that may attract customers in Tier-II and Tier- III cities towards the malls. Exhaustive literature review and expert opinion approaches have been used to explore the evaluation criteria for the assessment of the mall experience. ISM is used to develop a structural model that represents relationships among variables at different levels along with driving and dependence relationships in the structural model. The result highlights that factors like customer value orientation, tenant mix, employees, facilities management are the most significant benchmarking criteria for customers' assessment of their mall experience in the present study. To achieve profitable operations in these cities, retailers need to acquaint themselves with the expectations of customers in order to attract their attention. This indicates that it is imperative for mall managers to identify how consumers benchmark different parameters while evaluating a mall experience. Understanding the importance of such parameters will allow malls to be built according to some standard specifications that can meet a consumer's threshold for appeal and attractiveness. The study adds to the existing literature of assessing shopping experience in Tier-II and Tier-III cities' malls through a structural model. The most and the least dominant factors found in this study will help mall managers to develop strategies to enhance the customer shopping experience in malls.
101.	Aspects inducing shopper impulse buying in fashion retailing-an investigative study. Author(s): Dr.Santosh Alreddy, Dwarakanath Siriguppi	Impulse buying refers to acquiring products that are not part of the shopping list of customers i.e., the decision to obtain the product is made in the store itself at the spur of the second because the customer feels a bond towards the product or the offer. Impulse purchases have a higher occurrence in contemporary formats as these are larger in size and customer is free to go around and surf the merchandise as compared to over-the-counter conventional formats. For the retailer, the first step in motivating impulse purchase involves making the customer conscious of the product, customer should see the product, and hence best is charged to brands for more prominent locations in stores. Since the product is not part of the customers' shopping list, the product should remind the customer of a need or create excitement or urge to buy. Sometimes the need factor is communicated by placing the product adjacent to complementary categories that may be on the customer's shopping list. In some cases, retailers build a sense of necessity or superiority to coerce the purchase e.g., limited offers. The objective is to get a theoretical understanding of impulse buying, gain insight into factors influencing impulse buying in the retailing context about fashion retailing & understand the strategies carved by retailers to increase impulse buying. The methodology used was the review of relevant literature. It was found that pleasurable shopping experience, quality merchandise, price, in-store promotions, availability of credit card/debit card, brand, celebrity influence, social status are the most relevant factors in stimulating impulse purchase in the Indian fashion retailing context.

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102.	Anthropomorphic communication and product evaluation-a dipstick conceptual evaluation. Author(s): Srivastava G, Surjit Kumar Kar	Product design & marketing communication is an area where companies devote a substantial amount of time concerning technology, ergonomics and sometimes even human touch. Marketers have often launched products with induced human features within products or through packaging or, they market a product through a human spokesperson (Aggarwal & McGill, 2007). This is an intentional effort by a marketer to enhance the acceptability of their product and improve on product evaluation. The reason being that consumers often perceive objects as human beings, and as marketing literature points out that products are often designed to give this effect. The phenomenon of perceiving objects like humans or having human-like intentions and behavior is termed as Anthropomorphism (Epley, Waytz & Cacioppo, 2007). The idea of this paper to give a systematic understanding of Anthropomorphism as a Phenomenon, Psychological Framework, and propose a conceptual understanding based on the existing literature with a relationship model. This understanding will help marketers use this phenomenon as a tool to enhance likability and sales of proposed products.
103.	Angled Short Straddle: A New Dimension of Trading. Author(s): Peeyush Bangur, Manoj Singh, Pankaj Singh, Ruchi Bangur	In this article, the authors propose a novel option strategy that is better (in terms of success rate, profitability, risk, and return) than the short straddle option strategy on the Indian stock market index, Nifty. By using the trigonometric ratio $\tan \theta$, an angle is formed between the monthly points earned/lost by the short straddle option strategy and the monthly change in the price of the Nifty index. Further, the angle for the next month is forecast by using the technique of the 14-month moving average. After calculating the forecasted angle by the 14-month moving—average technique, the related angle (of forecasted angle) in different quadrants is calculated. The angles of quadrants one and two are considered because short straddle is profitable in quadrants one and two and hence the angles of quadrants three and four have been ignored. By using the total straddle premium of the forecasting month, the upside and downside levels of Nifty of that month were calculated where this forecast angle will form. After finding the upper level and lower level of Nifty, the authors propose a strategy (angled short straddle strategy) that involves the selling of a call and put option. They compare the proposed strategy against the short straddle option strategies based on the success rate, overall profitability, risk, and return in the Indian stock market. The result indicates that the proposed strategy has an 18.06% higher success rate than the short straddle strategy. In terms of overall profitability, the proposed option strategy is more profitable by 57.22% than the short straddle strategy. They also compare the risk and return of both strategies, and their results show that the proposed strategy has lower risk and higher return than the short straddle option strategy; these results were verified by the regression analysis. In the end, the results of the success rate have been verified by the time-series plot of India VIX and realized volatility. Due to the higher success rate and better profitability, the proposed option strategy can be consistently applied by any trader on the Nifty for profit generation. Topics: Options, emerging markets, performance measurement Key Findings: The angled short straddle option strategy is more successful and profitable than the short straddle option strategy in the Indian stock Index (Nifty). The Nifty index has less bullish than bearish volatility behavior. The Nifty index has range-bound properties. This is the first article where trading results are based on angle $\tan \theta$.
104.	An integrated Grey-DEMATEL approach for evaluating ICT adoption barriers in manufacturing SMEs. Author(s): Singh,A, Jitesh Thakkar, Jenamani.M	The purpose of this paper is to propose an integrated gray-decision making trial and evaluation laboratory (Grey-DEMATEL) framework to evaluate the ICT adoption barriers in manufacturing small and medium enterprises (MSMEs) running in developing countries. The proposed model is also tested for Indian MSMEs. Design/methodology/approach-The model consists of 16 potential ICT adoption barriers selected from existing literature and refined based on discussion with domain experts. While DEMATEL analyses causal relationship and prioritizes them, Grey approach tackles individual biases and data insufficiency. Findings-The authors conclude that lack of awareness about benchmarking and lack of management vision are the most critical ICT adoption barriers in the case of Indian MSMEs. Research limitations/implications-Outcomes of the present research are based on the experts' inputs which are subject to the biases related to their experience and exposure. In India practices adopted by SMEs have geographical and political influence that is also neglected. Originality/value-This study provides a model consisting of 16 ICT adoption barriers for MSMEs in developing country and a framework to analyze causal relationships among the barriers with the flexibility of data input from their own domain experts. The framework is also capable of dealing with expert biases and data insufficiency.
105.	An attribute-based framework for students' motivation to join an HEI: a self-determination theory perspective. Author(s): Mishra A., Yousaf A., Amin I.	The current work explores the attributes that serve as motivation regulations for students' selection of a higher education institute (HEI). Design/methodology/ approach: With a self-determination theory (SDT) perspective, the current study used a mixed-method approach to develop a scale to measure HEI attribute-based motivation regulations. Findings: A total of eight regulations were proposed: academic/extracurricular activities, infrastructure, faculty research expertise, teaching and learning quality, placement opportunities, marketing and promotion, education cost and social influence. The first four were autonomous motivations and the remaining were controlled motivations. Research limitations/implications: The study leverages the SDT motivation continuum into a structured HEI attribute-based student motivation framework. Practical implications: The study guides HEI managers with specific attributes to position the institute appropriately. Originality/value: This is one of the few works in the higher education utilizing the complete SDT framework.
106.	Adoption of WhatsApp for Strengthening Internal CRM through Social Network Analysis. Author(s): Agrawal S.R.	The present study aimed at how service firms can adopt the WhatsApp platform for strengthening internal CRM from employees' viewpoints through social network analysis. The study employed a descriptive research design with an interview method for collecting the data of 67 staff members from one the largest private sector bank's main branch situated at Bhopal, Madhya Pradesh, India. Earlier, it was confirmed that all the staff members were on their professional WhatsApp group. The study identified various essential characteristics of the WhatsApp platform. Most importantly, the study found that the network of 67 staff members on the professional WhatsApp is well-connected based on the key metrics. Thus, WhatsApp is one of the most popular social media platforms nowadays which can be adopted for strengthening the internal CRM system of service firms. The study unfolds a range of theoretical as well as practical knowledge for both managers and researchers.

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107.	Adoption of ICT-based education system to protect environment and improve present education system. Author(s): Agrawal S.R.	This study is unique in nature that focuses the waste characterisation by the present education system and its effects on the general environment as well as the education system itself. Therefore, to cope up with an issue, the study explores the concept of information and communication technology (ICT)-based education system to the protection of the environment as well as improving present education system itself from students' perspective. A total of 356 usable responses was gathered from engineering, management, and computer application students of four main cities of Madhya Pradesh, India. The AMOS 22.0 and SmartPLS 3.0 statistical programs were used for measurement validation and to test the structural model. The study identified the key constructs within this domain and indicated that all the paths are significant which implies that ICT-based education system significantly contributes to protect the environment and improve the present education system. Therefore, the findings of the study would help policymakers and academicians.
v. Operations and IT		
108.	The role of sacrifice and service quality in the Indian restaurant industry. Author(s): Kushwah P.K.S., Singh P.K.	The present study attempts to investigate the role of sacrifice and service quality in Indian restaurants. Responses were collected from 420 respondents using a convenience sampling approach and analysed with the help of confirmatory factor analysis and structural equation modelling. The data were collected using convenience study which was intended to point out the influence of service quality, sacrifice, service value, customer satisfaction, and behavioural intentions of 420 respondents of the metropolitan cities of India. Data analysis tools used in this research were EFA, CFA, and SEM the results disclosed that the service quality influenced sacrifice, service value, customer satisfaction, and behavioural intentions. For future study the research can focus on to identify antecedents of the sacrifice, service value and satisfaction relationship was not included in the model of the study in future research researchers can include this relationship in their model and sacrifice was not used as a mediator among service quality and service value in future research researchers can find out a mediating role of sacrifice.
109.	Production network, technology choice, capacity investment and inventory sourcing decisions: operational hedging under demand uncertainty. Author(s): Vijai J.P.	Our research is motivated by capacity investment and inventory sourcing decisions that firms make while investing in multi-plant production facilities to offer products and services to the markets. We study the strategic choice between investing alternative technologies in a production network and examine for conditions under which flexible technology to be chosen over dedicated technology and vice-versa. We model a firm's technology choice, capacity investment, and inventory sourcing decisions in face of demand uncertainty as a two-stage stochastic optimization problem for a production network. We conduct numerical studies to examine a situation under which flexible technology to be chosen over dedicated technology in a production network. We observe that optimal amount of capacity to be acquired in a production network with flexible technology is less compared to a network with dedicated technologies. However, optimal levels of inventories to be sourced in a production network with flexible technology is more compared to a network with dedicated technologies. We show that a production network with flexible technology can hedge against demand uncertainty using operational measures such as extra inventory and flexible capacity; in case products demand is either negatively or positively correlated then the value of investing in flexible technology in a production network diminishes.
110.	Green-agile practices as drivers for patient satisfaction—An empirical study. Author(s): Chakraborty S., Sashikala P., Roy S.	Healthcare sector is emerging as a very dynamic and competitive sector where the service providers are in constant pursuit to differentiate and distinguish themselves from each other. Green and agile practices have been gaining importance over the years as an important aspect in the service sector. Although majority of the sectors were forerunners in green-agile implementation, the healthcare sector has been fast catching up, where agility and green practices show promises and lots of scope. There is a general absence of research focus involving the impact of green practices and agile practices in patient care delivery in the healthcare sector, let alone in Indian healthcare context. This paper aims at empirically investigating the antecedent consequence relationships between green and agile practices on patient satisfaction and aims at empirically validating the proposed linkages. The contribution of this paper lies in understanding whether green practices and agile practices' implementation in Indian hospitals has any implication on patient perception and their understanding of satisfaction.
111.	Communal Fraud Detecting Algorithm for establishing Identity Thefts in online shopping. Author(s): S. Vaithya subramanian, D.Saravanan, C.K. Kirubasankaran	In recent times, e-commerce sector is gaining popularity and expressing progressive growth. Due to increasing the demand of automation process and the reach of internet towards the end-users have poised this trust. In spite of the technology advancements, the privacy and security of e-commerce merchant as well as consumer data are constantly under threat. Identity theft, which is considered as more important security problems for end-users, is addressed by one time password generated instantly. This paper focuses on communal fraud detection algorithm for protecting identity theft in online shopping by creating a white list. Experimental results have proved white lists outperform one-time passwords in identity theft in a more effective manner.

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112.	An investigation of antecedents and consequences of supplier integration: a study in Indian context. Author(s): Afshan N., Motwani J.	Purpose: The purpose of this study is to investigate the antecedents and outcomes of supplier integration. Based on an extensive literature review, the study has proposed a research model, which includes both the antecedents and consequences of supplier integration. The study has included contextual factors, namely, trust, relationship commitment to supplier and information technology (IT) for supplier as antecedents to supplier integration. The supplier-related performance outcome and financial performance of manufacturing firm has been modeled as outcome variables. Design/methodology/approach: The proposed research model was tested on a sample of 166 manufacturing firms from India using structural equation modeling. Findings: The results suggested that trust, relationship commitment to supplier and IT for supplier have a positive impact on supplier integration. The results further confirmed the positive impact of supplier integration on supplier-related performance outcome and supplier-related performance outcome on financial performance of the firm. Originality/value: The study argues that the contextual factors (trust, relationship commitment to supplier and IT for supplier will facilitate the integration between manufacturing firms and their suppliers). Further, the study argues that the supplier integration would lead to specific performance outcome resulting from a high level of integration between manufacturer and their key suppliers and labeled it as supplier-related performance outcome (SRPO). The study conceptualizes and develops scale to measure SRPO and investigates the impact of SRPO on the financial performance of the manufacturing firm.
113.	What determines customers' perception of banking communication? an empirical evidence from commercial banks of Nepal. Author(s): Paudel U.R.A.J., Parajuli S., Devkota N., Mahapatra S.K.	This paper provides insight on how banking officials communicate with customers and how effective their techniques and tools are for development of banks. With the help of structured questionnaire technique, 373 customers having accounts in commercial banks in Nepal were interviewed in the month of April-September, 2019. Dummy based awareness index and Ordered Logit Regression Model were performed to understand customers' perception on banking communication in Nepal. The Awareness Index shows that banking customers are moderately aware about banking communication while the Ordered Logit reveals that providing time to address customers' problem and DEMAT facility were found to have significant relationship with banking communication awareness level. This study therefore indicates providing time to address customer's problem and using DEMAT facilities experiences increases awareness in banking communication. This study contributes to the banking sector communication by transforming communication barriers for customers' satisfaction.
114.	The impact of supply chain disruption on the closed-loop supply chain configuration profit: a study of sourcing policies. Author(s): Gaur J., Amini M., Rao A.K.	A closed-loop supply chain configuration (CLSCC) encompasses the decisions related to the optimal selection of options at each stage of a closed-loop supply chain (CLSC) for the introduction and reconstruction of new products. The extant literature ignores the impact of supply chain disruptions on CLSCC. An attempt is made to fill this gap in this study. Thus, an integrated multi-sourcing CLSCC optimisation model for new and reconstructed products is developed. The optimisation model presented is a mixed-integer nonlinear programming (MINLP) model. Based on a real-world case study of an auto-parts manufacturer in India presented, a comprehensive set of computational experiments, scenario analyses are conducted. The key finding/observation that resulted from our computational experiments is that multi-sourcing generates higher net present value of total profit compared to single sourcing under the risk of supply chain disruption. Several other observations and managerial insights are drawn from computational experiments, and scenario analyses. Firms interested in configuring their CLSC under the risk of supply chain disruption may use the study's outcomes to understand the profit impact of various CLSCC parameters, individually and in combination.
115.	The effect of investment in green technology in a two echelon supply chain under strict carbon-cap policy. Author(s): Ghosh A., Sarmah S.P., Kanauzia R.K.	Purpose: Strict carbon-cap policy is one of the basic policies proposed by the regulatory bodies to reduce the anthropogenic greenhouse gas emission. The purpose of this paper is to examine whether it is beneficial for a company to invest in green technology or not under the strict carbon-cap policy and for that a two echelon supply chain model is developed. This paper gives insight about judicious decision about investment on green technology. Design/methodology/approach: Mathematical modeling approach has been adopted to understand the effect of investment on green technology. All the cost and emissions parameters have been derived and the total cost (TC) and total emission equations have been formulated mathematically. Two constrained mixed-integer nonlinear programming (MINLP) problems have been formulated and solved considering with or without green investment. Further, supply chain cost is optimized without carbon constraint to understand the effect of carbon constraint. Findings: The investment in green technology can reduce the total supply chain cost. The study reveals that handling different parameters optimally can reduce both cost and emissions. Originality/value: This paper tries to assess the effectiveness of green investment on technology under strict carbon-cap policy on a supply chain and, thereby, added value to the existing work. It examines the role played by various parameters under strict carbon-cap policy to draw insights, which will be beneficial for the academic community and managers.
116.	Production-inventory models considering different carbon policies: A review. Author(s): Ghosh A., Jha J.K., Sarmah S.P.	Mitigating carbon emissions in supply chains has become an important issue in the recent era. Recently, companies are looking for solutions to lessen carbon emissions associated with their supply chains mainly due to carbon policies imposed by different regulatory bodies. Apart from regulations, competitive advantage, ISO certification, customer satisfaction also influence organisations to adopt green practices in their supply chains. Production and inventory are two important aspects of supply chains, and they contribute to a significant amount of cost and emissions. Organisations try to optimise their production and inventory related activities with operational adjustments while operating under different carbon policies. Over the last couple of years, authors have incorporated different carbon policies while optimising supply chains, especially production-inventory policies. This paper presents a review of quantitative models on green production-inventory problems considering different carbon policies and ends with suggestions for future research.

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

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

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

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

19.2 Faculty of Science & Technology

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

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

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

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

19.3 Faculty of Law

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

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

The Abstract for Award winning case studies are presented below:

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

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



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

