

		Qualification								Academic Research				
Name of the Faculty Member	Degree(Highest Degree)	University	Year of attaining higher qualification	Association with the Institution	Designation	Date on which Designated as Professor/ Associate Professor	Date of Joining the Institution	Department	Specialization	Research Paper Publications	Ph.D. Guidance	Faculty Receiving Ph.D. during the Assessment Years	Date of Leaving (In case Currently Associated is ("No"))	Nature of Association(Regular/Contract)
Amit Kanchanbaras	Postgraduation (MBA)	University of Indore	1993 - 1994	Yes	Assistant Professor	-	08 / 01 / 2018	ISBR Business School	Finance	2	-	-	Yes	Regular Faculty
Dr. NarasimaA Venkatesh	PhD	Manonmaniam Sundaranar University	2013 - 2014	Yes	Professor	29 / 11 / 2021	29 / 11 / 2021	ISBR Business School	HRM	10	-	-	Yes	Regular Faculty
Dr. Balachandar S	PhD	Annamalai University	2019 - 2020	Yes	Associate Professor	14 / 07 / 2022	14 / 07 / 2022	ISBR Business School	HRM	3	-	-	Yes	Regular Faculty
Pooja Vishnoi	PhD	Institute of Management RDVV Jabalpur MP	2001 - 2002	Yes	Assistant Professor	-	01 / 08 / 2022	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Ms. Veera Shireesha Sangu	Postgraduation (PGDM)	Bangalore University	2012 - 2013	Yes	Assistant Professor	-	06 / 02 / 2022	ISBR Business School	HR & Marketing	2	-	-	09 / 07 / 2024	Regular Faculty
Shyam Sundar	Postgraduation (PGDM)	Alliance University	2017 - 2018	Yes	Assistant Professor	-	18 / 07 / 2023	ISBR Business School	General Management	-	-	-	Yes	Regular Faculty
Ms. Sunita Sharma	Postgraduation (MBA)	FM University	2008 - 2009	Yes	Assistant Professor	-	18 / 07 / 2023	ISBR Business School	HR & Marketing	-	-	-	10 / 04 / 2024	Regular Faculty
Ms. Usha N	Postgraduation (MCom)	KSOU University	2013 - 2014	Yes	Assistant Professor	-	25 / 09 / 2019	ISBR Business School	Finance	3	-	-	Yes	Regular Faculty
Dr. Veena Shenoy	PhD	Pune University	2020 - 2021	Yes	Associate Professor	10 / 06 / 2019	10 / 06 / 2019	ISBR Business School	HRM	23	-	-	Yes	Regular Faculty
ChandrikaB Krishnan	Postgraduation (MBA)	Bangalore University	2017 - 2018	Yes	Assistant Professor	-	15 / 05 / 2023	ISBR Business School	HRM	-	-	-	14 / 12 / 2023	Regular Faculty
Dr. S Prabhakar	PhD	Bharathiar Uni Coimbtur	2009 - 2010	Yes	Professor	01 / 06 / 2022	01 / 06 / 2022	ISBR Business School	HRM	4	-	-	Yes	Regular Faculty
Dr. Veena Rajachar	Postgraduation (MSc)	KLE University	2008 - 2009	Yes	Professor	19 / 11 / 2019	19 / 11 / 2019	ISBR Business School	Healthcare	-	-	-	Yes	Regular Faculty
Dr. Jhansi Rani	PhD	SV Uni Tirupati	2015 - 2016	Yes	Associate Professor	13 / 01 / 2018	13 / 01 / 2018	ISBR Business School	HRM	40	-	-	Yes	Regular Faculty
Mr. Prashanth Mushtagi	Postgraduation (MBA)	Sikkim Manipal University	2008 - 2009	Yes	Assistant Professor	-	20 / 07 / 2020	ISBR Business School	Finance	-	-	-	Yes	Regular Faculty

Dr. Shiba Daveshar	PhD	Mudra Institute of communications ahmedabad	2014 - 2015	Yes	Associate Professor	15 / 12 / 2022	15 / 12 / 2022	ISBR Business School	Management	2	-	-	Yes	Regular Faculty
Mr. Dhananjai Rao	Postgraduation (MBA)	ICFAI University	2006 - 2007	Yes	Assistant Professor	-	25 / 07 / 2022	ISBR Business School	Business Analytics	1	-	-	25 / 07 / 2024	Regular Faculty
Dr. Richa Bhalla	PhD	Babasaheb Bhimrao Ambedkar University	2021 - 2022	Yes	Associate Professor	15 / 02 / 2022	15 / 02 / 2022	ISBR Business School	General Management	8	-	-	Yes	Regular Faculty
Mr. Gopinath C B	Postgraduation (PGDBA)	Symbiosis University	1986 - 1987	Yes	Assistant Professor	-	15 / 07 / 2021	ISBR Business School	Operations & Marketing	-	-	-	Yes	Regular Faculty
Lakshmi K S	PhD	Bharathiar University	2015 - 2016	Yes	Associate Professor	01 / 07 / 2019	01 / 07 / 2019	ISBR Business School	Management	15	-	-	Yes	Regular Faculty
Dr. Sheetal Mahendher	PhD	CMR University	2020 - 2021	Yes	Assistant Professor	-	10 / 06 / 2019	ISBR Business School	Business Analytics and QT	61	-	-	Yes	Regular Faculty
Dr. Sonu Chowdhury	PhD	Mewar University	2018 - 2019	Yes	Associate Professor	20 / 06 / 2022	20 / 06 / 2022	ISBR Business School	General Management	5	-	-	Yes	Regular Faculty
Dr. SupriyaLamba Sahdev	PhD	Amity University	2022 - 2023	Yes	Assistant Professor	-	23 / 06 / 2022	ISBR Business School	International Business	14	-	-	20 / 07 / 2024	Regular Faculty
Mr. Leonard L	Postgraduation (MSc)	Pondicheery University	2018 - 2019	Yes	Assistant Professor	-	06 / 12 / 2021	ISBR Business School	Economics	22	-	-	Yes	Regular Faculty
Mr. Madan Gowda	Postgraduation (MBA)	Christ University	2017 - 2018	Yes	Assistant Professor	-	01 / 02 / 2021	ISBR Business School	Marketing	6	-	-	Yes	Regular Faculty
Mr. Mohan Kumar	Postgraduation (MBA)	-	-	Yes	Assistant Professor	-	01 / 01 / 2019	ISBR Business School	Human Resource	-	-	-	Yes	Regular Faculty
Dr. Padma Mahadevan	PhD	Madras University	2012 - 2013	Yes	Associate Professor	09 / 09 / 2022	09 / 09 / 2022	ISBR Business School	Economics	15	-	-	Yes	Regular Faculty
Dr. Preshth Bhardwaj	PhD	MS University Baroda	2007 - 2008	Yes	Professor	21 / 08 / 2023	21 / 08 / 2023	ISBR Business School	Managment	1	-	-	Yes	Regular Faculty
Prof. R. Srinivasan	Postgraduation (MBA)	IIM Ahmedabad	1984 - 1985	Yes	Assistant Professor	-	14 / 11 / 2022	ISBR Business School	Operations	-	-	-	30 / 09 / 2023	Regular Faculty
Ms. Punitha S	Postgraduation (MBA)	Bangalore University	2017 - 2018	Yes	Assistant Professor	-	09 / 02 / 2019	ISBR Business School	Marketing & HRM	-	-	-	17 / 02 / 2024	Regular Faculty
Dr. Santhosh Kumar V	PhD	Bharathiar university coimbatour	2022 - 2023	Yes	Assistant Professor	-	17 / 10 / 2022	ISBR Business School	Marketing	1	-	-	09 / 09 / 2024	Regular Faculty
Dr NilaA Chotai	PhD	Mysore University	2012 - 2013	Yes	Professor	22 / 03 / 2021	22 / 03 / 2021	ISBR Business School	Economics	17	-	-	Yes	Regular Faculty
Dr. Anand Agrawal	PhD	ICFAI University	2006 - 2007	Yes	Professor	24 / 04 / 2023	24 / 04 / 2023	ISBR Business School	Operations	3	-	-	01 / 11 / 2024	Regular Faculty
Mr. Mayur Jain	Postgraduation (MBA)	Christ University	2011 - 2012	Yes	Assistant Professor	-	07 / 02 / 2012	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Dr. Manish Kothari	PhD	Mysore University	2020 - 2021	Yes	Assistant Professor	-	08 / 01 / 2011	ISBR Business School	Marketing	5	-	-	Yes	Regular Faculty
Dr.Anand Ram Kanive	PhD	Pune University	1994 - 1995	Yes	Professor	01 / 07 / 2010	01 / 07 / 2010	ISBR Business School	General Management	-	-	-	Yes	Regular Faculty
Dr. Manohar Chikkanna	PhD	Bangalore University	1991 - 1992	Yes	Professor	21 / 04 / 2012	21 / 04 / 2012	ISBR Business School	Finance	-	-	-	Yes	Regular Faculty
Dr. Ratna Sinha	PhD	Ranchi University	2009 - 2010	Yes	Associate Professor	05 / 08 / 2015	05 / 08 / 2015	ISBR Business School	Finance	-	-	-	Yes	Regular Faculty
Ms. SyedFurheen Shahadad	Postgraduation (MBA)	Baba Ghulam Shah Badshah University	2012 - 2013	Yes	Assistant Professor	-	02 / 01 / 2020	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Dr. Naveen Pol	PhD	Karnataka University	2018 - 2019	Yes	Associate Professor	01 / 12 / 2022	01 / 12 / 2022	ISBR Business School	Marketing	9	-	-	Yes	Regular Faculty

Ms. Susmita Kumari	Postgraduation (MBA)	Symbiosis University	2010 - 2011	Yes	Assistant Professor	-	04 / 01 / 2021	ISBR Business School	Marketing	-	-	-	31 / 01 / 2025	Regular Faculty
TOUSHIF ANSARI	Postgraduation (MBA)	CSVТУ	2018 - 2019	Yes	Assistant Professor	-	08 / 07 / 2023	ISBR Business School	Finance	-	-	-	05 / 03 / 2024	Regular Faculty
Dr. SAVITRI PENUMATHSA	PhD	Andhra University	2012 - 2013	Yes	Professor	24 / 06 / 2019	24 / 06 / 2019	ISBR Business School	Marketing & HRM	-	-	-	31 / 07 / 2021	Regular Faculty
Mr. Sriram Powru	Postgraduation (MIS)	The University of New Brunswick	2008 - 2009	Yes	Assistant Professor	-	25 / 06 / 2021	ISBR Business School	International Business	-	-	-	Yes	Regular Faculty
Mr. Visweswara Vempali Rao	Postgraduation (MSc)	-	2002 - 2003	Yes	Assistant Professor	-	21 / 06 / 2012	ISBR Business School	Statistics	1	-	-	Yes	Regular Faculty
Dr. Ayush. Saxena	Postgraduation (MBA)	Welingkar Institute of Management	2012 - 2013	Yes	Assistant Professor	-	03 / 08 / 2020	ISBR Business School	Finance	-	-	-	30 / 06 / 2023	Regular Faculty
Mr. Bharat. Jain	Postgraduation (MBA)	Annamalai University	2008 - 2009	Yes	Assistant Professor	-	02 / 04 / 2012	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Mr. Karthik. Nag	Postgraduation (MBA)	Visvesvaraya echnology University	2014 - 2015	Yes	Assistant Professor	-	04 / 11 / 2019	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Kanagaraj. K	PhD	SCSVMV UNI Kanchipuram	2019 - 2020	Yes	Assistant Professor	-	17 / 07 / 2019	ISBR Business School	HCM	3	-	-	Yes	Regular Faculty
Dr. YadavaliLakshaman Kumar	PhD	Krishnadevaraya University	2004 - 2005	Yes	Professor	22 / 10 / 2020	22 / 10 / 2020	ISBR Business School	Marketing	12	-	-	22 / 02 / 2023	Regular Faculty
Dr. Guru. Basava Aradhya S	PhD	CSJMU	2009 - 2010	Yes	Associate Professor	18 / 01 / 2021	18 / 01 / 2021	ISBR Business School	Marketing	62	-	-	20 / 05 / 2023	Regular Faculty
Ms. Vennela Maratha	Postgraduation (MBA)	Sri Venkateswara University (SVU)	2014 - 2015	Yes	Assistant Professor	-	09 / 04 / 2022	ISBR Business School	General Management	1	-	-	Yes	Regular Faculty
Ms. SaraswatiPreyesh Kurade	Postgraduation (MBA)	Karnataka university	2003 - 2004	Yes	Assistant Professor	-	20 / 07 / 2022	ISBR Business School	General Management	-	-	-	Yes	Regular Faculty
Ms. Poonam Chhetri	Postgraduation (MBA)	Pune University	2009 - 2010	Yes	Assistant Professor	-	15 / 09 / 2022	ISBR Business School	Marketing & HRM	-	-	-	Yes	Regular Faculty
Ms. Dilpreet Chadha	Postgraduation (MBA)	Mohanlal Sukhadia University,	2003 - 2004	Yes	Assistant Professor	-	20 / 12 / 2022	ISBR Business School	International Business	1	-	-	Yes	Regular Faculty
Ms. Najnee Khattoon	Postgraduation (MCom)	Utkal University	2018 - 2019	Yes	Assistant Professor	-	20 / 10 / 2022	ISBR Business School	Finance	-	-	-	Yes	Regular Faculty
Ms. Anjali Khandare	Postgraduation (MBA)	Pune University	2019 - 2020	Yes	Assistant Professor	-	20 / 06 / 2022	ISBR Business School	General Management	-	-	-	Yes	Regular Faculty
Ms. Ramya Y	Postgraduation (MBA)	Gitam University	2005 - 2006	Yes	Assistant Professor	-	14 / 11 / 2022	ISBR Business School	HRM	-	-	-	Yes	Regular Faculty
Yamuna C	Postgraduation (MBA)	University of Madras	2005 - 2006	Yes	Assistant Professor	-	15 / 12 / 2022	ISBR Business School	HR	-	-	-	31 / 05 / 2023	Regular Faculty
Mr. Kirron. Deshpande	Postgraduation (MCOM)	KSOU	1994 - 1995	Yes	Assistant Professor	-	01 / 07 / 2010	ISBR Business School	Finance	1	-	-	Yes	Regular Faculty
Dr. Chandra. Niranjana	PhD	Mysore University	1990 - 1991	Yes	Professor	01 / 07 / 2010	01 / 07 / 2010	ISBR Business School	General Management	-	-	-	Yes	Regular Faculty
Dr. Anju. Kumar	PhD	Banasthali Vidyapeeth University	2016 - 2017	Yes	Professor	15 / 11 / 2021	15 / 11 / 2021	ISBR Business School	Human Resources	5	-	-	23 / 05 / 2023	Regular Faculty
Shabisa. Bhushan	PhD	Sri satya Sai university of tech and mechical sciences	2018 - 2019	Yes	Associate Professor	03 / 10 / 2022	03 / 10 / 2022	ISBR Business School	Management	2	-	-	Yes	Regular Faculty
Ms. Anuradha Shukla	Postgraduation (MBA)	Kanpur University	1995 - 1996	Yes	Assistant Professor	-	15 / 10 / 2024	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty

Ashwani Singh	Postgraduation (MBA)	Mysore University	2018 - 2019	Yes	Assistant Professor	-	11 / 05 / 2023	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Athira S J	Postgraduation (MBA)	KTU University	2021 - 2022	Yes	Assistant Professor	-	25 / 10 / 2023	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Bhavna Nagesh	Postgraduation (MBA)	Christ University	2008 - 2009	Yes	Assistant Professor	-	05 / 05 / 2023	ISBR Business School	HR	-	-	-	Yes	Regular Faculty
Dona Jude	Postgraduation (MA)	University Of Calicut	2021 - 2022	Yes	Assistant Professor	-	05 / 09 / 2024	ISBR Business School	Economics	-	-	-	Yes	Regular Faculty
Dr. AnandShankar Raja M	PhD	SRM University	2017 - 2018	Yes	Assistant Professor	-	19 / 02 / 2024	ISBR Business School	HRM	1	-	-	Yes	Regular Faculty
Dr. Balaji S	PhD	Visvesvaraya Technology University	2022 - 2023	Yes	Associate Professor	01 / 03 / 2024	01 / 03 / 2024	ISBR Business School	Management	1	-	-	Yes	Regular Faculty
Dr. Bharathi T	PhD	JAIN University banglore	2018 - 2019	Yes	Associate Professor	12 / 06 / 2024	12 / 06 / 2024	ISBR Business School	HRM	2	-	-	Yes	Regular Faculty
Muhammad Anfah	Postgraduation (MBA)	Bangalore University	2021 - 2022	Yes	Assistant Professor	-	03 / 10 / 2023	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Dr. Disha Gupta	PhD	Indore University	2018 - 2019	Yes	Assistant Professor	-	22 / 07 / 2024	ISBR Business School	Management	-	-	-	Yes	Regular Faculty
Dr. Karpagavalli Gurusamy	PhD	Bharathiar university coimbatour	2018 - 2019	Yes	Assistant Professor	-	02 / 09 / 2024	ISBR Business School	Management	2	-	-	Yes	Regular Faculty
Parinima P	Postgraduation (MBA)	Bharatihar University	2021 - 2022	Yes	Assistant Professor	-	10 / 01 / 2024	ISBR Business School	-	-	-	-	Yes	Regular Faculty
Dr. Lakshmi Prasad	PhD	Prescott uni london	2011 - 2012	Yes	Associate Professor	19 / 08 / 2024	19 / 08 / 2024	ISBR Business School	Management	-	-	-	Yes	Regular Faculty
Mr. Shiva Prakash	Postgraduation (MMM)	Mumbai University	1989 - 1990	Yes	Assistant Professor	-	01 / 02 / 2019	ISBR Business School	General Management	1	-	-	Yes	Regular Faculty
Mr. Siyade B	Postgraduation (MBA)	Bharathiar University	2022 - 2023	Yes	Assistant Professor	-	06 / 05 / 2024	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Dr. Karpagam T	PhD	Anna University	2021 - 2022	Yes	Professor	08 / 02 / 2016	08 / 02 / 2016	ISBR Business School	HR	1	-	-	Yes	Regular Faculty
Dr.Sippee Bharadwaj	PhD	The Assam Kaziranga University	2022 - 2023	Yes	Assistant Professor	-	17 / 08 / 2023	ISBR Business School	Electronics and Communication Engineering	3	-	-	Yes	Regular Faculty
Ms. Durga Vijayan	Postgraduation (MBA)	KTU University	2021 - 2022	Yes	Assistant Professor	-	30 / 10 / 2023	ISBR Business School	General Management	-	-	-	Yes	Regular Faculty
Ms. Maneesha T V	Postgraduation (MBA)	Sambhram Academy of Management Studies,	2021 - 2022	Yes	Assistant Professor	-	16 / 09 / 2024	ISBR Business School	HRM	-	-	-	Yes	Regular Faculty
Sonali Verma	Postgraduation (MBA)	Patna University	2019 - 2020	Yes	Assistant Professor	-	19 / 07 / 2023	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Mr. Rangesh Shrinivasan	Postgraduation (MBA)	IIM Ahmedabad	1986 - 1987	Yes	Assistant Professor	-	14 / 11 / 2022	ISBR Business School	Operations management	-	-	-	30 / 09 / 2023	Regular Faculty
Raghunathan R	Postgraduation (MBA)	allapa	1998 - 1999	Yes	Assistant Professor	-	28 / 06 / 2023	ISBR Business School	Finance	-	-	-	Yes	Regular Faculty
Ms. Navita Vijay	Postgraduation (MBA)	Army Institute of Management	2009 - 2010	Yes	Assistant Professor	-	01 / 03 / 2019	ISBR Business School	Finance	-	-	-	12 / 05 / 2023	Regular Faculty
Mr. Abbas Ali	Postgraduation (MBA)	SM University	2010 - 2011	Yes	Assistant Professor	-	01 / 12 / 2011	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Dr. Basavaraja Mt	PhD	Tumkur University	2017 - 2018	Yes	Assistant Professor	-	21 / 06 / 2023	ISBR Business School	INFORMATIO N AND	1	-	-	Yes	Regular Faculty

									COMMUNICA TION					
Lingappa Shakarappa	Postgraduation (Masters in Library and Information Science (MLIS))	Gulbarga University, Gulbarga.	2012 - 2013	Yes	Assistant Professor	-	07 / 08 / 2023	ISBR Business School	INFORMATIO N AND COMMUNICA TION	-	-	-	Yes	Regular Faculty
S Manikandan	PhD	University of Madras	2011 - 2012	Yes	Associate Professor	12 / 11 / 2024	12 / 11 / 2024	ISBR Business School	ECONOMICS	-	-	-	Yes	Regular Faculty
Shruthi Prakash	Postgraduation (CS(ICSII))	-	2010 - 2011	Yes	Assistant Professor	-	01 / 01 / 2024	ISBR Business School	Business law	-	-	-	Yes	Regular Faculty
Dr. Rajagopalan Ar	PhD	Bharathidasan University	2015 - 2016	Yes	Professor	17 / 02 / 2025	17 / 02 / 2025	ISBR Business School	FINANCE	-	-	-	Yes	Regular Faculty
RupaChatterjee Das	Postgraduation (PGDM)	GLOBSYN Business School	2010 - 2011	Yes	Assistant Professor	-	02 / 12 / 2024	ISBR Business School	HRM	-	-	-	Yes	Regular Faculty
Mthouyangba Meetei	Postgraduation (PGDM)	ISBR Business School	2023 - 2024	Yes	Assistant Professor	-	20 / 05 / 2024	ISBR Business School	MARKETING	-	-	-	Yes	Regular Faculty
Mr. AbhishekAnub Kumar	Postgraduation (MBA)	Karnataka University	2017 - 2018	Yes	Assistant Professor	-	11 / 02 / 2025	ISBR Business School	Finance AND Marketing	-	-	-	Yes	Regular Faculty
Anindita Mondal	Postgraduation (PGDM)	IBA Bangalore	2021 - 2022	Yes	Assistant Professor	-	13 / 08 / 2024	ISBR Business School	GENERAL	-	-	-	Yes	Regular Faculty
Ananya Mondal	Postgraduation (MA)	University of Calcutta	2019 - 2020	Yes	Assistant Professor	-	01 / 12 / 2023	ISBR Business School	HRM	-	-	-	Yes	Regular Faculty
JananiD L	Postgraduation (PGDM)	Fortune Institute of International Business (FIIB),	2018 - 2019	Yes	Assistant Professor	-	05 / 08 / 2024	ISBR Business School	INTERNATIO NAL	-	-	-	Yes	Regular Faculty
Ms.roselineNivetha J	Postgraduation (MSc)	Central University of Tamilnadu	2019 - 2020	Yes	Assistant Professor	-	05 / 04 / 2024	ISBR Business School	M.Sc.,Applied	-	-	-	Yes	Regular Faculty
Mr.debojyotiRanjan Bhattacharya	Postgraduation (PGDM)	ISBR Business School	2023 - 2024	Yes	Assistant Professor	-	02 / 05 / 2024	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
Ismail Chalil	Postgraduation (MBA)	ISBM	2009 - 2010	Yes	Assistant Professor	-	02 / 01 / 2023	ISBR Business School	MARKETING	-	-	-	Yes	Contractual Faculty
Chandan C	Postgraduation (Master in Management)	Swinburne Institute of Technology	2018 - 2019	Yes	Assistant Professor	-	07 / 06 / 2023	ISBR Business School	Construction	-	-	-	Yes	Regular Faculty
Swetha Jain	Postgraduation (Other)	-	2012 - 2013	Yes	Assistant Professor	-	01 / 09 / 2023	ISBR Business School	FINANCE	-	-	-	Yes	Regular Faculty
Jaswanth Singh	Postgraduation (CMA(ICMAI))	IGNOU	2010 - 2011	Yes	Assistant Professor	-	03 / 01 / 2022	ISBR Business School	Finance	-	-	-	Yes	Contractual Faculty
Mr. RajeshK Rao	Postgraduation (MBA)	ICFAI University	2015 - 2016	Yes	Assistant Professor	-	15 / 06 / 2022	ISBR Business School	Operation Management	-	-	-	Yes	Regular Faculty
VinuthaVithal Savant	Postgraduation (MBA)	RV Institute Of Management	2020 - 2021	Yes	Assistant Professor	-	02 / 12 / 2024	ISBR Business School	HRM	-	-	-	Yes	Regular Faculty
Dr. Raghunathan Ramadorai	PhD	Karnataka University	2015 - 2016	Yes	Assistant Professor	-	17 / 08 / 2020	ISBR Business School	General Management	-	-	-	Yes	Regular Faculty
Dr. Poonam Verma	Postgraduation (MBA)	Mumbai University	2017 - 2018	Yes	Assistant Professor	-	20 / 09 / 2023	ISBR Business School	HRM	-	-	-	Yes	Regular Faculty
Ms.lanna Lalithan	Postgraduation (MBA)	Swiss Business School	2007 - 2008	Yes	Assistant Professor	-	06 / 05 / 2019	ISBR Business School	Finance	-	-	-	03 / 04 / 2023	Regular Faculty
Mr. Mohan Kumar	Postgraduation (MSc)	Annamalai	2022 - 2023	Yes	Assistant Professor	-	20 / 10 / 2023	ISBR Business School	INFORMATIO N AND COMMUNICA TION	-	-	-	Yes	Regular Faculty
Dr. T KVijay Kumar	PhD	Bangalore University	2006 - 2007	Yes	Assistant Professor	-	01 / 06 / 2010	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty

Dr. Aditi Priya	PhD	TM university	2014 - 2015	Yes	Associate Professor	05 / 07 / 2017	05 / 07 / 2017	ISBR Business School	Marketing	-	-	-	Yes	Regular Faculty
-----------------	-----	---------------	----------------	-----	------------------------	-------------------	-------------------	-------------------------	-----------	---	---	---	-----	--------------------

6.1 Student-Faculty Ratio (SFR)

No. of Students in PG 1st Year= p1

No. of Students in PG 2nd Year= p2

No. of Students = Sanctioned Intake (The above data to be provided considering all the management programs of the department)

S=Number of Students in the Department = PG1+PG2+.....+PGm

F =Total Number of Faculty Members in the Department Student Faculty Ratio (SFR) = S / F

Year/ Number of Students	Academic Year 2024-2025	Academic Year 2023-2024	Academic Year 2022-2023
Number of Students in First Year	540	540	300
Number of Students in Second Year	540	300	300
Total Number of students in Department (S)	1080	840	600
No. of Faculty in the Department (F)	76	64	52
Student Faculty Ratio(SFR=S/F)	14.21	13.13	11.54
Average SFR	12.96		

Total Marks for SFR : 10

Note:

1. All the faculty whether regular or contractual (except Part-Time or paid hourly based), will be considered. The contractual faculty (doing away with the terminology of visiting/adjunct faculty, whatsoever) who have taught for 2 consecutive semesters in the corresponding academic year on a full-time basis shall be considered for the purpose of calculation in the Faculty Student Ratio. However, the following will be ensured in case of contractual faculty:

i. Shall have the AICTE prescribed qualifications and experience.

ii. Shall be appointed on a full-time basis and worked for consecutive two semesters during the particular academic year under consideration. iii. Should have gone through an appropriate process of selection, and the records of the same shall be made available to the visiting team during NBA visit

2. Depending upon the No. of programs in the above table has to be updated accordingly.

3. Marks to be given proportionally from a maximum of 10 to a minimum of 5 for average SFR between 15:1 to 25:1, and zero for average SFR higher than 25:1. Marks distribution is given as below:

<= 15 - 10 Marks

<= 17 - 09 Marks

<= 19 - 08 Marks

<= 21 - 07 Marks

<= 23 - 06 Marks

<= 25 - 05 Marks

> 25.0 - 0 Marks

6.1.1. Provide the information about the regular and contractual faculty as per the format mentioned below:

Year	Total Number of Regular Faculty in the department	Total Number of Contractual Faculty in the department
Academic Year 2024-2025	74	2
Academic Year 2023-2024	62	2
Academic Year 2022-2023	51	1

6.2 Faculty Cadre

The reference Faculty cadre proportion is 1(F1):2(F2):6(F3)

F1: Number of Professors required = $1/9 \times$ Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per 6.1

F2: Number of Associate Professors required = $2/9 \times$ Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per 6.1

F3: Number of Assistant Professors required = $6/9 \times$ Number of Faculty required to comply with 20:1 Student-Faculty ratio based on no. of students (N) as per 6.1

Year	Professors		Associate Professors		Assistant Professors	
	Required Faculty (RF1)	Available Faculty (AF1)	Required Faculty (RF2)	Available Faculty (AF2)	Required Faculty (RF3)	Available Faculty (AF3)
Academic Year 2024-2025	6	9	12	17	36	50
Academic Year 2023-2024	5	8	9	16	28	40
Academic Year 2022-	3	8	7	13	20	31

Year	Professors		Associate Professors		Assistant Professors	
	Required Faculty (RF1)	Available Faculty (AF1)	Required Faculty (RF2)	Available Faculty (AF2)	Required Faculty (RF3)	Available Faculty (AF3)
2023						
Average Numbers	4.67	8.3	9.3	15.3	28.0	40.3

Cadre Ratio Marks = $((AF1/RF1) + (AF2/RF2*0.6) + (AF3/RF3*0.4)) * 10 =$ **20.00**

If AF1 = AF2 = 0 then zero marks

Maximum marks to be limited if it exceeds 20

6.3 Faculty Qualification

$FQ = 2.0 \times [(10X + 4Y)/F]$ where x is no. of regular faculty with Ph.D., Y is no. of regular faculty with Masters degree., F is no. of regular faculty required to comply 1:20 Faculty Student ratio (no. of faculty and no. of students required are to be calculated as per 6.1)

Number of Faculty / Year	Regular Faculty with Ph.D (X)	Regular Faculty with MBA (Y)	Number of regular faculty required to comply 20:1 Faculty Student ratio (F)	Faculty Qualifications (FQ)
Academic Year 2023-2024	28	23	42	17.71
Academic Year 2022-2023	25	17	30	21.20
Academic Year 2024-2025	32	25	54	15.56
			Average Assessment	18.16

6.4 Faculty Retention

Items Item (% of faculty retained during the period of assessment keeping CAYm2 as base year)	Marks
>=90% of faculty	20
>=75% of faculty	15

Items Item (% of faculty retained during the period of assessment keeping CAYm2 as base year)	Marks
>=60% of faculty	10
>=50% of faculty	5
<50% of faculty	0

No. of faculty members in CAYm1= 64

CAY= 76

Item	CAY	CAYm1
No of Faculty Retained	43	48
Total No. of Required Faculty in CAYm2	52	
% of Faculty Retained	82.60%	92.30%
Faculty Retained	87.45%	

Total Marks : 15

6.5 Faculty Initiatives on Teaching and Learning

Innovations by the Faculty in teaching and learning shall be summarized as per the following description. Contributions to teaching and learning are activities that contribute to the improvement of student learning. These activities may include innovations not limited to, use of ICT, instruction delivery, instructional methods, assessment, evaluation and inclusive class rooms that lead to effective, efficient and engaging instruction. Any contributions to teaching and learning should satisfy the following criteria:

- The work must be made available on Institute website
- The work must be available for peer review and critique
- The work must be reproducible and developed further by other scholars

The department/institution may set up appropriate processes for making the contributions available to the public, getting them reviewed, and for rewarding. These may typically include the statement of clear goals, adequate preparation, use of appropriate methods, significance of results, effective presentation, and reflective critique.

According to the present scenario of teaching and learning, modern techniques are adopted in the institution for better learning by students. Some of the innovative teaching techniques adopted are described below:

These techniques are followed by some of the teachers and the same to be uploaded on the institutional website for wider propagation and receiving comments by fellow teachers.

1. Learning by Doing (Hands on Learning through experience)

An approach of learning where students interact with the environment in order to practise, adapt, and learn things. The focus of this teaching pedagogy is to provide actual environment where students can apply their learning. The aim of adopting this teaching

The learning method provides hands-on practices where students will learn the things by doing. In this method, the instructor provides background and flow-charts of thought process, after which students are guided to apply the learning in a business environment. The outcomes of the

teaching pedagogy are that our students are able to enhance their creative thinking quotient, enhance their practical learning, and experience real-time hands-on experience for doing Things.

The type of activities include:

1. Creating own website and conducting search engine optimization (Digital Marketing domain)
2. Analysing the performance of website using analytics metrics (Across domains)
3. Real-time company's financial data analysis using statistical tools. (Finance Domain)
4. Business plan and case writing activities (Across Domain)

Innovative pedagogies in the Department of Marketing and International Business and

Digital Marketing:

I. Students were given live projects whereby the research acumen was tested. They were to apply the various training that had been given in the classes and apply in writing the research papers.

Some papers were published in journals and put in conferences also.

II. The department adopted case based learning – cases from Harvard Publishing Education are given to students where they have to analyse the case and present it to class.

III. Out of classroom exercises – students are given mini projects wherein they have to study the marketplace and write a report on it

IV. Role plays

V. Experiential exercises and presentation – students are to present the creative showcase during Covid as a part of eco-friendliness initiative

VI. Experiential exercises – students made a live demo of an escape room for the participants for an actual client

VII. Some of the specific exercises that are given are:

Marketing:

1. Designing a marketing plan

2. Creation of a brand book

3. Creation of brand house

4. Drafting service flow diagrams – Service marketing

5. Deciding a media plan – advertising

6. Design of an ad strategy

7. Creating a recruitment advertisement for a sales job

8. Assignment on vaccine diplomacy

9. Design of merchandise plan for a retail shop

10. Design of a store layout for a retail shop

11. Rural Awareness Report on the flea market

12. Academic Blogs – going to rural markets and writing blogs

13. Descriptive Analysis on Marketing mix and STP Marketing Research and Marketing analytics:

14. Projective techniques

15. Focus group discussion

-
16. Analytics using Excel Digital Marketing:
 17. Creating a YouTube channel
 18. Creating of a website
 19. Website metrics
 20. Working on live websites
 21. Designing web pages for actual clients
 22. Content writing
 23. Identifying keywords for different websites
 24. Adding the keywords in the websites
 25. Registration on Amazon affiliate
 26. Use of influencer marketing for events
 27. Case Based learning

This pedagogy provides an environment where students can apply their learning in analyzing business issues and recommend solutions. The objective is to provide the real-time business world scenario and equip them to take decisions on particular business problems. This will facilitate in the development of higher order skills of the students as per the Bloom's Taxonomy: analyze, evaluate and design. And will enhance practical learning experience in students. Cases are developed as per the scenario by faculties to suit and create interest in students and also well renowned cases from HBS, Case center, Sage Publications etc are also often used.

6.6 Management Development Programme

(No.of MDP programs organized and duration of each program and no.of candidates attended)

Management Development Programme

6.6. Management Development Program (05)

(No. of MDP programs organized and duration of each program and no. of candidates attended)

Name of Program	Duration/ Hours	No. of Candidates	Academic Year
ELCITA ISBR Certificate Program	120 Hours	17	2022-23

Add Current case studies screenshots

6.7 Faculty Performance Appraisal and Development System

ISBR Business School has developed a comprehensive and structured system for faculty performance evaluation, appraisal, and development. The system aims to foster teaching excellence, research productivity, and continuous faculty development, thereby aligning faculty growth with institutional goals.

1. Faculty Performance Management

The performance management system assesses faculty on various dimensions:

Academic Delivery: Based on curriculum planning, innovative pedagogy, student engagement, and adherence to academic schedules.

Research Output: Quality and quantity of publications, paper presentations, case study development, and project guidance.

Institutional Engagement: Contribution to institutional committees, mentoring of students, event organization, and industry interaction.

Professional Development: Participation in FDPs, training programs, certifications, and academic leadership roles.

All faculty performance evaluations are carried out by the immediate supervisor, reviewed by the Director, and coordinated by the HR Department to ensure transparency and objectivity.

2. Appraisal Process and Frequency

Objectives of the appraisal system:

Provide structured feedback and career growth opportunities.

Link performance to compensation and promotion.

Identify training and development needs.

Frequency of Appraisal:

Half-Yearly Reviews (July & December): Focus on feedback and development.

Annual Appraisal (March): Used for increment and promotion decisions.

Appraisals are based on Key Responsibility Areas (KRAs) linked to the institutional goals. Faculty are evaluated on both qualitative and quantitative outcomes with pre-designed formats and rating mechanisms.

3. Faculty Development Programs (FDPs)

ISBR fosters a strong learning culture by organizing and encouraging faculty to participate in:

Induction Programs: Introducing new faculty to institutional values, roles, and expectations.

On-the-Job Training: For skill and role alignment during the probation period.

FDPs and Workshops: Conducted internally and externally. Faculty are sponsored for subject-specific programs to upgrade their knowledge.

Exposure Visits and Conferences: Faculty are encouraged to present papers and attend academic events.

Training impact is evaluated, and reports are submitted post-training for institutional review.

4. Research Incentive Policy

To promote high-quality research output, ISBR offers monetary incentives as per the following structure:

Type of Publication Incentive Amount (INR)

Scopus Indexed / Web of Science Journal (International/National) ₹10,000

UGC CARE Listed Journal ₹5,000

Book with ISBN / Edited Book with ISBN ₹10,000

Chapter in Edited Book with ISBN ₹3,000

Case Study published in Scopus/UGC CARE journal ₹7,000

Paper Presentation in International Conference ₹3,000

Paper Presentation in National Conference ₹2,000

Additional Highlights:

Incentives are disbursed after verification by the Research Committee.

Publications must include ISBR affiliation.

Special leaves are granted to faculty presenting papers or attending FDPs.

These incentives encourage faculty to publish in reputed journals and participate in conferences, contributing to the academic standing of the institution.

5. Career Advancement and Recognition

ISBR recognizes and rewards consistent performance through:

Promotions based on teaching outcomes, research output, and institutional contribution.

Incentives and Salary Hikes as per appraisal ratings.

Leadership Assignments such as heading committees, events, and academic initiatives.

Annual Awards for excellence in teaching, research, and student engagement.

6. Institutional Integration

The entire system is designed to support ISBR's strategic focus on:

Academic rigor and innovation.

Enhanced student learning experiences.

Strengthening industry-academia collaboration.

Improved research quality and global visibility.

6.7 FDP Organized By the Institution

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participants
		Dates (from-to)	End Date				
Building Blocks in Research: How to Connect the Dots	The aim of the FDP was to provide practical guidance to faculty members on how to connect	23-Apr-2023	23-Apr-2023	Dr. Kavya Shree K M, Mr. Shankar M Mepparambath	Faculty Development Programme	Concept mapping exercises, interactive discussions on research frameworks, hands-on	Faculty members

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participants
		Dates (from-to)	End Date				
	the various building blocks involved in research to answer research questions effectively.					literature review structuring, and guided research design workshops.	
“Contemporary Teaching Pedagogies: Simulation, Gamification, Storytelling, Role Play and Creative Thinking”	This programme explores innovative teaching methodologies such as simulations, gamification, storytelling, and role-playing to enhance student engagement and learning outcomes.	28-Apr-2023	29-Apr-2023	Ms. Tarika Seth	Faculty Development Programme	Hands-on activities, interactive simulations, case-based discussions, and live demonstrations of teaching tools.	Faculty members
Academic Excellence Workshops	Designed to help educators enhance their academic performance through best practices in teaching, research, and student engagement.	02-May-2023	02-May-2023	Dr. Anand Agrawal, Dr. Nila A Chotai	Workshop	Expert-led sessions, case studies, collaborative discussions, and peer learning activities.	Faculty members
		18-May-2023	18-May-2023		Workshop		Faculty members
		30-May-2023	30-May-2023		Workshop		Faculty members
		20-Jun-2023	20-Jun-2023		Workshop		Faculty members

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participants
		Dates (from-to)	End Date				
Strategic Retreat Workshop and Seminar	A focused workshop aimed at faculty and administrators to develop strategic plans for institutional growth and innovation.	13-May-2023	13-May-2023	Dr. Manish Kothari, Dr. Anand Agrawal	Workshop	Brainstorming sessions, leadership exercises, goal-setting activities, and strategy mapping.	Faculty members
"Beyond classroom teaching for academic excellence"	This programme explores methods to extend learning beyond the classroom through experiential learning, industry collaborations, and technology integration.	07-Sep-2023	07-Sep-2023	Dr. Bhimraya Metri	Seminar	Project-based learning, industry case studies, guest lectures, and digital tool demonstrations.	Faculty and Staff
AACSB Workshop	A specialized workshop to familiarize educators with AACSB accreditation standards and best practices for achieving international recognition.	12-Sep-2023	12-Sep-2023	Dr Stephanie M. Bryant, Ms. Amy Memon	Seminar	Accreditation framework discussions, self-assessment exercises, documentation guidance, and peer review simulations.	Faculty members
Data Analytics using R Programming	This FDP introduces participants to data analytics techniques using R, covering data visualization, statistical modeling, and	25-July-2023	31-July-2023	Dr. Naveen Pol	Faculty Development Programme	Hands-on coding sessions, real-world dataset analysis, and guided practice with RStudio.	Faculty members

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participants
		Dates (from-to)	End Date				
	machine learning basics.						
"Advanced SEM Using Smart PLS & Text Analysis Using NVIVO"	Focuses on Structural Equation Modeling (SEM) using SmartPLS and qualitative text analysis using NVIVO for robust research insights.	25-Sep-2023	29-Sep-2023	Dr. Ajay Kumar Chauhan	Faculty Development Programme	Practical demonstrations, hands-on exercises with software tools, and research case studies.	Faculty members
FDP on Accreditation Software STUDIUM	This programme provides hands-on training on STUDIUM, a specialized accreditation management software	13-Dec-2023	14-Dec-2023	Mr. Shubham Purandare	Workshop	Software walkthroughs, practical exercises, and implementation case studies.	Faculty and Staff
Faculty Development Program on Patent filing and writing	Aims to equip faculty members with knowledge of intellectual property rights, patent drafting, and filing procedures.	01-Feb-2024	01-Feb-2024	Dr. Ramesh Chandra Panda	Faculty Development Programme	Expert-led sessions, real-life patent case studies, and hands-on drafting exercises.	Faculty members
Emerging Teaching & Learning Methods and Students Engagement	Focuses on innovative teaching methods that enhance student participation and active learning.	16-Mar-2024	17-Mar-2024	Dr. Anand Agrawal, Dr. Balachander S, Dr. Presth Bhardwaj, Mr. Shiva Raghavendra	Faculty Development Programme	Interactive teaching models, technology-enhanced learning strategies, and role-based teaching simulations.	Faculty members
Success with International	Provides insights into	10-May-	11-May-	Dr. P. Narayana	Faculty Development	Case studies, accreditation	The participants

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participants
		Dates (from-to)	End Date				
Accreditation	achieving international accreditation (AACSB, EQUIS, AMBA) and best practices in academic excellence.	2024	2024	Reddy, Dr. B.V. Krishnamurthy, Dr. Rony Kurien, Mr. Thothathri Raman, Dr. Anand Agrawal, Mr. Nishit Jain, Dr. Tamilselvan Mahalingam, Steve Parscule, Prof R, Nandagopal, Prof Sangeeta Shah, Dr. Parag, Amin, Douglas Gilbert, Prof, Archish, Dr Damodharun Varadarajan	Programme and Workshop	process simulations, gap analysis exercises, and expert panel discussions.	were from various holding various posts like academic Directors, Deans, IQAC, IQA/ heads etc
Pedagogical innovations & collaborative student engagement strategies including cases and simulations for educators	Aimed to get the participants to get acclimatized with some of the good Pedagogical innovations & collaborative student engagement strategies & monitoring, also including cases and simulations for effective facilitating and teaching methods.	16-May-2024	17-May-2024	Dr. Balachandar.S, Dr. Presht Bhardwaj	Faculty development programme	Interactive lectures, case-based discussions, and hands-on simulation exercises to enhance pedagogical innovation. Engaging group activities and collaborative learning strategies were used to foster student engagement	Faculty members
Empowering Innovators: Insights from the ATAL FDP on	This FDP nurtures entrepreneurial thinking	11-Nov-2024	16-Nov-2024	Mr. Kishor Jagirdar, Dr. Presht Bhardwaj, Dr.	Faculty Development Programme	Real-world case studies, interaction with startup	Students and faculty

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participa
		Dates (from-to)	End Date				
Entrepreneurship and Startup Ecosystems	among educators and students by exploring startup ecosystems, funding opportunities, and innovation-driven growth.			Pavan Soni, Mr. Vijeta Shastri, Dr. Anand Shankar Raja, Mr. Chaithanya Gowda, Dr Veena Shenoy, Dr. Naveen Pol, Dr Richa Bhalla, Dr. Shrilakshmi Desiraju, Dr. K. S. Lakshmi, Mr. Akash Chander, Dr. Anantha Prasad, Mr. Pawan Pagaria		founders, business model workshops, and hands-on idea development sessions.	
5-Day Intensive Faculty Development Program (FDP): "Empowering Quantitative Research with SPSS"	This FDP aimed to equip faculty members and researchers with vital skills in data analysis and interpretation using SPSS (Statistical Package for Social Sciences).	23-Sep-2024	27-Sep-2024	Mr. Suman Sukant	Faculty Development Programme	Step-by-step SPSS training, live demonstrations, hands-on data analysis sessions, interpretation of statistical results, and real-world research case studies.	Faculty members
Pathway to Article Publications in Journals of High Repute	The webinar aimed to address various facets of academic publishing, offering practical insights and tools for researchers to enhance their publication success in	07-Aug-2024	07-Aug-2024	Mr. Leonard Diogene	Webinar	Expert insights on journal selection, manuscript structuring techniques, peer review process discussions, and best practices for improving research visibility.	Faculty members and Research Scholars

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participa
		Dates (from-to)	End Date				
	high-impact journals.						
The Art of Writing a Systematic Review of Literature	The primary goal of this workshop is to equip doctoral scholars with a robust framework for conducting high-quality systematic reviews of literature. This is essential for producing impactful research aligned with global academic standards and promoting evidence-based contributions in scholarly work.	14-Dec-2024	14-Dec-2024	Dr. Raja Sankaran	Webinar	Hands-on training on literature search strategies, PRISMA framework application, data extraction exercises, and synthesis of research findings.	Faculty members and Research Scholars
Mastering High-Impact Research Publication Strategies	Aligned with the All India Council for Technical Education (AICTE) goals, the webinar emphasized promoting research innovation, enhancing academic development, and fostering ethical research practices.	16-Jan-2025	16-Jan-2025	Dr. Brandon Randolph-Seng,	Webinar	Guided writing exercises, impact factor analysis, strategies for enhancing citations, discussions on open-access vs. indexed journals, and peer review preparation techniques.	Faculty members and Research Scholars
Faculty Development	Aimed to foster pedagogical	16-May-	17-May-	Dr. Balachander	Faculty Development	Insights and practical	Faculty members

Program Title	Description	Duration		Resource Person	Type of Training	Training Methodology	Participa
		Dates (from-to)	End Date				
Program	innovation and collaborative learning among educators	2024	2024	S. and Dr. Presht Bhardwaj.	Program	strategies to enhance teaching effectiveness.	and Research Scholars
One week online research development program	The relevance of research lies not only in theoretical contribution but in its practical application and societal impact. Recognizing this shift, ISBR Business School organized a 7-Day Online Research Development Program (RDP) under the theme "Research Reimagined: Bridging Academia & Industry for Real-World Impact." This initiative was a bold and timely step toward reshaping how research is conceived, conducted, and applied in the real world.	07-Apr-2025	13-Apr-2025	Mr. Bhartendu Kumar, Dr. Leena James, Dr. G. Sathis Kumar, Mr. Nilesh Deshmukh, Mr. Suganesh S, Mr. Rajmohan Sathiyan, Ms. Vanam Tejasvi,	Research Development Program	Expert insights into industry-aligned research with real-world impact, adoption of AI and data-driven methodologies, Bridging the long-standing gap between academic theory and industry practice and research that drives policy change, innovation, and leadership transformation	Faculty members and Research Scholars

6.7 FDP Attended/Participated Outside the Institution

Title	Name of Faculty	Name of the Institution	Program Title	Start Date	End Date	Year	Workshop/FDP/Seminar	Outside ISBR/ISBR
Ms.	Snehal Deep Dhorda	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Ms.	Priya P S	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Mr.	Ranjith Devaraj	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Mr.	V. Pughalendhiran	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Ms.	Shruthi Sharma	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Dr.	Basavaraja M T	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Ms.	Palak Misra	ISBR Business School	Advanced SEM Using Smart PLS and Text	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR

Title	Name of Faculty	Name of the Institution	Program Title	Start Date	End Date	Year	Workshop/FDP/Seminar	Outside ISBR/ISBR
			Analysis Using NVIVO					
Mr.	Prakash N	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Ms.	Aneeta Elsa Simon	ISBR Business School	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	25-Sep-2023	29-Sep-2023	2023	FDP	ISBR
Dr.	Bharathi T	One School of Business	Enhancing Faculty Orientation and Productivity in Quantitative and Qualitative Research	08-Jul-2024	12-Jul-2024	2024	FDP	Outside ISBR
Ms.	Snehal Deep Dhorda	ISBR Business School	FDP on Patent Filing and Writing	01-Feb-2024	01-Feb-2024	2024	FDP	ISBR
Mr.	Ameer Pasha	ISBR Business School	FDP on Patent Filing and Writing	01-Feb-2024	01-Feb-2024	2024	FDP	ISBR
Mr.	Pughalendhiran	ISBR Business School	FDP on Patent Filing and Writing	01-Feb-2024	01-Feb-2024	2024	FDP	ISBR
Dr	Poonam Verma	ISBR Business School	FDP on Patent Filing and Writing	01-Feb-2024	01-Feb-2024	2024	FDP	ISBR

FDP



All India Council for Technical Education



(Statutory body under Ministry of Education, Govt. of India)
Nelson Mandela Marg, Vasant Kunj, New Delhi 110 070
Website link: <https://www.aicte-india.org/atal>

Training and Learning Bureau
Sanction Letter

F. No. 1716357339/AICTE /ATAL/2023-24

Date:- 04.08.2024

To

The Drawing and Disbursing Officer,
All India Council for Technical Education
Nelson Mandela Marg, Vasant Kunj,
New Delhi-110070

Sub: Release of a s

um of Rs. 2,50,000/ (Rupee Two Lakh Fifty Thousand only) being the first instalment of the Grant-in-Aid under AICTE Training and Learning (ATAL) Academy Programme for the Academic year 2024-25 - reg.

Sir/Madam,

This is to convey the sanction of the Competent Authority of the Council for payment of Rs. 3,50,000/- (Rupees Three Lakhs Fifty Thousand Only) as Grant- In-Aid for conducting of Face to Face ATAL Basic Faculty Development Programme under AICTE Training and Learning (ATAL) Academy Programme and to make payment of Rs.2,50,000/- (Rupee two Lakh Fifty Thousand only) as first instalment of Grant-in-Aid as per details given below:

1	Name of the Beneficiary Institute (University/College/Institute)	ISBR BUSINESS SCHOOL
2	Address	Plot.No.107,Electronics City, Phase-I, Behind BSNL Telephone Exchange, Bangalore Urban, Karnataka, Pin Code - 560100
3	Name of the Coordinator	Dr.Richa Bhalla
4	Permanent ID of Institute	1-2066931
5	Title	Entrepreneurship and Start-Up Ecosystem
6	Dates of FDP	11.11.2024 TO 16.11.2024
7	FDP Type	ATAL BASIC FDP
8	Total Amount Sanctioned	Rs. 3,50,000/-
9	Amount to be released as 1 st Instalment	Rs. 2,50,000/-
10	Amount to be released as 2 nd Instalment (Case to case basis upon submission of Statement of Expenditure)	Rs.1,00,000/- (Cap Limit)

Page 1 of 4

The instructions/guidelines to be followed by University/Institution

I. Release of funds

- a. The maximum cost for conducting per programme will be of Rs. 3,50,000/- as per detail given as under:

Sr. No.	Particulars	Sanctioned amount for 2024-25 for ATAL Basic FDPs
1.	Honorarium to Co-ordinator	Rs. 8,000/-
2.	Honorarium to Co-Co-ordinator	Rs. 5,000/-
3.	Honorarium for computer operators/lab-Technicians	Rs. 5,000/- (in total)
4.	Honorarium for experts	Rs. 50,000/- (Rs. 5,000 per session)
5.	TA to External experts engaging sessions	Rs. 1,00,000/-
6.	Refreshment & Lunch	Rs. 60,000/-
7.	Hands on training material, consumable items, and Miscellaneous Charges etc. reimbursed on actual basis	Rs. 22,000/-
8.	TA to Participants (excluding in-house participants)	Rs. 80,000/- (Rs. 1600 (lump sum) per External Participant payable only for those with >=90% attendance and travelling beyond 20 KM one side)
9.	Industrial Visit	Rs. 20,000/-
	TOTAL	Rs. 3,50,000/-

- (b) The grant is subject to the adjustment on the basis of Utilisation Certificate in the prescribed proforma to be submitted by the University/College/Institution. Further, the accounts of the institute will be open for test check by the Council or Controller & Auditor General of India or any other officer designated by them.
- (c) The amount of the Grant-in-Aid bill shall be disbursed and credited to the account of **ISBR BUSINESS SCHOOL** through **RTGS**.
- (d) This Grant-in-Aid is being released in conformity with the terms & conditions as well as norms of the scheme as already communicated vide the scheme document.
- (e) The sanctioned grant-in-aid is debit to the AICTE Training and Learning (ATAL) Academy Programme and is valid for payment during the **financial year 2024-25** only.
- (f) Funds once released for organising the approved topic/area of FDP cannot be utilised for any other programme.
- (g) In case the event is cancelled/not conducted/could not conduct due to lack of required participants on the first day first session, the Grant- In-Aid shall be **refunded to AICTE within 07 days**.
- (h) In case it is revealed that any vigilance case/ grievance is pending against the institute or punitive action has been initiated against the institute for violation of AICTE norms, the Grant-In-Aid released to the institute will be liable to be refunded along **with interest @ of 10% per annum**.

2. Maintenance of Account by the Institute/University

- (a) The University/College/ Institute shall maintain proper accounts of the expenditure out of the grants, which shall be utilised only on approved items of expenditure as given above.

- (b) Funds covered by this grant shall be kept separately and would not be mixed up with other funds, so as to know the amount of interest accrued on the grant from AICTE.
- (c) The Council or its nominee shall have the right to check/ verify the account to satisfy that the fund has been utilised for the purpose for which it was sanctioned.
- (d) The Institute shall send a confirmation to AICTE within 15 days of receipt of grant on the receipt of the same.
- (e) All mandatory documents in **original in hardcopy** be submitted to The Director, Training & Learning Bureau, All India Council for Technical Education, Nelson Mandela Marg, Vasant Kunj, New Delhi -110070 within **fifteen days of completion** of the FDP

II. Distribution of funds to institutions,

Amount of the grant sanctioned will be released in two instalments; first as advance of Rs. 2,50,000/- and then as reimbursement against the utilization Certificate and Statement of Expenditure, limited to Rs. 1,00,000/- to the University/Institute through electronic transfer in the account of the University/Institute after submission of mandate form.

Institute Bank Account Details

Institute PAN No.	Bank Name	Bank Branch	Bank Branch Address	Account Holder Name	Account type	Account number	IFSC Code
AAATB1327P	ICICI BANK	ELECTRONIC CITY , BANGALORE & 000360	ELECTRONICS CITY, PHASE-1, BANGALORE - 560100	ISBR BUSINESS SCHOOL	SAVING	193701000106	ICIC0000360

III. Refund of Grant through RTGS in favour of Member Secretary, AICTE, New Delhi

The unutilized Grant-in-Aid should be refunded to the Council **within fifteen days** of conduct of the FDP. If the university/institute does not conduct FDP on the prescribed dates, or fails to follow directions in regard to conduct of FDPs as laid out in the scheme document the entire amount will be liable to be refunded within 07 days. The amount has to be refunded to AICTE through RTGS as per details given below:

Account Number	55113200222
Name of the Account Holder	Member Secretary, AICTE, New Delhi
Bank Name	State Bank of India
Branch Name	Shastri Bhawan, New Delhi
IFSC Code	SBIN0050203

IV Submission of documents by University / Institution

- (a) The following mandatory relevant documents are required to be submitted by the University / institution in original in hardcopy within fifteen days of the completion of the programme.
- (i) Utilization Certificate (UC) as per Annexure –I of Scheme Guidelines
 - (ii) Statement of Expenditure (SoE) as per Annexure-II of Scheme Guidelines
 - (iii) Original bills

(iv) FDP Report duly acknowledged and signed by Coordinator and HoI

(b) Documents required to be uploaded in soft/scanned format in the ATAL Portal.

- (i) List of participants who have successfully completed the FDP on the basis of the continuous, comprehensive assessments (in EXCEL Format).
- (ii) FDP Report including photographs, YouTube links and Media report (News/Media/Magazine cuttings/clippings)
- (iii) Utilization Certificate & Statement of Expenditure as per Annexure I & II
- (iv). Assessment questionnaire and Results of assessment (EXCEL format)

V General Instructions

- (a) Maximum 50 and minimum 30 minimum number of participants relaxed to 20 for North Eastern states Jammu, Kashmir, Ladakh and Andaman & Nicobar Islands).
 - (b) A test has to be conducted on the last day accordingly. Scheme document 2024-2025 and those who score more than 70% will be termed as successful candidates. Those who have attendance 80% or more and also score more than 70% in the test will be issued a digital certificate.
 - (c) Eligibility for institutions and participants are as laid out in the scheme guidelines
 - (d) No fees shall be charged from any participant for attending ATAL FDP.
 - (e) The institute should bear the expense incurred in addition to the fund granted by AICTE from their own resources.
 - (f) Terms and conditions laid out in the Scheme Guideline for ATAL FDPS 2024-25 will be final and binding.
- This Sanction Letter may be treated as Offer Letter for all purposes.

Yours Sincerely,



Dr. Sunil Luthra,
Director,
Training and Learning Bureau, AICTE

Copy forwarded for information and necessary action to: -

1. Dr. Richa Bhalla, Email: dr.richabhalla@isbr.in
2. Anand Agrawal, Plot.No.107, Electronics City, Phase-I, Behind BSNL Telephone Exchange, Bangalore Urban, Karnataka, Pin Code - 560100
3. Guard File



**International School of
Business & Research
Bangalore**



**Report
on
AICTE Training and Learning (ATAL) Academy
Sponsored
One Weeks Atal Basic FDP**

**on
Entrepreneurship and Startup Ecosystems from
November 11th to November 16th 2024**

**Coordinator - Dr. Richa Bhalla Organized by
ISBR Business School, Bengaluru, Karnataka, India**

Thrust Area

Manufacturing and Industry 4.0

Sub Thrust Area

Entrepreneurship and Startup Ecosystems



Table Of Content

SN	Content	Page No
1	Introduction	1
2	DAY 1: Registration	3
3	DAY 1: Inauguration	3
4	DAY 1: Session 1 - Entrepreneurship Ecosystem in India	4
5	DAY 1: Article 1 Discussion	5
6	DAY 1: Session 2 - Design Thinking	5
7	DAY 1: Workshop 1	6
8	DAY 2: Session 3 - Entrepreneurial Journey	7
9	DAY 2: Article 2 Discussion	8
10	DAY 2: Session 4 - Financial Planning & Cash Flow Management	8
11	DAY 2: Workshop 2	9
12	DAY 3: Session 5 - Research Methods for Customer Validation	10
13	DAY 3: Article 3 Discussion	10
14	DAY 3: Session 5 - Business Plan & Pitch Development	11
15	DAY 3: Workshop 3	12
16	DAY 4: Session 7 - IP Considerations for Entrepreneurs	13
17	DAY 4: Article 4 Discussion	14
18	DAY 4: Session 8 - The Human Element	14
19	DAY 4: Workshop 4	15
20	DAY 5: Industrial Visit	16
21	DAY 5: Session 9 - Fundraising Basics	16
22	DAY 6: Session 10 - A Practical Guide to Setting Up a Business	17
23	Valedictory Session	18
24	Food and Hospitality	19
25	Participant's Details and Feedback	19
26	Conclusions and Future Suggestions	22

DAY 1

Day 1 - Registration

Date – 11.11.24

Time – 8.30 am to 9.00 am

Venue – ISBR Business School

The registration process for the ATAL Faculty Development Program began at 8.30 AM, with students welcoming participants at ISBR Business School. The registration involved checking in, distributing materials, and briefing attendees on the day's schedule, ensuring a smooth start to the event.



Day 1 - INAUGURATION

Date – 11.11.24

Time – 9 am to 9.30 am

Venue – ISBR Business School

The ATAL Faculty Development Program at ISBR Business School in Bangalore, sponsored by AICTE, was inaugurated with traditional ceremonies like the lighting of the lamp and Ganesh Vandana, setting a solemn tone for the event. The program was introduced by Dean Dr. R Narasimhan, Coordinator Dr. Richa Bhalla, and Co-coordinator Dr. Veena Shenoy, who emphasized its role in boosting entrepreneurship and the startup ecosystem. Participants were informed about the comprehensive agenda, which includes 25 hours of instructional sessions, 5 hours of practical labs, discussions, and an industrial visit. The speakers also explained the evaluation criteria necessary for certification, stressing the need for 80% attendance and active participation in various assessments. This set the stage for a week of expert-led presentations and collaborative learning, aimed at enhancing teaching methodologies and mentorship in entrepreneurship.



Day 1 - SESSION 1:

Date – 11.11.24

Time – 9.30 am to 12.00 noon

Venue – ISBR Business School

Speaker Name: Mr. Kishor Jagirdar

Designation - Chairman & Managing Director, Infopace Management Pvt Ltd and Co-Founder and Angel Investor, INFOWISE Startup Catalyst

Speaker Introduction - Mr. Kishor Jagirdar is the Chairman and Managing Director of Infopace Management Pvt Ltd, a Strategic Change Management Specialist, and an Angel Investor. He is also the Founder and Director of isetilab incubator foundation and has extensive experience in mentoring startups, making him a pivotal figure in nurturing India's entrepreneurial ecosystem.

Topic: Entrepreneurship Ecosystem in India & Personality Traits of Successful Entrepreneurs

Session Objective: To provide educators with insights into India's entrepreneurship ecosystem, focusing on the supportive environments that foster entrepreneurial activities and the key traits of successful entrepreneurs.

Brief Description: The session titled "Entrepreneurship Ecosystem in India," led by Mr. Kishor Jagirdar at the ATAL Faculty Development Program, focused on analyzing the supportive environments that enhance entrepreneurial activities within the country. Mr. Jagirdar shared insights on the positive feedback loops that are essential for sustainable growth in the entrepreneurial ecosystem. He elaborated on the crucial Knowledge, Skills, and Qualities that successful entrepreneurs possess, such as opportunity recognition, effective risk management, and resilience in the face of challenges. Mr. Jagirdar emphasized resilience, adaptability, and innovation as critical traits for entrepreneurs, sharing practical strategies for leveraging personal strengths to navigate startup challenges effectively.

Key Learnings:

- **Ecosystem Insights:** Understanding supportive structures and feedback loops that foster sustainable growth.
- **Critical Traits and Skills:** Emphasizing essential qualities like opportunity recognition, risk management, and resilience.
- **Challenge Navigation:** Strategies for overcoming ecosystem obstacles with a focus on resilience and innovation.
- **Leveraging Strengths:** Practical tips for using personal strengths to achieve entrepreneurial success.

Session Visual



Day 1 - ARTICLE 1 DISCUSSION:

Date – 11.11.24

Time – 12.00 noon to 1.00 pm

Venue – ISBR Business School

Article discussion facilitator - Dr. Preshth Bhardwaj

Designation - Professor and Head, Centre of Excellence in Customer Analytics, ISBR Business School

Article discussed - Building Innovation Ecosystems: Accelerating Tech Hub Growth

Publisher - McKinsey & Company

Objective - To explore how India can leverage global innovation hub strategies to boost its own entrepreneurial ecosystem effectively.

Brief Description: The discussion of the McKinsey article "Building innovation ecosystems: Accelerating Tech Hub Growth," led by Dr. Preshth Bhardwaj after Mr. Kishor Jagirdar's session, aimed to place India's innovation efforts within a global context. In Discussion Dr. Bhardwaj highlighted how innovation hubs drive productivity, create jobs, and enhance collaboration among stakeholders such as R&D institutions, startups, and corporations. Presenting a six-step strategic approach—encompassing vision setting, partnerships, workforce development, infrastructure investment, and inclusivity—examples from the U.S., like Boston and Research Triangle Park, were analyzed. The discussion emphasized adapting these successful international models to fit India's unique regional needs to foster entrepreneurial success more effectively.

Key Learnings: from Dr. Preshth Bhardwaj's Article Discussion -

- **Strategic Approach:** Outlined a six-step framework for building innovation hubs.
- **Global Models:** Analyzed U.S. examples like Boston for adaptability in India.
- **Entrepreneurial Impact:** Discussed strategies to enhance India's entrepreneurial ecosystems.

Article Session Visual



Day 1 - SESSION 2:

Date – 11.11.24

Time – 2. 00 pm to 4.30 pm

Venue – ISBR Business School

Session Speaker - Dr. Pavan Soni

Designation -Founder, Inflexion Point Consulting, Adjunct Professor IIM Bangalore

Speaker Introduction - Dr. Pavan Soni is an acclaimed design thinking expert and founder of Inflexion Point, where he offers programs on design, innovation, and leadership. He has authored bestsellers like "Design Your Thinking" and "Design Your Career," and teaches as an adjunct faculty at ISB Hyderabad

and IIM Bangalore. Recognized for his expertise, Dr. Soni was shortlisted for the 'FT & McKinsey Bracken Bower Award' and is a frequent TEDx speaker. His broad impact is enhanced by his roles as a columnist and his extensive workshop experience across multiple countries.

Topic - Design Thinking

Session Objective - To introduce participants to the principles and applications of Design Thinking for problem-solving and innovation.

Brief Description - Dr. Pavan Soni led a compelling session on Design Thinking at the ATAL Basic FDP, highlighting its effectiveness as a framework for creative problem-solving. He guided participants through essential strategies for empathizing with users, ideating innovative solutions, and prototyping effectively to address real-world challenges. The session aimed to equip attendees with practical skills for implementing Design Thinking principles effectively in their various fields.

Key Learnings -

- Core principles of Design Thinking.
- Practical steps for empathy, ideation, and prototyping.
- Strategies to tackle real-world problems innovatively.

Session Visual



Day – 1 - WORKSHOP 1

Date – 11.11.24

Time – 4.30 pm to 5.30 pm

Venue – ISBR Business School

Description - After Dr. Pavan Soni's insightful session on Design Thinking at the ATAL Basic FDP, a hands-on workshop was conducted to address the challenge of enhancing student engagement with university library resources. Using design thinking methodologies, participants were tasked with understanding user needs and redefining library services from a student-centric perspective. The workshop involved ideating, prototyping, and envisioning innovative solutions aimed at increasing physical visits and digital interactions with the library. Through activities structured around empathy, definition, ideation, and testing, participants developed practical and sustainable strategies, leveraging both physical and digital library assets to reverse the trend of declining student engagement. This approach provided a structured framework to creatively tackle the issues identified through recent surveys on library usage.

DAY 2

Day 2 - SESSION 3:**Date** – 12.11.24**Time** – 9.30 am to 12.00 am**Venue** – ISBR Business School**Session Speaker** - Mr. Vijeta Shastri**Designation** - Associate Director - Standard Chartered Bank, Startup Ecosystem Enabler - Freelance

Speaker Introduction - Mr. Vijeta Shastri, a seasoned professional with over 30 years in the service sector and recent Associate Director at Standard Chartered Bank, actively contributes to the startup ecosystem as a Charter Member at TiE Bangalore and consultant at the Bangalore BioInnovation Center. His extensive experience includes roles in mentoring startups at Dexter Capital and Nasscom CoE-IoT, focusing on strategic market positioning, product-market fit, and Go-to-Market strategies, making him an invaluable resource for entrepreneurs on their journey from idea to execution.

Speaker Topic: Entrepreneurial Journey – From Idea to Execution

Session Objective: To provide an overview of the entrepreneurial process, Crafting a value proposition; strategic positioning in the market, achieving product-market fit, and Go-to-Market Strategies, etc.

Brief Description - Mr. Vijeta Shastri delivered an enlightening session during the ATAL Basic FDP, focusing on the intricacies of the entrepreneurial process. He detailed how to craft compelling value propositions, strategically position products in the market, and achieve optimal product-market fit. Mr. Shastri also covered effective Go-to-Market strategies, providing attendees with actionable insights to navigate challenges in the startup ecosystem. His guidance emphasized resilience and innovation, equipping participants with the tools needed to turn their entrepreneurial ideas into successful executions.

Key Learnings:

- Steps to transform ideas into ventures.
- Challenges faced by entrepreneurs and how to overcome them.
- Practical strategies for execution and growth.

The session empowered participants to embark on impactful entrepreneurial journeys with confidence and clarity.

Session Visual**ARTICLE -2 DISCUSSION :****Day 2 - ARTICLE 2 DISCUSSION:**

Date – 12.11.24

Time – 12.00 noon to 1.00 pm

Venue – ISBR Business School

Article discussion facilitator – Dr. Anand Shankar Raja

Designation – Research Manager & Assistant Professor, ISBR Business School

Article discussed - "A Disciplined Approach to Evaluating Ideas" Speaker

Publisher - Harvard Business Review

Objective - To apply the theoretical entrepreneurship concepts discussed by Mr. Vijeta Shastri to a practical scenario, illustrating the rigorous idea evaluation process within organizations.

Description - Led by Dr. Anand Shankar Raja, this case discussion titled "A Disciplined Approach to Evaluating Ideas" delved into the complexities of idea assessment in corporate settings, as outlined by Scott D. Anthony. It addressed the common pitfalls of relying too heavily on quantitative tools like Excel and PowerPoint in the early stages of idea development, advocating instead for a stage-gate process tailored to different phases of idea maturity. The session explored strategies for iterating rapidly at the front end while applying more rigorous analysis later, demonstrating practical ways to bridge initial ideas to successful market launches effectively.

Session Visual



Day 2 - SESSION 4:

Date – 12.11.24

Time – 2.00 pm to 4.30 pm

Venue – ISBR Business School

Session Speaker - Mr. Chaithanya Gowda

Designation - Vice President & Director, Aurigin

Speaker Introduction - The speaker, deeply involved in B2B financial services, brings extensive experience in digitizing M&A and developing intelligent content platforms. His background in leading strategic initiatives across startups and market leaders provides him with a nuanced

understanding of financial planning and cash flow management. His expertise in launching profitable products and innovative sales strategies offers practical insights into optimizing revenue and managing costs effectively, aligning perfectly with the session's focus on financial dynamics.

Speaker Topic: Financial Planning & Cash Flow Management

Session Objective: To equip participants with strategies for effective financial planning and cash flow management for sustainable business growth.

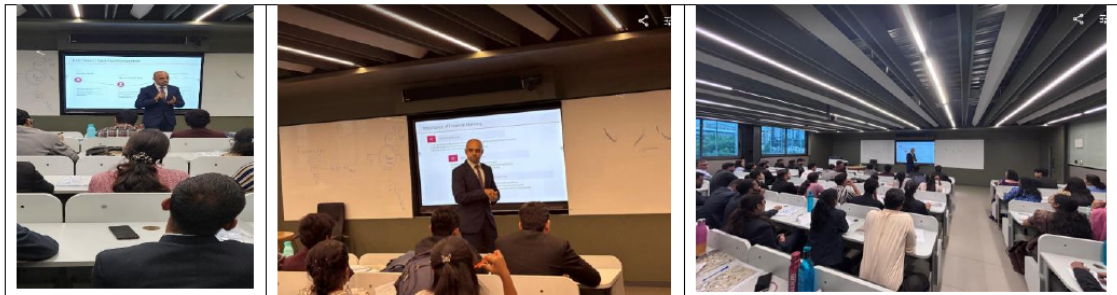
Brief Description - In his session on "Financial Planning & Cash Flow Management," the speaker explored critical strategies for optimizing revenue and costs using digital tools, particularly in the M&A sector. He demonstrated the integration of technology in financial processes and discussed innovative financial tactics for identifying and exploiting business opportunities. The session provided practical insights into effective cash flow management and risk-taking, aimed at enhancing profitability and sustainable growth. Participants left equipped with advanced skills for strategic financial planning in challenging market conditions.

Key Learnings:

- Importance of financial planning in entrepreneurship.
- Strategies for managing cash flow efficiently.
- Practical insights for informed financial decision-making.

The session empowered participants to drive sustainable growth in their entrepreneurial journeys through robust financial management practices.

Session Visual



Day – 2 - WORKSHOP 2

Date – 12.11.24

Time – 4.30 pm to 5.30 pm

Venue – ISBR Business School

Description - In the "Idea Evaluation" workshop, participants rigorously assessed four predefined startup ideas, each targeting different industry challenges and innovations. They evaluated these ideas based on a systematic scoring matrix covering criteria such as team skillsets, market size, scalability, competition, financial feasibility, and the uniqueness of the USP. This methodical approach was designed to cultivate a strategic mindset among attendees, enabling them to discern the practical and financial viability of each idea. The goal was to identify the most promising startup concept through structured evaluation, emphasizing critical thinking and market analysis skills.

DAY 3

Day 3 - SESSION 5:

Date – 13.11.24

Time – 9.30 am to 12.00 noon

Venue – ISBR Business School

Session Speaker - Dr Veena Shenoy

Designation – Associate Professor, ISBR Business School

Speaker Introduction - Veena Shenoy is an associate professor at ISBR specializing in research methodology and an Accessibility Consultant at IBM. She is dedicated to creating inclusive and universally accessible environments, focusing on integrating innovative designs and accessibility standards. Her work promotes equity and participation, setting benchmarks in universal design and enhancing inclusivity across diverse communities.

Session Objective: To equip participants with research techniques to understand and validate customer needs effectively.

Brief Description – Dr Veena shared her insights during her session on "Research Methods for Customer Validation." She detailed how using market analysis, surveys, and feedback can validate customer segments, focusing on creating inclusive spaces. Her expertise highlights IBM's commitment to universal accessibility, ensuring environments that empower all individuals, including those with disabilities.

Key Learnings:

- Techniques for understanding customer needs.
- Methods for gathering and analyzing feedback.
- Insights into improving product-market fit through validation.

The session empowered attendees to develop customer-focused solutions, fostering innovation and entrepreneurial success.

Session Visual



Day 3 - ARTICLE DISCUSSION 3:

Date – 13.11.24

Time – 12.00 noon to 1.00 pm

Venue – ISBR Business School

Article discussion facilitator – Dr. Naveen Pol

Designation – HOD Analytics, Associate Professor, ISBR Business School

Article discussed - Validating Product-Market Fit in the Real World

Publisher - Harvard Business Review

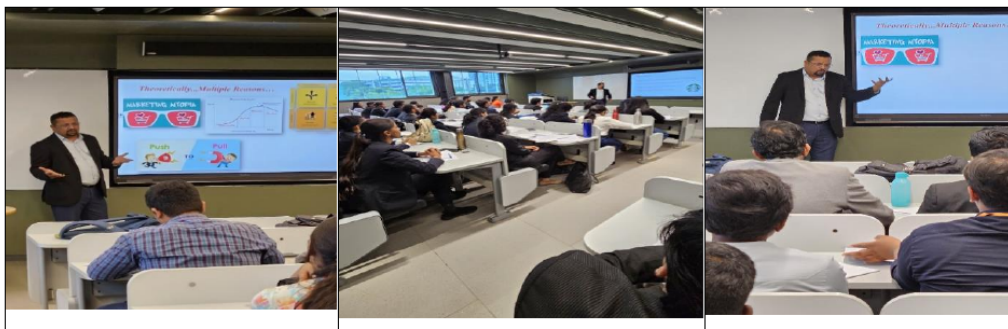
Session Objective: To apply the concepts discussed in customer validation research to a practical scenario. The case study aimed to deepen understanding of how inclusive and accessible design principles can be implemented effectively in real-world settings.

Brief Description - Building on Dr. Veena Shenoy's insights into research methodologies for customer validation, Dr. Naveen Pol, Associate Professor at ISBR, led a case study that challenged participants to apply these principles to analyze and develop solutions for accessibility in business environments. The session involved detailed examination of current market trends in accessibility and inclusive design, employing tools such as surveys and feedback analysis. Participants worked in groups to propose innovative solutions that addressed specific accessibility challenges, integrating Shenoy's teachings on creating empowering spaces for all users. This case study not only reinforced the theoretical knowledge but also provided a hands-on experience in strategizing and implementing inclusivity in business practices.

Key Learnings:

- Pilot Launches:
- Testing new products or services on a small scale with selected groups before a full-scale launch.
- Helps identify potential market challenges early.
- Digital Marketing & Content Analysis:
- Utilizing platforms like Facebook, Instagram, and LinkedIn for product testing and targeted advertising.
- Generating fresh insights and customer data to refine strategies.
- Customer-Centric Approaches:
- Adopting a mindset of offering products or services the customers didn't know they needed.
- Case studies like Mamaearth show how brands align their initiatives (e.g., #PlantGoodness) with customer values.

Session Visual



Day 3 - SESSION 5:

Date – 13.11.24

Time – 2.00 pm to 4.30 pm

Venue – ISBR Business School

Session Speaker - Dr Richa Bhalla

Designation – Associate Professor, ISBR Business School

Speaker Introduction - Dr. Richa Bhalla is an Associate Professor at ISBR Institute of Management with over many years of experience in the B2B and B2C sectors. Her expertise in entrepreneurship

enriches her sessions on "Business Plan & Pitch Development," where she guides students through the nuances of crafting investor-ready business plans and pitches. Drawing from her own experience as a startup founder, Dr. Bhalla combines practical industry insights with academic principles, effectively preparing students for entrepreneurial success.

Session Objective: To equip participants with the skills to create effective business plans and compelling pitches for investors and stakeholders.

Brief Description - In Dr. Richa Bhalla's session on "Business Plan & Pitch Development," she focused on teaching participants how to craft compelling business plans and pitches from a venture capitalist's perspective. The class engaged in interactive activities that involved analyzing successful business cases to illustrate effective strategies for engaging investors. Dr. Bhalla emphasized the importance of articulating clear business value propositions, understanding market potential, and outlining detailed financial projections. Through group work and hands-on exercises, participants refined their ideas into structured presentations, gaining practical skills relevant to real-world entrepreneurial investment scenarios.

Key Learnings:

- Steps to create a robust business plan.
- Techniques for delivering a compelling pitch.
- Strategies for engaging investors and stakeholders effectively.

The session empowered participants to confidently present their entrepreneurial ideas, paving the way for growth and success.

Session Visual



Day – 3 - WORKSHOP 3

Date – 13.11.24

Time – 4.30 pm to 5.30 pm

Venue – ISBR Business School

Workshop Description - In this dynamic workshop, participants are tasked with creating a concise, compelling three-minute elevator pitch. Guided by a structured framework, they learn to effectively communicate the core aspects of their business ideas, including the unique value proposition, target market, and potential impact. The session starts with a brief introduction to the essentials of a persuasive pitch, emphasizing clarity, brevity, and engagement. Participants then draft their pitches, receive peer feedback, and practice their delivery in simulated pitch scenarios. This hands-on approach ensures that

by the end of the workshop, each participant is equipped to deliver a polished and impactful elevator pitch to potential investors or stakeholders.

DAY 4

Day 4 - SESSION 7:

Date – 14.11.24

Time – 9.30 am to 12.00 noon

Venue – ISBR Business School

Session Speaker - Dr. Shrilakshmi Desiraju

Designation – CEO & Co founder - AA Probics

Speaker Introduction - Dr. Shrilakshmi Desiraju, is an expert in the commercialization of research in the nutraceutical and pharmaceutical sectors. Holding a PhD in natural product/medicinal chemistry and an MBA in Technology Commercialization, she brings a wealth of knowledge to her session on intellectual property and legal considerations for startups. With multiple patents to her name and over 22 years of industry experience, Dr. Desiraju focuses on strategic IP management and compliance, vital for securing and safeguarding a startup's innovations. Her recognized expertise is further highlighted by several international patents and prestigious awards.

Speaker Topic: IP Considerations for Entrepreneurs

Session Objective - The session objective is to equip entrepreneurs with critical insights into intellectual property (IP) protection and the legal considerations necessary for safeguarding their ideas and innovations effectively.

Brief Description - In her session, Dr. Shrilakshmi Desiraju provides entrepreneurs with essential insights into intellectual property rights and the legal frameworks crucial for protecting innovations. Drawing on her extensive experience and multiple patents, she outlines practical strategies for navigating IP challenges. The discussion emphasizes the importance of securing IP early in the startup phase to prevent potential legal issues. This session is vital for entrepreneurs aiming to understand and implement robust IP protection mechanisms.

Key Learnings:

- Importance of intellectual property in entrepreneurship.
- Methods for safeguarding ideas and innovations.
- Role of IP in driving sustainable competitive advantage.

The session empowered participants with tools to secure their innovations, fostering long-term entrepreneurial success.

Session Visual



Day 4 - ARTICLE DISCUSSION 4:

Date – 14.11.24

Time – 12.00 noon to 1.00 pm

Venue – ISBR Business School

Article discussion facilitator – Dr. K. S. Lakshmi,

Designation – Principal and Professor, ISBR College

Article discussed - How to Get Your Side Hustle Off the Ground

Publisher - Harvard Business Review

Session Objective: To provide actionable insights and strategies for starting and sustaining a side hustle, even with limited resources, while transitioning towards entrepreneurship.

Brief Description – Dr. K. S. Lakshmi shared valuable insights with participants, covering critical aspects of business setup, including taxation, valuation, and compliance. The session explored the potential of side hustles as a means to generate extra income, pursue passions, and develop entrepreneurial skills. It emphasized financial planning, resource management, and scalability. Strategies for leveraging savings, bank features, and government programs were discussed, along with considerations for transitioning from a full-time job to a side business. Examples of side hustles with varying investment levels were provided to inspire participants.

Key Learnings:

- Financial Planning:
- Save a fixed percentage of income and use cashback rewards for business costs.
- Resource Management:
- Utilize programs like Pradhan Mantri Mudra Yojana for funding.
- Dedicate specific time slots to manage the side hustle.
- Business Viability:
- Evaluate whether the side hustle solves real problems and provides value to customers.
- Assess scalability and sustainability before quitting a full-time job.
- Low-Investment Ideas:
- Freelance writing, online tutoring, YouTube channels, and handmade products
- **Session Visual**



SESSION 8:

Day 4 - SESSION 8:

Date – 14.11.24

Time – 2.00 pm to 4.30 pm

Venue – ISBR Business School

Session Speaker - Mr. Akash Chander

Designation – Managing Director & CEO, Strengthscape

Speaker Introduction - Mr. Akash Chander, Managing Director and CEO of Strengthscape, leverages his extensive IT and global business strategy experience in his session on "The Human Element in Leadership and Networking." He focuses on the crucial aspects of selecting co-founders, building effective CXO teams, and the value of industry mentors. Drawing from his expertise in executive coaching and leadership development, he illustrates how to engage and utilize networks to grow business ideas sustainably. His leadership in fostering strategic thinking and ethical practices informs his approach to creating high-impact teams and networks.

Speaker Topic: The Human Element

Session Objective: to equip entrepreneurs with the skills and knowledge needed to select the right co-founders and build an effective CXO team, understand the importance of industry mentors, and effectively leverage the network effect to grow their business ideas.

Brief Description - In this comprehensive session, Mr. Akash Chander explores the integral human elements essential for entrepreneurial success. Participants will learn how to identify and select co-founders whose visions align with their business goals, how to structure a high-functioning CXO team, and the significance of securing experienced industry mentors. The workshop will also cover strategies for identifying, engaging, and leveraging professional contacts to maximize the network effect, enhancing business growth and sustainability. Through interactive discussions and real-world examples, attendees will gain practical insights into building and nurturing relationships that are fundamental to navigating the complex landscape of entrepreneurship.

Key Learnings:

- Psychological principles behind the human element in business.
- Strategies for enhancing team collaboration and customer engagement.
- Importance of experiential learning in fostering meaningful connections.

The session inspired participants to apply human-centered approaches in their entrepreneurial journeys, driving impactful results.

Session Visual



Day – 4 - WORKSHOP 4

Date – 14.11.24

Time – 4.30 pm to 5.30 pm

Venue – ISBR Business School

Workshop Description - workshop focuses on crafting compelling pitches tailored for venture capitalists. Participants will learn the key elements of an effective pitch, including how to succinctly articulate their business value, market opportunity, and competitive advantages. Through interactive exercises and real-time feedback, attendees will refine their delivery and storytelling techniques to capture and retain investor interest. The goal is to empower entrepreneurs with the skills to confidently present their business ideas and secure funding.

DAY 5

Day 5 – Industrial Visit

Date – 15.11.24

Time – 9.00 am to 1.00 pm

Venue – Atal Incubation Centre – Jyothy Institute of Technology Foundation

Objective: To provide participants with a practical understanding of how Atal Incubation Centres (AICs) support innovation and entrepreneurial growth.

Brief Description - industrial visit to the Atal Incubation Centre (AIC), offering participants a firsthand experience of how AICs support innovation. During the visit, attendees explored how the centre fosters entrepreneurial success by providing startups with essential resources such as mentoring, funding, infrastructure, and networking opportunities. Participants had the opportunity to meet numerous incubatees, tour the bio lab facilities, and engage in discussions with various startup founders. These interactions provided valuable insights into the dynamic ecosystem that nurtures and drives entrepreneurial ventures gained valuable insights into the ecosystem that drives entrepreneurial success.

Key Takeaways:

- Role of AICs in empowering startups and fostering innovation.
- Understanding of the resources and support systems available for entrepreneurs.
- Insights into effective networking and collaboration within incubation ecosystems.

We extend our gratitude to the AIC team for their hospitality and support. The visit inspired participants to harness innovation and contribute meaningfully to the startup ecosystem.

Industrial Visit Visual



Day 5 - SESSION 9:

Date – 15.11.24

Time – 2.00 pm to 14.30 pm

Venue – ISBR Business School

Session Speaker - Dr. Anantha Prasad

Designation – CEO, Atal Incubation Centre, Jyoti Institute of Technology

Speaker Introduction - Dr. Anantha Prasad, CEO of Atal Incubation Centre, is an expert in innovation funding and startup support ecosystems. With a rich background in facilitating access to capital for burgeoning enterprises, he specializes in connecting entrepreneurs with appropriate financial networks. His leadership at the Incubation Centre has been instrumental in nurturing numerous startups by providing them with the necessary tools and knowledge to secure funding.

Speaker Topic: Fundraising Basics

Session Objective: To provide participants with insights into government grants and effective strategies for securing funds for innovation across various sectors.

Brief Description:

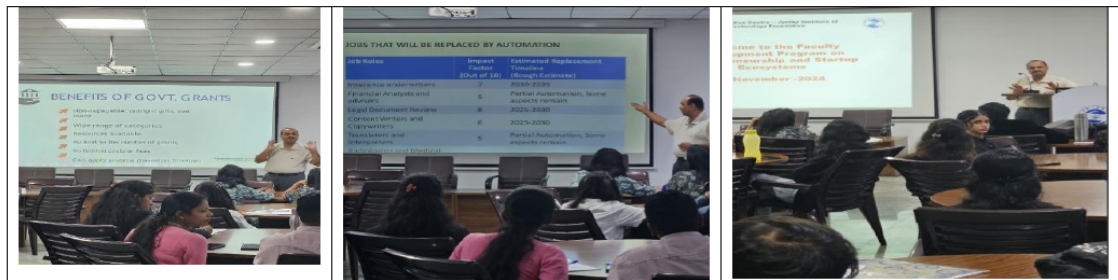
After visiting the Atal Incubation Centre, Dr. Anantha Prasad's session, "Fundraising Basics: Basics and Beyond for Entrepreneurial Ventures," effectively continued the momentum. He used practical examples and interactive discussions to delve into various fundraising strategies, highlighting what financial institutions seek in startups. Dr. Prasad's real-world examples, particularly those involving startups at the incubation center, helped participants connect theory with practice. The session was highly interactive, culminating in a robust Q&A where Dr. Prasad addressed specific queries, enhancing the participants' grasp on securing essential funding for their ventures.

Key Learnings:

- Overview of government grants for innovation across sectors.
- Effective strategies for securing funding.
- Insights into navigating and applying for various grant schemes.

The session empowered participants to explore funding opportunities, laying the foundation for impactful growth and successful entrepreneurial ventures.

Session Visual



Day 6 - SESSION 10:

Date – 16.11.24

Time – 9.30 am to 12.00 noon

Venue – ISBR Business School

Session Speaker - Mr. Pawan Pagaria

Designation – Founding Partner at Sharma & Pagaria, Chartered Accountants

Speaker Introduction - Mr. Pawan Pagaria, a Chartered Accountant and founder of Pagaria and Sons, brings extensive expertise in assisting startups with financial, tax, and regulatory compliances. His firm has been instrumental in navigating the complexities of business registration and compliance for

numerous companies. With a deep understanding of the statutory requirements essential for setting up new businesses, Mr. Pagaria is well-equipped to guide entrepreneurs through the intricacies of government formalities and business laws, ensuring their ventures start on solid legal and financial foundations.

Speaker Topic: A practical guide to setting up a Business

Session Objective: To provide participants with insights into how to set up a business (Govt. Formalities, Rules & Regulations); a practical guide on statutory compliances required to register a Company.

Brief Description: In the session Mr Pawan Pagaria, offered invaluable insights into the bureaucratic and legal framework of establishing a business in India. Mr. Pagaria provided a step-by-step guide on navigating government formalities, rules, and regulations. He emphasized the importance of understanding statutory compliances essential for registering a company, including tax obligations, labor laws, and environmental regulations. The session was highly practical, with Mr. Pagaria sharing tips on avoiding common pitfalls and ensuring smooth operational transitions for new businesses. This comprehensive workshop was designed to equip aspiring entrepreneurs with the knowledge to efficiently set up their businesses in compliance with all legal requirements.

Key Learnings:

- Key considerations for taxation, valuation, and compliance in business setup.
- Importance of professional expertise from CAs, CSs, and CMAs in the startup process.
- Practical steps for building strong business foundations.

The session empowered participants to navigate the complexities of business setup with confidence, fostering sustainable and impactful ventures.

Session Visual



Valedictory

The valedictory session of the ATAL FDP at ISBR Business School was a memorable conclusion to an enriching week. Participants were invited to share their experiences, providing valuable feedback through a creative and interactive sticky note board. They talked about their FDP journey, detailing the new insights gained and the practical applications they planned to implement within their roles. This personal reflection added depth to the session, highlighting the transformative experiences participants had undergone. The session facilitated a meaningful exchange of insights and enhanced networking among attendees. Distinguished speeches from Managing Director Dr. Manish Kothari, Coordinator Dr. Richa Bhalla, and Co-coordinator Dr. Veena Shenoy eloquently summarized the week's achievements and encouraged continued collaboration and application of the learned concepts. The thoughtful organization of this valedictory event underscored ISBR's commitment to fostering a supportive and engaging educational environment.

Food and Hospitality

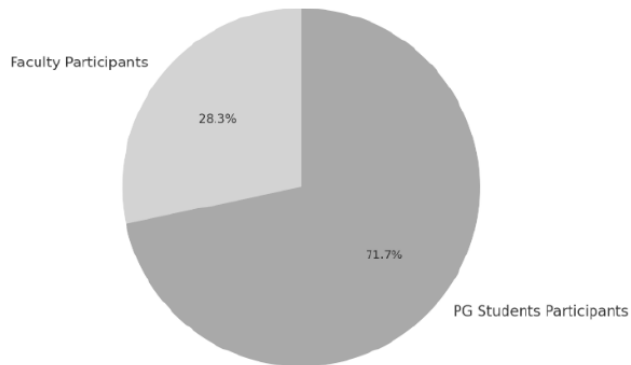
The food and hospitality provided by ISBR Business School during the ATAL FDP were exemplary, enhancing the overall experience for all participants. Catering services offered a delicious and well-prepared meals, contributing to the comfort and satisfaction of attendees. The attentive and responsive hospitality team ensured that all logistical aspects of the event ran smoothly, from accommodation arrangements to conference room setups. This thoughtful provision played a crucial role in creating a welcoming and conducive environment for learning and networking.



Participants Details

1. No of Participants – 46
2. No Faculty Participants – 13
3. No of PG Students Participants - 33
4. Participant represented no of college - 13

Distribution of 46 Participants



SN	Name	College	Designation
1	Dr. Sasmita Bal	Alliance University, Bangalore	Associate Professor
2	Mr. Arjun G S	ATME college of Engineering	Assistant Professor
3	Mr. KRA Balaji	BMS College of Engineering	Assistant Professor
4	Sanjay N	Dayanandasagar Institute of Technology	Assistant Professor
5	Arun George Joseph	Marian College Kuttikkanam Autonomous, Idukki, Kerala	Assistant Professor

6	Aryan Nidhi Bijavara	Padmashree Institute of Management and Science	PG Students
7	Niharika R. Mohan	Padmashree Institute of Management and Science	PG Students
8	Naveen Kumar V	Padmashree Institute of Management and Sciences	PG Students
9	Dr. Padmashree V	Padmashree institute of management and sciences	PG Students
10	Channaveerayya Hiremath	Padmashree Institute of Management and Sciences	Assistant Professor
11	Somesh S	Padmashree Institute of Management and Sciences	Assistant Professor
13	Kiran kas Reddy P	Seshadripuram College	PG Students
14	Rakshitha S	Seshadripuram College	PG Students
15	Neha Nagaraju	Seshadripuram college	PG Students
16	Meghashri.D	Seshadripuram college	PG Students
17	R Vignesh	Seshadripuram College	PG Students
18	Sakshi Jayprakash Sawant	Seshadripuram College	PG Students
19	Balaji A	Seshadripuram college	PG Students
20	Arshiya Khanum	Seshadripuram college	Student
21	Dr Suganeshwari S	Sheshadripuram College main branch	PG Students
22	Santa Maria Viviyana V	Sri Sarada College for Women	PG Students
23	Naziya A	St Francis College Koramangala	PG Students
24	Himayun Khan	St Francis College Koramangala	PG Students
25	Dr Soniya K	St Francis College Kormangala	PG Students
26	Lokanath.P	St Francis College, Koramangala	Associate Professor
27	Dhanush kumar R	St francis degree college koramangala bangalore	PG Students
28	Swetha J	St francis degree college koramangala bangalore	PG Students
29	Soujanya J	St Francis Kormangala	PG Students
30	Taskeen	St. Francis College	PG Students
31	Dr. Venkatesh N	St. Francis College	Student
32	Haripriya	St. joseph's College of Engineering	Professor
33	Dr.Naveen Prasath.S	St.Francis college Koramangala	PG Students
34	Delsia Pancrasious	St.Francis College,Bangalore	Associate Professor
35	Megha Raghu	T JOHN COLLEGE	PG Students
36	Nick Michle Rotz	T John college	PG Students
37	K Madhavi	T JOHN COLLEGE	PG Students
38	Midhun P	T John college	PG Students
39	Reena Chopra	T JOHN COLLEGE BANGALORE	PG Students
40	Arva Lokhandwala	T John College, Bannargatta Road	Assistant Professor
41	Reshma Kiran B N	VISVESWARAPURA COLLEGE OF ARTS and COMMERCE	Assistant Professor
42	Anu DK	Padmashree institute of management and sciences	PG Students
43	Rakshitha KS	Padmashree institute of management and sciences	PG Students
44	Madhushree	Padmashree institute of management and sciences	PG Students
45	MadhuNayaka	DonBosco Institue of Management studies	Assistant Professor
46	Sameer Jain	National Institute of Construction Management and Research(NICMAR) University Pune Campus	Professor

Participants Feed Back –

1. **Session Quality:** High appreciation for the expert-led sessions, providing depth and applicable insights into entrepreneurship.
2. **Article Discussions:** The discussions, based on article's by ISBR Senior Professors, were well-received for adding valuable theoretical context.
3. **Workshops:** Interactive and practical; however, there was consistent feedback on the lack of sufficient time to complete tasks, leading some participants to continue their work at home.
4. **Industrial Visit:** The visit to the Atal Incubation Centre was a highlight, offering practical insights into supporting startups.
5. **Overall Learning:** The program was enriching and motivating, effectively enhancing participants' teaching capabilities related to entrepreneurship.
6. **Hospitality and Food:** Excellent organization and delicious food contributed positively to the overall experience.
7. **Improvement Suggestion:** Extend workshop durations or adjust session objectives to ensure tasks can be completed within the provided time frame.

Conclusion

Conclusion: Participant's Point of View

1. **Educational Value:** The diverse curriculum, featuring sessions on entrepreneurial ecosystems, design thinking, and IP management, significantly expanded their knowledge and understanding of key entrepreneurial concepts.
2. **Expert Insight:** Engaging with industry experts and seasoned professionals offered them invaluable insights and real-world applications that are rarely accessible in traditional academic settings.
3. **Practical Experience:** The hands-on workshops and the industrial visit to the Atal Incubation Centre provided them with practical experiences that were both enlightening and directly applicable to their own entrepreneurial pursuits.
4. **Networking Opportunities:** The program facilitated networking with peers and industry leaders, providing a platform to exchange ideas and foster collaborations that could support **their** future ventures.
5. **Enhanced Capability for College Entrepreneurial Cells:** Many participants expressed that they now feel more equipped with the knowledge and tools to effectively contribute to and lead the Entrepreneurial Cells in **their** respective colleges, fostering a culture of innovation and startup readiness among students.
6. **Inspiration and Motivation:** The success stories shared by speakers and the firsthand look at a thriving incubation ecosystem served as a major motivational boost for **them** to pursue **their** entrepreneurial ambitions.

Conclusion: Host's Point of View

1. **Program Success:** The successful execution of the FDP underlined our ability to host comprehensive training programs that effectively address the complex needs of aspiring entrepreneurs and educators in the startup ecosystem.
2. **Contributions to Industry Knowledge:** The program contributed significantly to the academic and practical understanding of manufacturing and Industry 4.0, aligning with contemporary industrial trends and needs.
3. **Expert Engagement:** The involvement of high-caliber professionals like Mr. Kishor Jagirdar and Dr. Pavan Soni not only enriched the program content but also raised the institutional profile and its attractiveness to future participants and sponsors.
4. **Community and Network Building:** Hosting this event strengthened our relationships within the startup and educational community, enhancing our reputation as a hub for entrepreneurial education.
5. **Feedback and Learning:** Participant feedback has provided valuable insights that will guide the improvement of future programs, ensuring that we continue to meet and exceed the educational needs of our attendees.

**Future Suggestion -
Suggestions for AICTE for Improving Atal FDP Programs**

1. **Enhanced Flexibility in Scheduling:** Given the challenges with securing commitments from high-profile experts months in advance, AICTE could provide guidelines for alternative arrangements or backup speakers to ensure program continuity without compromising the quality of content delivered.
2. **Continuous Professional Development Credits:** Introducing or expanding CPD (Continued Professional Development) credits for attending these programs could incentivize more educators and professionals to participate, ensuring ongoing learning and development within the academic community.
3. **Post-Program Support and Networking:** Establishing a structured post-program support system, including an alumni network and continuous learning opportunities, can help maintain the momentum gained during the FDP and foster long-term professional relationships among participants.
4. **Digital Resource Libraries:** Creating accessible digital libraries with materials from past FDPs can provide ongoing resources for educators and foster a culture of knowledge sharing and continuous improvement.

Participated Outside The Institution

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	-
Academic Year 2022-2023	Redefining HR for Academic Brilliance	Development Program	5 Days	NITTR, Chennai	Dr Nila A Chotai
Academic Year 2022-2023	Innovation Ambassador (IA) 'Advanced Level'	Work Trainings	1 Days	MoE's Innovation Cell and AICTE	-
Academic Year 2023-2024	Promoting Physical Activity and Diet in Combating Triple Burden Diseases in Asia	Development Program	8 Days	Medan Indonesia	Dr. Sheetal Mahendher
Academic Year 2022-2023	Technical Training on Life and Health Sciences	Work Trainings	5 Days	University of Nicosia	Dr. Veena Shenoy Dr. Sheetal Mahendher
Academic Year 2022-2023	Innovation Ambassador Training Advanced Level	Work Trainings	1 Days	MoE's Innovation Cell & AICTE	-
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Anand Agrawal Dr. Balachandar S
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Sheetal Mahendher Dr. Veena Shenoy Dr. Supriya Lamba Sahdev Dr. Sippee Bharadwaj Dr. Preshth Bhardwaj Dr. Sonu Chowdhury Ms. Saraswati Preyesh Kurade Ms. Dilpreet Chadha Ms. Sunita Sharma Dr. Veena Rajachar

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
					Ms. Veera Shireesha Sangu Dr. S Prabhakar - Chandrika B Krishnan Dr. Santhosh Kumar V Mr. Madan Gowda Dr. Padma Mahadevan - Dr Nila A Chotai Dr. Anand Agrawal Dr. Balachandar S Mr. Leonard L
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Ms. Dilpreet Chadha Dr. Jhansi Rani Ms. Sunita Sharma Ms. Saraswati Preyesh Kurade Dr. Anand Agrawal Ms. Vennela Maratha Mr. Dhananjai Rao Dr. Balachandar S Ms. Durga Vijayan Dr. Veena Rajachar Ms. Poonam Chhetri Dr. Sheetal Mahendher Dr. S Prabhakar - Dr. Veena Shenoy

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
					Dr. Supriya Lamba Sahdev Dr Nila A Chotai
Academic Year 2022- 2023	Inculcating Universal Human Values in Technical Education	Development Program	5 Days	AICTE	Chandrika B Krishnan Mr. Leonard L Ms. Veera Shireesha Sangu
Academic Year 2022- 2023	Contemporary Teaching Pedagogies: Simulation, Gamification, Storytelling, Role Play and Creative Thinking"	Development Program	2 Days	ISBR Business School in association with AIMS	Dr. Sonu Chowdhury
Academic Year 2023- 2024	Data Analytics using R Programming	Development Program	7 Days	ISBR Business School	Dr. Sonu Chowdhury Dr. Narasima A Venkatesh Dr. Padma Mahadevan Dr. S Prabhakar Dr. Supriya Lamba Sahdev Mr. Leonard L - Prof. R. Srinivasan
Academic Year 2022- 2023	""ADVANCED STATISTICAL TECHNIQUES FOR DATA ANALYSIS USING R""	Development Program	5 Days	"ACHARYA BANGALORE B- SCHOOL."	Dr. Naveen Pol
Academic Year 2023- 2024	Advanced Panel Data Analysis using GRETl Softwar	Development Program	5 Days	IMS Engineering College, Ghaziabad	Dr. Naveen Pol
Academic Year 2023- 2024	Behavioral Insights Research Workshop	Workshop	2 Days	Fortune Institute of International Business, New Delhi	-
Academic Year 2022- 2023	Global Training of Trainer's Program under SPIRIT Project	Work Trainings	5 Days	Lovely Professional University	Dr. Veena Shenoy
Academic Year 2022- 2023	Technical Training on Life and Health Sciences	Work Trainings	5 Days	University of Nicosia	-
Academic Year 2023- 2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Chandrika B Krishnan

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
Academic Year 2022-2023	SPSS Workshop	Workshop	-	ISBR Business School	-
Academic Year 2023-2024	Data Analytics using R Programming	Development Program	7 Days	ISBR Business School	Dr. Narasima A Venkatesh
Academic Year 2023-2024	FDP at IIM Nagpur	Development Program	5 Days	ISBR Business School	Dr. Anand Shankar Raja M
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Anand Agrawal
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr. Anand Agrawal
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Balachandar S
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr. Balachandar S
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Mr. Dhananjai Rao
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Ms. Durga Vijayan
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr. Jhansi Rani
Academic Year 2023-2024	Data Analytics using R Programming	Development Program	7 Days	ISBR Business School	Mr. Leonard L
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Mr. Leonard L
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Mr. Madan Gowda
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr Nila A Chotai

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
Academic Year 2023-2024	FDP at IIM Nagpur	Development Program	5 Days	ISBR Business School	Dr Nila A Chotai
Academic Year 2023-2024	Data Analytics using R Programming	Development Program	7 Days	ISBR Business School	Dr. Padma Mahadevan
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Padma Mahadevan
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	-	ISBR Business School	Dr. S Prabakar HR
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Presht Bhardwaj
Academic Year 2022-2023	SPSS Workshop	Workshop	1 Days	ISBR Business School	-
Academic Year 2023-2024	Data Analytics using R Programming	Development Program	7 Days	ISBR Business School	Prof. R. Srinivasan
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr. S Prabhakar
Academic Year 2023-2024	Data Analytics using R Programming	Development Program	7 Days	ISBR Business School	Dr. S Prabhakar
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. S Prabhakar
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Ms. Veera Shireesha Sangu
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Santhosh Kumar V
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Ms. Saraswati Preyesh Kurade
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Ms. Saraswati Preyesh Kurade

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr. Sheetal Mahendher
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr.Sippee Bharadwaj
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr.Sippee Bharadwaj
Academic Year 2022-2023	Building blocks in research: how to connect the dots	Development Program	1 Days	ISBR Business School	Dr. Sonu Chowdhury
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Sonu Chowdhury
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Ms. Sunita Sharma
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Ms. Sunita Sharma
Academic Year 2023-2024	Data Analytics using R Programming	Development Program	7 Days	ISBR Business School	Dr. Supriya Lamba Sahdev
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Supriya Lamba Sahdev
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr. Supriya Lamba Sahdev
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	5 Days	ISBR Business School	Dr. Veena Rajachar
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Dr. Veena Rajachar
Academic Year 2023-2024	Advanced SEM Using Smart PLS and Text Analysis Using NVIVO	Development Program	-	ISBR Business School	Dr. Veena Shenoy
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	-	ISBR Business School	Dr. Veena Shenoy

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
Academic Year 2023-2024	FDP on Patent Filing and Writing	Development Program	1 Days	ISBR Business School	Ms. Vennela Maratha
Academic Year 2022-2023	Innovation Ambassador training 'Advanced Level'	Work Trainings	1 Days	MoEs Innovation Cell & AICTE	-
Academic Year 2022-2023	Annual Faculty Development Programme	Development Program	1 Month	IIM Indore	Mr. Leonard L
Academic Year 2022-2023	Inculcating Universal Human Values in Technical Education	Development Program	5 Days	AICTE	Mr. Leonard L
Academic Year 2022-2023	Annual Faculty Development Programme	Development Program	1 Month	IIM Indore	Mr. Madan Gowda
Academic Year 2022-2023	Business Analytics Using Excel	Workshop	1 Days	Canara Bank School of Management Studies in association with The Oxford College of Business Mnagement	-
Academic Year 2022-2023	Financial Modeling Using EViews	Development Program	1 Days	-	Dr. Naveen Pol
Academic Year 2022-2023	Innovation Ambassador (AI) training 'Foundation Level'	Work Trainings	1 Days	MoE's Innovation Cell & AICTE	-
Academic Year 2022-2023	Annual Faculty Development Programme	Development Program	1 Month	IIM Indore	Ms. Veera Shireesha Sangu
Academic Year 2022-2023	Inculcating Universal Human Values in Technical Education	Development Program	5 Days	AICTE	Ms. Veera Shireesha Sangu
Academic Year 2022-2023	Communicating in the Languge of Leadership	Development Program	1 Days	Linkedin LEARNING	Dr Nila A Chotai
Academic Year 2022-2023	Art of Selecting the Employer	Workshop	1 Days	Association of Indian Management Schools (AIMS)	-
Academic Year 2022-2023	Innovation Ambassador Training Advanced Level	Work Trainings	1 Days	MoE's Innovation Cell & AICTE	-
Academic Year 2022-	Innovation Ambassador Training Advanced Level	Work Trainings	1 Days	MoE's Innovation Cell & AICTE	-

Year	Title of the Program	Type	Duration	Organizer	Name of Faculty attended
2023					
Academic Year 2022-2023	Technical Training on Life and Health Sciences	Work Trainings	5 Days	University of Nicosia	-
Academic Year 2022-2023	"Challenges before HEIs in remote areas for achieving quality improvement through Assessment & accreditation process"	Workshop	2 Days	Sangam University	-
Academic Year 2022-2023	Innovation Ambassador Training Advanced Level	Work Trainings	1 Days	MoE's Innovation Cell & AICTE	-
Academic Year 2022-2023	Data Analytics using R Programming	Development Program	-	-	Raghunathan R
Academic Year 2022-2023	IP Awareness/Training	Work Trainings	1 Days	Intellectual Property Office and MoE's Innovation Cell, India	-
Academic Year 2024-2025	Gaining mastery over the art of keeping students engaged	Development Program	-	-	-
Academic Year 2024-2025	The Future of Work: AI, Agile Talent and Workforce Transformation	Development Program	-	-	-

6.8 Visiting/Adjunct Faculty

Adjunct faculty also includes Industry experts. Provide details of participation and contributions in teaching and learning and /or research by visiting/adjunct/Emeritus faculty etc. for all the assessment years: Minimum 50 hours per year interaction with adjunct faculty from industry/retired professors/other institutions etc.

Academic Year 2022-2023:-

S.No.	Name of the Visiting Faculty	Contact Hours
1	Mr. Aabir	90
2	Ms. Anahita Dalal	90
3	Mr. Angan ISBR	45
4	Ms. Ayesha Yunus	60
5	Mr. Bhanu Prakash	45
6	CA Padmini Vasant	120
7	Mr. C B V Krishna Prasad	60
8	Mr. Chaitanya Gowda	60
9	Ms. Chethana	120
10	Mr. Deepak	60
11	Ms. Deepa Anil	120
12	Mr. Deepak Justin	60
13	Mr. Dileep	75
14	Mr. Ismail	120
15	Mr. Jagannath Rao Dasigi	40
16	Mr. Karandeep	60
17	Mr. Krishna Kumar	60
18	Ms. Lavanya	120
19	Mr. Livin Varghees	90
20	Mr. Mithun D J	90
21	Ms. Mohana Roopa	60
22	Mr. Muralidhar	60

S.No.	Name of the Visiting Faculty	Contact Hours
23	Mr. Mustaq Lodi	60
24	Mr. Nagaraj G V	60
25	Mr. Nanaiah	120
26	Mr. Narasimha Prasad	45
27	Mr. Narayana Hegde	45
28	Mr. Pavan Soni	120
29	Ms. Poornima	60
30	Prof. Reshma B	45
31	Mr. Rajashekaran	75
32	Mr. Rajiv	75
33	Mr. Ravindra Babu	70
34	Ms. Sai Sree Mangu	120
35	Ms. Sahana Prasad	60
36	Mr. Satya Kiran	75
37	Mr. Shaashwath Raj	120
38	Mr. Srinivasan R	120
39	Mr. S. Suryanarayanan	90
40	Ms. Suja P Mathew	70
41	Ms. Sukanya Raghunathan	45
42	Mr. Syed Abdul Aleem	60
43	Mr. Thomas	60
44	Mr. Vasantha Rao ISBR	120
45	Mr. Vedam Jaishankar	120
46	Mr. V S Chauhan	120
47	Mr. Zafer Hashmi	50
48	Mr. Anjan Goswami	30
49	Mr. Aravind Warriar	30
50	Dr. Siddharth Misra	30
51	Mr. Gaurav Nigam	30

S.No.	Name of the Visiting Faculty	Contact Hours
52	Mr. Saurabh Sinha	30
53	Mr. Somashekar V	35
54	Mr. V Ravichandran	35

Academic Year : 2023-2024:

Sl.No	Name of the Visiting Faculty	Contact Hours
1	Mr. Aabir	75
2	Mr. Aditya Tiwari	60
3	Mr. Aravind Warriar	90
4	Ms. Ashwini Katgeri	120
5	Mr. Azib Hasan	50
6	Mr. Balagopalan P	40
7	Mr. Basanna Patagundi	40
8	Ms. Bhagyasree Padhi	75
9	Mr. C B V Krishna Prasad	40
10	Ms. Chetana S Koulagi	50
11	Mr. Deepak Justin	120
12	Mr. Deepak Shyam B N	75
13	Ms. Divya Kshatriya	90
14	Mr. Gaurav Nigam	120
15	Mr. Harish	120
16	Imarticus Learning Private Limited	800
17	Mr. Ismail	120
18	Ms. Jayanthi Ravichandran	60
19	Ms. Jyothi Priya R	30
20	Letstagon Foundation	50
21	Mr. Manroop Singh	40
22	Ms. Meera S K	50
23	Mr. Mithun D J	50

Sl.No	Name of the Visiting Faculty	Contact Hours
24	Mr. Mustaq Lodi	60
25	Mr. Nagaraj G V	30
26	Mr. Narendra Karigowda	30
27	Mr. Naveen Kumar	30
28	Mr. Prakash Jawalkar	120
29	Mr. Prashant Bharadwaj	50
30	Mr. Praveen Gujjar	30
31	Mr. Rahouls Madhyani	50
32	Ms. Sahana Prasad	30
33	Ms. Sakeerthi S	30
34	Mr. Saravanan	30
35	Mr. Shaashwath Raj	75
36	Mr. Shailesh	50
37	Ms. Sudha Balajee	120
38	Ms. Tapasya Gupta	30
39	Mr. Venkatesh S	120

Academic Year : 2024-2025

Sl.No	Name of the Visiting Faculty	Contact Hours
1	Dr. Raghunathan	30
2	Prof. Chetana	30
3	Prof. Rajan Selvaraj	60
4	Mr. Deepak Justin	90
5	Mr. Aabir Acherjee	30
6	Mr. Aabir Acherjee	30
7	Cloudthat Team	90
8	Cloudthat Team	90
9	IPL	90
10	IPL	90

Sl.No	Name of the Visiting Faculty	Contact Hours
11	IPL	90
12	CA. Sudha	30
13	Prof. Prashanth Baradwaj	30
14	CA. Sudha	30
15	Prof. Ramachandra Rao (Stockbyte)	30
16	Prof. Sumit Jha (Stockbyte)	30
17	Prof. Gaurav Nigam	30
18	Prof. Ritujoy	30
19	Mr. Harish	30
20	Dr. Narendra	30
21	Prof. Ismail, Prof. Sagar	30
22	Prof. Arvind Warriar	30
23	Imarticus – Mr. Balakrishna	30
24	Imarticus – Mr. Mallesh	30
25	Imarticus – Mr. Huxley	30
26	Imarticus – Mr. Mallesh	30
27	Imarticus – Mr. Surya	30
28	Imarticus – Mr. Balakrishna	30
29	Mr. Manroop Singh	30
30	Mr. Pankaj	30
31	Imarticus – Mr. Rakshith	30
32	Prof. Aditya Tiwari	30
33	Imarticus – Mr. Vikrant	30
34	Prof. Aditya Tiwari	30
35	Imarticus – Mr. Surya	30
36	Imarticus – Mr. Vijayalakshmi	30
37	Cloudthat	30
38	Cloudthat	30
39	Cloudthat	30

Sl.No	Name of the Visiting Faculty	Contact Hours
40	Cloudthat	30
41	Cloudthat	30
42	Cloudthat	30
43	Cloudthat	30
44	Cloudthat	30
45	Cloudthat	30
46	IPL	30
47	IPL	30
48	IPL	30
49	IPL	30
50	IPL	30
51	IPL	30
52	IPL	30
53	IPL	30
54	IPL	30
55	IPL	30
56	Dr. Preetam Vhora (BHMS, LLB, MBA – Healthcare Management)	40
57	Prof. Narayana Hegde (VP, Triotree Technologies)	40
58	Dr. G V Nagaraj (Former Director, H&FW, GoK)	40

6.9 Academic Research

Faculty Paper Publication (50) (List of Publications in referred journals, reputed conferences, books, book chapters, case studies in public domain etc.) List of Ph.D. /Fellowship titles (FPM) awarded during the assessment period while working in the institute (20) All relevant details shall be mentioned.

a. Faculty Paper Publication

A. Journal

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
1	Benila Susan Jacob	Academic Year 2022-2023	"CUSTOMER ENGAGEMENT OF ONLINE TRAVEL AGENCIES FOR SUSTAINABLE TOURISM DEVELOPMENT"	Madhya Bharti - Humanities and Social Sciences	UGC Care	ISSN: 0974-0066
2	Benila Susan Jacob	Academic Year 2022-2023	"CUSTOMER ENGAGEMENT EFFECTIVENESS OF ONLINE TRAVEL AGENCIES – A STUDY CONDUCTED AMONG THE MILLENNIALS AND GEN Z IN BANGALORE"	Education and Society	UGC Care	ISSN- 2278-6864
3	Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	A STUDY ON THE ANTECEDENTS OF LUXURY APPAREL PURCHASE DECISION	SHODHA PRABHA	UGC Care	ISSN: 0974-8946
4	Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	A study on the determinants of customer buying pattern adopted in institutional buyers in, Bangalore	SHODHA PRABHA	UGC Care	ISSN: 0974-8946
5	Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	Marketing sustainability: A study on dynamics of contemporary supply chain practices	Building Resilient Organizations- Predicaments & Prospects	Scopus	ISBN: 9781032322667
6	Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	"Gurukula System: India's Paradigm Shift for Sustainable Institutional Development"	ICBM 2021	Index Copernicus	ISSN: 2790-4539
7	Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	Impact of storytelling advertising on Word of Mouth and Customer engagement	KOREA REVIEW OF INTERNATIONAL STUDIES	Other	ISSN: 1226-4741

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
8	Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	"A synthesis of emotional quotient in dealer management in the electric car distribution channel in Bangalore"	Journal of Contemporary Issues in Business and Government	ABDC C	-
9	Dr Nila A Chotai	Academic Year 2022-2023	A STUDY ON THE USAGE OF DIGITAL PAYMENTS AMONG THE STUDENTS COMMUNITY	Journal of Data Acquisition and Processing	-	ISSN 1004-9037
10	Dr Nila A Chotai	Academic Year 2022-2023	Factors Influencing the Level of Benefits Derived from Social Group Participation: A Study in Eastern Wollega Zone, Oromia, Ethiopia	Society and Sustainability	Peer Reviewed	ISSN: 2690-6767
11	Dr. Sheetal Mahendher	Academic Year 2022-2023	Using machine learning to comprehend and forecast Post-COVID-19 pharmaceutical sales	IEEE	Scopus	ISBN:979-8-3503-9844-1
12	Dr. Sheetal Mahendher	Academic Year 2022-2023	Fostering Analysis of Livelihood Pre and Post Covid-19 using ML Techniques	IEEE	Scopus	ISBN:978-1-6654-1704-4
13	Dr. Sheetal Mahendher	Academic Year 2022-2023	Sport and physical education as a vehicle for Inclusion and Recognition in India, Indonesia and Sri Lanka	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-13
14	Dr. Sheetal Mahendher	Academic Year 2022-2023	A Study on the Prediction of Purchase Decision through Social Media Engagement	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-0
15	Dr. Sheetal Mahendher	Academic Year 2022-2023	The Power of Engagement "Understanding the role of CEM (Customer Experience Management) in orchestrating end to end Customer Journey."	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-11
16	Dr. Sheetal Mahendher	Academic Year 2022-2023	A study on the satisfaction level of employees with the recruitment and selection process in an organization	K J Somaiya Institute of Management 10th International HR Conference	Peer Reviewed	ISBN: 9788195778232

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
17	Dr. Padma Mahadevan	Academic Year 2022-2023	"Are Recent Tax Policy Changes Helping or Hurting Small Businesses?"	International Journal of Recent Advances in Multidisciplinary Topics	Peer Reviewed	ISSN 2582-7839
18	Dr. Yadavali Lakshaman Kumar	Academic Year 2022-2023	""Research and analysis of acquiring new consumers for fake meat or plant based meat: Indian context""	Telematique	Web of Science	-
19	Dr. Yadavali Lakshaman Kumar	Academic Year 2022-2023	A study on Customer Satisfaction and Perception towards AAVIN Milk	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-12
20	Dr. Yadavali Lakshaman Kumar	Academic Year 2022-2023	A Study on Career Planning and Development training for students in Edtech Industry Talentserve Private limited ,Bangalore	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-16
21	Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	Driving through sustainable systems: a Study of Air Quality Index of Delhi during COVID-19 Pandemic.	IOP Conference Series: Earth and Environmental Science	Scopus	ISSN: 1755-1315
22	Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	"Impact of AI &IOT in Sustainable &Green practices adopted in Hotel Industry and measuring hotel guests' satisfaction"	IEEE 10th INTERNATIONAL CONFERENCE ON RELIABILITY, INFOCOM TECHNOLOGIES AND OPTIMIZATION (ICRITO'2022)	Scopus	ISBN: 978-1-6654-7434-4
23	Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	"The Era of Artificial Intelligence Reforming Tourism Industry in Society 5.0 "	AMITY	-	ISBN: 978-1-6654-7434-4
24	Dr. Santhosh Kumar V	Academic Year 2022-2023	Job stress and its impact on employees' performance: an empirical study with reference to information technology sector	Journal of Research Administration	Scopus	ISSN:1539-1590
25	Lakshmi K S	Academic Year 2022-2023	Exploring the Perceptions of Generations X, Y and Z about Online Platforms and Digital Marketing Activities – A Focus-Group Discussion Based Study	International Journal of Professional Business Review	Scopus	ISSN: 2525-3654

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
26	Lakshmi K S	Academic Year 2022-2023	Wellness Tourism in Post Covid-19 Scenario – Challenges and Opportunities	European Chemical Bulletin Journal	Scopus	ISSN: 2063-5346
27	Lakshmi K S	Academic Year 2022-2023	Tourist perception on HampiUtsav – Descriptive Analysis of Domestic Travellers	South India Journal of Social Sciences	Peer Reviewed	ISSN – 0972 – 8945
28	Lakshmi K S	Academic Year 2022-2023	Comparative Study of Viewership of Indian Premier League (IPL) Matches on Disney+ Hotstar and Star Sports among the Gen Z Audiences in Bangalore	ISBR Management Journal	Peer Reviewed	ISSN : 2456-9062
29	Mr. Leonard L	Academic Year 2022-2023	Cloud and IoT based Framework for Air and Noise Pollution Monitoring System via Extreme Learning Machine	IEEE	Scopus	-
30	Rajesh Krishnamurthy	Academic Year 2022-2023	Quality Management Systems - Need and Implementation Barriers for MSMEs in India	Drishtikon: A Management Journal	Other	ISSN Number: 0975-7848
31	Rajesh Krishnamurthy	Academic Year 2022-2023	"Integrated Business Excellence Approach for Long-Term Sustainability of Indian MSME Organizations"	Drishtikon: A Management Journal	Other	ISSN Number: 0975-7850
32	Mr. Madan Gowda	Academic Year 2022-2023	Factors Influencing customer rental decisions in the furniture industry	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-1
33	Dr. Veena Shenoy	Academic Year 2022-2023	Integrated Business Excellence Approach for Long-Term Sustainability of Indian MSMEs Organisations	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-7
34	Dr. Veena Shenoy	Academic Year 2022-2023	Understanding The Mediating Role Of Emotional Intelligence And Quality Of Working Environment Between Job Stress And Job Elation	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-10

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
35	Dr. Anju . Kumar	Academic Year 2022-2023	UNDERSTANDING THE ASSOCIATION BETWEEN PANDEMIC PROTOCOL ADHERENCE AND NEED FOR PROTOCOL IMPROVEMENT IN THE HIGHER EDUCATION SYSTEM	International journal of Human Resources and Management Research, IJHRMR	Peer Reviewed	ISSN : 2249-6874
36	Dr. Anju . Kumar	Academic Year 2022-2023	HRM and Gig workers- Challenges and opportunities	International Journal of Early Childhood Special Education (INT-JECSE)	Peer Reviewed	ISSN:1308-5581
37	Dr. Anju . Kumar	Academic Year 2022-2023	A STUDY OF ENTREPRENEURSHIP AS A SOURCE OF LIVELIHOOD AMONG PEOPLE WITH DISABILITIES	IJCRT	Peer Reviewed	ISSN: 2320-2882
38	Dr. Anju . Kumar	Academic Year 2022-2023	Entrepreneurship as a means of Livelihood among People with Disabilities	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-5
39	Dr. Richa Bhalla	Academic Year 2022-2023	An Organisational Study On Discerning The Association Between Various Marketing Strategies And Calculating The Conversion Rate In An Ebook Platform	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-4
40	Dr. Richa Bhalla	Academic Year 2022-2023	An Exploratory Study of VDO.AI's Growth Strategy and Publisher Expectations for the APAC Region	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-17
41	Dr. Manish Kothari	Academic Year 2022-2023	On boarding: Ensuring New Hire Efficiency	Entrepreneurship, Innovation and Start-Ups	Peer Reviewed	ISBN: 978-81-959613-2-9
42	Dr. Narasima A Venkatesh	Academic Year 2022-2023	A Study on Employee Engagement Level of Private Sector Nurses of Hospitals in Coimbatore	Empirical Economics Letters	ABDC C	ISSN: 1681-8997

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
43	Dr. Jhansi Rani	Academic Year 2022-2023	EMPLOYEE EMPOWERMENT – A BOON TO ORGANISATIONAL PERFORMANCE IN IT FIRMS – A CONCEPTUAL STUDY	Madhya Bharti	UGC Care	ISSN: 0974-0066
44	Dr. Jhansi Rani	Academic Year 2022-2023	"Green buildings: a Real Estate reality or Marketing Fad"	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN : 2456-9062
45	Dr. Jhansi Rani	Academic Year 2022-2023	"A STUDY ON WOMEN ENTREPRENEURSHIP WITH SPECIAL REFERENCE TO RURAL KARNATAKA DISTRICT"	Madhya Bharti	UGC Care	ISSN: 0974-0066
46	Dr. Jhansi Rani	Academic Year 2022-2023	"Financial Inclusion Provided by Rbi on Economic Growth in India-Theoretical Study"	Neuroquantology	Scopus	ISSN 1303-5150
47	Dr. Jhansi Rani	Academic Year 2022-2023	EMPLOYEE EMPOWERMENT – A BOON TO ORGANISATIONAL PERFORMANCE IN IT FIRMS – A CONCEPTUAL STUDY	Madhya Bharti	UGC Care	ISSN: 0974-0066
48	Dr. Jhansi Rani	Academic Year 2022-2023	GREEN WALLS	Rabindra Bharati Journal of Philosophy	UGC Care	ISSN: 0973-0087
49	Dr. Jhansi Rani	Academic Year 2022-2023	"COMPARISON OF CONSUMER BEHAVIOR IN INDIA AND INDIVIDUAL DEVELOPED NATIONS: FMCG INDUSTRY STUDY"	Education and Society	UGC Care	ISSN: 2278-6864
50	Dr. Jhansi Rani	Academic Year 2022-2023	"WEALTH CREATION AND PRESERVATION: EXAMINING THE ROLE OF LIFE INSURANCE"	Education and Society	UGC Care	ISSN: 2278-6864
51	Dr. Jhansi Rani	Academic Year 2022-2023	DWARKA, A MILLION PLUS CITY, AND DELHI NCT'S HOUSING DEMAND AND SUPPLY	Madhya Bharti - Humanities and Social Sciences	UGC Care	ISSN: 0974-0066

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
52	Dr. Jhansi Rani	Academic Year 2022-2023	"ECONOMIC EMPOWERMENT OF RURAL WOMEN BY STREE SHAKTHI GROUPS WITH SPECIAL REFERENCE TO HASSAN DISTRICT"	Rabindra Bharati Journal of Philosophy	UGC Care	ISSN: 0973-0089
53	Dr. Jhansi Rani	Academic Year 2022-2023	"ARTIFICIAL INTELLIGENCE TRENDS IN HUMAN RESOURCE MANAGEMENT- A STUDY IN MULTI-DIMENSIONAL PERSPECTIVE ACROSS SELECT TECHNOLOGY COMPANIES IN BENGALURU CITY"	Education and Society	UGC Care	ISSN: 2278-6864
54	Dr. Jhansi Rani	Academic Year 2022-2023	"IMPACT OF ARTIFICIAL INTELLIGENCE IN HUMAN RESOURCE MANAGEMENT - A STUDY IN MULTI-DIMENSIONAL PERSPECTIVE ACROSS SELECT 'IT' COMPANIES IN BENGALURU CITY"	Madhya Bharti - Humanities and Social Sciences	UGC Care	ISSN: 0974-0066
55	Dr. Jhansi Rani	Academic Year 2022-2023	FUTURE OF WORK IN THE CONTEXT OF PRE & POST COVID SCENARIOS	Education and Society	UGC Care	ISSN: 2278-6865
56	Dr. Jhansi Rani	Academic Year 2022-2023	The Role of Life Insurance in Wealth Creation for Individual Investors in Bangalore	Journal of Informatics and Research	ABDC C	ISSN:1526-4726
57	Dr. Jhansi Rani	Academic Year 2022-2023	The effect of employee empowerment on Organizational goodwill in information technology Sector – a study in bengaluru	journal of the oriental institute	ABDC C	ISSN: 0030-5324
58	Dr. Jhansi Rani	Academic Year 2022-2023	A review of stree shakthi scheme in rural women empowerment	Education and Society	UGC Care	ISSN: 2278-6864
59	Dr. Narasima A Venkatesh	Academic Year 2022-2023	The Future of Blockchain Technology and the Internet of Things in Healthcare	IEEE	Scopus	ISSN: 978-166547413-9

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
60	Dr Nila A Chotai	Academic Year 2023-2024	Impact of User Generated Content in Building Brand Trust	Journal of Economics	UGC Care	ISSN : 0975-802X
61	Dr Nila A Chotai	Academic Year 2023-2024	Impact of UPI on Digitalization and Financial Inclusion	Journal of Social Sciences	UGC Care	ISSN: 0973-855X
62	Dr Nila A Chotai	Academic Year 2023-2024	A Study on the Influence of Childhood Nostalgia Marketing and Brand Attachment on Brand Loyalty in the Indian Confectionery Market	Annals of the Bhandarkar Oriental Research Institute	UGC Care	ISSN: 0378-1143
63	Dr Nila A Chotai	Academic Year 2023-2024	"IMPACT OF USER GENERATED CONTENT IN BUILDING BRAND TRUST "	RABINDRA BHARATI UNIVERSITY: JOURNAL OF ECONOMICS	UGC Care	ISSN : 0975-802X
64	Dr Nila A Chotai	Academic Year 2023-2024	Economics for Business Mangement	Orange Book Publication	Peer Reviewed	ISBN : 978-93-5621-612-9
65	Dr Nila A Chotai	Academic Year 2023-2024	Understanding Consumer Behavior in Online Shopping: A Study in Lucknow City	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
66	Dr. Sheetal Mahendher	Academic Year 2023-2024	Navigating the Metaverse: A Study on Exploring the Implications of Virtual Environments on Online Shopping Experiences	Rabindra Bharathi University : Journal of Economics	UGC Care	ISSN : 0975-802X
67	Dr. Sheetal Mahendher	Academic Year 2023-2024	Effects of Food Service Aggregators on Online Consumer Experience	Rabindra Bharathi University : Journal of Economics	UGC Care	ISSN : 0975-802X
68	Dr. Sheetal Mahendher	Academic Year 2023-2024	The Art of Personal Brand Touch in Professional Branding	Madhya Pradesh Journal of Social Science	UGC Care	ISSN: 0973-855
69	Dr. Sheetal Mahendher	Academic Year 2023-2024	The Role of Value-Added Services in Enhancing Investor's Investment Decision: A Study On Stockbrokers	Migration Letters	Scopus	ISSN: 1741-8984

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
70	Dr. Sheetal Mahendher	Academic Year 2023-2024	An Extensive Analysis of the Hurdles in Embracing AI Among People with Special Needs Using AHP	"IMPACT OF USER GENERATED CONTENT IN BUILDING BRAND TRUS	Scopus	ISSN 1936-6744
71	Dr. Sheetal Mahendher	Academic Year 2023-2024	An Extensive Analysis of the Hurdles in Embracing AI Among People with Special Needs Using AHP	International Journal of the Analytic Hierarchy Process	Scopus	ISSN 1936-6744
72	Dr. Sheetal Mahendher	Academic Year 2023-2024	ArticleMobile Payment And Banking Services –A Study On Retailer's Perspective	Educational Administration: Theory and Practice	Scopus	ISSN:2148-2403
73	Dr. Sheetal Mahendher	Academic Year 2023-2024	Analysing The Impact Of Virtual Reality On Consumer Buying Behaviour	Tec Empresarial	Web of Science	ISSN:1659-2395
74	Dr. Sheetal Mahendher	Academic Year 2023-2024	A Study on Impact of Covid-19 on the Nutrition & Exercise Regime of Lifestyle Disorder Patients (Non-Communicable Disease)	SUMATERA MEDICAL JOURNAL	Peer Reviewed	ISSN(Paper) 2622-9234
75	Dr. Sheetal Mahendher	Academic Year 2023-2024	Influence of New Offers, Discounts, Big Billion Days in Sales of E-Products	BIMTECH	Peer Reviewed	ISBN - 978-81-935730-8-2
76	Dr. Sheetal Mahendher	Academic Year 2023-2024	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	Sage Business Cases	Peer Reviewed	ISBN: 9781071946428
77	Dr. Sheetal Mahendher	Academic Year 2023-2024	Comparative Analysis Of Machine Learning Approaches In Predicting Telecom Customer Churn	Educational Administration : Theory and practice	Other	ISSN: 2148-2403
78	Dr. Sheetal Mahendher	Academic Year 2023-2024	Perception on Covid -19 Vaccination - A Study	Journal of Informatics Education and Research	ABDC C	ISSN:1526-4726
79	Dr. Sheetal Mahendher	Academic Year 2023-2024	The long-term Impact of covid 19 on Individual Behavior	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
80	Vishnu Priya L V	Academic Year 2023-2024	A investigation on the factors of staff attrition and retention in private health care businesses	Journal of Fundamental & Comparative Research	UGC Care	ISSN: 2277-7067
81	Vishnu Priya L V	Academic Year 2023-2024	Enhancing Employee Satisfaction and Retention in Private Hospitals: A Comprehensive Analysis of Job Dynamics, Attrition Factors, And Strategic Interventions in Bengaluru's Hospital Sector	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
82	Dr. Padma Mahadevan	Academic Year 2023-2024	The Influence of Smartphone Addiction on Mental Health and Academic Performance of Students in Bengaluru.	International Journal of Creative Research Thoughts	UGC Care	ISSN: 2320-2882
83	Dr. Padma Mahadevan	Academic Year 2023-2024	COVID-19 Impacts on Indian Financial Markets	International Journal of Recent Advances in Multidisciplinary Topics	UGC Care	ISSN : 2582-7839
84	Dr. Padma Mahadevan	Academic Year 2023-2024	The Future of Remote Work: HR Strategies for Sustainable Virtual Collaboration	Asian And Pacific Economic Review	Scopus	ISSN: 1000-6052
85	Dr. Padma Mahadevan	Academic Year 2023-2024	Consumer Buying Behavior of Spurious Products: Inevitable Acceptance of Fakes unassumingly	Eureka Publications	Peer Reviewed	ISBN: 978-93-5810-961-0
86	Dr. Padma Mahadevan	Academic Year 2023-2024	"A Study on Career Planning and Development Training for Students in Edtech Industry"	Eureka Publications	Peer Reviewed	ISBN: 978-93-5810-961-0
87	Dr. Padma Mahadevan	Academic Year 2023-2024	Implementation of Sustainable Human Resource Management Techniques to Encourage Employees' Pro-environmental Behavior	Taylor & Francis Group	Peer Reviewed	ISBN 978-1-032-70828-7
88	Dr. Padma Mahadevan	Academic Year 2023-2024	Influence of Globalization of SMEs on Digitalization: The Moderating Effect of Marketing and Entrepreneurial Behavior	Taylor & Francis Group	Peer Reviewed	ISBN 978-1-032-70828-7

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
89	Dr. Padma Mahadevan	Academic Year 2023-2024	Examining the Role of Gender in the Social Dynamics of Migration	European Economic Letters	ABDC C	ISSN 2323-5233
90	Dr. Padma Mahadevan	Academic Year 2023-2024	AI-Powered Student Engagement: Enhancing Interaction and Motivation in Digital Classrooms	European Economic Letters	ABDC C	ISSN 2323-5233
91	Dr. Padma Mahadevan	Academic Year 2023-2024	Personalized Learning Paths: Leveraging Artificial Intelligence and Machine Learning for Student-Centered Education	European Economic Letters	ABDC C	ISSN 2323-5234
92	Dr. Padma Mahadevan	Academic Year 2023-2024	Pedagogical Innovations in Inclusive Education	European Economic Letters	ABDC C	ISSN 2323-5235
93	Dr. Padma Mahadevan	Academic Year 2023-2024	Assessing the Triadic Impact: A Comprehensive Empirical Analysis of the Companies Act 2013, Insolvency and Bankruptcy Code 2016, and Goods and Services Tax 2017 on Corporate Governance and Performance in India	European Economic Letters	ABDC C	ISSN 2323-5236
94	Dr. Padma Mahadevan	Academic Year 2023-2024	IILM Journal of Management	Beyond the Hype: Exploring the Ethics, Reliability, and Strategies of Influencer Marketing	Peer Reviewed	-
95	Dr. Balachandaras	Academic Year 2023-2024	Impact of Product Placement of Movies on Consumers Buying Behaviour	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
96	Dr. Naveen Pol	Academic Year 2023-2024	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	Scopus	ISSN 2063-5346
97	Dr. Naveen Pol	Academic Year 2023-2024	Importance of Sustainable Marketing Initiatives for Supporting the Sustainable Development Goals	IGI Global	Scopus	ISBN13: 9781668486818

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
98	Dr. Naveen Pol	Academic Year 2023-2024	Outcome Based Predictive Analysis of Automatic Question Paper Generation Using Hybrid MLP-CNN Approach	IEEE	Scopus	ISBN : 979-8-3503-1399-4
99	Dr. Naveen Pol	Academic Year 2023-2024	Emotional Appeal in Television Advertising and Its Impact on Buying Behaviour	IGI Global	Scopus	-
100	Dr. Naveen Pol	Academic Year 2023-2024	Consumption Patterns Among Employees of IT and ITES Sectors	SSDC	Scopus	ISSN:1539-1590
101	Dr. Naveen Pol	Academic Year 2023-2024	A Study to Assess the Effectiveness of Advertisements Specifically Focusing on Soft Drinks in the City of Bengaluru	Springer, Cham	Scopus	-
102	Dr. Naveen Pol	Academic Year 2023-2024	Strategies to Achieve Carbon Neutrality and Foster Sustainability in Data Centers	IGI Global	Scopus	ISBN13: 9798369315521
103	Dr. Naveen Pol	Academic Year 2023-2024	Influence of Advertising Media on Consumer Perception and Buying Behavior: A Study on Branded Jewelers in Karnataka.	IUP Journal of Management Research,	Peer Reviewed	ISSN 0972-5342
104	Lakshmi K S	Academic Year 2023-2024	Exploring the Perceptions of Generations of X, Y and Z about Online Platforms and Digital Marketing Activities – A Focus- Group Discussion based Study,	International Journal of Professional Business Review,	Peer Reviewed	ISSN: 2278-6865
105	Mr. Leonard L	Academic Year 2023-2024	Analysing The Impact Of Virtual Reality On Consumer Buying Behaviour	Tec Empresarial	Web of Science	ISSN:1659-2395
106	Mr. Leonard L	Academic Year 2023-2024	Strengthening Customer Data Protection in Healthcare: An Empirical Analysis of Data Privacy and Security Measures for Ensuring Customer Information Security	European Economic Letters	ABDC C	ISSN 2323-5233

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
107	Mr. Leonard L	Academic Year 2023-2024	Empirical Study on Fiancial Planning for Salaried Employees and Strategies for Tax	Journal Of Informatics Education and Research	ABDC C	ISSN: 1526-4726
108	Mr. Leonard L	Academic Year 2023-2024	Determining Salary of Professors with Help of Student Average Package of the Institute: Mba and Bschoools in India	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
109	Mr. Leonard L	Academic Year 2023-2024	The Impact of Fintech on BThe Impact of Fintech on Banking Services in the Rural Sectoranking Services in the Rural Sector	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
110	Mr. Leonard L	Academic Year 2023-2024	Examining the Cybersecurity Challenges Faced by Individuals and the Regulatory Measures to Ensure Data Protection and Their Financial Stability	Asian And Pacific Economic Review	ABDC C	ISSN: 1000-6052
111	Dr. Richa Bhalla	Academic Year 2023-2024	OYO: A Journey Through the Hotel Chain's First Ten Years	Sage Business Cases	Peer Reviewed	ISBN: 9781071946299
112	Dr. Richa Bhalla	Academic Year 2023-2024	The Gig Economy and Sustainable Work Practices in Startups	European Economic Letters	ABDC C	ISSN 2323-5233
113	Dr. Narasima A Venkatesh	Academic Year 2023-2024	" The Impact of Gamification Elements on Employee Engagement and Employee Performance in the Service Sector in Bangalore. "	Journal of Contemporary Issues in Business and Government	ABDC C	E-ISSN: 1323-6903
114	Dr. Narasima A Venkatesh	Academic Year 2023-2024	"Hrm Re-Engineering Process as a Driver to Employee Engagement and its Impact on Organizational Performance "	World Journal of Management and Economics	ABDC C	ISSN: 1819-8643
115	Dr. Narasima A Venkatesh	Academic Year 2023-2024	Perception Towards Green Human Resource Management Practices and Implementation in Financial Institutions in Kerala	World Journal of Management and Economics	ABDC C	ISSN: 1819-8643

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
116	Dr. Narasima A Venkatesh	Academic Year 2023-2024	The Impact of Job Enrichment on Work Motivation of Non Teaching Staff in Private Higher Education Institutions of Punjab	European Economic Letters	ABDC C	ISSN:2323-5233
117	Dr. Narasima A Venkatesh	Academic Year 2023-2024	Determinants of Organizational Climate on the Job Satisfaction Among Higher Education Faculties in Telangana State	World Journal of Management and Economics	ABDC C	ISSN: 1819-8643
118	Dr. S Prabhakar	Academic Year 2023-2024	The Role of Human resource Management in Talent Acquisition and Retention in the Healthcare Sector	Journal of Informatics Education and Research	ABDC C	ISSN :1526-4726
119	Dr. S Prabhakar	Academic Year 2023-2024	Emotional Intelligence Leadership and Organizational Sustainability	Korea Review of International Studies	ABDC C	ISSN:1226-4741
120	Dr. S Prabhakar	Academic Year 2023-2024	Entrepreneurship, Innovation, And Venture Development Impact on Economic Growth in Indian Experience	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
121	Dr. Anand Agrawal	Academic Year 2023-2024	Effect of E-Loyalty Cues on Repurchase Behavioural Intentions Among Online Shoppers	European Economic Letters	ABDC C	ISSN 2323-5233
122	Dr. Anand Agrawal	Academic Year 2023-2024	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	European Economic Letters	-	ISSN 2323-5233
123	Dr. Jhansi Rani	Academic Year 2023-2024	The Role Of Life Insurance In Wealth Creation For Individual Investors In Bangalore	Journal of Informatics Education and Research	ABDC C	ISSN:1526-4726
124	Dr. Jhansi Rani	Academic Year 2023-2024	The Journal of Technical Education	Indian Society for Technical Education	UGC Care	ISSN 0971-3034
125	Dr. Jhansi Rani	Academic Year 2023-2024	"Employee Empowerment as a tool for quality improvement resulting in organisational productivity and performance- A study"	Eur. Chem. Bull.	Peer Reviewed	-

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
126	Dr. Jhansi Rani	Academic Year 2023-2024	Journal of Fundamental & Comparative Research	A investigation on the factors of staff attrition and retention in private health care businesses	UGC Care	ISSN: 2277-7067
127	Mr. Visweswara Vempali Rao	Academic Year 2023-2024	Strengthening Customer Data Protection in Healthcare: An Empirical Analysis of Data Privacy and Security Measures for Ensuring Customer Information Security	European Economic Letters	ABDC C	ISSN 2323-5233
128	Dr. Narasima A Venkatesh	Academic Year 2023-2024	World Journal of Management and Economics	Perception Towards Green Human Resource Management Practices and Implementation in Financial Institutions in Kerala	ABDC C	ISSN: 1819-8643
129	Dr. S Prabhakar	Academic Year 2023-2024	Korea Review of International Studies	Emotional Intelligence Leadership and Organizational Sustainability	ABDC C	ISSN:1226-4741
130	Dr. S Prabhakar	Academic Year 2023-2024	EducationalAdministration: Theory andPractice	HR Analytics: Leveraging Big Data And Artificial Intelligence For Decision-Making In Human Resource Management	Scopus	ISSN:2148-2403
131	Dr. S Prabhakar	Academic Year 2023-2024	IEEE	Empirical Evaluation of Stock Market Prediction System using Intelligent Learning Scheme with Data Processing Logic	ABDC A	ISSN: 1226-4740
132	Dr Nila A Chotai	Academic Year 2023-2024	World Journal of Management and Economics	Analyzing availability of doctor per population for coming 10 years: indian health care view	ABDC C	ISSN: 1819-8643

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
133	Dr Nila A Chotai	Academic Year 2023-2024	IEEE	Importance of Employee Motivation and Satisfaction in the Workplace based on BiLSTM and ANN Approach	Scopus	979-8-3503-4023-5
134	Dr Nila A Chotai	Academic Year 2023-2024	Journal of Informatics Education and Research	Impact of Product Placement of Movies on Consumers Buying Behaviour	ABDC C	ISSN: 1526-4726
135	Dr Nila A Chotai	Academic Year 2023-2024	Journal Of Informatics Education and Research	Empirical Study on Fiancial Planning for Salaried Employees and Strategies for Tax	ABDC A	ISSN: 1526-4726
136	Dr Nila A Chotai	Academic Year 2023-2024	Journal of Informatics Education and Research	Determining Salary of Professors with Help of Student Average Package of the Institute: Mba and Bschoools in India	ABDC A	ISSN: 1526-4726
137	Dr Nila A Chotai	Academic Year 2023-2024	Asian And Pacific Economic Review	Examining the Cybersecurity Challenges Faced by Individuals and the Regulatory Measures to Ensure Data Protection and Their Financial Stability	ABDC A	ISSN: 1000-6052
138	Dr Nila A Chotai	Academic Year 2023-2024	European Economic Letters	The Gig Economy and Sustainable Work Practices in Startups	ABDC C	ISSN 2323-5233
139	Dr. Supriya Lamba Sahdev	Academic Year 2023-2024	Sustainable Technology for Society 5.0: Case Studies, Examples, and Advanced Research Findings,	Making the Impossible Possible: Tata Nano and AI in E-Commerce	Scopus	ISBN-9781003365525
140	Ms. Veera Shireesha Sangu	Academic Year 2023-2024	Sustainable Technology for Society 5.0: Case Studies, Examples, and Advanced Research Findings,	Making the Impossible Possible: Tata Nano and AI in E-Commerce	Scopus	ISBN-9781003365525

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
141	Ms. Veera Shireesha Sangu	Academic Year 2023-2024	EducationalAdministration: Theory andPractice	HR Analytics: Leveraging Big Data And Artificial Intelligence For Decision-Making In Human Resource Management	Scopus	ISSN:2148-2403
142	Leonard L	Academic Year 2023-2024	Journal of Informatics Education and Research	Perception on Covid -19 Vaccination - A Study	ABDC C	ISSN:1526-4726
143	Leonard L	Academic Year 2023-2024	BIMTECH	Influence of New Offers, Discounts, Big Billion Days in Sales of E-Products	Peer Reviewed	978-81-935730-8-2
144	Leonard L	Academic Year 2023-2024	SUMATERA MEDICAL JOURNAL	A Study on Impact of Covid-19 on the Nutrition & Exercise Regime of Lifestyle Disorder Patients (Non-Communicable Disease)	Peer Reviewed	ISSN(Paper) 2622-9234
145	Leonard L	Academic Year 2023-2024	Journal of Informatics Education and Research	The long-term Impact of covid 19 on Individual Behavior	ABDC C	ISSN: 1526-4726
146	Leonard L	Academic Year 2023-2024	Sage Business Cases	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	Peer Reviewed	ISBN: 9781071946428
147	Leonard L	Academic Year 2023-2024	Journal of Informatics Education and Research	Impact of Product Placement of Movies on Consumers Buying Behaviour	ABDC C	ISSN: 1526-4726
148	Leonard L	Academic Year 2023-2024	Migration Letters	The Role of Value-Added Services in Enhancing Investor's Investment Decision: A Study On Stockbrokers	Scopus	ISSN: 1741-8984

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
149	Leonard L	Academic Year 2023-2024	European Economic Letters	Comprehending and Analyzing the Elements that Play into Choosing a Business School	ABDC C	ISSN 2323-5233
150	Leonard L	Academic Year 2023-2024	Educational Administration: Theory and Practice	Mobile Payment And Banking Services –A Study On Retailer's Perspective	Scopus	ISSN:2148-2403
151	Leonard L	Academic Year 2023-2024	Rabindra Bharathi University : Journal of Economics	Effects of Food Service Aggregators on Online Consumer Experience	UGC Care	0975-802X
152	Leonard L	Academic Year 2023-2024	Rabindra Bharathi University : Journal of Economics	Navigating the Metaverse: A Study on Exploring the Implications of Virtual Environments on Online Shopping Experiences	UGC Care	ISSN : 0975-802X
153	Dr. Padma Mahadevan	Academic Year 2023-2024	Eureka Publications	Consumer Buying Behavior of Spurious Products: Inevitable Acceptance of Fakes unassumingly	Peer Reviewed	ISBN: 978-93-5810-961-0
154	Dr. Padma Mahadevan	Academic Year 2023-2024	Taylor & Francis Group	Influence of Globalization of SMEs on Digitalization: The Moderating Effect of Marketing and Entrepreneurial Behavior	Peer Reviewed	ISBN 978-1-032-70828-7
155	Dr. Richa Bhalla	Academic Year 2023-2024	Journal of Informatics Education and Research	Entrepreneurship, Innovation, And Venture Development Impact on Economic Growth in Indian Experience	ABDC C	ISSN: 1526-4726

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
156	Shabisa . Bhushan	Academic Year 2023-2024	IGI Global	Importance of Sustainable Marketing Initiatives for Supporting the Sustainable Development Goals	Scopus	ISBN13: 9781668486818
157	Dr. Naveen Pol	Academic Year 2023-2024	IEEE	Enhancing Demand Forecasting Accuracy Through Market Trend Analysis: Leveraging NLP Algorithms for Data-Driven Insights	Scopus	ISBN:979-8-3503-5875-9
158	Dr. Naveen Pol	Academic Year 2023-2024	European Economic Letters	Strengthening Customer Data Protection in Healthcare: An Empirical Analysis of Data Privacy and Security Measures for Ensuring Customer Information Security	ABDC A	ISSN 2323-5233
159	Avinash Kumar Mishra	Academic Year 2023-2024	European Economic Letters	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	ABDC C	ISSN 2323-5233
160	Chandra SS Nanduri	Academic Year 2023-2024	European Economic Letters	Perception of Emotional Marketing Strategies in Shaping Consumer Behaviour	ABDC C	ISSN 2323-5233
161	Mr. Madan Gowda	Academic Year 2023-2024	Journal of Informatics Education and Research	Understanding Consumer Behavior in Online Shopping: A Study in Lucknow City	ABDC C	ISSN: 1526-4726

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
162	Mr. Madan Gowda	Academic Year 2023-2024	Journal of Informatics Education and Research	Determining Salary of Professors with Help of Student Average Package of the Institute: Mba and Bschoools in India	ABDC A	ISSN: 1526-4726
163	Dr. Sheetal Mahendher	Academic Year 2023-2024	Journal of Informatics Education and Research	Impact of Product Placement of Movies on Consumers Buying Behaviour	ABDC C	ISSN: 1526-4726
164	Dr. Sheetal Mahendher	Academic Year 2023-2024	European Economic Letters	Comprehending and Analyzing the Elements that Play into Choosing a Business School	ABDC C	ISSN 2323-5233
165	Dr. Sheetal Mahendher	Academic Year 2023-2024	European Economic Letters	Strengthening Customer Data Protection in Healthcare: An Empirical Analysis of Data Privacy and Security Measures for Ensuring Customer Information Security	ABDC A	ISSN 2323-5233
166	Dr. Sheetal Mahendher	Academic Year 2023-2024	Journal of Informatics Education and Research	The Impact of Fintech on Banking Services in the Rural Sector	ABDC A	ISSN: 1526-4726
167	Dr. Sheetal Mahendher	Academic Year 2023-2024	Asian And Pacific Economic Review	Examining the Cybersecurity Challenges Faced by Individuals and the Regulatory Measures to Ensure Data Protection and Their Financial Stability	ABDC A	ISSN: 1000-6052
168	Dr. Sheetal Mahendher	Academic Year 2023-2024	European Economic Letters	The Gig Economy and Sustainable Work Practices in Startups	ABDC C	ISSN 2323-5233

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
169	Benila Susan Jacob	Academic Year 2023-2024	International Journal of Management and Social Science Research Review	Customer relationship management in tourism – a literature review	Peer Reviewed	ISSN-23496738
170	Dr. Karpagam T	Academic Year 2023-2024	International Journal of Management and Social Science Research Review	Customer relationship management in tourism – a literature review	Peer Reviewed	ISSN-23496738
171	Dr. Manish Kothari	Academic Year 2023-2024	Migration Letters	The Role of Value-Added Services in Enhancing Investor's Investment Decision: A Study On Stockbrokers	Scopus	ISSN: 1741-8984
172	Dr. Anand Agrawal	Academic Year 2023-2024	European Economic Letters	Comprehending and Analyzing the Elements that Play into Choosing a Business School	ABDC C	ISSN 2323-5233
173	Dr. Anand Agrawal	Academic Year 2023-2024	Journal Of Informatics Education and Research	Empirical Study on Fiancial Planning for Salaried Employees and Strategies for Tax	ABDC A	ISSN: 1526-4726
174	Dr. Anand Agrawal	Academic Year 2023-2024	Journal of Informatics Education and Research	The Impact of Fintech on Banking Services in the Rural Sector	ABDC A	ISSN: 1526-4726
175	Dr. Anand Agrawal	Academic Year 2023-2024	European Economic Letters	The Gig Economy and Sustainable Work Practices in Startups	ABDC C	ISSN 2323-5233
176	Dr.Sippee Bharadwaj	Academic Year 2023-2024	International Journal of the Analytic Hierarchy Process	An Extensive Analysis of the Hurdles in Embracing AI Among People with Special Needs Using AHP	Scopus	ISSN 1936-6744
177	Ms. Usha N	Academic Year 2023-2024	Journal Of Informatics Education and Research	Empirical Study on Fiancial Planning for Salaried Employees and Strategies for Tax	ABDC A	ISSN: 1526-4726

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
178	Vishnu Priya L V	Academic Year 2023-2024	Journal of Informatics Education and Research	Enhancing Employee Satisfaction and Retention in Private Hospitals: A Comprehensive Analysis of Job Dynamics, Attrition Factors, And Strategic Interventions in Bengaluru's Hospital Sector	ABDC A	ISSN: 1526-4726
179	Mr. Dhananjai Rao	Academic Year 2023-2024	Journal of Informatics Education and Research	The Impact of Fintech on Banking Services in the Rural Sector	ABDC A	ISSN: 1526-4726
180	Dr. Balachandar S	Academic Year 2023-2024	Journal of Informatics Education and Research	The Impact of Fintech on Banking Services in the Rural Sector	ABDC A	ISSN: 1526-4726
181	Dr. Veena Shenoy	Academic Year 2023-2024	European Economic Letters	The Gig Economy and Sustainable Work Practices in Startups	ABDC C	ISSN 2323-5233
182	Dr Nila A Chotai	Academic Year 2024-2025	The Impact of Emerging Educational Technologies on Modern Learning Environments	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
183	Vishnu Priya L V	Academic Year 2024-2025	Workforce Dynamics in Bengaluru's Private Healthcare Sector: Insights into Job Satisfaction, Retention, And Organizational Strategies	European Economic Letters	ABDC C	ISSN 2323-5233
184	Vishnu Priya L V	Academic Year 2024-2025	AI in HR: Revolutionizing Recruitment, Retention, And Employee Engagement	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
185	Dr. Balachandar S	Academic Year 2024-2025	Predicting Student Dropout Rates in Massive Open Online Courses Using an Attention-Based GCNN Model	IEEE Xplore	Scopus	ISBN:979-8-3503-7180-2

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
186	Lakshmi K S	Academic Year 2024-2025	Perceived Value and Perceived Risks – Focused Ethnographic Analysis in Collaborative Fashion Consumption	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
187	Mr. Leonard L	Academic Year 2024-2025	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
188	Mr. Leonard L	Academic Year 2024-2025	Semiconductors, A Biggest Economic Choke-Point of the 21st Century	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
189	Mr. Leonard L	Academic Year 2024-2025	An Analysis of the Decline in Face-to-Face Communication Due to Technology	IEEE Xplore	Scopus	ISSN: 2996-5357
190	Dr. Narasima A Venkatesh	Academic Year 2024-2025	Transforming HR Operation with AI: Case Studies and Best Practices	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
191	Dr. S Prabhakar	Academic Year 2024-2025	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
192	Dr. Narasima A Venkatesh	Academic Year 2024-2025	Integrating AI into HR Practices: Current Trends and Future Directions	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
193	Dr. Narasima A Venkatesh	Academic Year 2024-2025	THE EFFECT OF REMOTE WORK ON TALENT MANAGEMENT AND EMPLOYEE RETENTION IN THE IT SECTOR IN BANGALORE DURING COVID-19	JIER	ABDC C	ISSN: 1526-4726
194	Dr. Narasima A Venkatesh	Academic Year 2024-2025	“A Study on Talent Management Strategies and Its Impact on Retention of Employees Working in It and ITES Companies in Bangalore During Covid-19 Pandemic”	Accountancy Business & the Public Interest	ABDC B	ISSN: 1745-7718
195	Dr. S Prabhakar	Academic Year 2024-2025	Redefining Brand Identity: The Rise of Indian Startups	European Economic Letters	ABDC C	ISSN: 2323-5233

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
196	Dr. S Prabhakar	Academic Year 2024-2025	Catalysts of Change: The Transformative Journey from HR 1.0 to HR 5.0 – Innovations, Challenges, and Strategies in Human Resource Management with Technology and Data-Driven Integration	Indian Journal of Information Sources and Services	Scopus	ISSN: 2231-6094
197	Dr Nila A Chotai	Academic Year 2024-2025	Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis	European Economic Letters	ABDC C	ISSN 2323-5233
198	Dr Nila A Chotai	Academic Year 2024-2025	A Comprehensive Review of Organic Farming's Role in Advancing Sustainable Agriculture: Environmental, Socio-Economic, and Policy Dimensions	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN (Online) : 2456-9062
199	Dr Nila A Chotai	Academic Year 2024-2025	Analysing the mediating effects of Technology Adoption in Supply Chain Operations and its impact in Supply Chain Efficiency leveraging towards Sustainable Development	Economic Sciences	ABDC C	ISSN:1505-4683
200	Dr Nila A Chotai	Academic Year 2024-2025	THE ROLE OF HIGHER EDUCATION IN WOMEN'S EMPOWERMENT: A REVIEW OF LITERATURE	JIER	ABDC C	ISSN: 1526-4726
201	Dr Nila A Chotai	Academic Year 2024-2025	The Role of Education in Socio-Economic Development: A Gender Perspective in India	Journal of Marketing & Social Research	ABDC C	ISSN : 3008-0711
202	Dr Nila A Chotai	Academic Year 2024-2025	A Critical Analysis of the Emotive Content in Customer Speech for a Robust CRM	IGI Global	-	-
203	Dr Nila A Chotai	Academic Year 2024-2025	An Economic Analysis of Micro-Irrigation Development in India	Journal of Marketing & Social Research	-	-
204	Ms. Veera Shireesha Sangu	Academic Year 2024-2025	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
205	Ms. Veera Shireesha Sangu	Academic Year 2024-2025	Chatbots and Virtual Assistants in HRM: Exploring Their Role in Employee Engagement and Support	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
206	Leonard L	Academic Year 2024-2025	Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis	European Economic Letters	ABDC C	ISSN 2323-5233
207	Leonard L	Academic Year 2024-2025	Bridging the Gap: Exploring the Convergence of Human Element and Financial Metrics in Mergers and Acquisitions	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN (Online) : 2456-9062
208	Leonard L	Academic Year 2024-2025	Navigating the Waves: Understanding the Nexus of Bangalore's Water Crisis	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN (Online) : 2456-9062
209	Leonard L	Academic Year 2024-2025	The Impact of Big Data and Analytics Technology on Lufthansa's Business	Sage Business Cases	Other	ISBN: 9781071957684
210	Leonard L	Academic Year 2024-2025	A Study on HCM Practices in IT and ITes Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ABDC C	ISSN : 3008-0711
211	Leonard L	Academic Year 2024-2025	Consumer Behavior in The Age of Artificial Intelligence: An Empirical Study Using Structural Equation Modeling	Journal of Marketing & Social Research	ABDC C	ISSN (Online): 3008-0711
212	Leonard L	Academic Year 2024-2025	Consumer Behavior in The Age of Artificial Intelligence: An Empirical Study Using Structural Equation Modeling	Journal of Marketing & Social Research	-	-
213	Leonard L	Academic Year 2024-2025	An Economic Analysis of Micro-Irrigation Development in India	Journal of Marketing & Social Research	-	-
214	Dr. Padma Mahadevan	Academic Year 2024-2025	Personalized Learning Paths: Leveraging Artificial Intelligence and Machine Learning for Student-Centered Education	European Economic Letters	ABDC C	ISSN 2323-5233

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
215	Dr. Padma Mahadevan	Academic Year 2024-2025	The Impact of Fintech Lending on Debt Heterogeneity: Evidence from Emerging Markets	European Economic Letters	ABDC C	ISSN 2323-5233
216	Dr. Richa Bhalla	Academic Year 2024-2025	Ethical Implications of AI Adoption in HRM: Balancing Automation with Human Values	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
217	Dr. Richa Bhalla	Academic Year 2024-2025	Frameworks for Circular Economy in Construction Sector: A Review	Nanotechnology Perceptions	Scopus	ISSN 1660-6795
218	Dr. Richa Bhalla	Academic Year 2024-2025	Empowering Small and Medium Enterprises Through Smart Technology and Talent Management	IGI Global	Scopus	ISBN: 9798369354988
219	Shabisa . Bhushan	Academic Year 2024-2025	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	Scopus	ISSN 2063-5346
220	Dr. Naveen Pol	Academic Year 2024-2025	Immersive Experiences and Brand Recall in the Metaverse: A Comparative Analysis of Virtual Reality and 3D Interfaces	Smart Trends in Computing and Communications	Scopus	978-981-97-1323-3
221	Dr. Naveen Pol	Academic Year 2024-2025	A Study to Assess the Effectiveness of Advertisements Specifically Focusing on Soft Drinks in the City of Bengaluru	Technology and Business Model Innovation: Challenges and Opportunities	Scopus	978-3-031-53998-5
222	Dr. Naveen Pol	Academic Year 2024-2025	Unveiling the Power of Neuromarketing: Crafting Brand Connections in the Minds of Retail Consumers	Lecture Notes in Networks and Systems	Scopus	978-3-031-67443-3
223	Dr. Naveen Pol	Academic Year 2024-2025	Unveiling the Digital Echo: How Online Reviews Shape Consumer Purchase Decisions	Anticipating Future Business Trends: Navigating Artificial Intelligence Innovations	Scopus	978-3-031-63402-4
224	Dr. Naveen Pol	Academic Year 2024-2025	Comparative analysis of machine learning classifiers for enhancing business revenue and customer satisfaction: An empirical study	AIP Conference Proceedings	Scopus	ISSN: I1551-7616

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
225	Dr. Naveen Pol	Academic Year 2024-2025	Consumer Behavior in The Age of Artificial Intelligence: An Empirical Study Using Structural Equation Modeling	Journal of Marketing & Social Research	ABDC C	ISSN (Online): 3008-0711
226	Dr. Naveen Pol	Academic Year 2024-2025	Consumer Behavior in The Age of Artificial Intelligence: An Empirical Study Using Structural Equation Modeling	Journal of Marketing & Social Research	-	-
227	Mr. Madan Gowda	Academic Year 2024-2025	Augmented and Virtual Reality and Consumer Engagement in Education Sector: An Empirical Analysis	European Economic Letters	ABDC C	ISSN 2323-5233
228	Dr. Sheetal Mahendher	Academic Year 2024-2025	The Impact of Big Data and Analytics Technology on Lufthansa's Business	Sage Business Cases	Other	ISBN: 9781071957684
229	Dr. Manish Kothari	Academic Year 2024-2025	An Analysis of the Decline in Face-to-Face Communication Due to Technology	IEEE Xplore	Scopus	ISSN: 2996-5358
230	Dr. Manish Kothari	Academic Year 2024-2025	A Critical Analysis of the Emotive Content in Customer Speech for a Robust CRM	IGI Global	-	-
231	Dr. Anand Agrawal	Academic Year 2024-2025	Semiconductors, A Biggest Economic Choke-Point of the 21st Century	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
232	Dr. Anand Agrawal	Academic Year 2024-2025	Shaping a Culture of Integrity: The Strategic Role of Hr I Promoting Ethics and Compliance	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
233	Dr. Anand Agrawal	Academic Year 2024-2025	Leadership and Change Management in Contemporary Organizations	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN (Online) : 2456-9062
234	Dr. Anand Agrawal	Academic Year 2024-2025	An Analysis of the Decline in Face-to-Face Communication Due to Technology	IEEE Xplore	Scopus	ISSN: 2996-5359

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
235	Dr.Sippee Bharadwaj	Academic Year 2024-2025	A Review and Threat Analysis of Machine Learning in Relation to Fog and Edge Computing	IEEE Xplore	Scopus	ISSN: 2996-5357
236	Dr.Sippee Bharadwaj	Academic Year 2024-2025	Driver Facial Emotions and Drowsiness Detection for Enhanced Advanced Driver Assistance Systems(ADAS): Safety Management	IEEE Xplore	Scopus	ISBN: 979-8-3503-6917-5
237	Dr.Sippee Bharadwaj	Academic Year 2024-2025	A Critical Analysis of the Emotive Content in Customer Speech for a Robust CRM	IGI Global	-	-
238	Vishnu Priya L V	Academic Year 2024-2025	Semiconductors, A Biggest Economic Choke-Point of the 21st Century	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
239	Dr. Balachandar S	Academic Year 2024-2025	Strategic Integration for Future Selection-LSTM Stock Prediction Algorithm based on the Internet of Things (IoT)	IEEE Xplore	Scopus	ISBN:979-8-3503-6773-7
240	Ms. Dilpreet Chadha	Academic Year 2024-2025	Leadership and Change Management in Contemporary Organizations	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN (Online) : 2456-9062
241	Dr. Shiba Daveshar	Academic Year 2024-2025	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	Scopus	ISSN 2063-5346
242	Dr. Shiba Daveshar	Academic Year 2024-2025	Unveiling the Power of Neuromarketing: Crafting Brand Connections in the Minds of Retail Consumers	Lecture Notes in Networks and Systems	Scopus	978-3-031-67443-4
243	Mr. Visweswara Vempali Rao	Academic Year 2024-2025	Antecedents influencing quality of sleep amidst management students	European Chemical Bulletin	Scopus	ISSN 2063-5346
244	Mr. Visweswara Vempali Rao	Academic Year 2024-2025	IoT Activity Symphony: Harmonizing DBSCAN Clustering and t-SNE Visualization for Enhanced Recognition.	IEEE Xplore	Scopus	ISBN:979-8-3503-7281-6

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
245	Dr. Basavaraja Mt	Academic Year 2024-2025	The Impact of Emerging Educational Technologies on Modern Learning Environments	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
246	Kanagaraj . K	Academic Year 2024-2025	Examining the Impact of Financial Literacy on Investment Behaviour and Demographic Factors in Bangalore	Economic Sciences	ABDC C	ISSN:1505-4682
247	Kanagaraj . K	Academic Year 2024-2025	A STUDY ON IT EMPLOYEES FINANCIAL KNOWLEDGE AND INVESTMENT PRACTICES OF IT Employees	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN (Online) : 2456-9062
248	Kanagaraj . K	Academic Year 2024-2025	A Study on HCM Practices in IT and ITes Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ABDC C	ISSN : 3008-0711
249	Dr. Bharathi T	Academic Year 2024-2025	A Gender-Based Analysis on Online Shopping Decision-Making	Journal of Informatics Education and Research	ABDC C	ISSN: 1526-4726
250	Dr. Bharathi T	Academic Year 2024-2025	Unlocking the Potential of Blockchain Technology in Services	IGI Global	-	-
251	Lakshmi K S	Academic Year 2024-2025	Exploring the Potentials and Challenges of Ayurveda Tourism in Kerala – An Overview	ISBR MANAGEMENT JOURNAL	Peer Reviewed	ISSN (Online) : 2456-9062
252	Dr. Karpagavalli Gurusamy	Academic Year 2024-2025	Redefining Brand Identity: The Rise of Indian Startups	European Economic Letters	ABDC C	ISSN: 2323-5235
253	Dr. Karpagavalli Gurusamy	Academic Year 2024-2025	Analysing the mediating effects of Technology Adoption in Supply Chain Operations and its impact in Supply Chain Efficiency leveraging towards Sustainable Development	Economic Sciences	ABDC C	ISSN:1505-4683
254	Dr. Preshth Bhardwaj	Academic Year 2024-2025	Exploring the Influence of Circular Economy Paradigm on Convergence of Sustainability and Luxury Apparel: A Systematic Review	Circular Economy and Sustainability	Scopus	ISSN2730-5988

No.	Name of the Faculty	Year	Title Of Research	Journal Name	Indexing	ISSN/ISBN no
255	Dr. Balaji S	Academic Year 2024-2025	Exploring the Validity of Capital Asset Pricing Model (CAPM) in the Indian Market: An Empirical Study Using Nifty 500 Index Companies	Journal of Marketing & Social Research	ABDC C	ISSN : 3008-0711
256	Dr. Sonu Chowdhury	Academic Year 2024-2025	A Study on HCM Practices in IT and ITeS Companies and Their Influence on Employee Intelligence	Journal of Marketing & Social Research	ABDC C	ISSN : 3008-0711
257	Dr. Anand Shankar Raja M	Academic Year 2024-2025	Navigating the Digital Paradox: Balancing Opportunities and Risks in Generation Alpha's Development	International Journal for Multidisciplinary Research (IJFMR)	-	-
258	Ms. Vennela Maratha	Academic Year 2024-2025	An Economic Analysis of Micro-Irrigation Development in India	Journal of Marketing & Social Research	-	-

B. Book

Name of Faculty	Year	Title of Book	Publisher	ISSN/ISBN no
Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	Promoting Sustainable Management Through Technological Innovation	IGI Global	ISBN-10 : 1668499797
Dr Nila A Chotai	Academic Year 2024-2025	Economics for Business Mangement	Orange Book Publication	ISBN : 978-93-5621-612-9
Dr. Sheetal Mahendher	Academic Year 2024-2025	Global Innovation Sustainable Practices and Emerging Trends	ISBR Business School	ISBN: 9788195961382

C. Book Chapter

Name of Faculty	Year	Title of Chapter	Title of Book	ISSN / ISBN no
Dr. Sheetal Mahendher	Academic Year 2022-2023	A study on the satisfaction level of employees with the recruitment and selection process in an organization	K J Somaiya Institute of Management 10th International HR Conference	ISBN: 9788195778232
Dr. Veena Shenoy	Academic Year 2022-2023	Entrepreneurship Innovation and Startups	ISBR Business School	ISBN: 978-81-959613-2-4
Dr. Sonu Chowdhury	Academic Year 2022-2023	A comprehensive study of disabling variables for doctors working in rural settings	Rural Entrepreneurship: Issues and Challenges	ISBN: 978-93-91385-09-05

Name of Faculty	Year	Title of Chapter	Title of Book	ISSN / ISBN no
Dr. Sonu Chowdhury	Academic Year 2022-2023	Emotional Intelligence, Entrepreneurs' Innovation and Entrepreneurial Success	Entrepreneurship and Small Business: Opportunities & Challenges	ISBN: 978-93-91377-25-0
Dr. Sonu Chowdhury	Academic Year 2022-2023	Consumer Behavior in Organized Retail Outlets in Rajasthan	Consumer Behavior in Organized Retail Outlets in Rajasthan	ISBN: 978-93-91385-08-8
Dr. Naveen Pol	Academic Year 2023-2024	Emotional Appeal in Television Advertising and Its Impact on Buying Behaviour	IGI Global	2198-4182
Dr. Supriya Lamba Sahdev	Academic Year 2023-2024	Making the Impossible Possible: Tata Nano and AI in E-Commerce	Sustainable Technology for Society 5.0: Case Studies, Examples, and Advanced Research Findings,	ISBN-9781003365525

D. Conference

Name of Faculty	Year	Title of Research	Level
Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	Effectiveness of Regional language in market Communication Mix on Brand Building of Telecom Sector in Mumbai organized	International
Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	A study on anticidents of the buying preference among the online shoppers of personal beautification products in bangalore	National
Dr. Guru . Basava Aradhya S	Academic Year 2022-2023	Dmart transmogrify of walmart: A multi spatial analysis in indian retail context	National
Dr Nila A Chotai	Academic Year 2022-2023	A Study on Consumer Awareness and Preference towards Eco-Friendly Products	International
Dr Nila A Chotai	Academic Year 2022-2023	The Impact of Gamification on learning Outcomes in the Edtech Industry.'	National
Dr. Sheetal Mahendher	Academic Year 2022-2023	Using machine learning to comprehend and forecast Post-COVID-19 pharmaceutical sales	International
Dr. Sheetal Mahendher	Academic Year 2022-2023	A study on the satisfaction level of employees with the recruitment and selection process in an organization	International
Dr. Sheetal Mahendher	Academic Year 2022-2023	"Green Consumer for Smart Society and Sustainable livelihood" in IPB University, Indonesia	International
Dr. Sheetal Mahendher	Academic Year 2022-	A Study on the Prediction of Purchase Decision through Social Media Engagement	International

Name of Faculty	Year	Title of Research	Level
	2023		
Dr. Sheetal Mahendher	Academic Year 2022-2023	The Power of Engagement "Understanding the role of CEM (Customer Experience Management) in orchestrating end to end Customer Journey."	International
Dr. Sheetal Mahendher	Academic Year 2022-2023	Sport and physical education as a vehicle for Inclusion and Recognition in India, Indonesia and Sri Lanka	International
Dr. Yadavali Lakshaman Kumar	Academic Year 2022-2023	Factors Influencing customer rental decisions in the furniture industry	International
Dr. Yadavali Lakshaman Kumar	Academic Year 2022-2023	A study on Customer Satisfaction and Perception towards AAVIN Milk	International
Dr. Yadavali Lakshaman Kumar	Academic Year 2022-2023	A Study on Career Planning and Development training for students in Edtech Industry Talentserve Private limited ,Bangalore	International
Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	Conference Participation	International
Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	A Case Study on Scientific Evidence, Public Opinion and Ground Reality using Sap-Lab Mills'	National
Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	4th International Conference on Intelligent Engineering and Management.	International
Dr. Supriya Lamba Sahdev	Academic Year 2022-2023	A Case Study on Scientific Evidence, Public Opinion and Ground Reality Using Sap-Lap Hills ", at the International Conference on Emerging Technologies and Circular Economy	International
Lakshmi K S	Academic Year 2022-2023	Potentiality of Buddhist tourism - the case of Kushalnagar, Karnataka	National
Lakshmi K S	Academic Year 2022-2023	Innovation,Technology and sustainability shaping the future of Business and Society	International
Mr. Leonard L	Academic Year 2022-2023	Sport and physical education as a vehicle for Inclusion and Recognition in India, Indonesia and Sri Lanka	International
Rajesh Krishnamurthy	Academic Year 2022-2023	Integrated Business Excellence Approach for Long-Term Sustainability of Indian MSMEs Organisations	International
Mr. Madan Gowda	Academic Year 2022-2023	Factors Influencing customer rental decisions in the furniture industry	International

Name of Faculty	Year	Title of Research	Level
Dr. Veena Shenoy	Academic Year 2022-2023	Understanding The Mediating Role Of Emotional Intelligence And Quality Of Working Environment Between Job Stress And Job Elation	International
Dr. Veena Shenoy	Academic Year 2022-2023	Sport and physical education as a vehicle for Inclusion and Recognition in India, Indonesia and Sri Lanka	International
Dr. Veena Shenoy	Academic Year 2022-2023	Employee Retention Strategies	International
Dr. Anju . Kumar	Academic Year 2022-2023	Entrepreneurship as a means of Livelihood among People with Disabilities	-
Dr. Richa Bhalla	Academic Year 2022-2023	An Exploratory Study of VDO.AI's Growth Strategy and Publisher Expectations for the APAC Region	International
Dr. Richa Bhalla	Academic Year 2022-2023	An Organisational Study On Discerning The Association Between Various Marketing Strategies And Calculating The Conversion Rate In An Ebook Platform	International
Dr. Manish Kothari	Academic Year 2022-2023	Integrated Business Excellence Approach for Long-Term Sustainability of Indian MSMEs Organisations	International
Dr. Manish Kothari	Academic Year 2022-2023	On boarding: Ensuring New Hire Efficiency	International
Dr. Narasima A Venkatesh	Academic Year 2022-2023	A study on the effectiveness of the employee development program in an organization	International
Dr. Jhansi Rani	Academic Year 2022-2023	Employee Empowerment As A Tool For Quality Improvement Resulting In Organizational Prouctivity And Performance _ A Study On Innovation,Technology An Sustainability :Shaping the future Of Business And Society And : Shaping the future Of Business And Society	International
Dr. Sheetal Mahendher	Academic Year 2023-2024	Global Business Transformation : Now ,Next and Beyond	International
Dr. Sheetal Mahendher	Academic Year 2023-2024	Integrating Strength and Conditioning into Everyday Life	International
Dr. Sheetal Mahendher	Academic Year 2023-2024	International Sports Unite - A Multidisciplinary Conference Social Transformation Dynamic Education	International
Dr. Sheetal Mahendher	Academic Year 2023-2024	Analysis of Consumer Behaviour towards Netflix Ad supported plan	International

Name of Faculty	Year	Title of Research	Level
Dr. Sheetal Mahendher	Academic Year 2023-2024	Analysing the impact of virtual reality on consumer buying behaviour	International
Dr. Sheetal Mahendher	Academic Year 2023-2024	Unveiling the Shadows: Understanding Urban Perspectives on Cervical Cancer	International
Dr. Sheetal Mahendher	Academic Year 2023-2024	Mobile Payment And Banking Services – A Study On Retailer's Perspective	National
Dr. Balachandaras	Academic Year 2023-2024	Predicting student dropout rates in massive open online courses using an attention bases GCNN Model	International
Dr. Supriya Lamba Sahdev	Academic Year 2023-2024	Faculty Development Program on Data Analytics using R Programming	National
Mr. Madan Gowda	Academic Year 2023-2024	A study on the antecedents of luxury apparels purchase decision	International
Dr. Jhansi Rani	Academic Year 2023-2024	Enhancing employee satisfaction and retention in private hospitals: a comprehensive analysis of job dynamics, attrition factors, and strategic interventions in Bengaluru's hospital sector	International
Dr. Jhansi Rani	Academic Year 2023-2024	An Impactal Study on Empowering Working Women in Jordan"	International
Dr. Jhansi Rani	Academic Year 2023-2024	Systematic review of literature on sustainable practices by Indian higher education institutions using PRISMA analysis	International
Dr. Jhansi Rani	Academic Year 2023-2024	Customer Loyalty and Retention in CRM	International
Dr. Jhansi Rani	Academic Year 2023-2024	An Empirical Study on Employee Empowerment and impacts on the employee productivity and job satisfaction with the IT firms in Bengaluru	International
Dr. Jhansi Rani	Academic Year 2023-2024	Social Entrepreneurship : Empowering Communities Through Innovative	International
Dr. Jhansi Rani	Academic Year 2023-2024	Customer Relationship Management in Tourism - A Literature Review	International
Mr. Shiva Prakash	Academic Year 2023-2024	Green wash by Brands	International
Dr.Sippee Bharadwaj	Academic Year 2023-	Understanding the Nexus between Diabetes and Social Determinants of Health : An Advanced Analysis	International

Name of Faculty	Year	Title of Research	Level
	2024		
Mr. Dhananjai Rao	Academic Year 2023-2024	Intelligent Learning from Counterfactual Statements for Predictive Analysis of Stocks	International
Mr. Kirron . Deshpande	Academic Year 2023-2024	Revolutionizing Financial Services:Robi Advisors And AI Enhancements	International
Dr Nila A Chotai	Academic Year 2024-2025	Driver Facial Emotions and Drowsiness Detection for Enhanced Advanced Driver Assistance Systems(ADAS): Safety Management	International
Dr Nila A Chotai	Academic Year 2024-2025	"Evaluating Startup Success Factors in modern versus traditional industries in India: From Poisson and Machine learning models "	International
Dr. Sheetal Mahendher	Academic Year 2024-2025	Automation of Education loan approval process using Decision Tree algorithm presented	International
Dr. Padma Mahadevan	Academic Year 2024-2025	Utilizing AI Technology to Enhance Customer Engagement in Digital Marketing	National
Mr. Leonard L	Academic Year 2024-2025	Restoration of remote sensing imagery via unified denoising and dehazing approaches	International
Mr. Leonard L	Academic Year 2024-2025	Decline of Face to Face communication	International
Mr. Leonard L	Academic Year 2024-2025	Navigating Regional Disparities in Tech Startup Ecosystems: A Multi-Dimensional Analysis of Indian States	International
Mr. Leonard L	Academic Year 2024-2025	"Evaluating Startup Success Factors in modern versus traditional industries in India: From Poisson and Machine learning models "	International
Mr. Madan Gowda	Academic Year 2024-2025	"Evaluating Startup Success Factors in modern versus traditional industries in India: From Poisson and Machine learning models "	International
Dr. Veena Shenoy	Academic Year 2024-2025	"Evaluating Startup Success Factors in modern versus traditional industries in India: From Poisson and Machine learning models "	International
Dr. Manish Kothari	Academic Year 2024-2025	Decline of Face to Face communication	International
Dr. Manish Kothari	Academic Year 2024-2025	"Evaluating Startup Success Factors in modern versus traditional industries in India: From Poisson and Machine learning models "	International

Name of Faculty	Year	Title of Research	Level
Dr. Anand Agrawal	Academic Year 2024-2025	Decline of Face to Face communication	International
Dr. Sonu Chowdhury	Academic Year 2024-2025	Balancing Heritage and progress: Sustainable Tourism for cultural presevation and Economic Growth	International
Dr. Sonu Chowdhury	Academic Year 2024-2025	Transforming Lives: A case study on the Nalini's Foundation Educational and Vocational Programs	International
Dr. Jhansi Rani	Academic Year 2024-2025	Enhancing knowledge retention in IT and ITES Sector: A vovsviewer perspective on the forgetting curve	National
Dr. Jhansi Rani	Academic Year 2024-2025	An extensive and comprehensive study on the empowerment and threats faced by working woman in Jordan: A comprehensive study	National
Dr. Jhansi Rani	Academic Year 2024-2025	Study on Fake Metrices in the Field of Social Media Marketing The Indian Context	International
Dr. Jhansi Rani	Academic Year 2024-2025	Machine Learning, Analytical Approach, and Strategic Performance of Women Leaders in Banking Industry	International
Dr. Jhansi Rani	Academic Year 2024-2025	Deep Learning-Based Factors that Lead to Memorization Failure and Strategies for Enhancing Information Retention Following Training in IT and ITS Sector	International
Amit Kanchanbaras	Academic Year 2024-2025	"Evaluating Startup Success Factors in modern versus traditional industries in India: From Poisson and Machine learning models "	International
Dr.Sippee Bharadwaj	Academic Year 2024-2025	A review and threat analysis of Machine learning in relation to Fog and Edge computing	International
Dr.Sippee Bharadwaj	Academic Year 2024-2025	Driver Facial Emotions and Drowsiness Detection for Enhanced Advanced Driver Assistance Systems(ADAS): Safety Management	International
Dr. Bharathi T	Academic Year 2024-2025	Emerging Global Perspective in Management Practices and Technolgy Innovation	National
Dr. Basavaraja Mt	Academic Year 2024-2025	Navigating a Scholarly Literature with ResearchRabbit: A Comprehensive Review	International
Dr. Basavaraja Mt	Academic Year 2024-2025	Unveiling Trends and Forecasts in Retrctions of Scientific Publications: The Alaraming Ascent	International
Dr. Basavaraja Mt	Academic Year 2024-	Decrypting Cryptocurrency Literature: A Citation Analysis and Collaboration Network Visualization Approach	International

Name of Faculty	Year	Title of Research	Level
	2025		
Dr. Karpagavalli Gurusamy	Academic Year 2024-2025	Managing Supply chain risks using Digital Twins	International
Dr. Anand Shankar Raja M	Academic Year 2024-2025	Education Loan Approval Automation using Logistic Regression Algorithm	International
Mr Agastine A	Academic Year 2024-2025	Organisational Strategies for Workforce Preparedness In the Age of AI - A Data Driven Study	National
Mr Agastine A	Academic Year 2024-2025	Gender and Empowerment: Training capacity building and professional development of Asha Workers	National

E. Case Study

Name of Faculty	Year	Title of Case Study	ISSN / ISBN no
Dr Nila A Chotai	Academic Year 2022-2023	A STUDY ON THE USAGE OF DIGITAL PAYMENTS AMONG THE STUDENTS COMMUNITY	ISSN 1004-9037
Dr. Sheetal Mahendher	Academic Year 2023-2024	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	ISBN: 9781071946428
Dr. Supriya Lamba Sahdev	Academic Year 2023-2024	Making the Impossible Possible: Tata Nano and AI in E-Commerce	ISBN-9781003365525
Dr. Supriya Lamba Sahdev	Academic Year 2023-2024	Sustainable Technology for Society 5.0: Case Studies, Examples, and Advanced Research Findings	978-100381493-1;978-103242668-6
Mr. Leonard L	Academic Year 2023-2024	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	ISBN: 9781071946428
Dr. Richa Bhalla	Academic Year 2023-2024	OYO: A Journey Through the Hotel Chain's First Ten Years	ISBN: 9781071946299
Ms. Veera Shireesha Sangu	Academic Year 2023-2024	Making the Impossible Possible: Tata Nano and AI in E-Commerce	ISBN-9781003365525
Dr. Sheetal Mahendher	Academic Year 2024-2025	The Impact of Big Data and Analytics Technology on Lufthansa's Business	ISBN: 9781071957684
Mr. Leonard L	Academic Year 2024-2025	The Impact of Big Data and Analytics Technology on Lufthansa's Business	ISBN: 9781071957684
Dr. Narasima A Venkatesh	Academic Year 2024-2025	Transforming HR Operation with AI: Case Studies and Best Practices	ISSN: 1526-4726
Dr. Jhansi Rani	Academic Year 2024-2025	"Case Study: Transforming Apex Innovations: A Journey in Organizational Development and Effectiveness"	ISSN (Online) : 2456-9062

b Total Publications

Category	Journal Publications	Book	Book Chapter	Conference	Case Studies
Academic Year 2024-2025	77	2	0	31	4
Academic Year 2023-2024	122	0	2	21	6
Academic Year 2022-2023	59	1	5	33	1
Total	258	3	7	85	11

6.9.2. Ph.D. awarded during the assessment period while working in the institute

Name of Faculty	University	Year of Completion
Dr. Supriya Lamba Sahdev	Amity University	2022 - 2023

6.10 Sponsored Research

Funded research from outside; considering faculty members contributing to the program: (Provide a list with Project Title, Funding Agency, Amount and Duration) Funding Amount (Cumulative during CAYm1, CAYm2 and CAYm3):

Amount >= 30 Lacs – 20 Marks

Amount >= 20 Lacs and < 30 lacs – 15 Marks

Amount >= 10 Lacs and < 20 lacs – 10 Marks

Amount >= 05 Lacs and < 10 lacs – 05 Marks

Amount >= 03 Lacs and < 05 lacs – 02 Marks

Amount < 3 Lacs – 0 Mark

6.10 Sponsored Research

Academic Year	Funding Agency	Amount
Academic Year 2022-2023 CAY M2	ERASMUS	Rs. 28,85,632.00
Academic Year 2023-2024 CAY M1	ERASMUS	Rs. 2,906,802.00

Total Marks : 20

6.11 Consultancy/Testing/Training

(Provide a list with Project Title, consulting, Funding Agency, Amount and Duration) Funding amount (Cumulative during CAYm1, CAYm2 and CAYm3):

Amount >= 25 Lacs – 25 Marks

Amount >= 20 and < 25 Lacs – 20 Marks

Amount >= 15 and < 20 Lacs – 15 Marks

Amount >= 10 and < 15 Lacs – 10 Marks

Amount >= 05 Lacs and < 10 Lacs – 5 Marks

Amount >= 03 Lacs and < 05 Lacs – 2 Marks

Amount < 3 Lacs – 0 Mark

6.11 Consultancy :-

S.No.	Funding Agency	Amount	Duration	Title
1	CuberaTech India	₹2,00,000.00	1 Month	Branding and promotion
2	ELCITA	₹1,80,000.00	120 Hours	Training
3	BluOceana, Chennai	₹12,000.00	8 Hours	Capacity building applying NLP principles
4	Fintrain Technologies Pvt Ltd	₹5,97,800.00	14 Months	Content creation for Trading app
5	Symbiosis School for Online and Digital Learning	₹10,000.00	5 Days	Creation of Student Learning Material
6	PLAYW Media LLP	₹ 8,43,535.00		
7	EaSa Enterprises, Chennai	₹ 12,000.00	10 Hours	TNA and upskilling & building professional competencies.
8	Adichunchanagiri Institute of Medical Sciences	₹ 5,000.00		
9	Vikram Resins	₹ 90,000.00		Detailed Financial Analysis
10	Credernity	₹ 1,06,000.00	8 Days	Meeting & device strategy
11	ISDC	₹ 30,400.00	3 Days	Lateral Thinking and Creative Writing, Brain Storming and Reverse

				Brainstorming
12	L&T Mysore	₹ 54,000.00	8 Hours	Designing and delivering session on GST for Finance Managers. Designing and Delivering Training Sessions on Effective Business Presentations for Fresh Recruits, Designing Program on Stakeholder Management for Finance Managers
13	ONGC Community School	₹ 28,000.00	4 Hours	Program Designing and Content Development for Fellowship
14	ISBR Online Session to Industry and academia	₹ 5,000.00	2 Hours	Training
15	AACT Advisors	₹ 85,340.00	5 Hours	Developing strategy for expansion
16	SAGE	₹ 32,600.00	6 Days	Real world business solutions
17	SAGE	₹33,200.00	9 Days	Real world business solutions
18	Medifit Consultants Pvt. Ltd	₹1,50,000.00	8 Days	Health and wellbeing
19	Margdarshan AICTE	₹240,000.00	3 Years	AICTE

Total Amount :- ₹27,14,875.00

Total Marks :- 25

6.12 Faculty as consultant of the industries

(Qualitative assessment on the basis of type of consultancy, number of faculty members involved, type of industries and completion of consultancy assignments)

Faculty at the institution have actively contributed to industry through a range of consultancy services. The engagements vary in terms of scope, duration, industry sector, and complexity, reflecting both institutional expertise and faculty commitment to societal and industrial relevance.

- **Types of Roles:**
 - Lead Consultant
 - Co-consultant / Trainer
 - Content Developer
- **Multi-disciplinary Contributions:**
 - Management
 - Psychology & NLP
 - Financial Markets
 - Marketing & Branding

Nature of Consultancy Assignments

- Short-term (≤ 1 week): e.g., training, workshops
- Medium-term (1–3 months): e.g., branding initiatives
- Long-term (> 6 months): e.g., curriculum and app content development

Highlights

- Faculty provided customized content and corporate training aligned to specific organizational needs.
- Projects reflect real-world application of academic expertise in a corporate context.
- Some projects involved collaborative consultancy, combining interdisciplinary knowledge.

The institution demonstrates a strong culture of industry collaboration through consultancy assignments. The diversity in faculty expertise, range of industries served, and types of services delivered support a vibrant ecosystem of academic-industry engagement. This not only enhances the faculty's applied learning but also contributes significantly to industry advancement.

Summary of Consultancy Projects

S.No.	Funding Agency	Title	Name of Faculty
1	CuberaTech India	Branding and promotion	Dr. Manohar Chikkanna
2	ELCITA	Training	Dr. Balachandar, Dr. A Narasima Venkatesh, Prof Dhananjai, Dr. Sheetal Mahender, Prof. Kirron Bindu, Dr. Lakshmi, Prof. Shiva Prakash
3	BluOceana, Chennai	Capacity building applying NLP principles	Dr. Balachander S

S.No.	Funding Agency	Title	Name of Faculty
4	Fintrain Technologies Pvt Ltd	Content creation for Trading app	Prof. Kirron Bindu
5	Symbiosis School for Online and Digital Learning	Creation of Student Learning Material	Dr. Shiba Daveskar
6	PLAYW Media LLP		
7	EaSa Enterprises, Chennai	TNA and upskilling & building professional competencies.	Dr. Balachander S
8	Adichunchanagiri Institute of Medical Sciences		Prof. Leonard L
9	Vikram Resins	Detailed Financial Analysis	Prof. Kirron Bindu
10	Crederity	Meeting & device strategy	Dr. Y. Lakshman Kumar
11	ISDC	Lateral Thinking and Creative Writing, Brain Storming and Reverse Brainstorming	Dr. Karpagam
12	L&T Mysore	Designing and delivering session on GST for Finance Managers. Designing and Delivering Training Sessions on Effective Business Presentations for Fresh Recruits, Designing Program on Stakeholder Management for Finance Managers	Dr. Manohar Chikkanna
13	ONGC Community School	Program Designing and Content Development for Fellowship	Dr. Suresh Raju
14	ISBR Online Session to Industry and academia	Training	Group of faculties
15	AACT Advisors	Developing strategy for expansion	Dr. Y. Lakshman Kumar
16	SAGE	Real world business solutions	Prof. Leonard L
17	SAGE	Real world business solutions	Prof. Leonard L
18	Medifit Consultants Pvt. Ltd	Health and wellbeing	Dr. Anand Agrawal
19	St. Joseph's Institute of Management	Education Industry	Dr. Narasimhan, Dr. Kanagaraj, Dr. Sonu
20	SAHYADRI College of Engineering and Management	Education Industry	Dr. Naveen Pol
21	GANDHI INSTITUTE OF TECHNOLOGY AND MANAGEMENT	Education Industry	Dr. Naveen Pol

S.No.	Funding Agency	Title	Name of Faculty
22	CISI-IISI	CISI Financial Services Professional Body	Prof. Amit Kanchanbaras

6.13 Preparation of teaching Cases

(The development and use of cases in teaching and thus promoting learners critical thinking skills)

Developed and published

Year	Faculty Name	Case Title	ISSN/ISBN No
Academic Year 2022-2023	Dr Nila A Chotai	A STUDY ON THE USAGE OF DIGITAL PAYMENTS AMONG THE STUDENTS COMMUNITY	ISSN 1004-9037
Academic Year 2023-2024	Dr. Sheetal Mahendher	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	ISBN: 9781071946428
Academic Year 2023-2024	Dr. Supriya Lamba Sahdev	Making the Impossible Possible: Tata Nano and AI in E-Commerce	ISBN-9781003365525
Academic Year 2023-2024	Dr. Supriya Lamba Sahdev	Sustainable Technology for Society 5.0: Case Studies, Examples, and Advanced Research Findings	978-100381493-1;978-103242668-6
Academic Year 2023-2024	Mr. Leonard L	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	ISBN: 9781071946428
Academic Year 2023-2024	Dr. Richa Bhalla	OYO: A Journey Through the Hotel Chain's First Ten Years	ISBN: 9781071946299
Academic Year 2023-2024	Ms. Veera Shireesha Sangu	Making the Impossible Possible: Tata Nano and AI in E-Commerce	ISBN-9781003365525
Academic Year 2024-2025	Dr. Sheetal Mahendher	The Impact of Big Data and Analytics Technology on Lufthansa's Business	ISBN: 9781071957684
Academic Year 2024-2025	Mr. Leonard L	The Impact of Big Data and Analytics Technology on Lufthansa's Business	ISBN: 9781071957684
Academic Year 2024-2025	Dr. Narasima A Venkatesh	Transforming HR Operation with AI: Case Studies and Best Practices	ISSN: 1526-4726
Academic Year 2024-2025	Dr. Jhansi Rani	"Case Study: Transforming Apex Innovations: A Journey in Organizational Development and Effectiveness"	ISSN (Online) : 2456-9062

Developed and Taught

Year	Case Title	Developed By
Academic Year 2022-2023	A STUDY ON THE USAGE OF DIGITAL PAYMENTS AMONG THE STUDENTS COMMUNITY	Dr Nila A Chotai
Academic Year 2023-2024	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	-
Academic Year	Sustainable Technology for Society 5.0: Case Studies, Examples, and	Dr. Supriya Lamba

Year	Case Title	Developed By
2023-2024	Advanced Research Findings	Sahdev
Academic Year 2023-2024	Making the Impossible Possible: Tata Nano and AI in E-Commerce	Dr. Supriya Lamba Sahdev
Academic Year 2023-2024	Taking a Leap of Faith: Adidas Ventures into the Realm of Indian Cricket	Mr. Leonard L
Academic Year 2023-2024	OYO: A Journey Through the Hotel Chain's First Ten Years	Dr. Richa Bhalla
Academic Year 2023-2024	Making the Impossible Possible: Tata Nano and AI in E-Commerce	Ms. Veera Shireesha Sangu
Academic Year 2024-2025	The Impact of Big Data and Analytics Technology on Lufthansa's Business	Dr. Sheetal Mahendher
Academic Year 2024-2025	The Impact of Big Data and Analytics Technology on Lufthansa's Business	Mr. Leonard L
Academic Year 2024-2025	Transforming HR Operation with AI: Case Studies and Best Practices	Dr. Narasima A Venkatesh
Academic Year 2024-2025	"Case Study: Transforming Apex Innovations: A Journey in Organizational Development and Effectiveness"	-



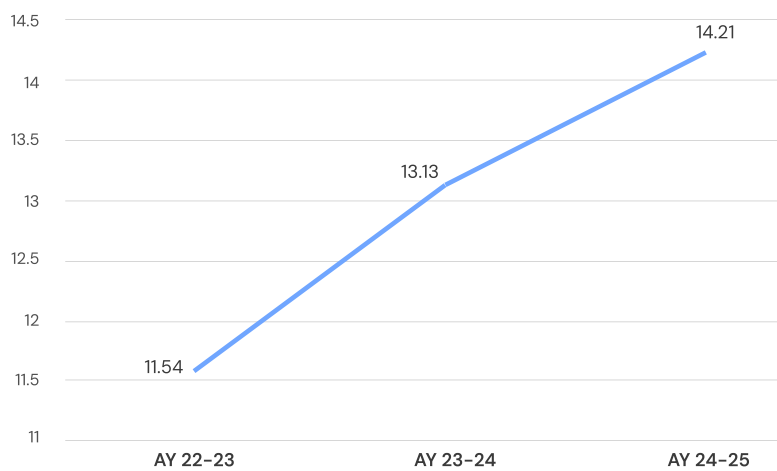
International School of
Business & Research
Bangalore

International School of Business & Research

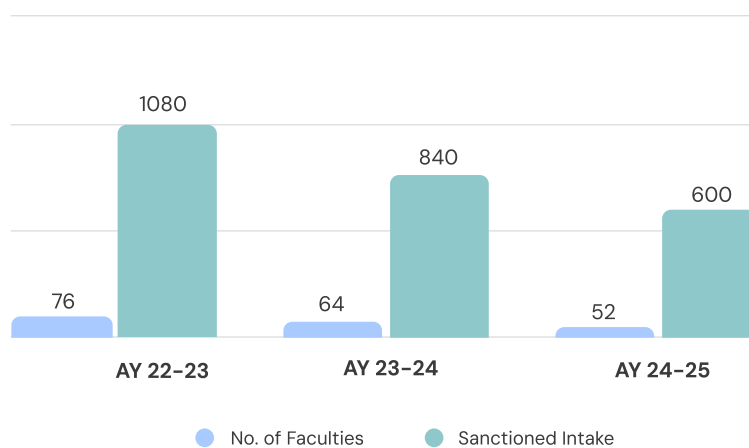
NBA Report : Criteria 6

Student & Faculty Composition

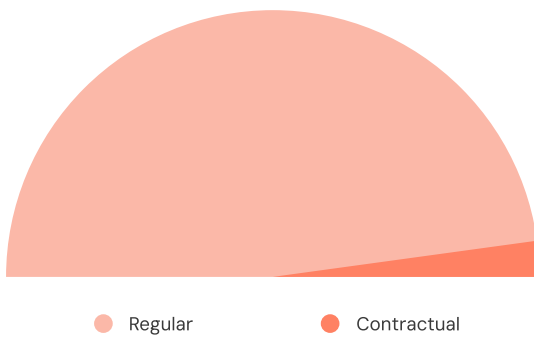
Student Faculty Ratio



Faculties vs Students

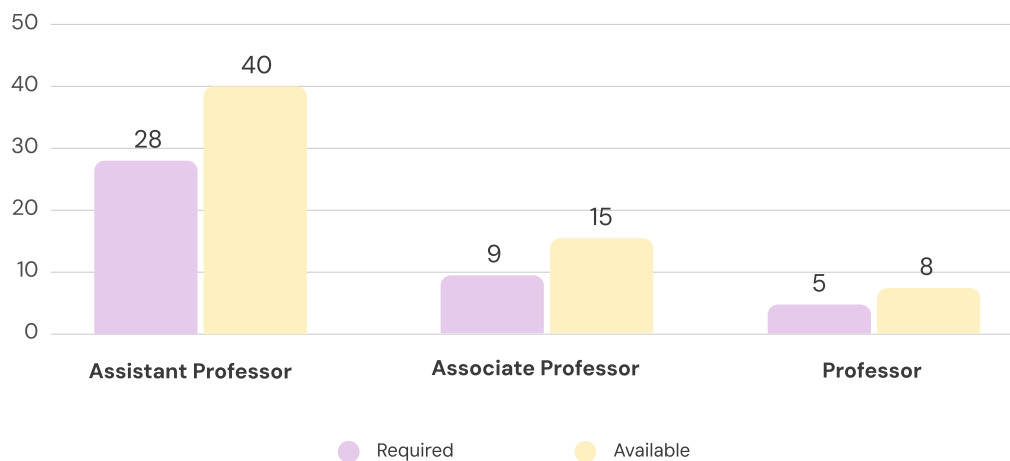


Regular vs Contractual Faculty

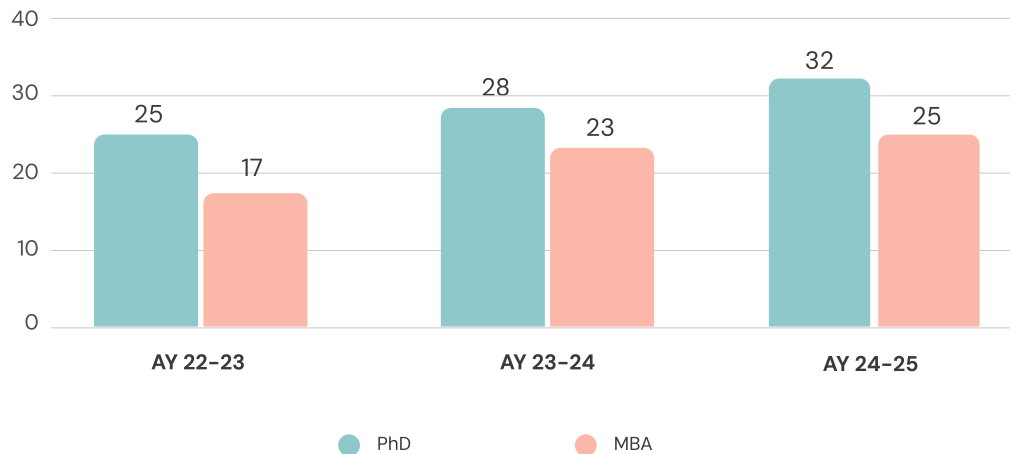


Faculty Profile Overview

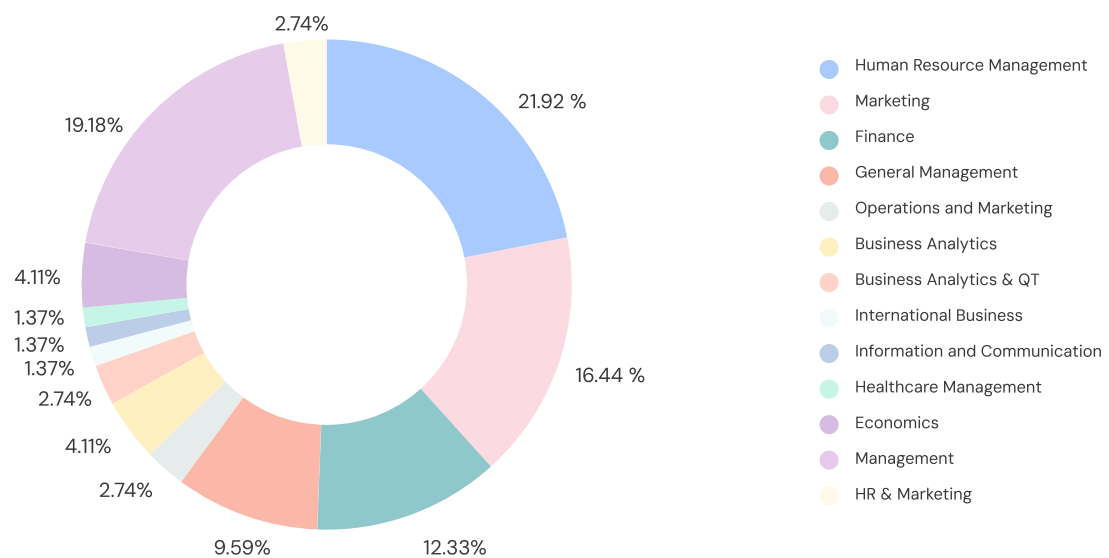
Faculty Designation



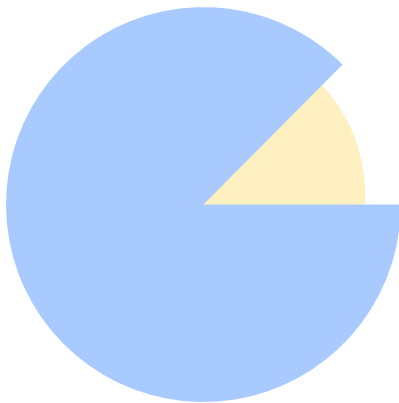
Highest Academic Qualification



Faculty Specialization



Faculty Retention



87.45 %

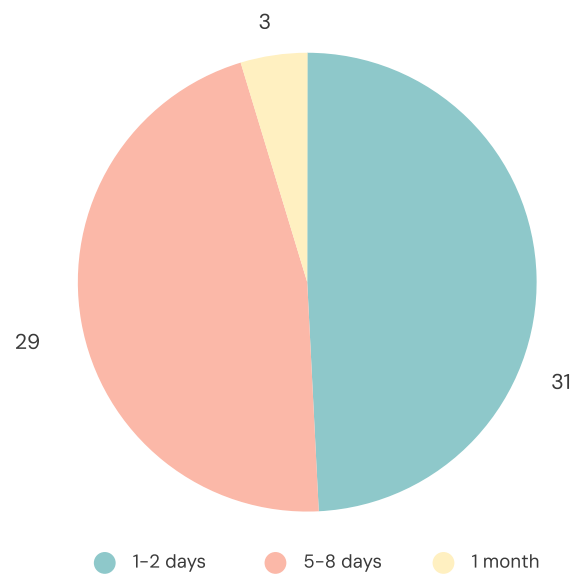
Average Retention Rate

Training and Development

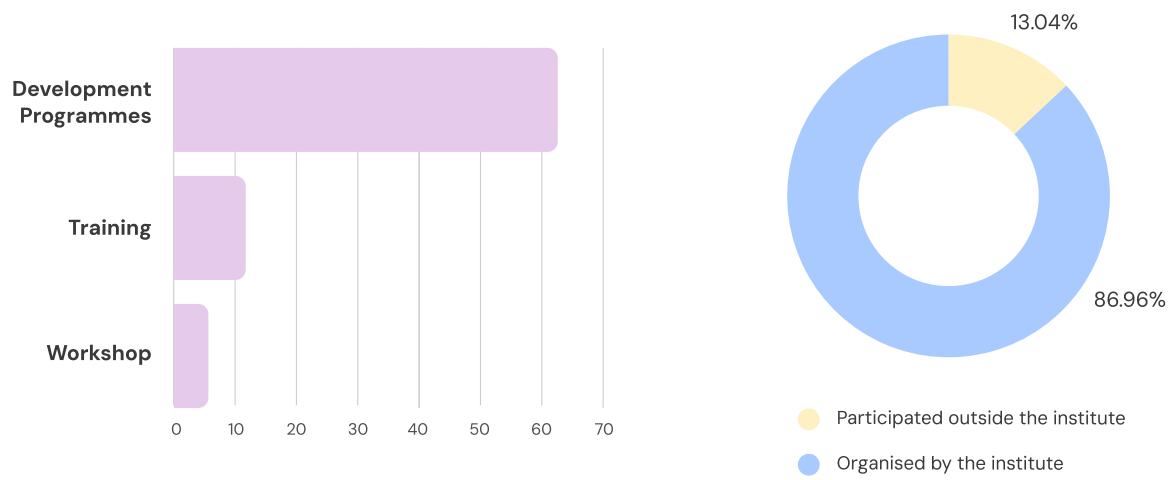
Management Development Program

Candidate Participation : 17

Average duration of Programs :

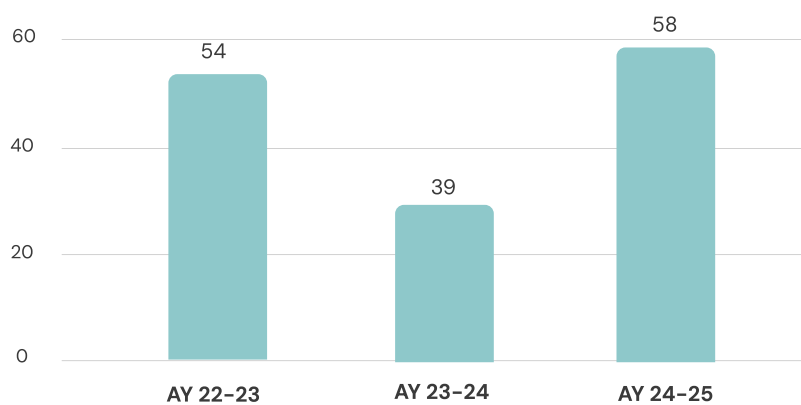


Faculty Development System



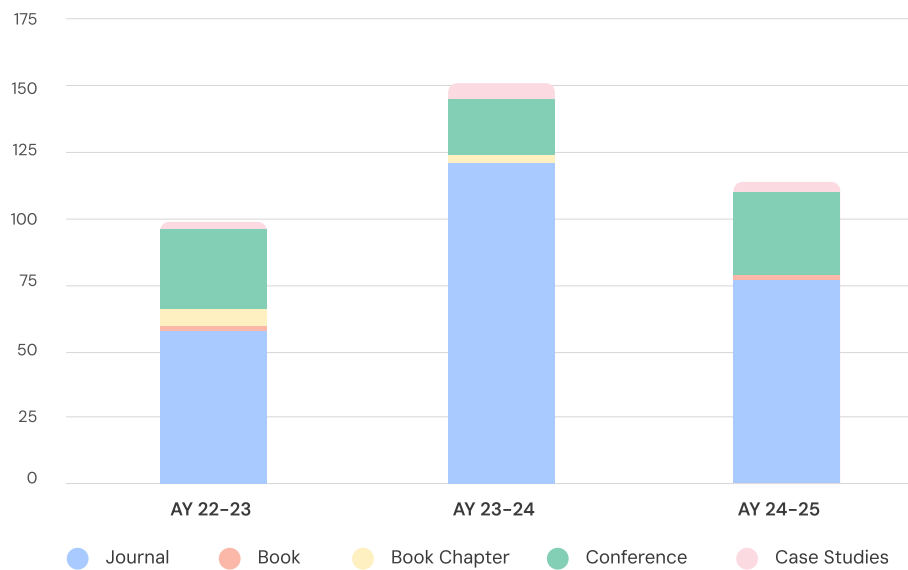
Adjunct Faculty

Visiting/ Adjunct Faculty Count

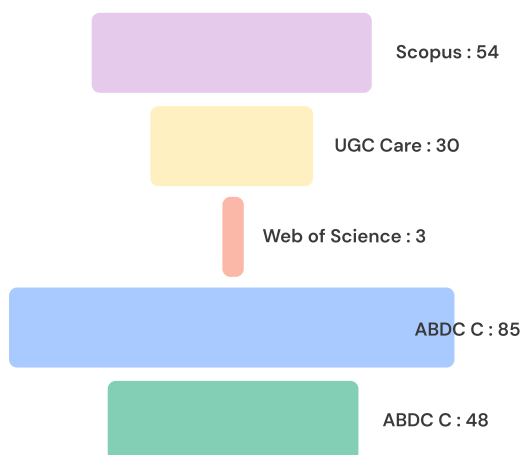


Research Publications Overview

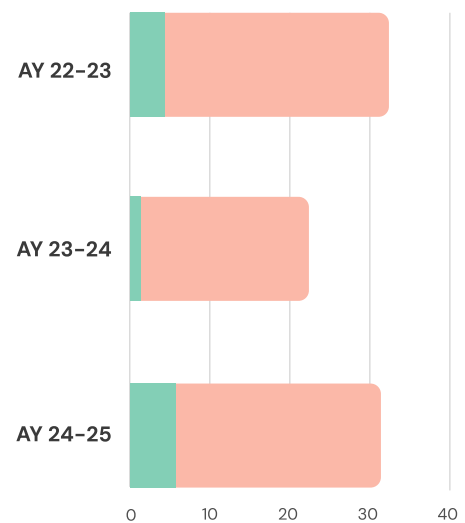
Research Publication



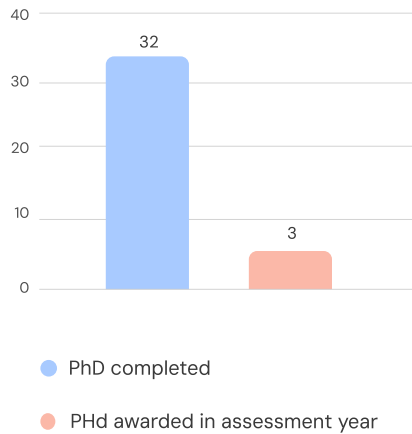
Indexing



Publication Level



PhD Completion During Assessment Year



Research and Consultancy

Sponsored Research

Average sponsored amount:

₹ 28,96,217

Consultancy Projects

Total Funding Amount

₹ 27,14,875

Teaching Cases

Case Studies

Developed, published and taught:

1

AY 24-25

6

AY 23-24

4

AY 22-23

All Faculty Analysis

Work Type

Full Name

Publication Year

Total Publications

948

Total Citations

5,474

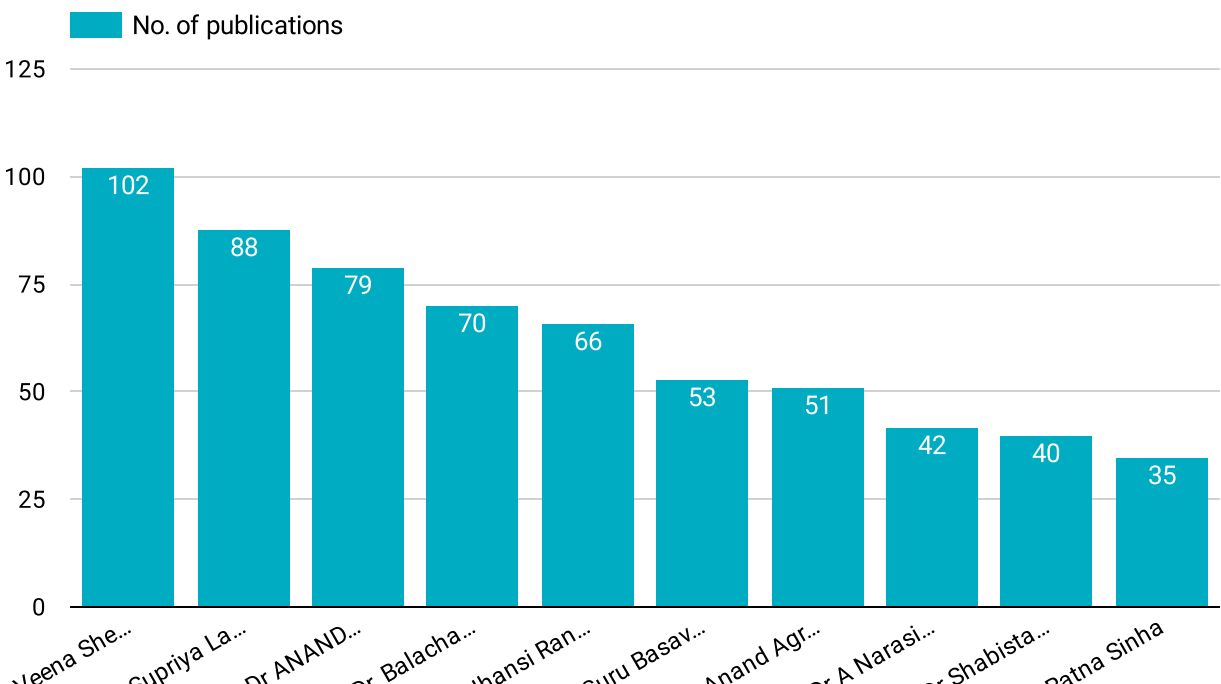
Total Faculties

47

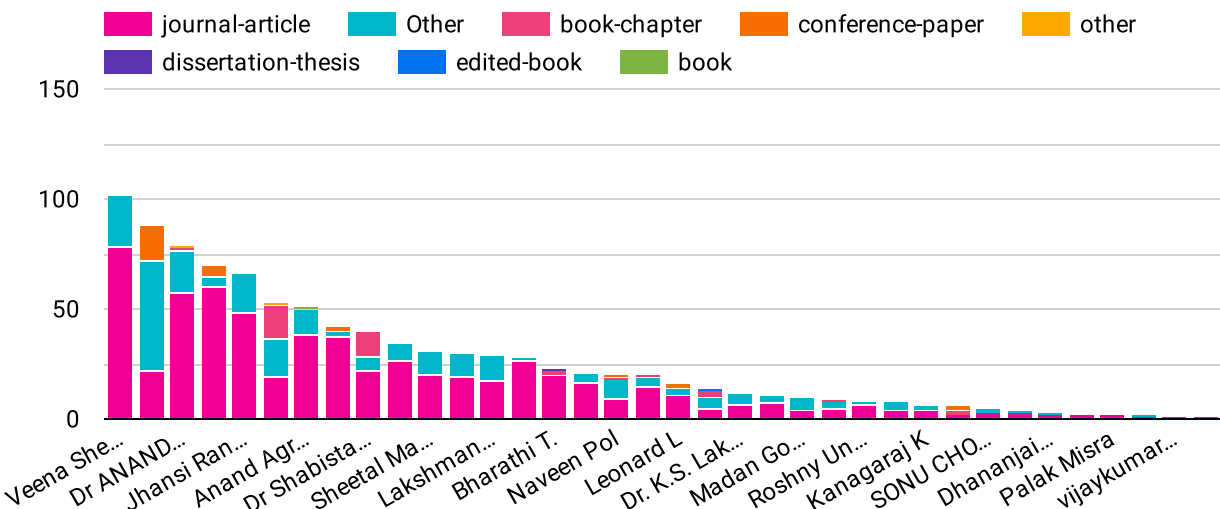
Publication Count

26.33

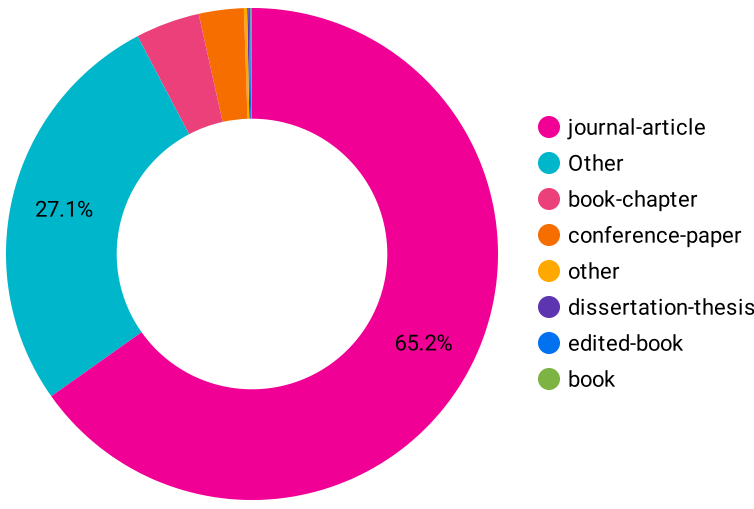
	Full Name	Record Count
1.	Veena Shenoy	102
2.	Supriya Lamba Sahdev	88
3.	Dr ANAND SHANKAR RAJ...	79
4.	Dr. Balachandar Subrama...	70
5.	Jhansi Rani M. R.	66
6.	Guru Basava Aradhya S	53
7.	Anand Agrawal	51
8.	Dr A Narasima Venkatesh	42
9.	Dr Shabista Booshan	40
10.	Ratna Sinha	35



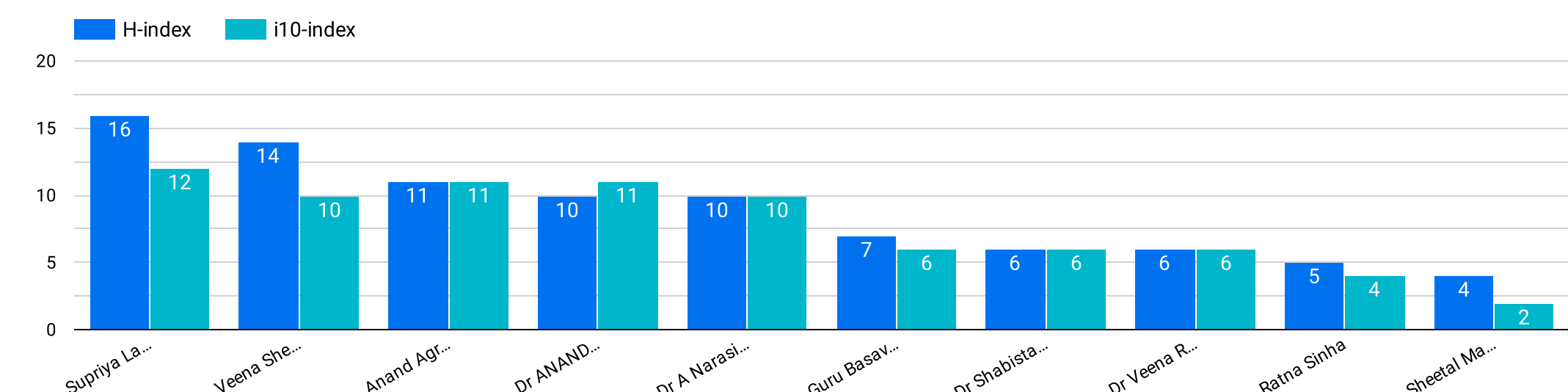
Faculty and article types



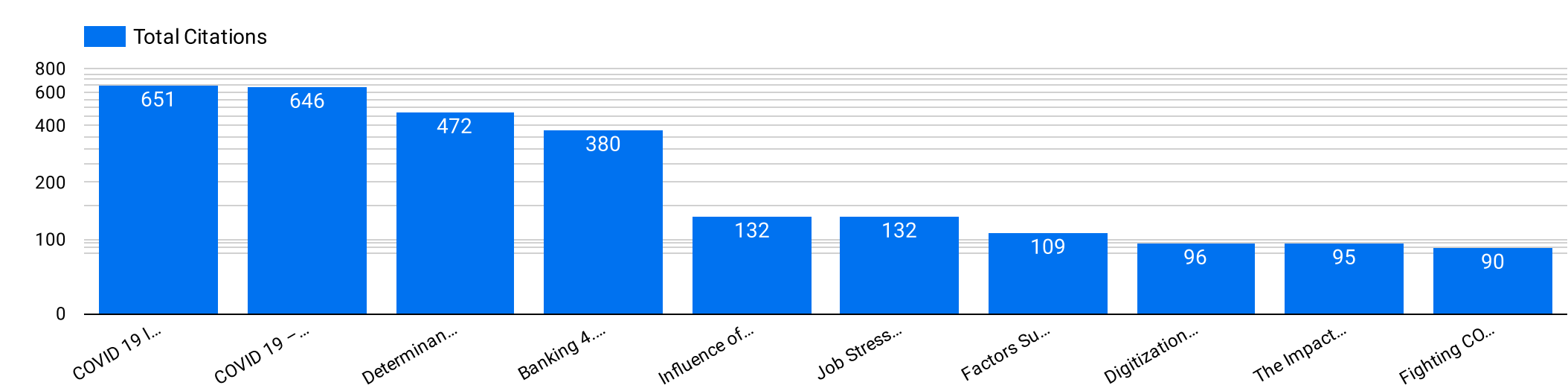
Type of Publications



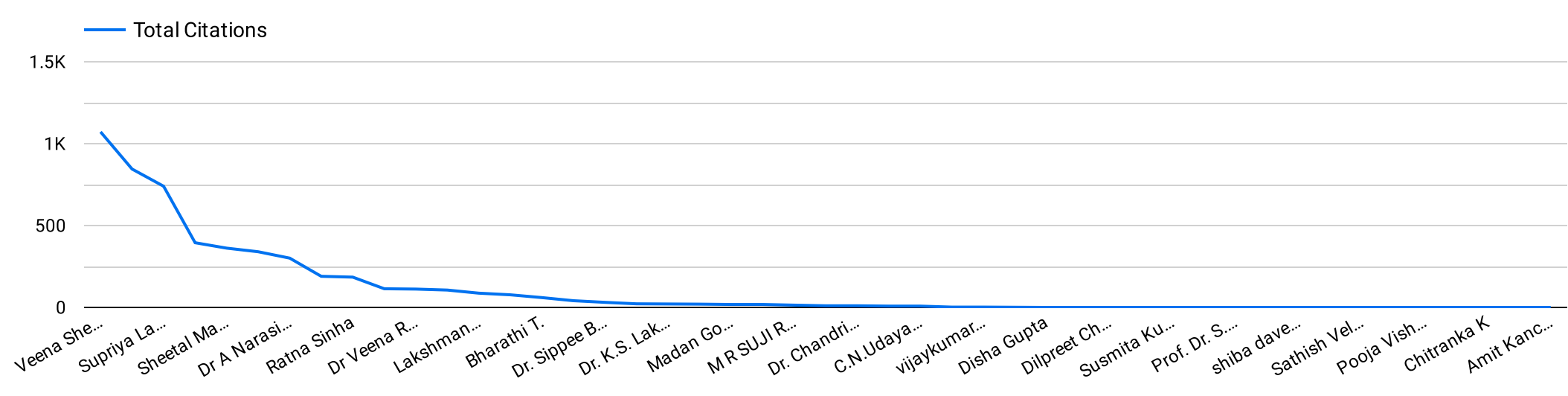
H-index and i10-index by Faculty



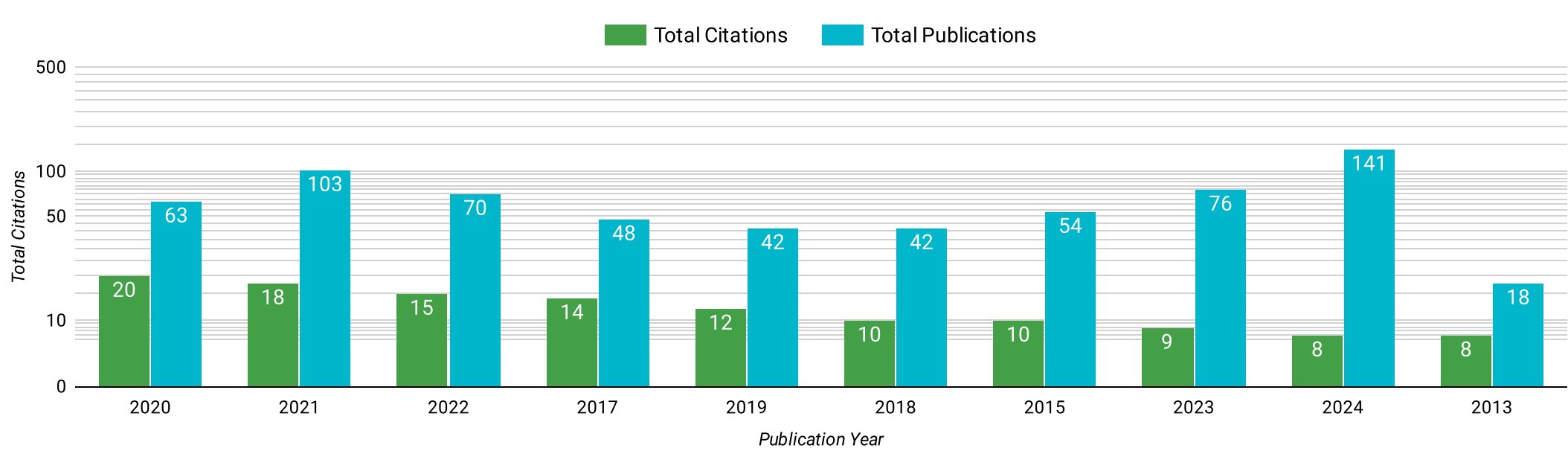
Total Citations per paper



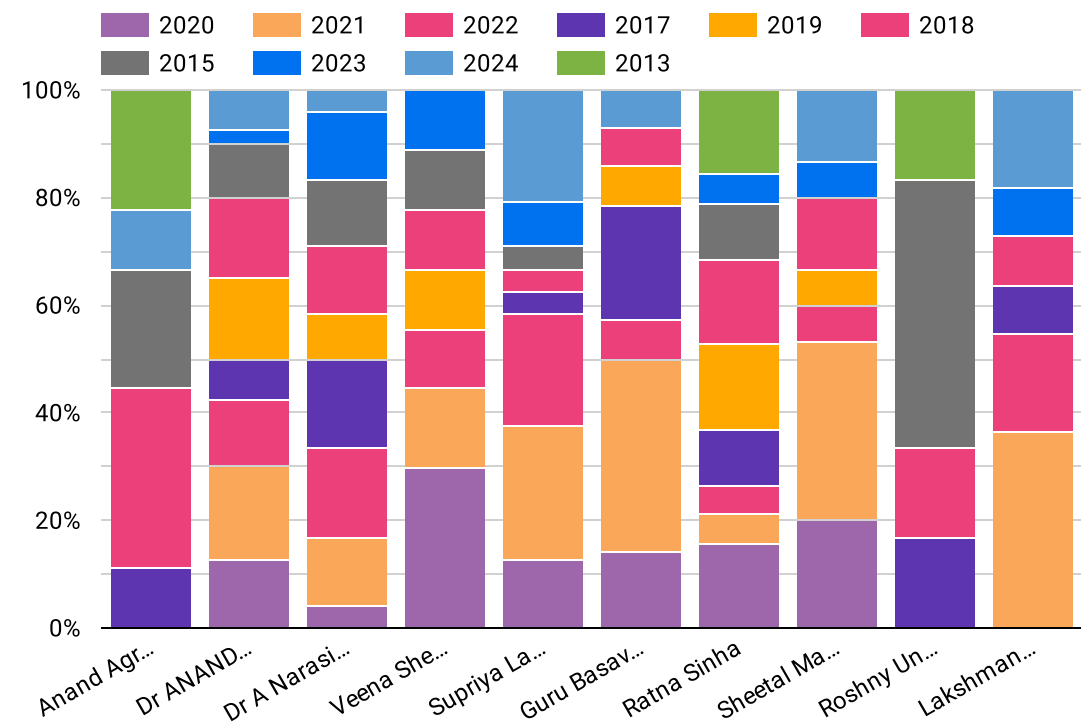
Total Citations per Faculty



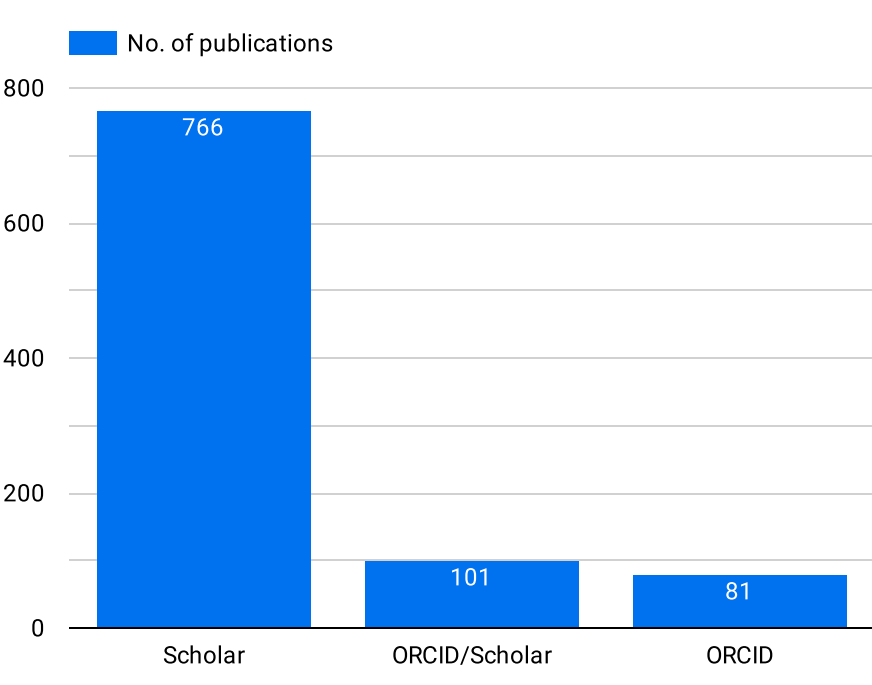
Total Citations and Total Publications by Publication Year



Citations year wise per faculty



Data source



Citations year wise

	Publication Year	Total Citations
1.	2020	2,083
2.	2011	512
3.	2021	445
4.	2017	386
5.	2022	329
6.	2015	308
7.	2018	275

Total Faculties

47

Full Name

Publication Year

Individual Faculty Analysis

Analysis of
Dhananjai E Rao

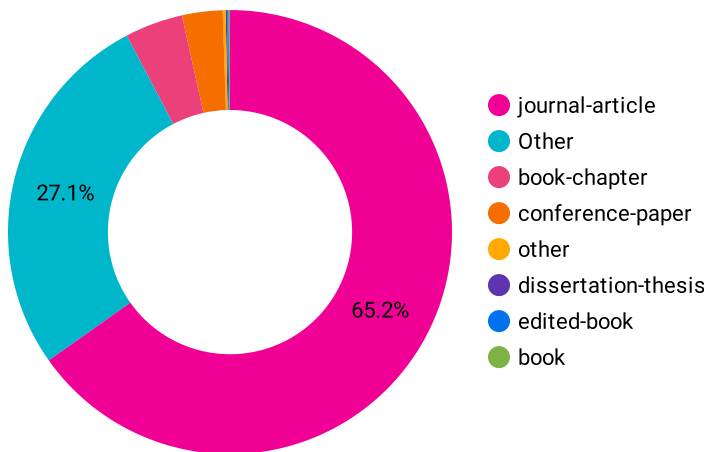
Total Publications
948

Total Citations
5,474

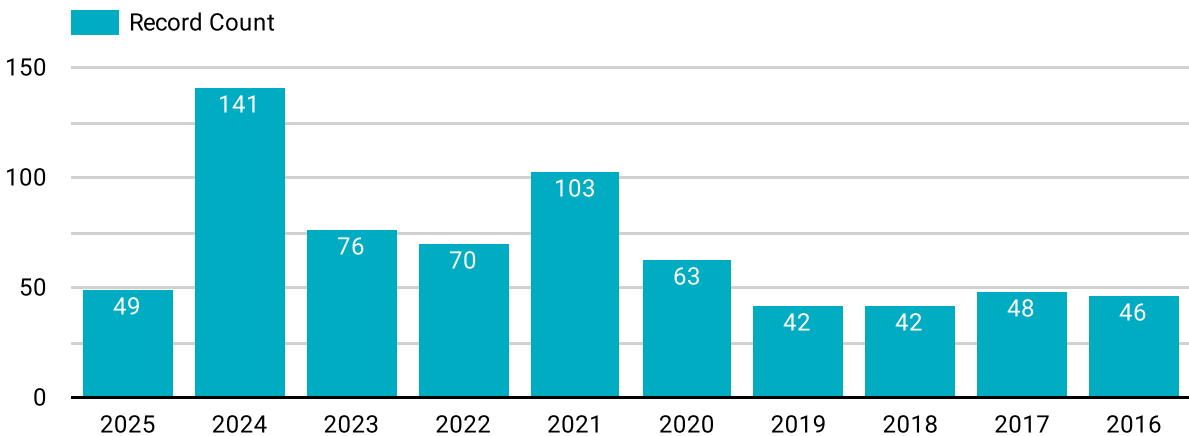
H-index
136

i10-index
96

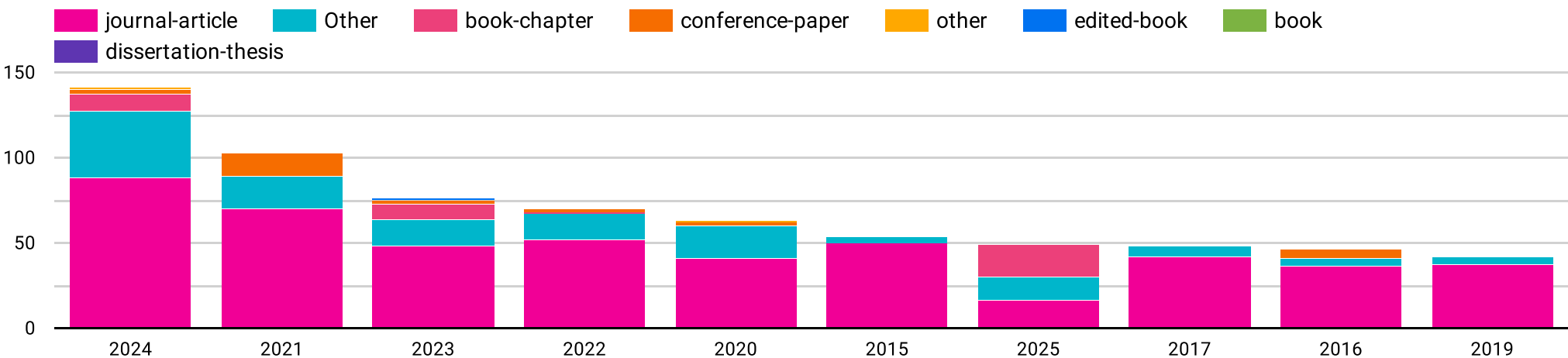
Type of Publications



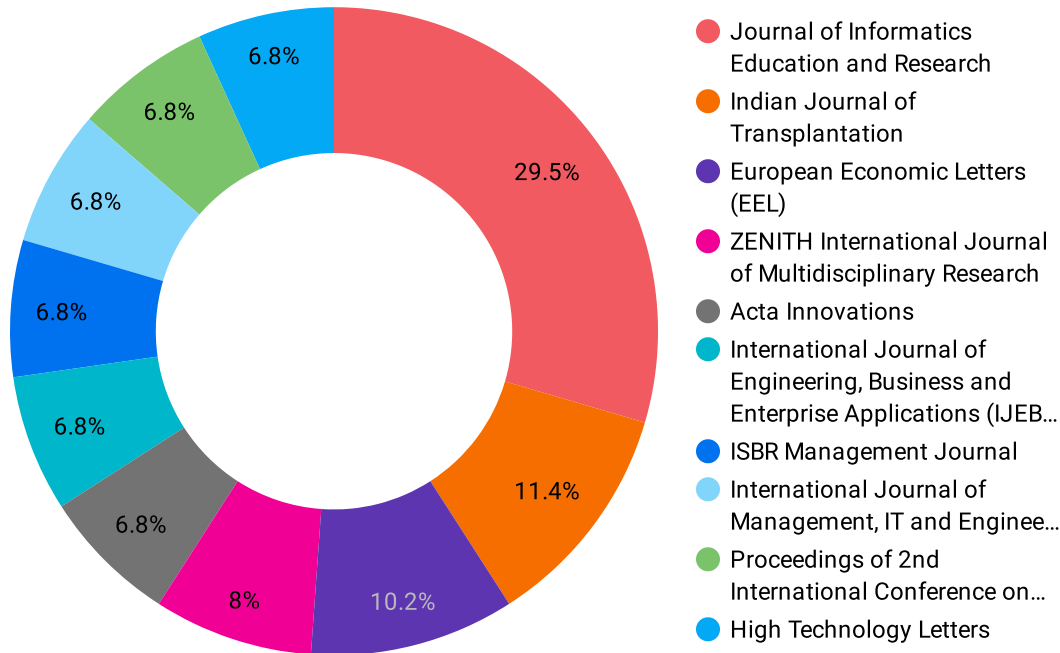
Publications year wise



Publications year wise



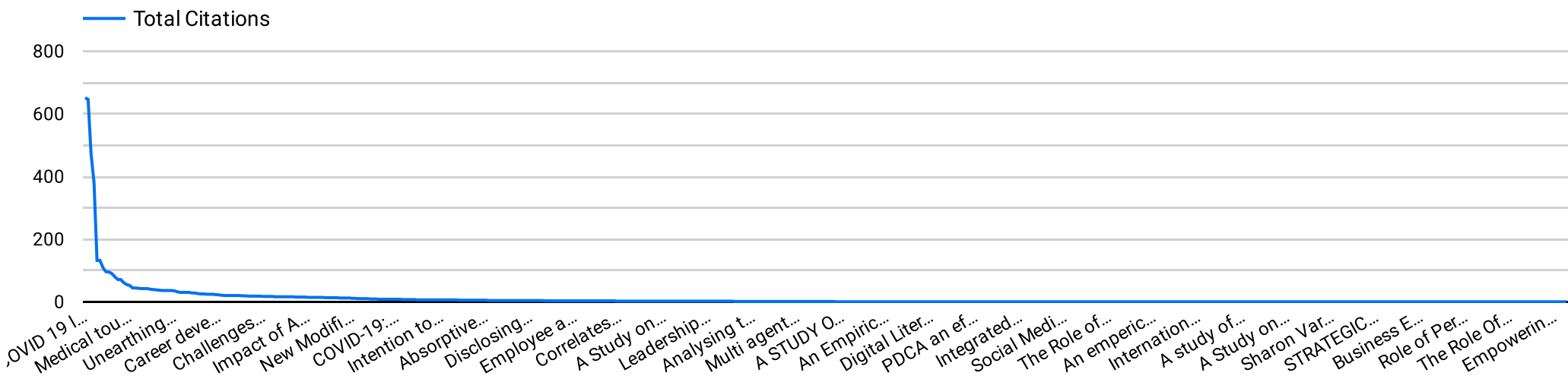
Journals in which the faculty has published articles



Top 10 journals

	Journal Title	Record Count	Total Citations
1.	Journal of Informatic...	26	2
2.	Indian Journal of Tra...	10	0
3.	European Economic L...	9	0
4.	ZENITH International ...	7	8
5.	Acta Innovations	6	24
6.	International Journal ...	6	11
7.	ISBR Management Jo...	6	3
8.	International Journal ...	6	0
9.	Proceedings of 2nd In...	6	24
10.	High Technology Lett...	6	4
	Grand total	710	4,738

Total Citations of an article



Top 10 cited papers

	Title	Total Citations
1.	COVID 19 lockdown technology ad...	
2.	COVID 19 – Lockdown: Technology ...	
3.	Determinants of willingness to purc...	
4.	Banking 4.0:The Influence of Artifici...	
5.	Influence of Cultural Environment F...	
6.	Job Stress and Productivity: A Con...	
7.	Factors Supporting Corporate Entre...	
8.	Digitization of Indian education pro...	
9.	The Impact of Social Media on Busi...	
10.	Fighting COVID-19 with technology ...	
	Grand total	5,474

Research Output by Contributor Tier

Top 20% Faculty Contribution

269

Highlights the publication output from the top-performing 20% of faculty, showcasing research concentration.

80% Faculty Contribution

679

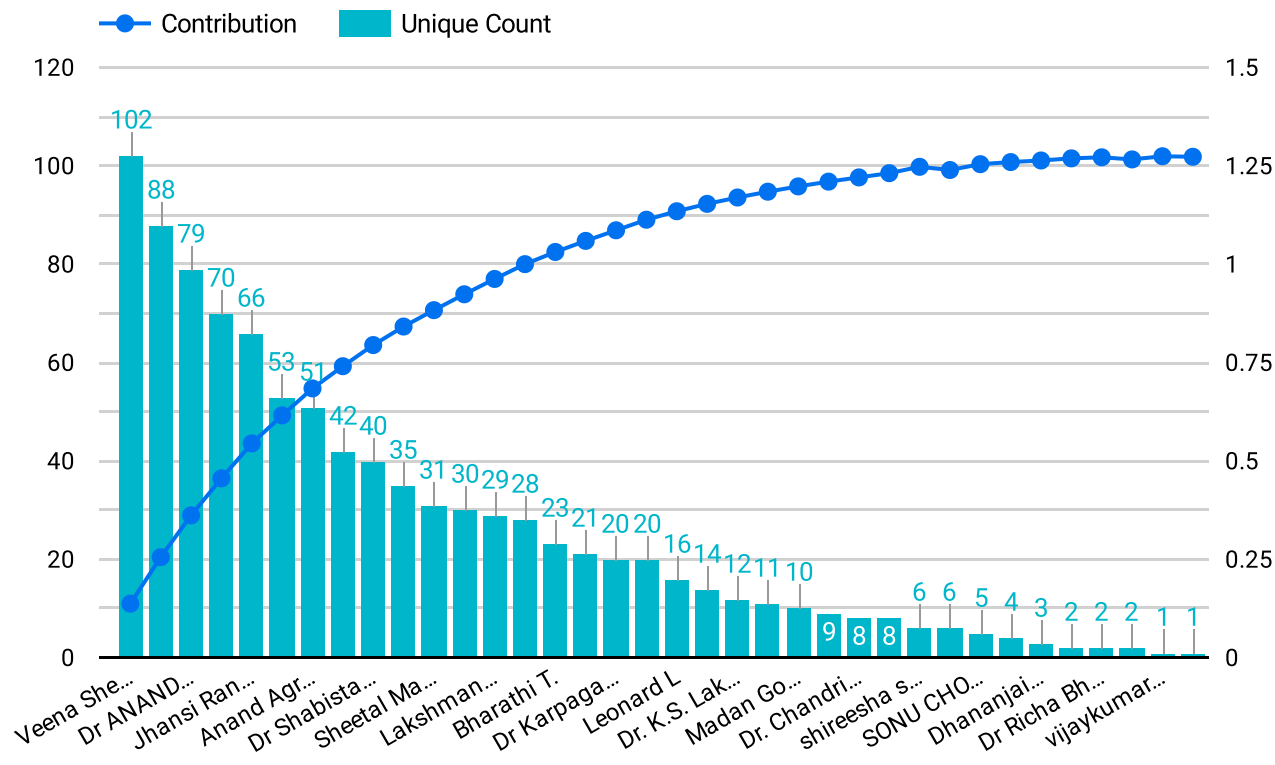
Represents the collective output from the majority of faculty, indicating potential for growth.

Total Publications

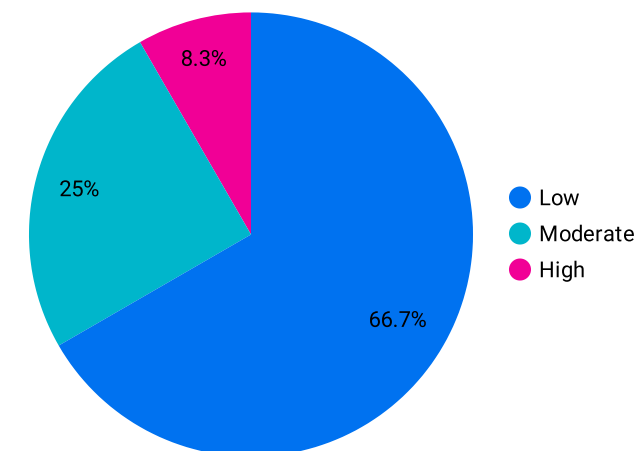
948

Displays the overall departmental research output as the baseline reference.

Contribution and Publications by Faculty



Contributer Tier by Publications



Societal & Policy Impact

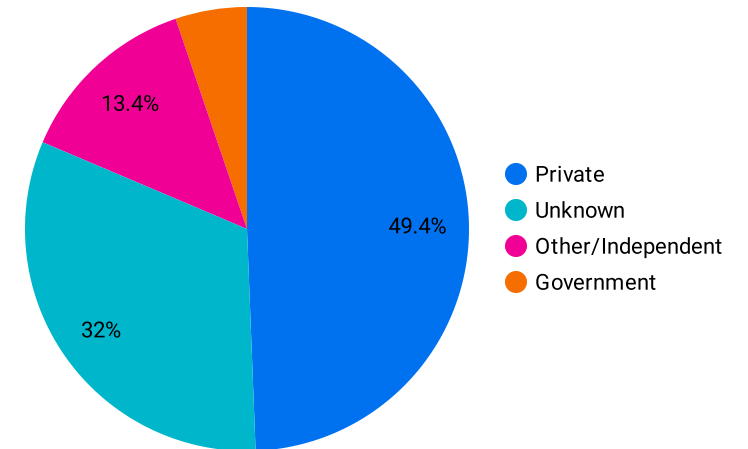
Private
199

Other
183

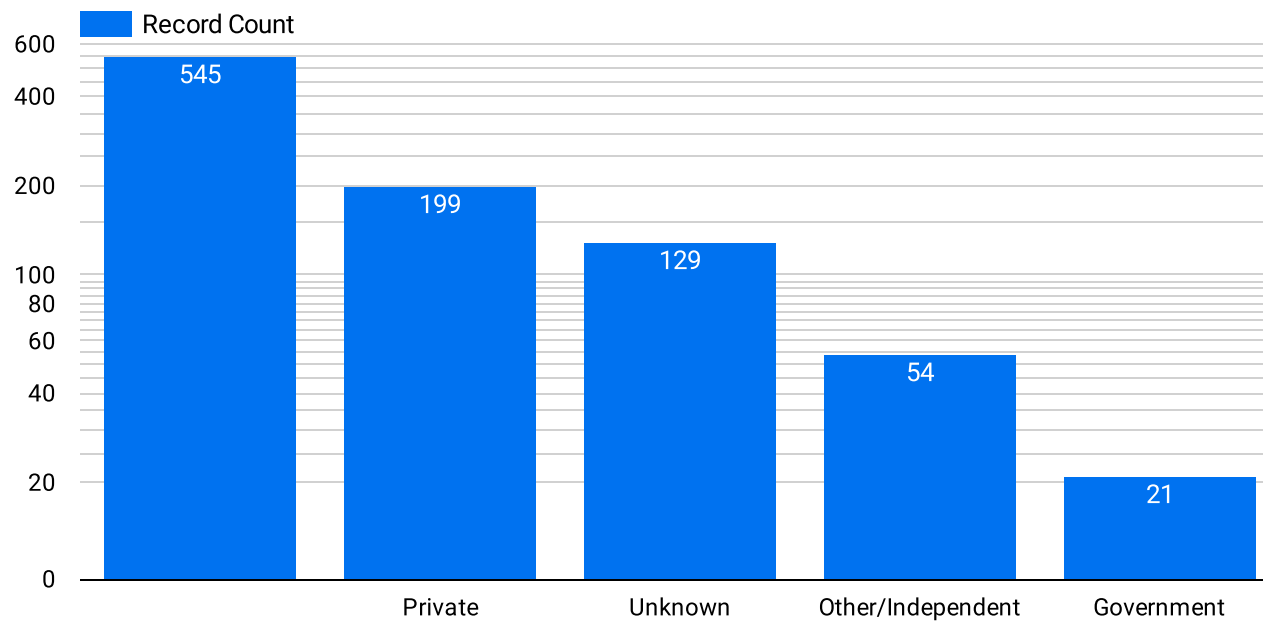
Government
21

A strong foundation of publications in private platforms positions the department well for expansion into scientific societies and policy-aligned journals.

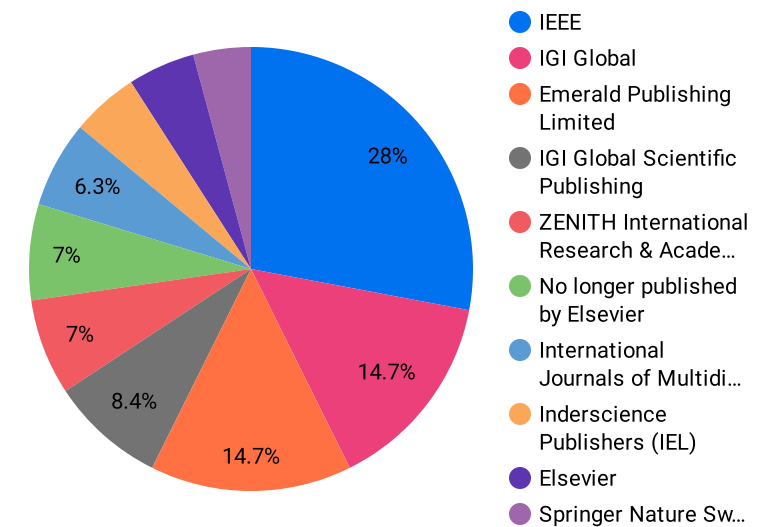
Breakdown by Publisher Type



Distribution of Research Publications by Publisher Type



Breakdown by Individual Publisher



Faculty at a Glance: Comprehensive Dashboard

Academic Year : 2022-2023



Total Faculties in AY 22-23
52

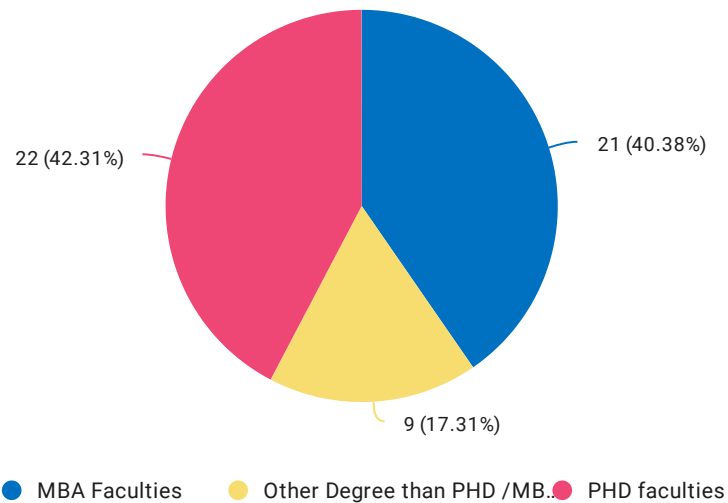
Sanctioned Intake
600

Admitted Students
930

SFR
11.53

Faculty Academics Landscape

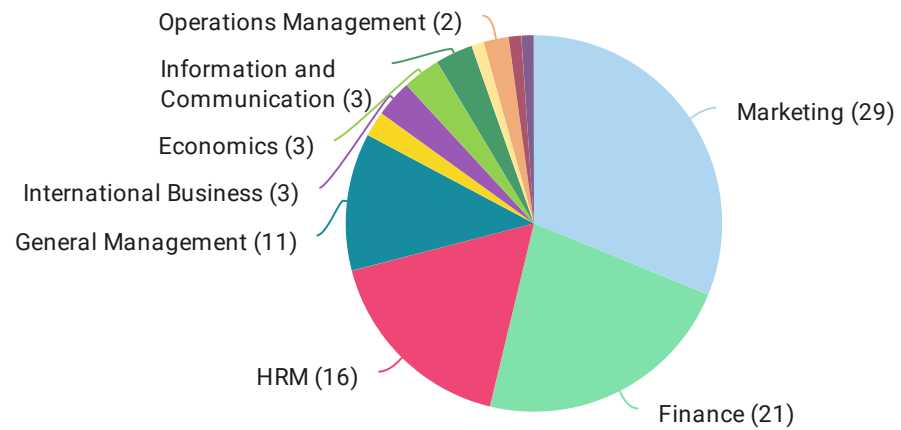
Highest Degrees Held



Number of PHD Faculties

22

Faculty Distribution Across Specializations



Top 3 Specializations

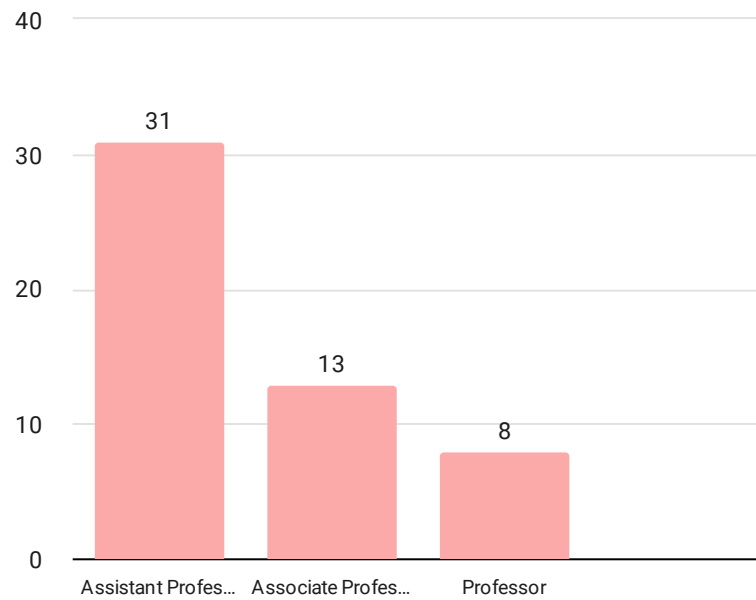
1. Marketing
2. Finance
3. HRM (Human Resource Management)

Number of PHD Guides in
the Institution

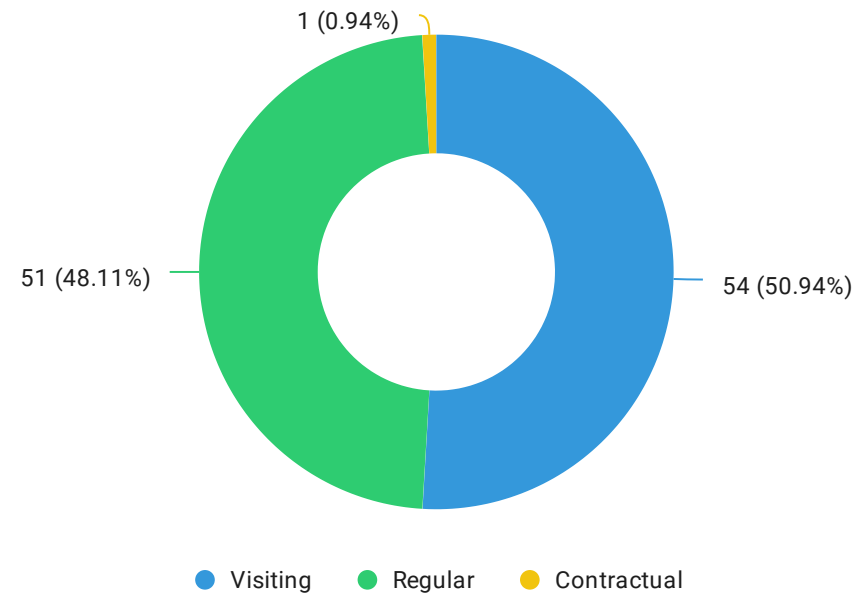
18

Faculty Distribution Overview

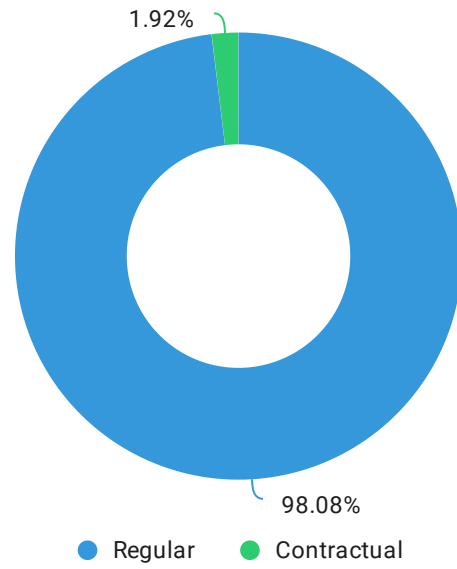
Designation-Wise Faculty Count



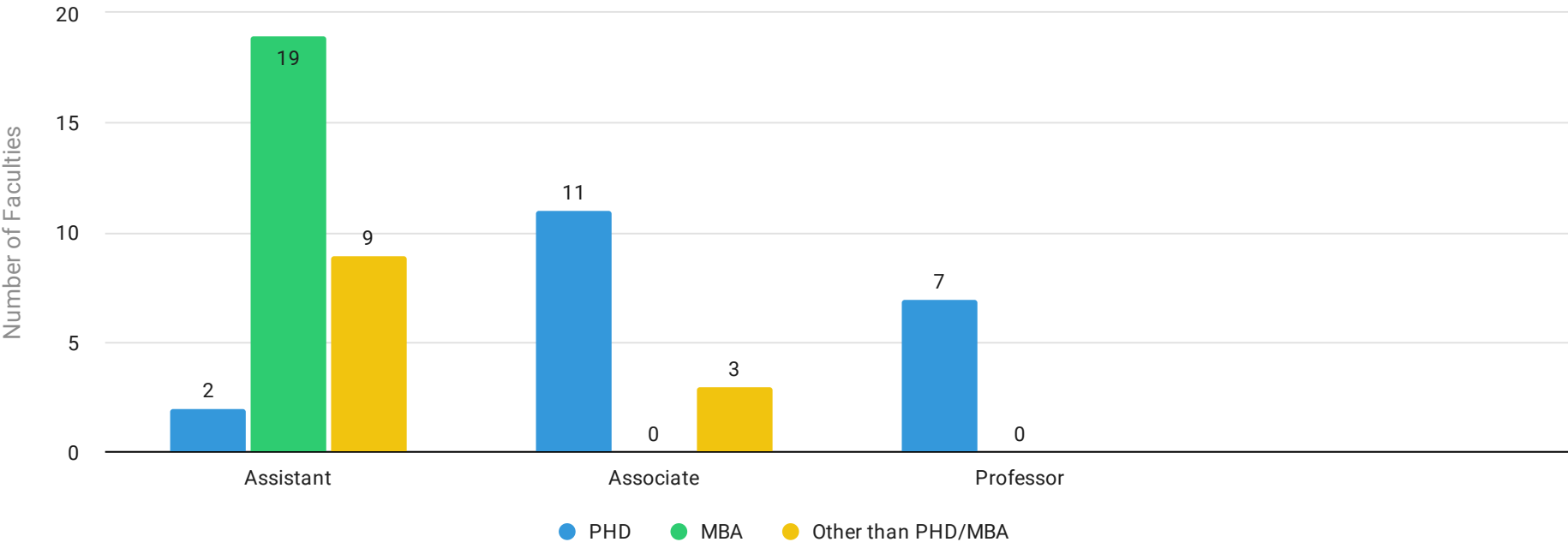
Nature of Association Count



Regular Vs Contractual



Qualification-Based Cadre Distribution



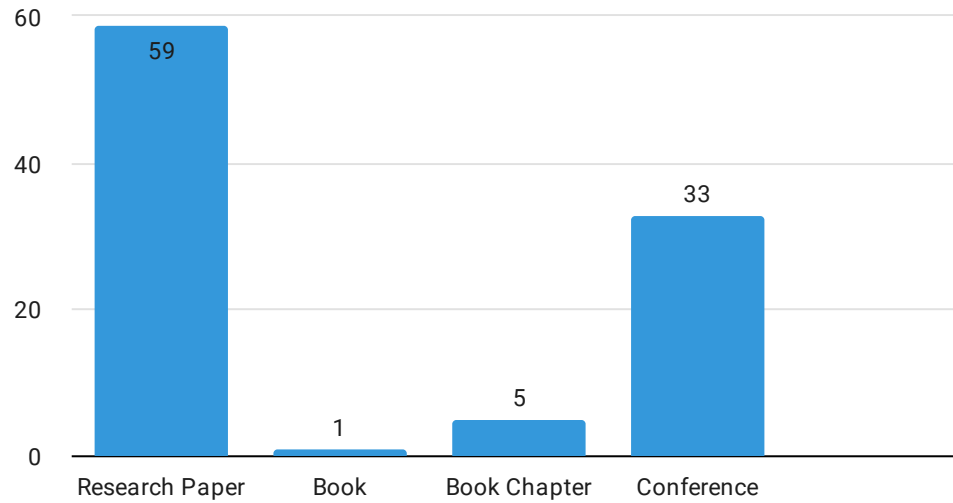
Cadre Proportion

31 : 13: 8

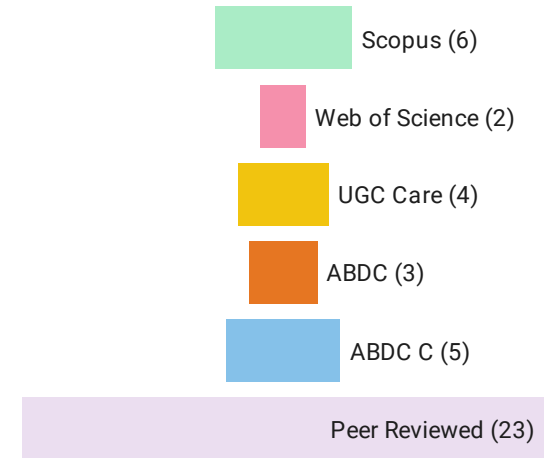
Assistant : Associate : Professor

Academic Excellence: Research Publications Overview

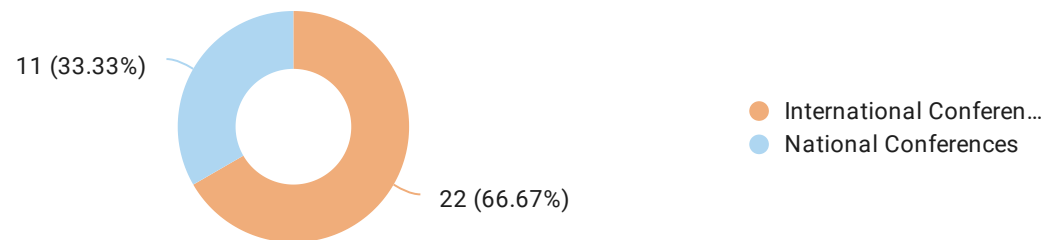
Publications Count



Indexing

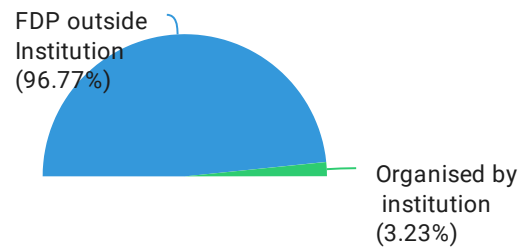


Level of Conferences

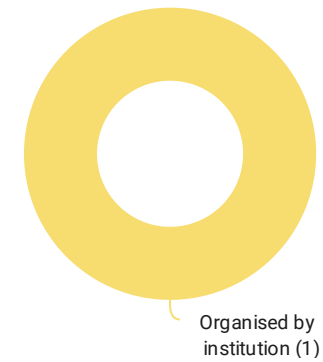


Faculty Development & Institutional Engagement Overview

Faculty Development Program



Management Development Program

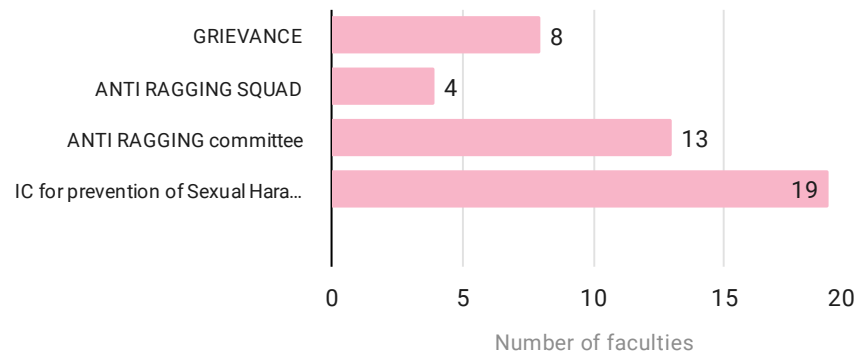


Faculties Involved in FDP Organized by Institution & Attended by Faculties

11

Faculty Participation in Activities

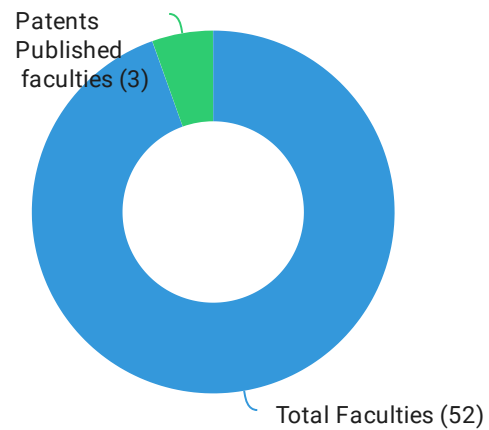
Involvement of Faculties in Committees



Administrative
decision heads

16

Patents received faculties



Patents Published

5

**Total Initiatives taken in
Teaching & Learning
27**

Faculty at a Glance: Comprehensive Dashboard

For Consultation and Sponsored Research Academic Year : 2021-2022, 2022-2023, 2023-2024

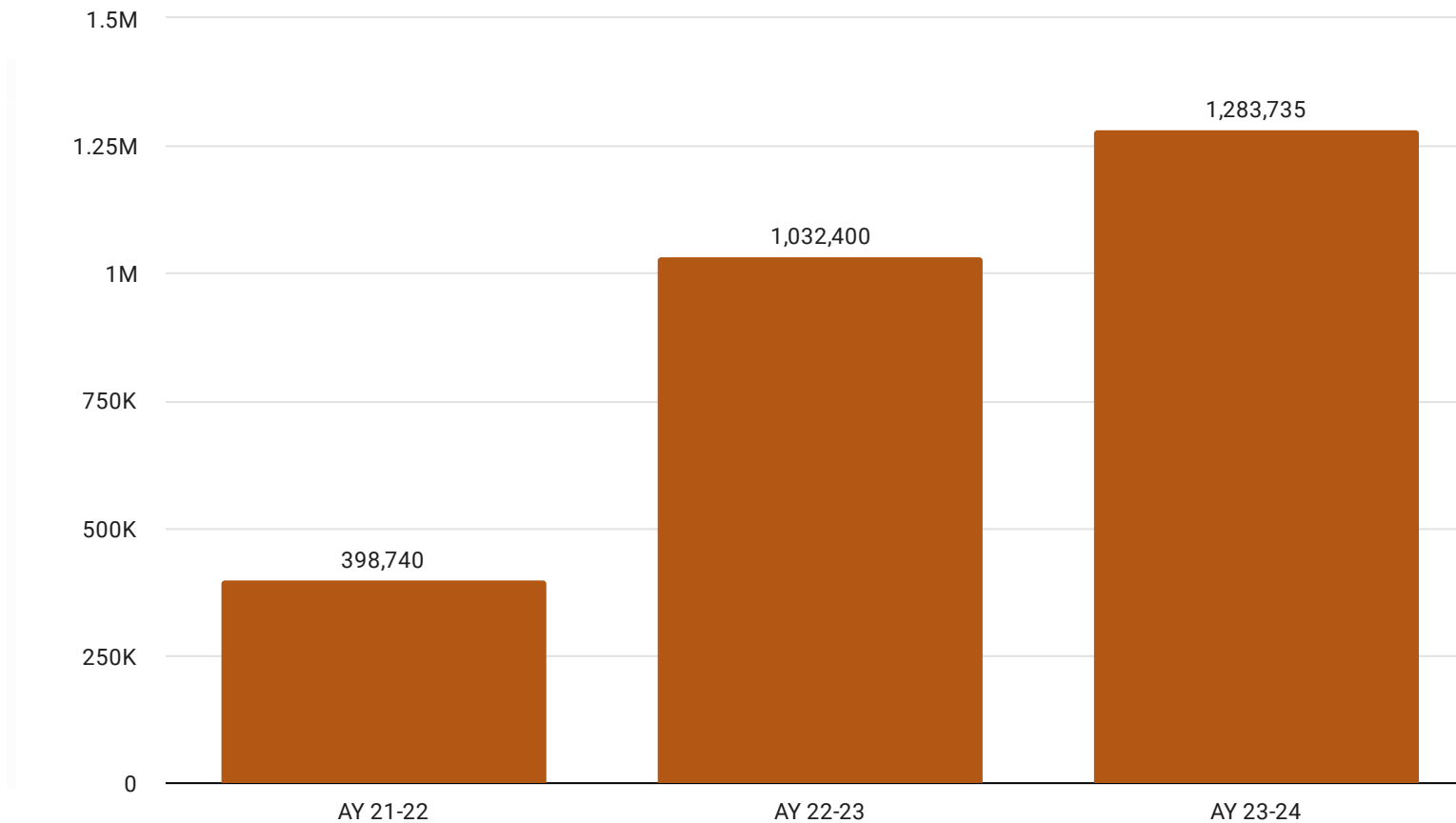


Total Consultancy Amount

Rs.27,14,875.00

Average Consultancy per Project

Rs. 1,42,888.15



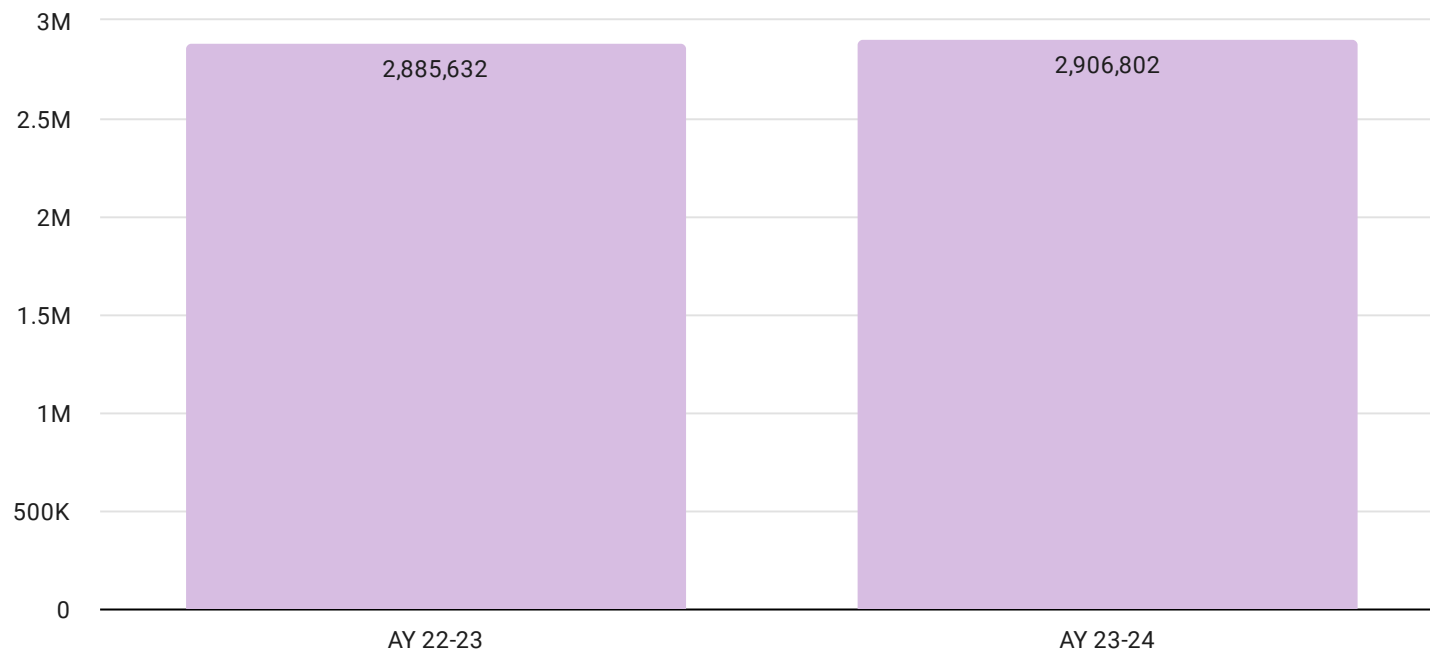
No. of Faculty as Consultant

22

Total Sponsored Research Amount

Rs. 57,92,435

Sponsored Research



Faculty at a Glance: Comprehensive Dashboard

Academic Year : 2023-2024



Total Faculties in AY 23-24
64

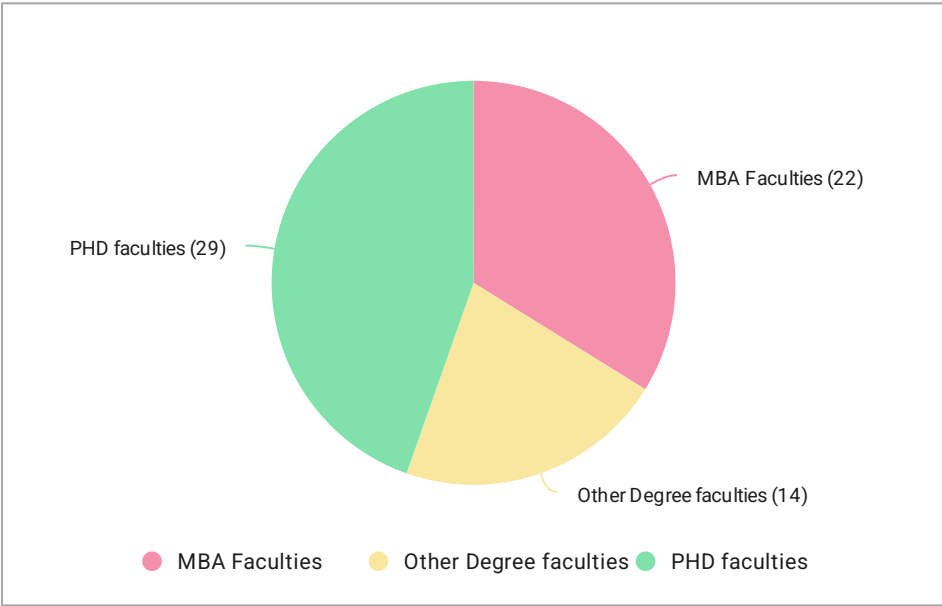
Sanctioned Intake
840

Admitted Students
840

SFR
13.13

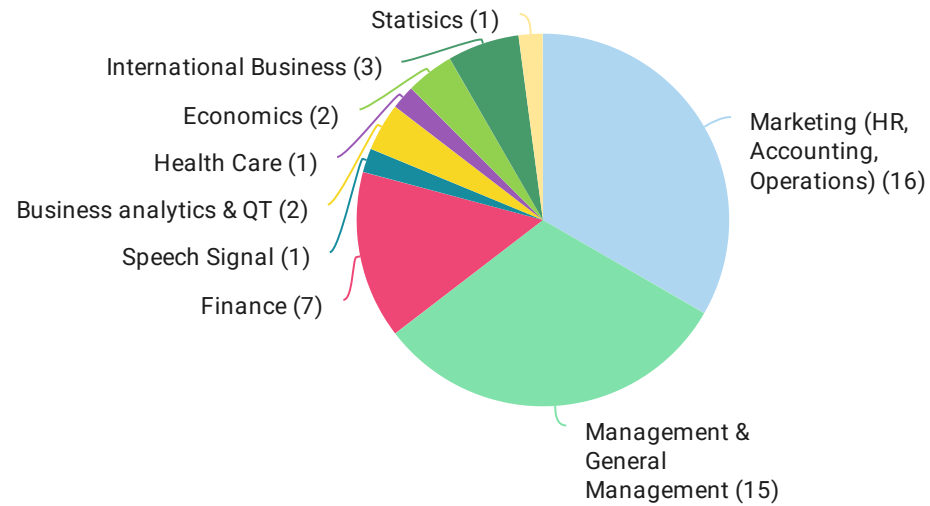
Faculty Academics Landscape

Highest Degrees Held



Number of PHD Faculties
27

Faculty Distribution Across Specializations



Top 3 Specializations

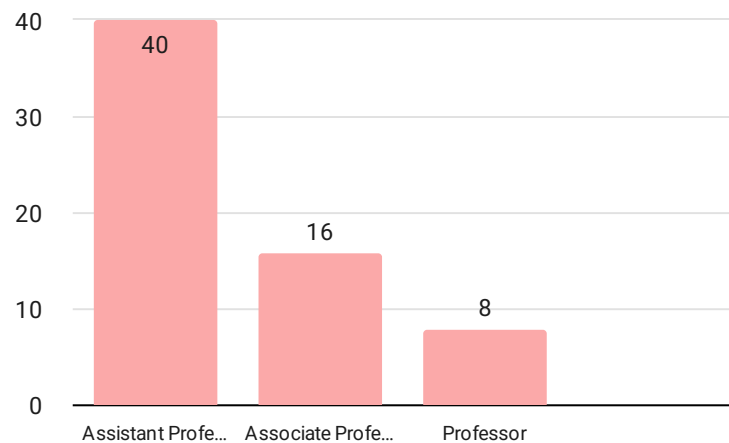
1. Marketing
2. Finance
3. HRM (Human Resource Management)

Number of PHD Guides
for this AY

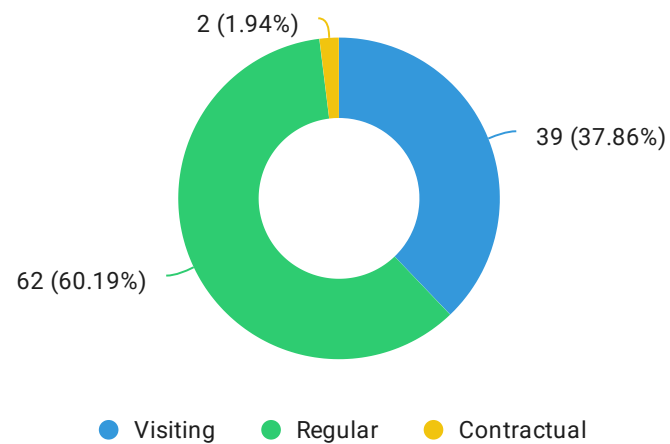
24

Faculty Distribution Overview

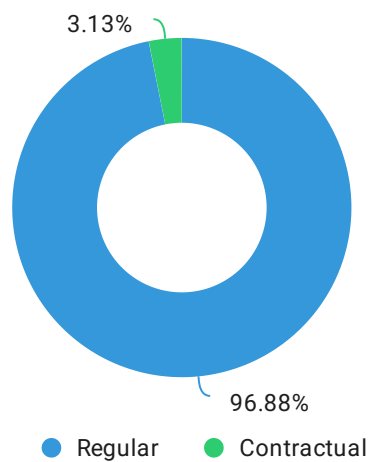
Designation-Wise Faculty Count



Nature of Association Count



Regular Vs Contractual

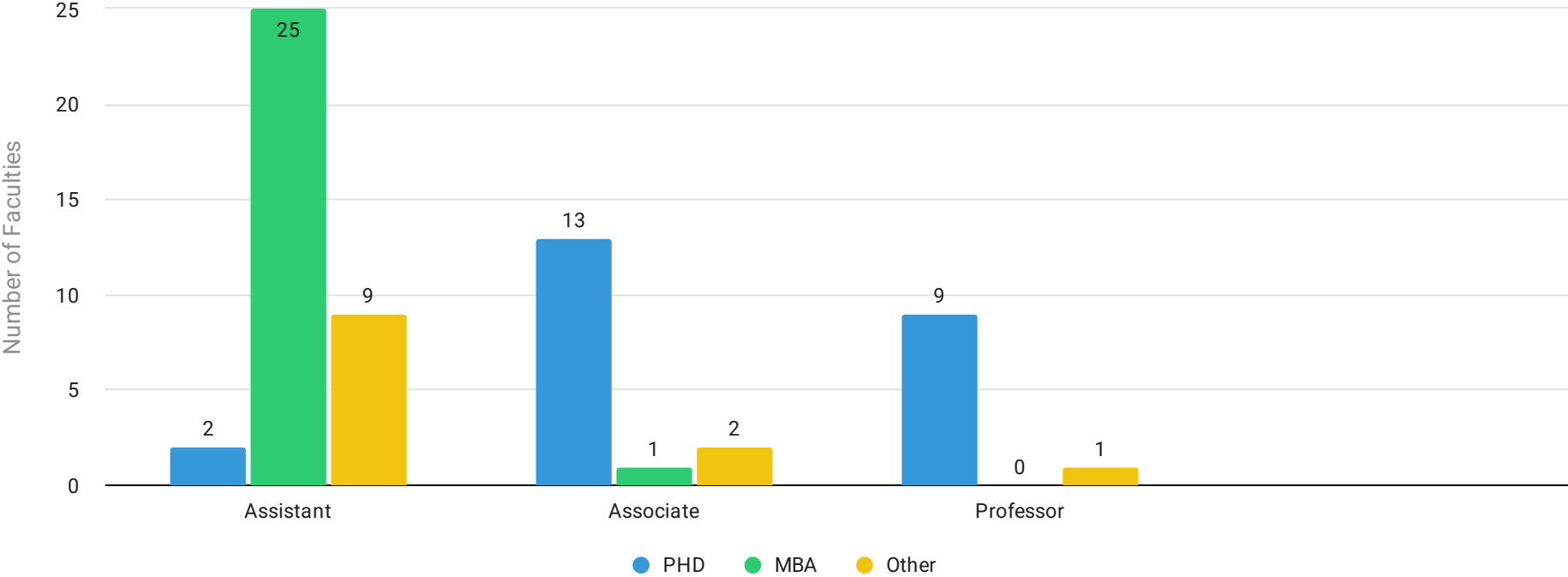


Cadre Proportion

40:16:8

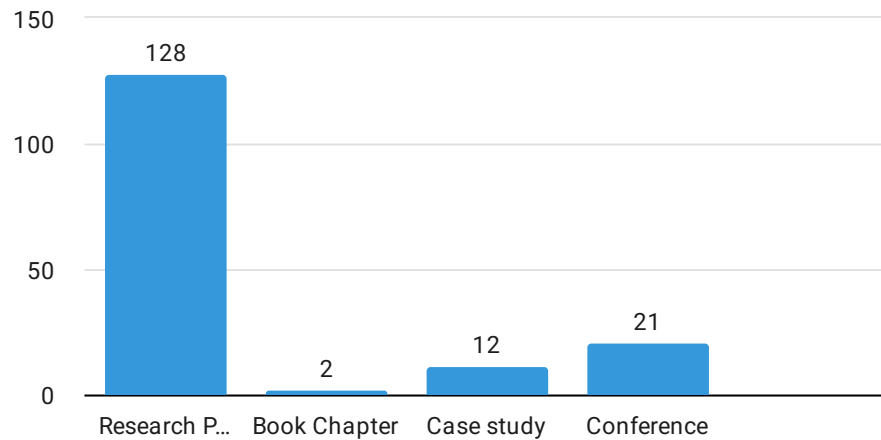
Assistant : Associate : Professor

Qualification-Based Cadre Distribution

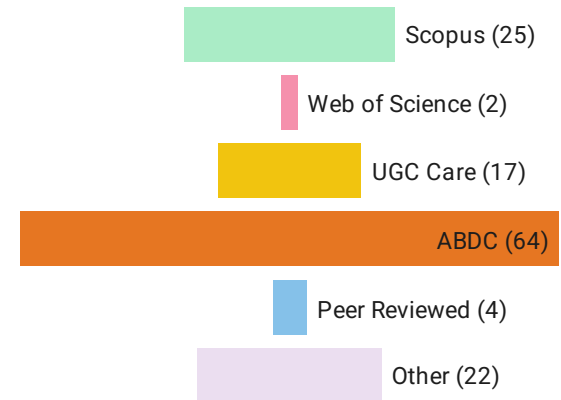


Academic Excellence: Research Publications Overview

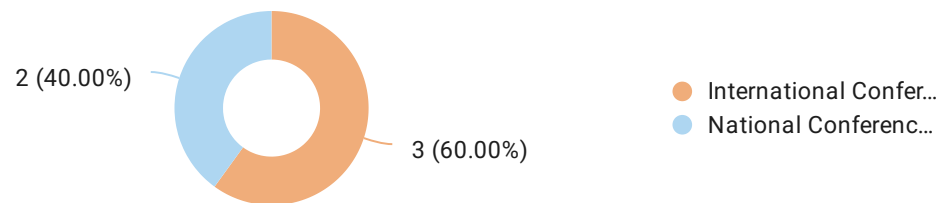
Publications Count



Indexing

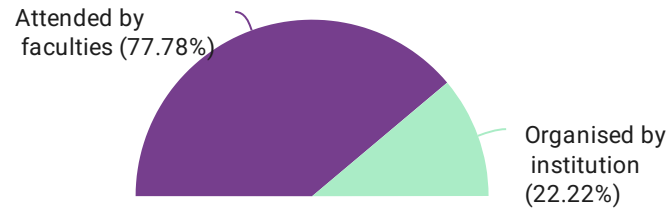


Level of Conferences



Faculty Development & Institutional Engagement Overview

Faculty Development Programs

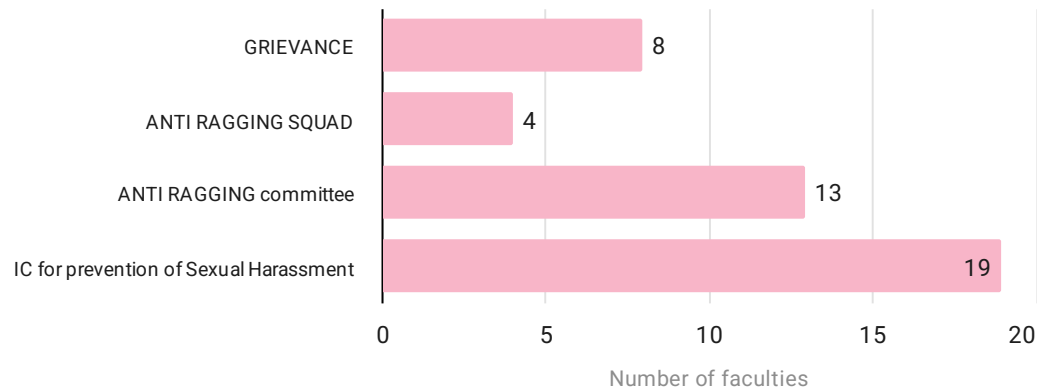


Faculties Involved in FDP Organized by Institution & Attended by Faculties

47

Faculty involvement in committees

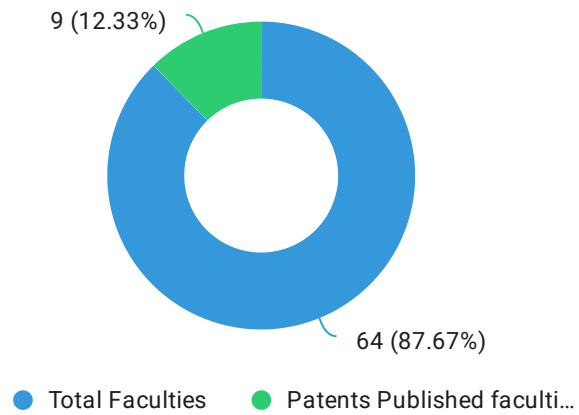
Involvement of Faculties in Committees



Administrative
decision heads

16

Patents published



Patents Published

3

Total Initiatives taken in
Teaching & Learning
27

Faculty at a Glance: Comprehensive Dashboard

Academic Year : 2024-2025



Total Faculties in AY 24-25
76

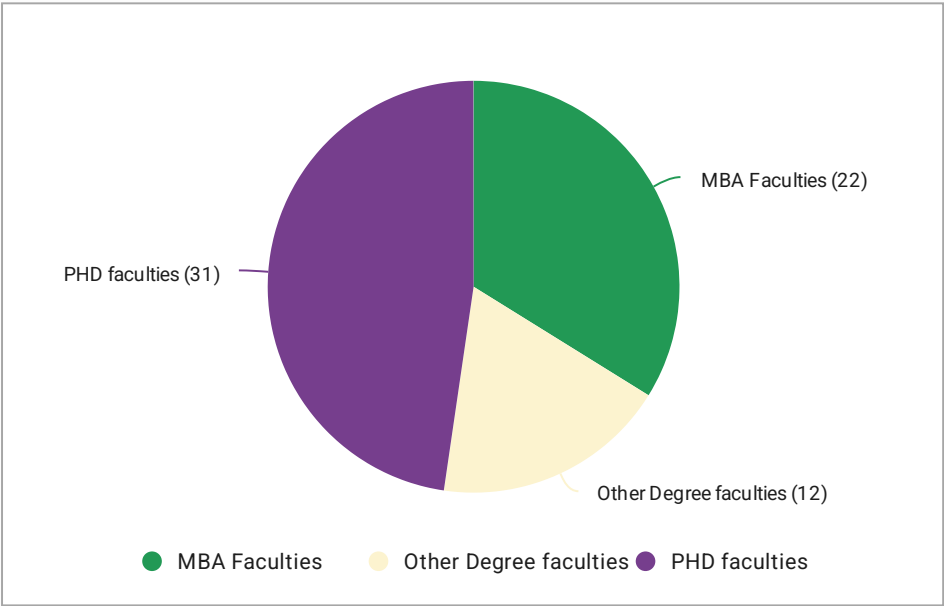
Sanctioned Intake
1080

Admitted Students
1080

SFR
13.16

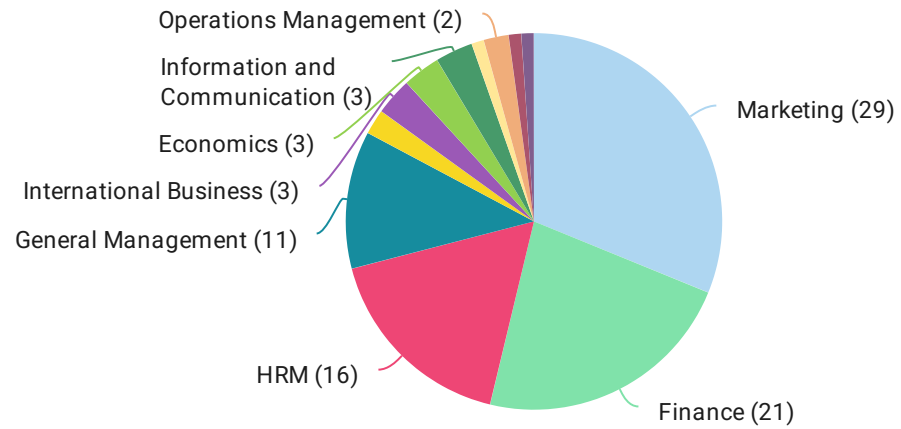
Faculty Academics Landscape

Highest Degrees Held



Number of PHD Faculties
26

Faculty Distribution Across Specializations



Top 3 Specializations

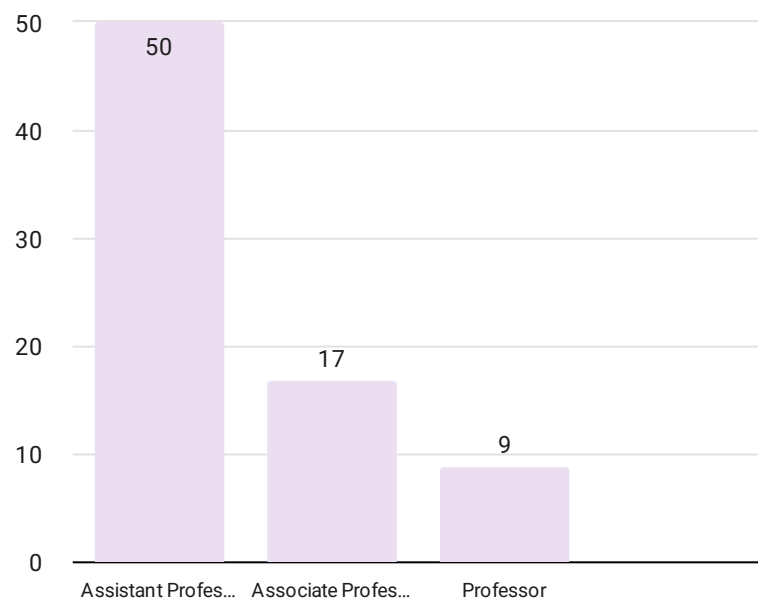
1. Marketing
2. Finance
3. HRM (Human Resource Management)

Number of PHD Guides
In the Institution

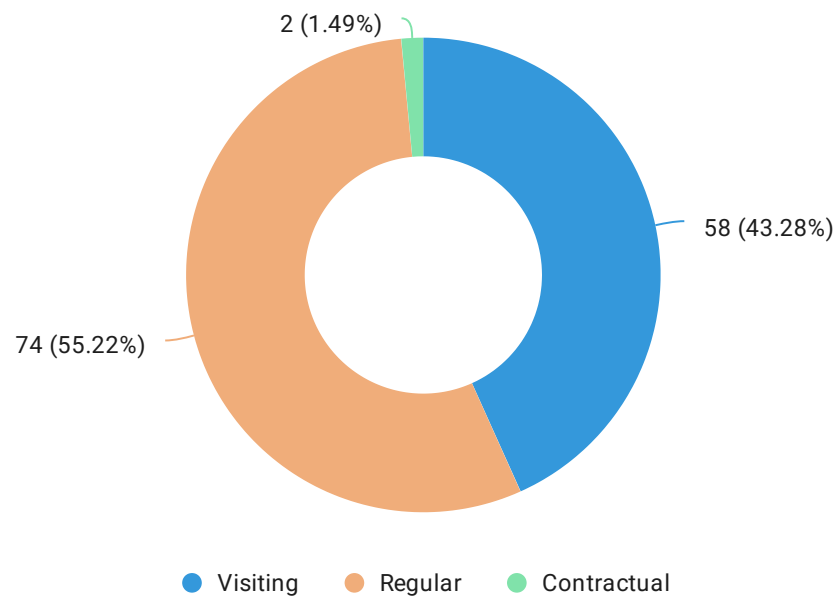
12

Faculty Distribution Overview

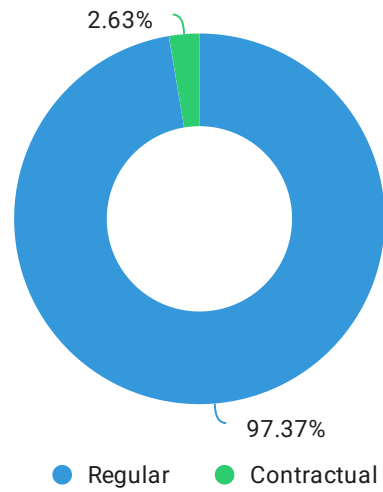
Designation-Wise Faculty Count



Nature of Association Count



Regular Vs Contractual

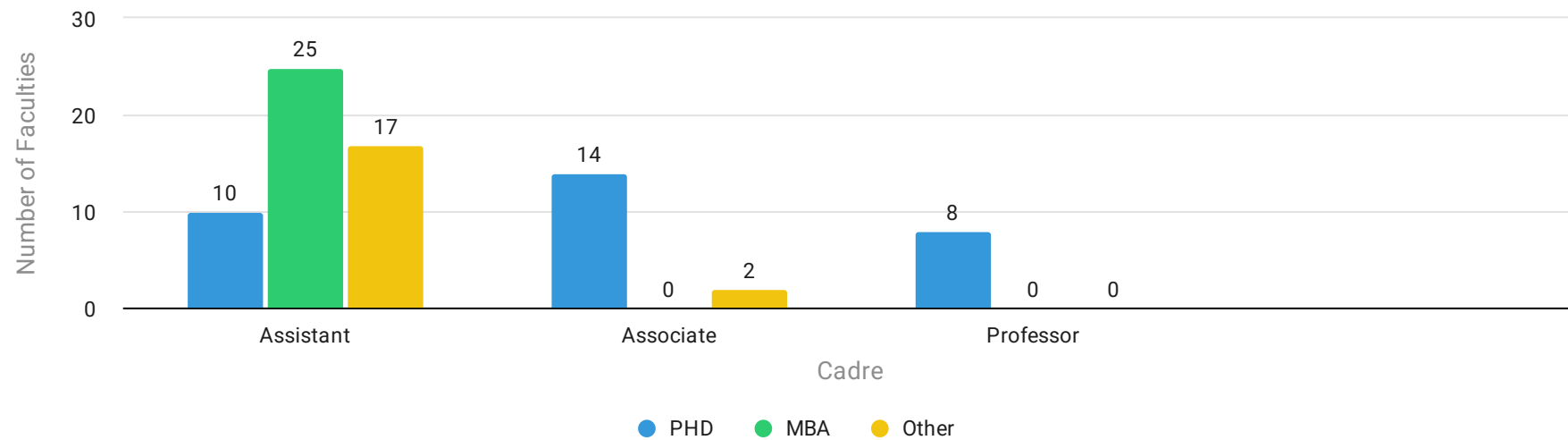


Cadre Proportion

42 : 16 : 8

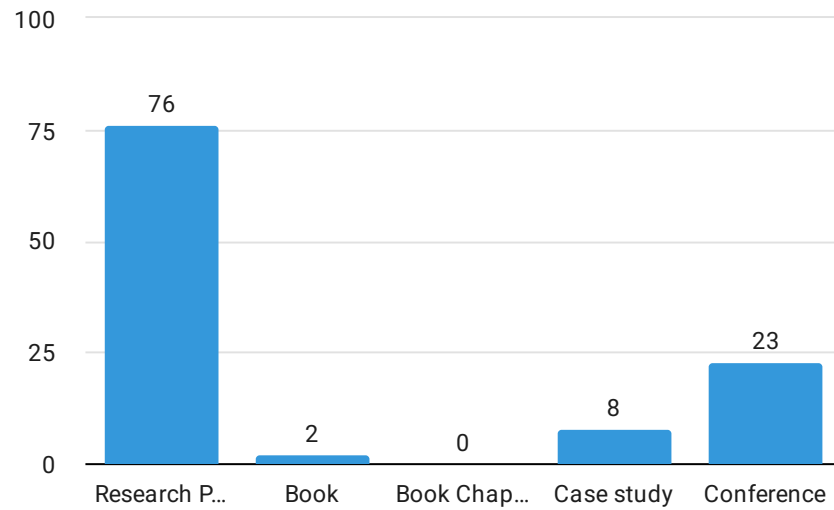
Assistant : Associate : Professor

Qualification-Based Cadre Distribution

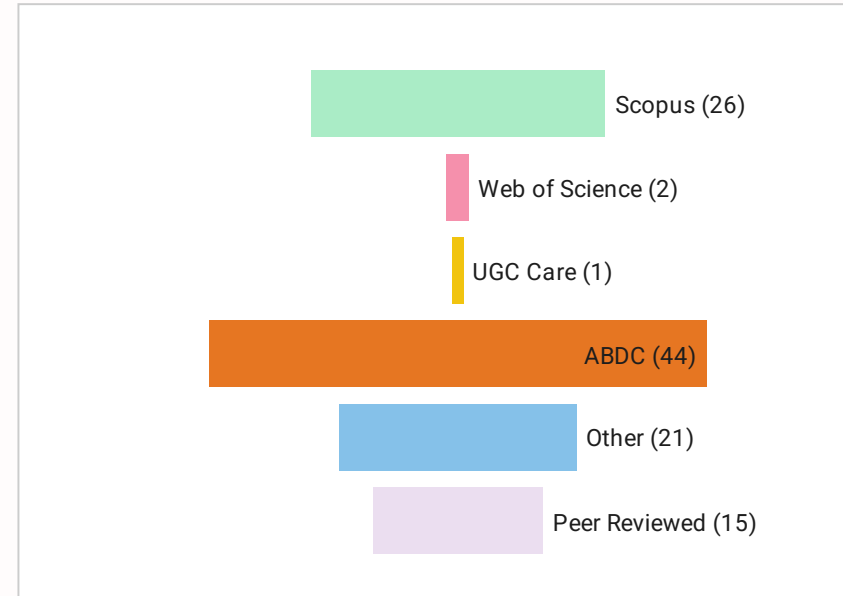


Academic Excellence: Research Publications Overview

Publications Count



Indexing

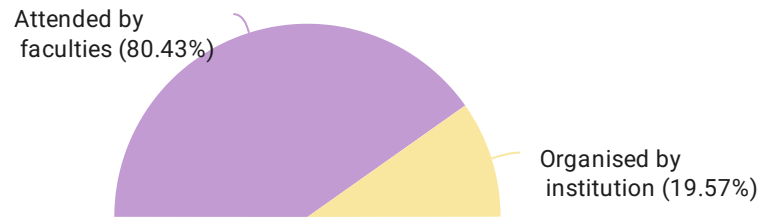


Level of Conferences



Faculty Development & Institutional Engagement Overview

Faculty Development Program



Faculties Involved in FDP Organized by Institution & Attended by Faculties

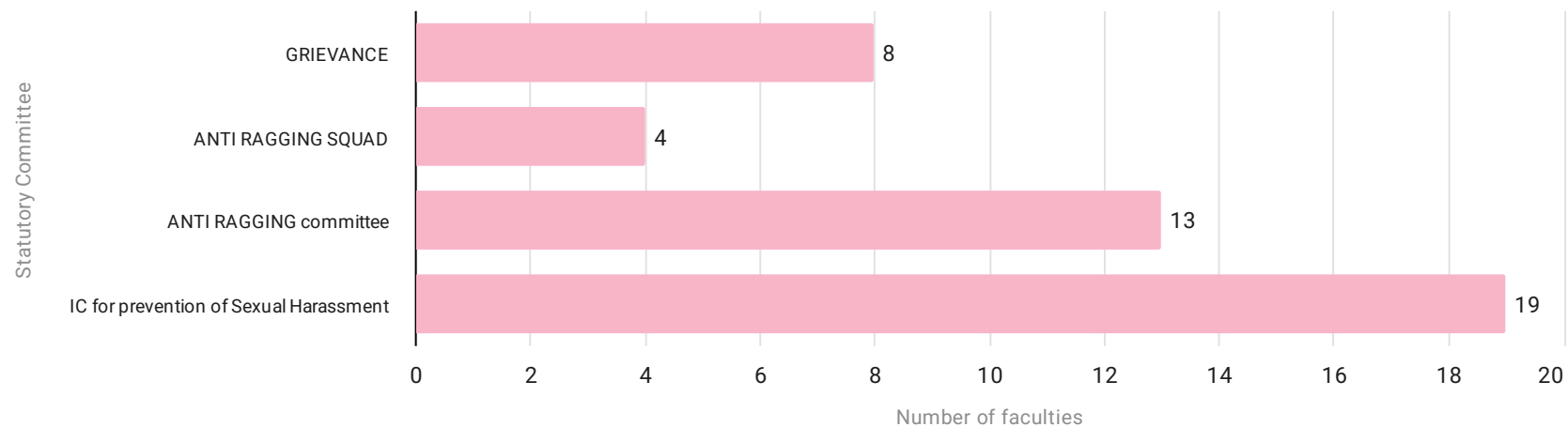
11

Amount Sanctioned by
AICTE for ATAL

RS 3,50,000

Faculty Involved :
Dr. Richa Bhalla

Involvement of Faculties in Committees



Administrative decision heads
16

Total Initiatives taken in
Teaching & Learning
27