

Curriculum Vitae

Name: Dr. Savita Bhat
Designation: Assistant Professor
Institute: School of Management
National Institute of Technology Karnataka
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Qualifications:

Ph.D., Department of H&SS, I.I.T. Bombay, in the area of Industrial Economics, 2010
(The requirement of minimum 44 credits for direct Ph.D. was completed during the two-semester course work. The CGPA secured was 9.86 out of 10)

Title of the Thesis: Technological Strategies and Competitiveness in select Indian Industries

B.E. (Computers), Mumbai University, 2003 (First Class)

Publications:

International Journals (Scopus or Web of Science)

1. Navyashree, G. R. and **Bhat, S.** (forthcoming). "The Determinants of Export Behaviour: A Study of Food Processing Industry in India", *Journal of Global Business Advancement* [Publisher – Inderscience, Scopus indexed]
2. Chakraborty, U. and **Bhat, S.** (2019). "Are online opinion leaders and seekers distinct? A study on consumer electronics industry in India", *Global Business Review*, 20(3), pp. 813-825 [Publisher - Sage, Scopus and ABDC indexed, ISSN: 0972-1509].
3. Chakraborty, U. and **Bhat, S.** (2018). "Credibility of online reviews and its impact on brand image", *Management Research Review*, 41(1), pp.148-164 [Publisher - Emerald, Scopus and ABDC indexed, ISSN: 2040-8269].
4. Chakraborty, U. and **Bhat, S.** (2018). "Online Reviews and Its Impact on Brand Equity", *International Journal of Internet Marketing and Advertising*, 12(2), pp. 159–180 [Publisher - Inderscience, Scopus and ABDC indexed, ISSN: 1477-5212 (print) 1741-8100 (online)].
5. Chakraborty, U. and **Bhat, S.** (2018). "The effect of credible online reviews on brand equity dimensions and its consequence on consumer behavior", *Journal of Promotion Management* 24(1), pp. 57-82 [Publisher - Taylor and Francis, Scopus and ABDC indexed].

6. Narayanan, K., & **Bhat, S.** (2011). "Technology Sourcing and Outward FDI: A Study of IT industry in India", *Technovation*, 31(4), pp. 177-184. [Publisher - Elsevier Ltd., Scopus and SSCI indexed, ISSN: 0166-4972]
7. **Bhat, S.**, & Narayanan, K. (2009), "Technological efforts, firm size and exports in the Basic Chemical industry in India", *Oxford Development Studies*, 37(2), pp. 145-169. [Routledge, Taylor & Francis Group, ISSN: 1360-0818 (Print)]
8. Narayanan, K., & **Bhat, S.** (2009), "Technology sourcing and its determinants: A study of Basic Chemical industry in India", *Technovation*, 29(8), pp. 562-573. [Publishers - Elsevier Ltd., Scopus and SSCI indexed, ISSN: 0166-4972]

International Journals (others)

1. Chakraborty, U. and **Bhat, S.** (2018). "Effect of Credible Reviews on Brand Image: A Mixed Method Approach", *IIM Kozhikode society and management review*, 7(1), pp. 13-22 [Publisher- Sage]
2. **Bhat, S.**, & Narayanan, K. (2011). "Technology sourcing and outward FDI: comparison of chemicals and IT industries in India", *Transnational Corporations Review*, 3(2), pp. 50-64. [Publisher- Taylor and Francis]

Indian Journal

1. Narayanan, K., & **Bhat, S.** (2009), "Technological efforts and internationalization of IT firms in India", *The Indian Journal of Industrial Relations*, Special Issue on 'The Global Indian Firm', 45(1), pp. 62-83. [ISSN: 0019-5286]

Book Chapters

1. **Bhat, S.** (forthcoming) "Firm-Specific Determinants of R&D Behaviour of Foreign Affiliates in India" in N. S. Siddharthan, K. Narayanan (Eds.) *FDI, Technology and Innovation*, New Delhi: Springer.
2. Chakraborty, U. and **Bhat, S.** (2016) "Opinion Leadership Measurement Scale for Offline and Online", in S. Chakrabarti (Ed.), *Globalizing Brand India: Opportunities and Challenges*, New Delhi: Bloomsbury Publishing, pp. 196 -208 [ISBN: 978-93-86349-60-6].
3. **Bhat, S.** (2016), "Determinants of inter-state differences in industrial labour productivity: exploring the role of innovative efforts", in N. S. Siddharthan, K. Narayanan (Eds.) *Technology: Corporate and Social Dimensions*, New Delhi: Springer pp. 17-26 [ISBN: 978-981-10-1683-7].
4. **Bhat, S.**, and Siddharthan, N. S. (2013), "Human capital, labour productivity and employment", in N. S. Siddharthan, K. Narayanan (Eds.) *Human Capital and Development: The Indian Experience*, New Delhi: Springer pp. 11- 22 [ISBN: 978-81-322-0856-3, Scopus indexed].
5. Narayanan, K., & **Bhat, S.** (2009), "Technological efforts and export performance of IT firms in India", in N.S. Siddharthan, K. Narayanan (Eds.) *Indian and Chinese Enterprises: Global Trade, Technology and Investment Regimes*, New Delhi: Routledge pp. 241-269. [ISBN: **978-0-415-56316-1**]
6. **Bhat, S.**, & Narayanan, K. (2009), "Technological strategies and firm characteristics: a study of Indian basic chemical industry" in Keilbach, M., Jagannadha, P.T., Audretsch, D.B. (Eds.) *Sustaining Entrepreneurship and Economic Growth: Lessons in Policy and Industry*

Innovations from Germany and India, New York: Springer Verlag, pp. 169-188. [ISBN: 978-0-387-78694-0]

7. Narayanan, K. & **Bhat, S.** (2009), "Structure and behaviour of IT firms in India," in Chandra, A. Khanijo, M. K. (Ed.) *Knowledge Economy: The Indian Challenge*, New Delhi: SAGE, pp. 33-46. [ISBN: 978-81-7829-909-9, Scopus indexed]
8. **Bhat, S.**, & Narayanan, K. (2008), "Globalization and technological behavior of firms: a study of Indian basic chemical industry" in Agrawal, R., Banga, R., Bhattacharya, A.N. (Eds.) *Globalization and Sectoral Development*, New Delhi: Excel Books, pp. 233-253. [ISBN: 978-81-7446-669-3]

Conferences

1. **Bhat, S.** (2018), "A study on differences in employment characteristics across the states in India", proceedings of the 13th Annual Conference of the Forum for Global Knowledge Sharing (in partnership with Tata Trusts) held during 16-18 November 2018 at Tata Institute of Social Sciences (TISS), Mumbai, India.
2. **Bhat, S.** (2017), "Determinants of R&D behaviour of foreign firms in India", proceedings of the 12th Annual Conference of the Forum for Global Knowledge Sharing (in partnership with Tata Trusts) held during 10-12 November 2017 at Nabakrushna Choudhury Centre for Development Studies, Bhubaneswar, India.
3. **Bhat, S.** (2017), "Big data analytics in transportation economics: opportunities and challenges", proceedings of 6th International Engineering Symposium (IES2017) held during 1-3 March 2017 at Kumamoto University, Japan.
4. Chakraborty, U. & **Bhat, S.** (2017), "The impact of credible online reviews on purchase intention: the mediating roles of brand equity dimensions", proceedings of 12th SIMSR Global Marketing Conference organized by K J Somaiya Institute of Management Studies & Research held during 9-10 February 2017 at Mumbai.
5. Chakraborty, U. & **Bhat, S.** (2017), "Do credible online reviews affect brand equity? A mixed method approach", proceedings of 8th IMR Doctoral Conference (*IMRDC 2016-2017*) held during 11-12 January 2017 at IIM Bangalore, Bangalore.
6. Navyashree, G.R. & **Bhat, S.** (2016), "ICT Investments and Growth of Small and Medium Firms: A Study of Food Processing Industry in India", proceedings of 11th Annual Conference of the Forum for Global Knowledge Sharing (in partnership with Tata Trusts) held during 3-5 December 2016 at IIT Madras, Chennai, India.
7. Chakraborty, U. & **Bhat, S.** (2016), "Effect of credible reviews on brand image: A mixed method approach", proceedings of International conference on Marketing, Technology and Society conference during 29th September to 1st October 2016 at IIM Kozhikode, India.
8. Chakraborty, U. & **Bhat, S.** (2016), "Online recommendation credibility and adoption: Effects of EWOM on customer based brand equity dimensions", proceedings of Management Doctoral Colloquium and VGSOM Research Scholars' Day held during 10-11 February 2016 at IIT Kharagpur, India.
9. **Bhat, S.** (2015), "Information technology investments and export performance of firms: A study of pharmaceutical industry in India", proceedings of the 10th Annual Conference of the Forum for Global Knowledge Sharing co-organized by the Indian National Academy of Engineering held during 27-28 November 2015 at National Institute of Advanced Studies, India.

10. Chakraborty, U., & **Bhat, S.** (2015), "Inclusion of Electronic Word of Mouth as an Additional Psychometric Property of Revised King and Summers Opinion Leadership Scale", proceedings of the International Conference on Globalizing Brand India: Opportunities and Challenges organized by IIM Kashipur during 18-19 April 2015 at Delhi, India.
11. **Bhat, S.** (2014), "Determinants of inter-state differences in economic development: Exploring the role of innovative efforts", proceedings of the Annual Conference of the Forum for Global Knowledge Sharing co-organized by Indian National Academy of Engineering (INAE) held during 27-29 October 2014 at National Institute of Advanced Studies (NIAS), Bangalore, India.
12. Sharma P., & **Bhat, S.** (2014), "Understanding the Influencing & Motivating Factors behind Buying Patterns of Indian Rural Consumers: An Analysis", proceedings of the 2014 Annual Conference of the Emerging Markets Conference Board held during 9-11 January 2014 at IIM Lucknow, Noida Campus, India
13. **Bhat, S.**, & Siddharthan, N. S. (2010), "Human Capital, Labour Productivity and Employment", proceedings of the International Conference on Science, Technology and Economy: Human Capital and Development (Annual Conference of IASSI and FGKS) held during 11-12 November 2010 at IIT Bombay, Mumbai, Maharashtra, India.
14. **Bhat, S.**, & Narayanan, K. (2008), "Determinants of International Orientation of IT firms in India", proceedings of the AIB-India International Conference on Globalisation and Emerging Economies held during 11-13 August 2008 at IIM Indore, India.
15. Narayanan, K., & **Bhat, S.** (2008), "Technology Sourcing and Outward FDI: A Study of IT industry in India", proceedings of the 2008 R&D Management Conference on Emerging and New Approaches to R&D Management held during 16-20 June 2008 at Ottawa, Canada.
16. Narayanan, K., & **Bhat, S.** (2008), "Technological Efforts and Export Behavior of IT firms in India", proceedings of the Fifth ASIALICS International Conference on From Manufacturing to Services: Changing Role of Innovation Systems held during 2-4 April 2008 at Bangalore, India.
17. **Bhat, S.**, & Narayanan K. (2007), "Technological Strategies and Profit Margins: A study of Indian Basic Chemical Industry", proceedings of the Fifth AIB-India International conference held during 29-31 January 2007 at Xavier Institute of Management, Bhubaneswar, India.
18. **Bhat, S.**, & Narayanan, K. (2007), "Technological Strategies, Firm Size and Exports in Indian Basic Chemical Industry", proceedings of 43rd Annual Conference of The Indian Econometric Society (TIES) held during 5-7 January 2007 at Mumbai, India.
19. **Bhat, S.**, & Narayanan, K. (2006), "Globalization and Technological Behavior of Firms: A study of Indian Basic Chemical Industry", proceedings of the Fourth AIB India International Conference on Globalization and Sectoral Development held during 17-19 February 2006 at IILM, New Delhi, India.

Others

1. Navyashree, G.R., & **Bhat, S.** (2016), "Determinants of ICT investment intensity: A study of food processing industry in India", paper presented at the seminar on Creation and Diffusion of Technology organized by Forum for Global Knowledge Sharing in partnership with Tata Trusts on 18th March 2016 at IIT Bombay, Mumbai, India.
2. Shanmugam K.R., Vepa S.S., & **Bhat, S.** (2012), "Performance of Flagship Programmes in Tamil Nadu", Monograph 18/2012, Madras School of Economics, accessible through internet link: <http://www.mse.ac.in/pub/monograph-18.pdf>

3. Narayanan, K., & **Bhat, S.** (2007), “Technological Strategies and Profit Margins: A study of Basic Chemical Industry in India”, paper presented at AIB 2007 Annual Meeting- JIBS Paper Development Workshop held during 25-28 June 2007 at Indianapolis, IN, USA.
4. **Bhat, S.** (2007), “Technological Strategies and Competitiveness in Indian Industries”, paper presented at the ICFAI Business School Doctoral Theses Conference held during 9-10 March 2007 at Hyderabad, India.

Workshops/Seminars/Events/FDP and Ph. D. Summer School Participated:

- Participated in TEQIP-III sponsored Faculty Pedagogy Training Programme organized by NITK, Surathkal on 7-8 September 2018.
- Participated in workshop on “Big Data Analytics: Deriving Causal Inferences using Statistical and Computational Techniques” organized by School of Management, NITK, Surathkal on 1-2 April 2016.
- Participated in “Mission Make in India: Synergy with Technical Education System” event organized by NITK, Surathkal on 3rd October 2015.
- Participated in two-day national conference on Outcome Based Education organized by NITK, Surathkal on 16-17 January 2015
- Participated in “SEBI-Financial Education Workshop” organized by Department of HSS & Management, NITK Surathkal on 19th September 2014.
- Participated in Pre Conference Workshop on “Metaphor analysis and Ethnography research” organized by IIM Lucknow Noida campus during 8-9 January 2014.
- Participated in Department of Science and Technology, Government of India sponsored Faculty Development Program organized by NITK-STEP during 16-26 December 2013.
- Participated in Orientation on Outcome Based Education and Accreditation by National Board of Accreditation at NITK during 23-24 August 2013.
- Participated in TEQIP Phase II sponsored research workshop on “Research Trends in Information Technology (RTinIT 2013)” organized by Department of Information Technology, NITK Surathkal during 11-12 July 2013.
- Participated in Europe-India International Research forum “SAMYOGA- A match making event” hosted at Amrita Vishwa Vidyapeetham, Bengaluru during 2-4 April 2013.
- Participated in workshop on “Time Series Modeling and Applications” by Prof. Jaya Krishnakumar, Professor, University of Geneva, Switzerland, organized by Madras School of Economics during 25-27 March 2011.
- Participated in workshop on “Econometrics of Panel Data” by Prof. Jaya Krishnakumar, Professor, University of Geneva, Switzerland, organized by Madras School of Economics during 23-24 July 2010.
- Participated in Strategic Management Society’s 2008 India Special Conference on “Emerging India: Strategic Innovation in a Flat World” hosted by the Indian School of Business, Hyderabad during 12-14 December 2008.
- Participated and presented paper at 2007 Globelics Academy Ph. D. Summer School on “Innovation and Economic Development” held during 2-11 May 2007 at Instituto Superior Técnico in Lisbon, Portugal.
- Participated in the seminar on “Trade, Technology and the Impact of Globalization—New Dimensions in Indo-Canadian Relations” held on 30th and 31st March 2007 at IIM Bangalore, Karnataka, India.

Awards and Recognitions:

Received Award for Excellence in Thesis Work for the year 2009-10 at the 48th Convocation-Session-I of Indian Institute of Technology Bombay, held on 6th August 2010.

Received Best Paper Award for the paper presented at the AIB-India International Conference on 'Globalisation and Emerging Economies' held during 11-13 August 2008 at IIM Indore, Madhya Pradesh, India.

Invited to be rapporteur for the seminar on Trade, Technology and the Impact of Globalization—New Dimensions in Indo-Canadian Relations held on 30th and 31st March 2007 at IIM Bangalore, Karnataka, India.

Institute Research Assistant at the Department of Humanities and Social Sciences, IIT Bombay (July 2004 till December 2008)

Secured 90.14 percentile in Graduate Aptitude Test for Engineering (GATE) [Computer Science and Engineering] in the year 2004.

Work Experience:

- Assistant Professor at School of Management (earlier Department of Humanities, Social Sciences and Management), NITK Surathkal- from 5th July 2013 till date.
- Assistant Professor (Sr. G.) at Department of Management (Bengaluru Campus), Amrita School of Business, Amrita Vishwa Vidyapeetham- from 7th September 2011 till 3rd July 2013.
- Assistant Professor at Madras School of Economics- from 11th January 2011 till 2nd September 2011.
- Lecturer at Madras School of Economics- from 5th January 2009 till 10th January 2011.
- Institute Research Assistant in the department of Humanities and Social Sciences, IIT Bombay, while doing Ph.D. Responsibilities included operating system installation and maintenance, email server installation and maintenance, installation and demonstration of software such as SPSS, STATA etc. from 23rd July 2004 till December 2008.

Teaching:

- Enterprise Resource Computing, Operations Management, Product Pricing (NITK Surathkal, post-graduate courses)
- Engineering Economics, Management Information System and Marketing Management (NITK Surathkal under-graduate courses)
- Management Information Systems, Production and Operations Management, Quantitative Methods for Management (Amrita School of Business, post-graduate courses)
- Economics of Information Technology, Games and Information, Industrial Organization and Policy (Madras School of Economics, post-graduate courses)

Research Supervision (Post-Graduate):

At National Institute of Technology Karnataka, Surathkal

1. Guide (Solo) for Ph.D. Scholars

Sl.	Name of the Scholar	Dissertation Topic or Area	Year
1.	Ms. Navyashree (since December 2013)	Information and Communication Technology (ICT) Investment and Performance of Firms: A Study of Select Food Processing Firms in India	Ongoing (final stage)
2.	Mr. Uttam Chakraborty (since July 2014)	The Impact of Online Reviews on Consumer Based Brand Equity Dimensions and their Effects on Purchase Intention of Consumer Electronic Products	Defended on 28 th November 2018
3.	Mr. Sanjeev Kumar (since July 2016)	FDI and productivity of firms in India	Ongoing
4.	Ms. Pooja Kini (since July 2017)	CSR and Innovation in firms in India	Ongoing

2. Guide (Solo) for MBA Summer Internship Project

Sl.	Student's Name	Title	Month, Year of Submission
1	Mr. Aditya Pratap Singh	A Study on Digital Marketing Techniques used at Raletta Technology, Indore	Nov., 2018
2	Ms. Mili K. Raj	A Study on the Finance Department of MRPL	Nov., 2018
3	Ms. Riti Aggarwal	A Study on Postpaid Collections at Idea Cellular Limited Gujarat	Nov., 2018
4	Ms. Swathi K.	Effect Passenger Management at Calicut International Airport	Nov., 2017
5	Mr. Sarath Menon	A Study on Marketing & Business Development at Starry Solutions Private Ltd, Bengaluru	Nov., 2017
6	Mr. Ameya Panchpor	Analysis of Tax Records of Shipping Corporation of India	Nov., 2017
7	Mr. Abdul Razik A.	Ratio Analysis of Financial Statements for Campco Chocolate Factory	Nov., 2017
8	Mr. Ganesh Gopakumar	Client Service and Account Management at Rediffusion-Wunderman Bangalore	Nov., 2016
9	Mr. Dishanth M Ullal	Food and Beverage Cost Control System in Hospitality Finance at JW Marriot	Nov., 2016
10	Ms. Archana S Nair	Asset Liability Management at Dhanlaxmi Bank, Thrissur	Nov., 2016
11	Mr. Sudhanshu Pandey	Study of various HR policies and practices related to workmen in Oil India	Nov., 2015
12	Ms. Subathra M.	A study on working capital management in Finecast Industries, Coimbatore, Tamil Nadu	Nov., 2015

13	Mr. Sreekanth Murala	A study on inventory management of BHEL EDN	Nov., 2015
14	Mr. Srinivasan A S	Understanding Logistic Operations for Amazon Transportation Services Private Limited at Mahindra Logistics Limited, Bangalore	Nov, 2014
15	Mr. Siby S K	A Study on Performance Analysis of Container Terminal Operations using Simulation Software	Nov, 2014
16	Mr. Sathya Viknesh Balan S	Understanding how the reverse logistics process can be optimized and integrated with forward logistics process in warehouse management	Nov, 2014

3. Guide (Solo) for MBA Term Papers

Sl.	Student Name	Title	Month, Year of Submission
1	Ms. Roshni C.	Effects of Social Media Marketing on Consumer Behaviour with Special Reference to India and China- A Review	Apr., 2019
2	Mr. Krishna Prasad M.	Study on Online Payment Gateway and its Role in Ecommerce	Apr., 2019
3	Mr. A. Koushik	Growth of Food Tech: A Comparative Study of Food Delivery Services in India	Apr., 2018
4	Mr. Gomathi Siva Sankar S. S.	A Study on the Reasons for Customer Re-Attraction Towards A Particular E-Commerce Site	Apr., 2018
5	Mr. Manikanta K	A Study on Storage and Warehousing in Logistic Companies	Apr., 2018
6	Ms. Namrata Kashyap	A Study based on the Effect of Branding on Consumer Buying Behavior in Fashion Industry	Apr., 2018
7	Mr. Veerendra S Prabhu	Big Data Analytics on the Stock Market	Apr., 2017
8	Ms. R Anita	Big Data Analytics in E-Commerce	Apr., 2017
9	Ms. Janice Tina D'Silva	The impact of Big Data Analytics on the Banking Industry	Apr., 2017
10	Mr. L Idayadulla	A study on consumer behaviour of online shopping with special reference to NITK Surathkal	Apr., 2016
11	Ms. Ashmita Shukla	A Study of Dell Inc.- Business Model and Marketing Strategies	Apr., 2016
12	Mr. Sanjiv Kumar Hajoary	Study on Internet Marketing	Apr., 2015
13	Mr. Ravi Chandra	Technical Analysis of ITC Ltd	Apr., 2015
14	Mr. Marshal Haroun	A study on customer satisfaction towards Royal Enfield motorcycles with special reference to Tirunelveli	Apr., 2014
15	Mr. M Inaitullabeig	A comparative analysis of lean & agile manufacturing processes	Apr., 2014

16	Ms. Debolina Roy	A study of big data analytics and its future scope	Apr., 2014
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4. Student Course Seminars Guided (Solo)

Sl.	Course	Student's Name	Title	Month, Year
1	SM729	Ms. Deepshikha Roy	Comparative study of Reliance Jio, Bharti Airtel & Vodafone Idea	Apr., 2019
2	SM729	Ms. Sushmitha Pai M.	Marketing strategy for differently abled population	Apr., 2019
3	SM719	Ms. Deepshikha Roy	Strategies of Reliance Jio	Nov, 2018
4	SM719	Ms. Sushmitha Pai M.	Block-chain technology in Logistics	Nov, 2018
5	MBA739	Mr. Mohammed Jafaruddin	Non-performing assets and its solutions	Nov, 2018
6	MBA739	Mr. Swarnava Naskar	Block Chain	Nov, 2018
7	MBA739	Ms. Gowthami	Machine learning in financial sector	Nov, 2018
8	MBA729	Ms. Harshitha	Green Marketing	Apr., 2018
9	MBA729	Mr. Ravi Shakti	Skill India	Apr., 2018
10	MBA729	Mr. Swarnava Naskar	Mutual Fund	Apr., 2018
11	MBA719	Mr. Krishna Prasad	Demonetization and its Effect on Indian Economy	Nov., 2017
12	MBA739	Mr. Abdul Razik A	Venture Capital	Nov., 2017
13	MBA729	Mr. M. Jagadeep Kumar	Digital Marketing Analysis of Ecommerce Companies	Apr., 2017
14	MBA729	Mr. Mohammed Jaseem M.	Identifying different types of online advertising and its impact on consumer purchasing behavior	Apr., 2017
15	MBA729	Ms. Samiksha Raj	E-Banking	Apr., 2017
16	MBA729	Mr. Vinay Kumar	Pricing Strategies	Apr., 2017
17	MBA719	Mr. S. Prabhav Prakash	Smart City Mission and Implementation Challenges	Nov., 2016
18	MBA719	Mr. Sarthak Shetty	Transition strategies in Management	Nov., 2016
19	MBA719	Ms. Shraddha A	Executive teams and their success traits	Nov., 2016
20	MBA719	Mr. Shubhanshu P. Singh	Growing importance for strategic oil reserves in India	Nov., 2016
21	MBA739	Mr. Karthik N	Concept of Value Investing	Nov., 2016
22	MBA739	Mr. N Hemanth	Comparative Study on Business Plans of Alibaba and India Mart	Nov., 2016
23	MBA739	Mr. Sandeep Kumar B	Corporate Value of Social Media	Nov., 2016
24	MBA729	Mr. Ganesh Gopakumar	Digital Marketing in the World of Sports	Apr., 2016
25	MBA729	Mr. Nithin H	Inclusion of Green Chemistry as a Chapter in Management and Engineering Course	Apr., 2016
26	MBA729	Ms. Prajna K N	Training and Development process in an organization	Apr., 2016
27	MBA719	Mr. Ganesh Gopakumar	Indian Economy and the Maritime Sector	Nov., 2015
28	MBA719	Mr. Nithin H	Solar Ponds	Nov., 2015
29	MBA719	Ms. Prajna K N	Price Discrimination under Monopoly	Nov., 2015
30	MBA739	Mr. Shivakumar S M	The Aftermarket in the Automotive Industry: How to Optimize Aftermarket Performance in Established and Emerging Markets	Nov., 2015
31	MBA739	Mr. Idayadulla L	Green Product and Marketing	Nov., 2015
32	MBA739	Ms. Ashmita Shukla	Guerrilla Marketing	Oct., 2015
33	MBA729	Ms. Subathra M	Micro finance in India	Apr., 2015
34	MBA729	Mr. Sreekath Murala	Commodities Trading-Investment and Speculation	Apr., 2015
35	MBA719	Mr. Ahmed Faiz	Analytics in Business	Nov., 2014

36	MBA719	Ms. Apoorva Dhriti	Employee Motivation in Organization	Nov., 2014
37	MBA729	Ms. Arathy Krishnan	Relationship between psychological factors and entrepreneurial inclination of NITK MBA students	May, 2014
38	MBA729	Mr. Akshith H Shetty	Value Investment	May, 2014
39	MBA729	Ms. Akshatha Anand	A study on portfolio management behaviour of individual investors	May, 2014

At Other Institutions

Guide (solo) at Amrita School of Business (MBA Programme)

Sl.	Name of the Scholar	Summer Internship Project Topic	Year
1	Mr. Ananthakrishnan R.	Study on Scope of Contraceptive Products of HLL Life Care Limited in Africa	2013
2	Mr. Arun Prasanna	Fixed Assets Management at GMR	2013
3	Mr. Souravikiran	Formulation of Forex policy & Working Capital Management- A Study of Finance Department at Nagarjuna Fertilizers and Chemicals Limited	2013
4	Ms. Maria Joseph	Working Capital Management at GMR	2013
5	Ms. Nivedita Balaji	Detailed Study on the Financial Performance of GMR	2013
6	Ms. Sandhya Bodapati	Marketing Strategy Development for Protocon at Sunlux Technologies Pvt. Ltd.	2013

Guide (solo) at Madras School of Economics (M. Sc. Programme)

Sl.	Name of the Student	Dissertation Topic	Year
1	Ms. A. Sarana Priya	Industrial Clusters in India: IT Hardware Industry	2011
2	Mr. Vijayanandan	Determinants of Labour Productivity in Indian Manufacturing	2011
3	Mr. Hallel Ben V.	A Comparison of MNEs and Domestic Firms in the Indian Electrical Equipments Industry	2010

Panel member for three other students in 2010 and for five other students in 2011 at Madras School of Economics

Projects:

- One of the investigators in preparing study report on the Mid Term Appraisal (MTA) of Tamil Nadu of the 11th Plan (Project from the State Plans Division, Planning Commission, Government of India).

Research Interests:

Technological strategies and competitiveness of firms and industries; Information and communication technology (ICT) and its role in industry and marketing, and human capital formation.

Other Activities and Responsibilities:

- Coordinator for workshop on services marketing and persuasive communication to B2B customers organized on 21st December 2015 at School of Management, NITK, Surathkal.
- Organizing committee member for Two Day National Conference on Outcome Based Education held during 16-17 January 2015 at Department of HSS & Management, NITK, Surathkal.
- One of the Wardens for Girls Hostel at NITK, Surathkal (June 2016 till date).
- Reviewer for select journal articles for Journal of Asia Business Studies [Emerald], Management Research Review [Emerald], Oxford Development Studies [Taylor & Francis], Transnational Corporations Review [Taylor & Francis] The Indian Economic Journal [Sage] and Sage Open [Sage].
- External examiner for Ph.D. Thesis titled “A study on performance of telecom service market in Karnataka” submitted to VTU by Ms. Sadhna Shukla.
- Served as Project Work Evaluation Committee (PWEC) member (outside department) for 16 M. Tech. students of different departments, Research Progress Assessment Committee (RPAC) member (outside department) for 4 Ph. D. students of different departments at NITK and Doctoral Thesis Assessment Committee (DTAC) member for the Ph. D. defense of 3 Ph.D. Scholars.
- Served as member in Anti-ragging Squad and Ring-presentation Organizing Committee (2015) at NITK.
- Member in Seating Arrangements and Accommodation Committees for 15th and 16th Annual Convocations at NITK.
- Faculty coordinator for summer internships for the MBA-MS 2012-14 batch of Department of Management, Amrita School of Business (Bengaluru campus), Amrita Vishwa Vidyapeetham
- Member of Brochure Committee from Department of Management, Amrita School of Business (Bengaluru campus), Amrita Vishwa Vidyapeetham
- Lifetime member of Forum for Global Knowledge Sharing and member for Member of Academy of International Business (AIB)
- Faculty Coordinator for 1st year General Economics (2010-12 Batch), Madras School of Economics
- Deputy Warden for Girl’s Hostel at Madras School of Economics
- Student volunteer in the organizing committees for various conferences (three in Economics, one in Psychology, and two in Philosophy) hosted by the Department of Humanities and Social Sciences, IIT Bombay.

Date: 24th June 2019.