



Fellow Program in Management (FPM) Viva-Voce Examination Report - Mr. Debendra Debadutta Das

Candidate: Mr. Debendra Debadutta Das

Registration Number: FPM01-2020

Date: 8th November 2024

Time: 11:00 am to 1:00 pm

Location: ISBR Business School, Electronics City, Bangalore – 560100

Thesis Title: *Customer Analytics – An Empirical Study on Customer Behavioral Segment in Indian Telecom Industry*

Research Guide: Dr. Sheetal Mahendher, Professor & Chairperson

Examination Summary:

The Viva-Voce examination for Mr. Debendra Debadutta Das was conducted as part of the completion requirements for the Fellow Program in Management (FPM), an AICTE-approved doctoral-level degree. The examination was held at ISBR Business School and attended by an esteemed panel of academics and research scholars.

Panel Members:

1. **Dr. Sheetal Mahendher** – Chairperson, Professor & Research Guide
2. **Dr. Anandram KS** – Sr. Director, ISBR Research Centre
3. **Dr. M.R. Jhansi Rani** – Professor & Dy. Director (Research)
4. **Dr. Leena James** – External Examiner (Indian)
5. **Dr. Lakshmi K S** – RAC Member 1
6. **Dr. Naveen Pol** – RAC Member 2
7. **Dr. Anand Shankar Raja M** – Research Manager

Presentation Overview:

Mr. Das delivered an effective and thorough presentation of his thesis using a PowerPoint slideshow, which was well-structured and provided a detailed overview of his research on customer analytics and behavioral segmentation within the Indian telecom industry.

Evaluation and Feedback:

The presentation was followed by an interactive session where the candidate addressed questions and provided clarifications on the methodologies, findings, and implications of the research. The feedback from both the internal and external examiners was positive, acknowledging the depth of analysis and the quality of work presented. As per the satisfaction of the external examiner the results were declared where in it was stated that ISBR Business School to declare the degree of “Fellow in Management” to Mr. Debendra is eligible to receive his graduation certificate.


Conclusion:

The Doctoral Committee noted that Mr. Debendra Debadutta Das successfully defended his thesis, demonstrating a solid understanding of the subject and effectively responding to all queries raised. Based on his performance in the public Viva-Voce examination, the committee unanimously recommended him for the award of the Fellow in Management (FPM) degree.

Event Photos:




Event congratulations poster:



Fellow Program in Management
An AICTE Approved Doctoral Level Degree

CONGRATULATIONS



Mr. Debendra Debadutta Das
Research Scholar
FPM 01-2020

**For completing the
Fellow Program in Management (FPM)**

ON THE THESIS TITLED
**Customer Analytics - An Empirical Study on Customer
Behavioural Segment in Indian Telecom Industry**

RESEARCH GUIDE
Dr. Sheetal Mahendher
Professor - Department of Analytics and QT
ISBR Business School, Bangalore

Congratulations Note:

Congratulations to Mr. Debendra Debadutta Das on successfully completing the prestigious Fellow Program in Management (FPM) at ISBR Business School. Your hard work, commitment, and pursuit of knowledge have culminated in an outstanding achievement. Your thesis, Customer Analytics – An Empirical Study on Customer Behavioral Segment in the Indian Telecom Industry, represents significant research and contributes valuable insights to the field of management analytics. This accomplishment underlines your dedication and the exemplary mentorship of Dr. Sheetal Mahendher, Professor in the Department of Analytics and QT at ISBR Business School, Bangalore. We are proud of your achievement and the impact your research will have on the academic and professional spheres. Best wishes as you continue to pursue excellence in your career and research endeavors.