



Excellence in Business Education

**IBS**  
BUSINESS SCHOOL

**PG Program in**  
**Analytics**  
(Part-time) 2016-17



**ICFAI**  
GROUP

Pioneering professional education for over 30 years

The ICFAI Foundation for Higher Education (IFHE),  
Hyderabad  
(Declared as a Deemed-to-be-University under Section 3 of the UGC Act, 1956)  
Accredited by NAAC with 'A' Grade



## Message from Program Head

The ICFAI Business School (IBS), Hyderabad is one of the top-ranked premier B-Schools in the country. It is known for its focus on real world skills and excellence in management education. The BBA and MBA programs of IBS Hyderabad attracts students from all over the country. These programs develop professionals with the right set of knowledge, skills and attitude that readily meet the requirements of the corporate world. IBS Hyderabad also offers a Ph.D. program in management which is designed for the students/ professionals interested in management teaching, research, and consultancy. For working professionals, IBS, Hyderabad offers an Executive MBA program (part-time) and a part-time PhD program. Based on strong framework of Business education, IBS Hyderabad now launches the Post Graduate Program in Analytics (part-time) for working executives.

Our approach to management education integrates Teaching, Research, Institution-building, Community-development and Knowledge-sharing. Faculty at IBS Hyderabad is a blend of reputed academicians and industry experts which add to the richness of our students' learning experience. We have grown as an institution of higher learning year after year. Our track-record of consistently matching up to the demands of the industry through various industry-academia collaboration initiatives makes us very competitive in delivering special courses and programs in analytics. The Post Graduate Program in Analytics aims to equip the working executives to handle the opportunities and the challenges of big data. The students will get exposure not only to basic concepts in analytics but also to advanced techniques and their applications across functions and industry domains.

The curricula at IBS Hyderabad are industry-oriented and end-user driven. The thrust on Case Pedagogy is because globally, well-written and administered cases in the classroom are one of the best tools for participative education in the field of management. In fact, this combination of rich and up-to-date curricula, a proven case-pedagogical approach, high industry recognition, and accreditations by national and international institutions/organizations is what makes a unique proposition for our students as well as to our several foreign collaborators. In addition, our strong desire to produce 'Doers' and not mere arm-chair managers has resulted in focusing on student growth, both co-curricular and extra-curricular, as something central to our philosophy of education and not as a mere after-thought.

Well-developed Corporate Management Center, large and widespread Alumni Network and popular Management Development Programs at IBS Hyderabad are all additional factors that make the programs beneficial to the students. We are confident that the Post Graduate Program in Analytics will help make an even more significant difference to the corporate world in specific and to the field of data analytics in general.

**Prof. S. Venkata Seshiah,**

Ph.D.

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# The ICFAI Group

Pioneering professional education since 30 years

ICFAI was established in 1984 as a not-for-profit society with the broad objective of empowering citizens through world class quality education. The Institute announced its arrival into the Indian education fora by launching a high end, innovative professional program in financial analysis in 1985. The Program was first-of-its-kind in India, aimed at equipping students and working professionals with cutting-edge knowledge in contemporary areas of finance. Since its establishment, ICFAI Group has made a significant mark in the Indian educational field with a pan-Indian network and presence.

Innovation has been the mainstay of ICFAI Group with innovation prevalent in its programs and even its culture. Subsequently, there was a big leap when ICFAI Group started its chain of business schools (IBS) across India in 1995 to offer management program. Since its inception, IBS has been consistently ranked among the top ranked B-Schools of India providing excellent academic delivery and infrastructure to its students and transforming them into leaders for the future.

Another example that is a testimony to the culture of innovation is the introduction of Case Study methodology at IBS. The Case Research Center at IBS, has become a center of excellence and has won several accolades across the world.

ICFAI Group has 3 Strategic Institutional Units, the ICFAI Universities, the ICFAI Business Schools and the Flexible Learning Programs (Distance Mode). In all the programs offered across these units, the emphasis is on adherence

to academic rigor and differentiated curriculum that bridges the industry – academia gap.

ICFAI Group focuses on learning rather than instruction. In addition, the institute is engaged in important areas of research covering environmental sustainability, agricultural economics, health policy, financial economics, banking, intellectual property rights etc. There have been path-breaking research and good quality publications in these areas.

Flexible and tech enabled learning also plays an important role in ICFAI's teaching methodology. The delivery takes place with the use of hi-tech learning management system at campus programs and content delivery for distance learning through online medium.

ICFAI Group practices the value of academic integrity at all levels. As a policy, admissions are purely based on merit and there is nothing like capitation fee et al. The fee payable is published in the application material and that remains unchanged.

The ICFAI Group's culture of teaching and learning supports and fosters intellectual and personality development among its graduating students. They carry an attitude of ownership of their work. ICFAI Group strives to make the students - DOERS. The programs are designed such that the students & professionals graduating from the institution have the ability to take risks, make decisions and own the work. ICFAI Group system, strongly believes in developing an 'entrepreneurial mindset' among its graduating students.

At ICFAI, students inculcate research and analytical orientation due to its institutional strength and support for the research and development activities. Holistically, the student undergoes a transformative change.

The alumni of ICFAI Group are working in renowned companies world-wide. Collectively, ICFAI Group alumni contribute significantly to the growth story of India.

## Awards won by The ICFAI Group



# The ICFAI Campuses

ICFAI has established 11 Universities across India. The ICFAI Universities are located at Hyderabad (IFHE, which is a Deemed University), Dehradun, Himachal Pradesh (Baddi), Jaipur, Jharkhand, Meghalaya, Mizoram, Nagaland, Raipur, Sikkim and Tripura.



IFHE, Hyderabad



The ICFAI University, Dehradun



The ICFAI University, Jaipur



The ICFAI University, Meghalaya



The ICFAI University, Mizoram



The ICFAI University,  
Himachal Pradesh (Baddi)



The ICFAI University, Raipur



The ICFAI University, Tripura



The ICFAI University, Jharkhand



The ICFAI University, Nagaland



The ICFAI University, Sikkim



# The ICFAI Foundation for Higher Education

Accredited by NAAC with 'A' Grade

The ICFAI Foundation for Higher Education is declared as deemed-to-be-University established under section 3 of UGC Act, 1956.

It has evolved a comprehensive student-centric learning approach consisting of several stages, designed to add significant value to the learner's understanding in an integrated manner, covering relevant knowledge, practical skills and positive attitudes.

## IFHE offers the following programs:

ICFAI Business School (IBS) Hyderabad (Faculty of Management)		
BBA	MBA	Ph.D. (Full time-Part time)
Executive MBA (Part time)		
PG Program in Analytics (Part time)		
Faculty of Science and Technology		
B.Tech.	M.Tech	M.Sc
Faculty of Law		
BBA-LLB (Hons.)   BA-LLB (Hons.)   LLM		

## Campus

The campus at Hyderabad is a 92 acres lush green campus with built-up area of over 16 lakh sq.ft. The campus is fully residential, Wi-Fi enabled and equipped with state-of-the-art facilities.

## Hostels

Hostel facilities are available to all IBS students.

## Sports and Recreation Facilities

Sports play a vital role in all-round development of students. A wide range of indoor and outdoor games facilities are available like Squash, Volleyball etc.

## Academic Infrastructure

Lecture theatres and classrooms are designed to facilitate the case pedagogy that IBS has adopted. All lecture theatres and classrooms are networked, Wi-Fi enabled and fitted with audio visual tools to enhance the teaching / learning experience.

The complete academic monitoring is done through the Intranet - the Campus Net and the Faculty Zone.

## Faculty Resources

The campus has a large and well qualified faculty pool comprising of mostly doctorates with rich industry experience. The faculty members are involved in research, case development, executive development programs and consultancy.

## Computing Facilities

The campus is equipped with the latest state-of-the-art technology of computer network with high speed backbone

(180 MBPS Internet speed) and security through CISCO high end routers.

The campus has exclusive subscription of Microsoft products like Windows XP, Windows 7, Office 2010, Microsoft exchange, SQL server, Adobe products (InDesign, PageMaker, Acrobat, Photoshop), Anti-virus (e-scan) which are being used in day-to-day operations. Teaching labs are licensed with SAP, SPSS, SAS, iThink, Rational Rose, E-views, Microsoft CRM, AutoCAD, Canadian Advanced CAD, Oracle etc.

## Library Facilities

N J Yasaswy Memorial Library with a built-up area of 50,500 Sq. ft. is equipped with latest software packages and large collections of books, CDs, videos, Indian and International journals; magazines and research reports, relating to management and allied subjects. IBS subscribes to several academic online databases like EBSCO business source complete, Econlit, Science and Technology, Emerald management extra, Science Direct (Business Management, Econometrics, Economics and Finance), ProQuest, JSTOR, Annual Reviews (Science and Technology), J-gate (Science and Technology) and Cabells directory; industry databases like CMIE (including Prowess, CapEx, Economic Outlook and Industry Analysis Survey) and Capitaline and business and research oriented online databases like Marketline, Prime Data Base and EPWRF Data Sets.





## IBS, Hyderabad

ICFAI Business School (IBS), Hyderabad (Faculty of Management) is a constituent of the ICFAI Foundation for Higher Education (IFHE).

Since its establishment in 1995, IBS has grown impressively and achieved widespread recognition from business and industry, academic circles and professional bodies.

IBS offers high-quality programs in different areas of management to a cross-section of students, executives and professionals across India. IBS is reputed for innovative program design and delivery, quality courseware, personalized instruction, strong industry interface, research, consultancy and publications.

IBS, Hyderabad has a growing alumni base of over 10,000 who are currently pursuing fast track careers with 600 plus companies in India and abroad.



Rankings	Magazine/ Agency
# 2 in Southern Region	Business World -IPSOS, B-Schools Survey 2014
# 5 in Pedagogy	
# 7 in Intellectual Capital	
# 8 in Industry Interaction	
# 9 in Perceptual Ranking	
# 16 overall	
AAAA-South India	Careers 360 B-Schools Survey 2015
# 2 amongst private B-Schools (All India)	Silicon India B-Schools Survey 2015
# 1 in South Zone	
# 2 in Industry Interface	
# 2 in Academic Excellence	
# 2 in Placements	
# 1 in Infrastructure	

Awards	Source
SkillTree Great Place to Study in India 2014-16	SkillTree Knowledge Consortium
Leading Private University in India 2014-15	Brands Academy Education Excellence Awards
Education Evangelist of India 2013-14	SkillTree Knowledge Consortium

# Academic Networking and Collaborations



IBS, Hyderabad strives to ensure that its students receive an international quality learning experience. In this endeavour, IBS, Hyderabad has received accreditations and collaborations from leading national and international institutions and professional bodies.



**SAQS Accredited**



**NAAC Accredited**



**CRISIL &**



**ICRA Rating**

**IBS, Hyderabad is among the first Business Schools to be graded.**

- CRISIL National Level Rating - A\*\*
- CRISIL State Level Rating - A\*\*\*
- ICRA National Level Rating - EB2 IN
- ICRA State Level Rating - EB2+A

**IBS, Hyderabad is a member of:**

- The Association to Advance Collegiate Schools of Business (AACSB), USA
- Accreditation Council for Business Schools and Programs (ACBSP), USA
- The European Foundation for Management Development (EFMD), Belgium
- Association of Management Development Institutions in South Asia (AMDISA), India

## Networking with International Academic Institutions



Bentley University, MA, USA



Syracuse University, NY, USA



University of Toledo, Ohio, USA



Michigan State University, USA



Oklahoma State University, USA



University of Memphis, Tennessee, USA



Flinders University, Adelaide, Australia



Macquarie University, Sydney, Australia



University of South Australia, Adelaide, Australia



Hong Kong Polytechnic University, Hong Kong

## Industry Collaborations



Bombay Stock Exchange



Intelligroup



Indian Railways



Indira Gandhi Institute of Development Research (IGIDR)



The Econometric Society of India



National Bank for Agriculture and Rural Development – NABARD



National Mineral Development Corporation (NMDC)





## Post Graduate Program in Analytics (Part Time)

For businesses, data analytics involves culling out meaningful information from voluminous data that could provide strategic insights for a faster and more informed business decision. The two key characteristics that separate analytics from more traditional data analysis tools are the availability of huge amount of (Big) data collected across various functions/activities and the development of more sophisticated tools for data cleaning, analysis and visualization. The purpose of this program is to train the participants in various tools and techniques that can aid in data analytics by providing them exposure to various real life examples.

The program is designed specifically for working executives (with a minimum of three years of experience at supervisory/managerial level) who want to develop expertise in data analytics. The program aims to equip the participants with the knowledge of concepts in data analytics and their application across different domain areas and verticals (like Finance, Banking, Insurance, Marketing, Human Resources, Supply Chain, Retail, Healthcare etc.). It offers them the flexibility of acquiring a world class management qualification without having to leave their present jobs/work assignments.

The use of real life data and inputs from practitioners in this program will complement other traditional and innovative modes of course delivery. Experienced faculty members in collaboration with industry experts will conduct individual courses and share the responsibility for learning and evaluation. Specific assignments and a project in line with industry practices/requirements are included in the program to enhance the effectiveness of each course and help in optimal absorption of the knowledge imparted.

IBS Hyderabad provides access and support to world renowned databases, case studies, reference material and software (like R, SAS etc) which form the cornerstone of this program.

### Duration of Program

The duration of the program is 12 months with one Quarter of three months each. The classes will be held on all Sundays and Second Saturdays between 9.00 am and 6.00 pm.



## Program Structure

The program comprises of 9 subjects and one project (in an area of choice). The subjects are covered in first 3 quarters and the project in the final quarter. Each subject has a weightage of 5 credits and the project has a weightage of 5 credits, totalling to a weightage of 50 credits for the program.

The program is a mix of a coursework on statistical techniques and a primer in analytics (Quarter I), domain applications (Quarter II & Quarter III) and a project (Quarter IV). The courses in Quarter I will help develop the concepts and lay the foundation. The courses in Quarters II & III (domain applications) will help the participants to gain an in-depth understanding of the application of data analytics across various domains and verticals. Finally, the project work in Quarter IV will help the participants apply the learnings from the program to a practical scenario.

Program Structure
<b>QUARTER I</b>
<b>Introduction to Data Analytics</b> Basics of Quantitative Methods Basics of Business Analytics Overview of Analytics Tools/Software (SAS/ R/ MS- Excel)
<b>QUARTER II</b>
<b>Domain Applications I</b> Marketing Analytics HR Analytics Healthcare Analytics
<b>QUARTER III</b>
<b>Domain Applications II</b> Banking & Financial Services Analytics Insurance Analytics Supply Chain Analytics
<b>QUARTER IV</b>
<b>Project (In an Area of Choice)</b>



# Admission Modalities (PGP in Analytics)

## Eligibility

- Graduates (any discipline) with 50% and above marks (as calculated by respective University) with medium of instruction as English.
- Applicants must have work experience in managerial or supervisory positions for at least 3 years

All applicants should have completed a minimum of 15 years of education (on 10+2+3 or 10+2+4 basis).

Candidates not meeting the eligibility criteria of English medium in graduation have to submit the TOEFL/ NELT/ IELTS score by September 10, 2016.

## Admission Procedure

The applicants will be shortlisted based on their academic qualifications and work experience.

The shortlisted candidates will be called for the Selection Process in the month of July 2016.

## Selection Process

The selection process comprises of Micro presentation and Personal Interview.

ADMISSION CALENDAR
Last Date for Submission of Application
June 30, 2016
Selection Process
July 13-15, 2016

## FEE

### Admission Fee

Selected candidates are required to pay an Admission Fee of ₹ 80,000 by July 31, 2016 through Demand Draft in favour of "IFHE-IBS Admission Fee A/C (2016)".

## Program Fee

The Program fee of ₹ 3.20 lakhs is to be paid in four equal installments of ₹ 80,000 as per the below schedule:

Due Date	Installment	Amount (₹)
Sep 10, 2016	I	80,000
Dec 10, 2016	II	80,000
March 11, 2017	III	80,000
June 10, 2017	IV	80,000
Total		3,20,000

## Caution Deposit

A refundable caution deposit of ₹ 10,000 is to be paid along with the 1<sup>st</sup> installment of program fee. The Caution Deposit will be refunded without interest (after adjusting for dues, if any) on completion of the program.

Students are expected to have their own laptops at the time of reporting to IBS.

## COMMENCEMENT OF CLASSES:

September 10, 2016.

## CONTACT

For any clarification on program, eligibility, selection process, the candidates may contact Program Coordinator, PGP in Business Analytics on the email id [pgpanalytics@ibsindia.org](mailto:pgpanalytics@ibsindia.org). Queries forwarded on any other email id or taken up with any other person will not elicit any response.

## AWARD OF DEGREE

On successful completion of specified courses and projects, the candidates will be awarded the Post Graduate Program in Analytics by IFHE, a Deemed University.



# The IBS Approach

IBS has a unique and innovative approach to business education, that focuses on providing the right knowledge, imparting the right skills for enduring success in management careers, and shaping the right attitudes.

## Knowledge

As practice precedes theory in business, equal emphasis is placed on concepts and applications. This blending of ideas and actions is achieved through various pedagogic techniques like lectures, case studies, business games, the business research projects, etc.

## Skills

What matters most in business is what one can actually do. Doing well implies mastering and applying the skills - professional, personal and human - required for effective decision-making and execution. IBS trains the students in these skills through a series of soft-skills lab sessions scheduled over the duration of the program.

In addition, case-based learning at IBS helps students develop good analytical skills.

## Attitudes

A critical attribute for success in life is cultivating the right attitudes like positive thinking, risk-taking, opportunity seeking, adapting to change, and achieving a proper balance between divergent goals of life. IBS helps students develop the right attitudes, and encourages them to grow into balanced and well-rounded individuals capable of taking up leadership positions anywhere in the world.

## Business Modelling and Simulation

IBS includes business modelling and simulation games in its curricula for the programs.

## Strong Industry Interface

With experts from a range of leading companies delivering regular guest lectures, and serving as members of various advisory boards.





# Case-based learning

The case study method is a key component of the academic program at IBS, which is one of the few institutions in India who have made case-based learning a critical component of pedagogy.

Almost all the courses at IBS are taught through case studies - the case studies being tailor-made to the requirements of different areas and topics. Student evaluation is based on class participation and written reports. Students are encouraged to analyze the issues in-depth by gathering supporting information - either through published sources or by directly interacting with the companies involved. Both Indian and international case studies are used extensively.

IBS Hyderabad has an in-house Case Research Center that develops case studies on contemporary topics. These case studies based on Indian and International organizations are used extensively in the programs at IBS Hyderabad. IBS case studies have won recognitions at various international case writing competitions.

More than 250 case studies from the Case Research Center have featured in international textbooks like Exploring Corporate Strategy (Financial Times/Prentice-Hall), Strategic Management (Thomson Learning), Strategic Management: A Casebook (Ivey Publishing), International Business (McGraw-Hill Irwin), Strategic Management Competitiveness and Globalization: Concepts and Cases (Thomson Southwestern).

In addition, IBS Hyderabad has a licensing arrangement with Harvard Business School Publishing to use HBS cases.

## Users of IBS Case Studies

The following is a partial list of regular users of case studies developed by IBS faculty:

Organizations	Universities / Business Schools
Adventis	Arizona State University
British Telecom	Boston University
Booz & Company Inc.	California State University
Cadbury Schweppes	Chartered Institute of Marketing
Caterpillar S.A.R.L.	City University
Coca-Cola	Cornell University
Deutsche Bank AG	Harvard Business School
Eli Lilly	Helsinki School of Economics
Ernst & Young	IMD
GHIA Associates	INSEAD
Global Praxis Group	Kellogg School of Management
Goldman Sachs	Kingston University
HayGroup	London Business School
Hewlett Packard	Maastricht School of Management
IBM Japan	NYU Stern School
IBM Russia	Pennsylvania University
Johnson & Johnson	Richard Ivey School of Business
KPMG LLP, USA	SDA Bocconi School of Management
KPMG Russia	Syracuse University
KPMG SA, France	University of British Columbia
M&C Saatchi	University of Cambridge
Novartis International AG, Switzerland	University of Cape Town
McKinsey	University of Edinburgh
PWC	University of Liverpool
P & G	University of Melbourne
Samsung	University of Michigan
Siemens AG	University of Oxford
The Boston Consulting Group (BCG)	University of Pittsburgh
Warner	University of Virginia
	University of Warwick

*"I would like to congratulate ICMR on the excellent selection of cases available for students, professors and authors. The selection encompasses cases with a range of geographic locations, business topics, and cultural issues. I have been particularly pleased with the willingness of the ICMR case authors to update and tailor cases to my needs."*

**– Helen Deresky,**  
Professor Emerita, State University of New York, Plattsburgh, NY;  
Author of *International Managing Management: Across Borders and Cultures*, 7ed. (Upper Saddle River, NJ: Prentice Hall, 2011).



# IBS Case Studies: Prizes in International Case Writing Competitions

## 2015

- Chile's Concha y Toro: A Silver Bullet for the Global Market, Winner in the EFMD Case Writing Competition 2015 (Latin American Business Category) organized by European Foundation for Management Development, Brussels.
- Dr. Jim Yong Kim's Dilemma: International Finance Corporation and the Tata Mundra Power Plant, First prize (Sustainable Finance Track) in the Oikos Case Writing Competition 2015 organized by the Oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland.
- Apple and Conflict Minerals: Ethical Sourcing for Sustainability, Second prize (Corporate Sustainability track) in the Oikos Case Writing Competition 2015 organized by the Oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland.
- From Sweatshops to Sustainability: Wal-Mart's Journey in Bangladesh, Runners up (Corporate Sustainability Track) in the Oikos Case Writing Competition 2015 organized by the Oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland.
- Corporate Entrepreneurship and Innovation at Google, Inc., Winner of The Case Centre's HR/OB category award 2015 organized by The Case Centre, United Kingdom.
- Xtra Power Energy Systems: Winner of \$1000 prize in the John Molson MBA Case Writing Competition 2015, Concordia University, Canada.

## 2014

- Digital Marketing at Nike: From Communication to Dialogue: Winner of The Case Award - Knowledge, Information and Communication Systems Management category, 2014, The Case Centre, U.K.
- Customer Retention at Hyundai Motors India Ltd: Winner in the CEEMAN/Emerald Case Writing Competition, 2013, organized by the Central and East European Management Development Association (CEEMAN) in cooperation with Emerald Publishing, UK.
- Lenovo: From Challenger to Leader: Winner in the EFMD Case Writing Competition 2013 (Emerging Global Chinese Competitors category), organized by the European Foundation for Management Development (EFMD), Belgium.

- Corporate Entrepreneurship and Innovation at Google, Inc.: Winner in the Fourth AESE Case Writing Competition, 2013 organized by AESE Business School, Portugal.
- Husk Power Systems: Lightening up the Indian Rural Lives: Winner of Second Prize in Oikos Global Case Writing Competition (Social Entrepreneurship track), 2013, organized by Oikos International, Switzerland.
- Embedding Sustainability at Novo Nordisk: The Compassion Vs Competitiveness Dilemma: Runner-Up in Oikos Global Case Writing Competition (Corporate Sustainability track), 2013, organized by Oikos International, Switzerland.
- Labor Unrest at Maruti Suzuki India Limited: Finalist in the Dark Side Case Writing Competition, organized by Critical Management Studies Interest Group of the Academy of Management (AOM), 2013, USA.

## 2013

- Tesco - Losing Ground in the UK?: Finalist in the John Molson Case Writing Competition 2013, organized by John Molson School of Business, Concordia University, Montreal, Canada.
- The Social Business Journey at IBM: Winner at the ICSC 2012 (Social Media and Business Category), organized by IBS Hyderabad in collaboration with ecch and Universiti Utara Malaysia.
- Feeding The Hungry Surfers: www.Justeat.in: Winner of Emerald - IBS Best Emerging Case Study award from Emerald Group Publishing, UK; Winner at the ICSC2012 (Marketing & Strategy Category), organized by IBS Hyderabad in collaboration with ecch and Universiti Utara Malaysia.
- Ethical Leadership: Ratan Tata and India's Tata Group: Winner of Third prize in BLR Case Study Competition, organized by Association of MBAs (AMBA), 2012, UK.
- Sustainable Development at PepsiCo: Finalist in the Oikos Global Case Writing Competition (Corporate Sustainability track), 2012 organized by Oikos International, Switzerland.

## 2012

- Sony Corporation - Future Tense?: Winner in Global ECCH Case Awards organized by European Case Clearing House (ECCH), 2012 in the 'Human Resource Management/ Organizational Behavior' category.
- Meltdown in Iceland: Biggest Casualty of the 2008 Global Financial Crisis: Winner in Global ECCH Case Awards organized by European Case Clearing House (ECCH), 2012, in the 'Finance, Accounting and Control' category.
- Water Health International: Providing Safe Drinking Water to the Bottom of the Pyramid Consumers: Winner in 'Inclusive Business Models' category in the EFMD Case Writing Competition, 2011, organized by European Foundation for Management Development (EFMD) and also, the Overall Winner of the Competition.
- Sustainable Development at PepsiCo: Runner-up in the Oikos Global Case Writing Competition 2011 (Social Entrepreneurship Track), organized by the Oikos Foundation for Economy and Ecology, University of St. Gallen, Switzerland.
- Ethical Breaches at News of the World: Finalist in the Dark Side Case Writing Competition, organized by Critical Management Studies Interest Group of the Academy of Management (AOM), 2011, USA.
- Dr. Reddy's Laboratories: Growing Pains: Finalist in the John Molson Case Writing Competition 2012, organized by the John Molson School of Business, Concordia University, Montreal, Canada.



# Research and Publications

IBS faculty members are actively engaged in academic research and case development. During the last five years the Faculty members had published 733 research papers in national and international refereed journals. They also presented 459 papers in national conferences and 99 papers in international conferences.

## Case Research Center

The Case Research Center (CRC) is a center of excellence at IBS Hyderabad, developing high quality internationally benchmarked case studies. The case studies are marketed under two brands – IBS Center for Management Research (ICMR) and IBS Case Development Center (IBSCDC). A dedicated and dynamic team works toward fulfilling the institution's mission of developing high quality case studies.

More than 2000,000 individual copies of our case studies have been purchased by leading B-schools and universities around the world. Our cases have been consistently winning awards in several global case writing competitions.

CRC distributes its case studies through the two websites –

[www.icmrindia.org](http://www.icmrindia.org) and  
[www.ibscdc.org](http://www.ibscdc.org)



Vicky Lester, Deputy Director, The Case Centre, U.K conferred 'Outstanding Contribution to the Case Method Award' to Prof. Debapratim Purkayastha





## IBS Cases in International Textbooks (A partial list)

- Organization Theory and Design, 12th edition, Richard L. Daft, Cengage Learning/Nelson Education, 2015.
- Business Management for the IB Diploma, 2nd edition, Peter Stimpson and Alex Smith, Cambridge University Press, 2015.
- Strategy: Process, Content, Context, 5th edition, B De Wit, Cengage Learning EMEA, 2014.
- What's the Story? The Art of Writing and Communication, (Revised First Edition), edited by Beth Jannery and Daniel Walsch, Cognella, Inc, 2014.
- International Management: Managing Across Borders and Cultures, Helen Deresky, Pearson, 8th edition, 2014, USA.
- Ethical Decision Making, Carolyn Ashe (ed), Cognella, Inc., Preliminary edition, 2013, USA.
- Strategic Management: An Integrated Approach Theory & Cases, 11th edition, Hill/Jones, Cengage Learning, 2013.
- Case Studies in Social Entrepreneurship and Sustainability, The Oikos Collection Volume III, 2013.
- Introduction to Business, Lesley Le Meunier-FitzHugh, 5th edition, Pearson UK Custom Book, 2013.
- Strategic Management: An Integrated Approach Theory & Cases, Charles Hill, Gareth Jones, Melissa Schilling, 11th edition, Cengage Learning, 2013.
- Strategy: Process, Content, Context, Bod de Wit and Ron Meyer, 5th edition, Cengage Learning EMEA, 2013.
- Crafting and Executing Strategy: Concepts and Cases, Thompson, Peteraf, Gamble and Strickland, McGraw-Hill/Irwin, 18th edition, 2011.
- Cases in Social Entrepreneurship and Sustainability, Volume 2, Jost Hamschmidt, Michael Pirson, Greenleaf Publishing, 2011.
- Strategy: Process, Content, Context, 4th edition, Bob de Wit and Ron Meyer, Cengage Learning EMEA, 2010.
- International Marketing, 3rd edition, Pervez Ghauri and Philip Cateora, McGraw- Hill Education, U.K., March, 2010.
- Strategic Management 10th edition, John Pearce, Richard Robinson, McGraw-Hill's publication, 2010.
- Business Ethics and Corporate Social Responsibility, Paul Griseri, Nina Seppala, Cengage Learning EMEA, 2010.
- Multinational Management, 5th edition, Cullen and Parboteeah, Cengage Learning, Inc./Nelson Education Ltd, 2010.
- Strategic Management Formulation, Implementation, & Control, 12th edition, Pearce & Robinson, McGraw-Hill / Irwin, January 2010.
- Strategic Management, Carpenter, Rice, Pearson Australia, 2010.
- Strategic Information Systems Management, Kevin Grant, Ray Hackney, and David Edgar, 1st edition, Cengage Learning EMEA, 2009.
- Cases in Strategic Management: An Integrated Approach, 9th edition, Charles W.L. Hill, Gareth R. Jones, Cengage Learning, Inc.? Nelson Education Ltd, 2009.
- Strategic Management and Competitive Advantage, 3rd edition, Barney-Hesterly, Prentice Hall, 2009.
- International Strategy, Susan Segal-Horn and David Faulkner, Cengage Learning EMEA, 2009.
- Strategic Management Competitiveness and Globalization: Concepts and Cases, 7th edition, Hitt, Ireland, Hoskisson, Thomson Southwestern, 2007.
- Foundations of Marketing, 8th edition, Dale Beckman, John Rigby, Thomson Nelson, Canada, 2003



## Student Life at Campus

The student community at IBS is truly diverse. Students come from different states, social and cultural backgrounds, and all walks of life. They become a part of the IBS community, and get an unparalleled exposure to different cultures, languages, and ways of living.

At the campus there is a designated Student Activities Coordinator, and over twenty-five faculty members as mentors who actively work with students in organizing variety of programs and activities throughout the year. Currently, there are nearly thirty student bodies, including clubs, cells and committees, organizing various student activities. These provide a platform for students to make management a part of their daily lives and practice leadership. They organize and participate in sports and games, in social and cultural events, and are given avenues to hone and exhibit their creative skills in fields as diverse as sketching, public speaking and film-making. Students also organize and participate in activities, which are borne out of social concern, like blood donation camps and environmental protection programs.

Students also participate successfully in national and international inter-business school competitions. One of our students represented India in the Global Youth Marketing Camp organized by Hyundai in Seoul, South Korea in February 2013. Four of our students represented the institute in the Baylor-USASBE Case Research Competition held at Fort Worth, Texas, USA, in January 2014 and were among the top-six finalists worldwide.



## Events at IBS Hyderabad

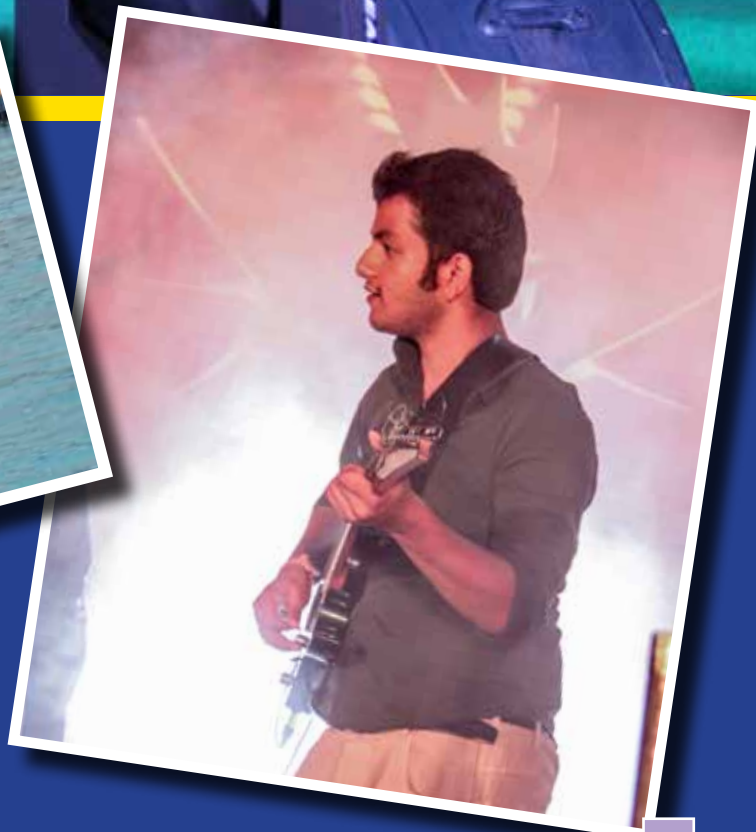


### Trishna – The Cultural and Management Fest

A 3 day mega event organized every year by IBS students, Trishna attracts participants from all reputed B-Schools across the country. Various management competitions, cultural, and entertainment events and recreation activities are held in January.

### Aaveg

Aaveg is an Annual Sports Event held in December every year. Aaveg 6.0 was held in December 2015.



## International Conferences hosted by IBS Hyderabad

S.No.	Title	Date
1.	10 <sup>th</sup> International Conference on Business and Finance – ICBF 2014 In partnership with the Finance Department, Oklahoma State University, USA	January 9-10, 2014
2.	4 <sup>th</sup> International Conference on Applied Econometrics (ICAE-IV) In collaboration with The Indian Econometric Society, New Delhi	March 20-21, 2014
3.	7 <sup>th</sup> Doctoral Thesis Conference	May 2-3, 2014
4.	3rd International Conference on Business Intelligence, Analytics and Knowledge Management	Aug 13-14, 2014
5.	International Conference on Business and Finance 2015	Jan 8-9, 2015
6.	8th Doctoral Thesis Conference in collaboration with IGIDR, Mumbai (8th DTC)	April 23-24, 2015

## Distinguished Guests and Speakers at IBS, Hyderabad

S. No	Guest Speaker	Designation	Organization	Topic	Date	Nos. Attended
1.	Prof. Betty Simkins	Professor of Finance and Williams Companies Professor of Business	Oklahoma State University, USA.	Enterprise risk Management and role of chief risk officer	Jan 8, 2014	180
2.	Prof. I.M. Pandey	Professor of Research	IIML	Financial Management in India	Jan 9, 2014	280
3.	Dr. D N Reddy	Member Chairman Chairman, NBA Appellate Committee, Former Vice Chancellor, JNTU, Hyderabad	UGC RAC / DRDO Ministry of Defense	Perspective, Challenges and Strategies for Higher Education	Mar 5, 2014	120
4.	Dr.R. Radhakrishna Chairperson Former Director Former Chairman Former Vice Chancellor	Chairman Madras Institute of Development Studies, Chennai. IGIDR, Mumbai. National Statistical Commission. Andhra University, Visakhapatnam.	Centre for Economic and Social Studies, Hyderabad.	Inaugural session at The Fourth International Conference on Applied Econometrics (ICAE-IV)	Mar 20, 2014	120
5.	Prof. P A V B Swamy	Former Senior Economist	Division of Research and Statistics, Federal Reserve Board, Washington, D. C, USA.	Specification in Econometric Models	Apr 17, 2014	118
6.	Mr. Sukhadeo Thorat	Chairman	ICSSR	Higher Education In India: Issues Related to Equity, Diversity and Nation Building	Apr 29, 2014	240
7.	Prof. M. R. Rao	Dean Emeritus	ISB	Inaugural Address - 7th Doctoral Theses	May 2, 2014	122
8.	Devanath Tirupati	Director In-charge and Dean (Academics)	IIM, Bangalore	Valedictory Address – 7th Doctoral Theses Conference	May 3, 2014	119
9.	Dr Susan Lund	Partner, McKinsey Global Institute	McKinsey & Co, Washington DC	“US Economic Outlook: Game Changers for Growth”	July 25, 2014	350
10.	Mr Asif Merchant	Managing Director	Catwalk Worldwide	Lessons in Branding	August 20, 2014	190
11.	Mr Jagdish Thakkar	Director and Former President	Vadodara Stock Exchange	Market Outlook 2014-15	August 23, 2014	200
12.	Dr Kiran Bedi, IPS	Former Director General	Bureau of Police Research and Development	Leadership, Management and Governance in Nation Building	September 23, 2014	480
13.	Mr. Harish Bhat	Member, Group Executive Council,	Tata Sons, Mumbai.	The Building Blocks of Outstanding Leadership	Oct 15, 2014	350

14.	Dr. Arun Kumar Joshi	Founder	Himalayan Environmental Studies & Conservation Organisation, Dehradun, Uttarakhand, India	Chief Guest at BIG GREEN National Consultation	Nov 01, 2014	125
15.	Mr. Richard M Rossow	Senior Fellow	Wadhvani Chair, US India Policy Studies, Center for Strategic & International Studies (CSIS), Washington DC.	US-India Economic Ties - The Next Ten Years	December 8, 2014	220
16.	Dr. Prasanna Chandra	Former Professor of Finance at IIM Bangalore, Visiting Professor of Finance at Southern Illinois University, USA, Director of Centre for Financial Management, Bangalore	Director of Centre for Financial Management, Bangalore	Finance for Value Creation	Dec 18, 2014	250
17.	Prof Susheela Kaushik	Former Member and Co-Chairperson of the Committee on UGC scheme on Capacity Building for Women Managers in Higher Education in India and a member and Chairperson on many Committees of UGC and NAAC, former Joint Secretary and General Secretary of Indian Association of Women's Studies	UGC /NAAC	Gender Mainstreaming Higher Education	Dec 19, 2014	125
18.	Prof Vindhya	Professor of Psychology and Chairperson, Academic Programs.	Tata Institute of Social Sciences	Sexual Harassment of Women at the Workplace: Why should we bother about it?	Dec 29, 2014	125
19.	Dr. D Subbarao	Visiting Fellow, National University of Singapore Former Governor, RBI and Former Finance Secretary		RBI Making a Difference to Everyday Lives	Feb 06, 2015	250
20.	Prof. R. Radhakrishna	Chairman, Center for Economic and Social Studies, Hyderabad Former Chairman, National Statistical Commission		Panel Discussion on The Union Budget 2015-16	March 6, 2015	135
21.	Prof. Krishna Murthy Subramanian	Assistant Professor of Finance, Indian School of Business, Hyderabad		Panel Discussion on The Union Budget 2015-16	March 6, 2015	135
22.	Prof. Susheela Kaushik	Former Director of Women's Studies, Delhi University		Gender Sensitization in Management Training	March 30 - April 03, 2015	25
23.	Prof. Reicha Tanwar	Director, Center for Women Studies, Kurukshetra University, Kurukshetra		Gender Sensitization in Management Training	March 30 - April 03, 2015	25
24.	Prof. Usha Rani	Director, Center for Women Studies, Sri Venkateswara University, Tirupati		Gender Sensitization in Management Training	March 30 - April 03, 2015	25
25.	Prof. J S Patil	Former Vice-chancellor of the Karnataka National Law University, Chief Guest for 'Corporate Spectrum: Legal Facies' a two-day seminar held by Faculty of Law, IFHE, Hyderabad		Importance of quality education and higher education	April 10, 2015	125

26.	Sri N Krishna Murthy	Registrar of Companies for the State of Telangana and Andhra Pradesh		Speaker for 'Corporate Spectrum: Legal Facies' a two-day seminar held by Faculty of Law, IFHE, Hyderabad	April 10, 2015	125
27.	Hon'ble Chief Justice Sri Kalyan Jyothi Sengupta	High Court of Andhra Pradesh and Telangana, Guest for 'Corporate Spectrum: Legal Facies' a two-day seminar held by Faculty of Law, IFHE, Hyderabad		Historical roots of corporations and corporate governance from East India Company onwards	April 11, 2015	125
28.	Prof. Venkata Rao	Vice-chancellor of NLSIU, Bangaluru, Guest for 'Corporate Spectrum: Legal Facies' a two-day seminar held by Faculty of Law, IFHE, Hyderabad	NLSIU, Bangaluru	Valedictory address for 'Corporate Spectrum: Legal Facies' a two-day seminar held by Faculty of Law, IFHE, Hyderabad	April 11, 2015	125
29.	Prof. M R Rao	Dean Emeritus, Indian School of Business and Provost, Woxsen School of Business, Hyderabad	Woxsen School of Business	Speaker for IFHE Workshop for PhD Guides	April 14, 2015	120





## IBS Alumni: A growing fraternity

IBS, Hyderabad has a growing alumni base of over 10,000 who are currently pursuing fast track careers with 600 plus companies in India and abroad. Their success in the corporate arena is an eloquent testimony to their skills, abilities and hard work, as well as to the quality and rigor of business education at IBS. This extensive and fast-growing alumni network is one of the strengths of IBS.

In addition to building the reputation of IBS with their success, the alumni remain in touch with each other and with their alma mater through the IBS Alumni Federation (IBSAF).

IBS alumni are pursuing careers in the corporate world in various locations in Asia-Pacific, Australia, USA, Europe and Middle East.

IBSAF facilitates networking among alumni by organizing alumni reunions, class-meets and other related activities. It also assists alumni in lateral career movement and career development. IBSAF also creates opportunities for alumni to interact with current IBS students.



# Faculty Profiles ►



## Faculty Profiles | IBS Hyderabad



**Dr. Y.L.N. Kumar**

MBA, Ph.D.  
HR

His areas of interest are consulting in HR, Training and research in OCB. In his Ph.D., his thesis work was on Organizational Citizenship Behaviour in Banking Sector.



**Prof. Smita Kulkarni**

MBA  
HR

She teaches Organizational Behavior and HRM. She has contributed articles in the magazines and cases in OB and HR.



**Prof. M. Showry**

PGDBM, M.Sc. (Psy.), UGC NET (Ph.D.)  
HR

His areas of interest include HR, Business Strategy, Emotional Intelligence, Neuro Linguistic Programming. He is also the Consulting Editor of Icfai Journal of Soft Skills. He is pursuing Ph.D. on the topic "Attrition and Performance in IT Sector". He has done a Diploma in Educational Psychology from Jeevan Soft and Hyderabad Psychologists Association and NLP Certification from Richard Bandler.



**Prof. Chethana G Krishna**

BE (EEE), PGDBM, PGDCEHR  
HR

She has a 13+ years of experience in handling training and development activities, management development programs, soft skills, behavioral skills, Americanisms, English language labs, in organizations and B- Schools. She has handled and implemented innovative training activities and was instrumental in preparation of project reports, and conduction of seminars. She has published articles in career guide magazines and national journals



**Dr. Ritu Gupta**

MBA, Ph.D.  
HR

Her areas of interest are Time Perspective, Expatriate Management, Team Composition, Integrity in E-recruitment, HR Reputation and Change Management. She has published papers, book reviews, case studies and articles.



**Dr. Bhavna Jaiswal**

Ph.D.  
HR

She teaches HR related subjects. She is a Gold Medalist in MBA and has done Ph.D. (Transactional Analysis and Conflict Mgmt). She has over 9 years of experience in teaching. She teaches HRM, OB, Leadership, Business Communication and Soft Skills. She has published several research papers and articles. Her areas of interest include Transactional Analysis, Conflict Management, Emotional Intelligence and Soft skills.



**Prof. Vasundhara T**

M.Com., PGDM (PM&IR), ISTD  
HR

She is a university rank holder. She conducts training and workshops for in-service and pre-service teachers and is the guest faculty of English and Soft skills at IGNOU and N.G.Ranga Agricultural University. She has presented papers and organized National and International seminars and workshops. She has an experience of 18 years in academics and 5 years in corporate trainings.



## Faculty Profiles | IBS Hyderabad



**Dr. Radha Mohan Chebolu**

MA, M.Phil., MBA, UGC-NET, Ph.D.  
HR

He is a Certified Learning and Development (L&D) Manager, Carlton Advanced Management Institute, USA and a senior faculty in HRM and OB at IBS. He has 20 years of experience in industry and academics. He has to his credit Research Publications of more than 70. Currently, he is the Consulting Editor of IUP Journal of Management Research (IJMR) which got indexed with Cabell, EBSCO and Proquest Databases. He is currently Co-ordinator, Cygnus Research and Consultancy (CRC), of IBS.



**Prof. Mahesh Kumar Soma**

MBA  
HR

He has as an experience of 18 years in FMCG industry and 15 years in teaching. He teaches Soft Skills and Business Communication at IBS Hyderabad. He conducts guest lectures at reputed national institutions like National Academy of Construction, NIMSME (National Institute of Micro, Small & Medium Enterprises), NFC (Nuclear Fuel Complex), NALSAR, ESCI (Engineering Staff College of India) and workshops & MDPs (Management Development Programs) for corporates.



**Dr. Praveen Srivastava**

MBA, PGDHRM, Ph.D.  
HR

He has done Ph.D. in Competency Mapping. He has over a decade experience as an academician, trainer and researcher in the domain of HRM and OB. Human Resource Management, Strategy and OB are his core teaching and training competencies. He Imparts training and consultancy in Competency based HR Practices



**Dr. Pratyush Banerjee**

MBA, Ph.D.  
HR

His areas of interest are International HRM, Training and research on internet applications in HRM. In his Ph.D., his thesis work was on E-recruitment.



**Dr. M. Sitamma**

MA, Ph.D.

Her interests include Leadership and Human Decision processes, Organizational Theory and Behavior, Competency Mapping, and Gender & Diversity in groups.



**Dr. V.S.P Rao**

M.Com, Ph.D.  
HR

He is an award winning author, educationist and consultant. He has authored over 25 books in the areas of Management, OB, HRM and Strategic Management. His areas of interest are Talent Management and Strategic HRM. His thesis work was on HRM in Small Industry.



**Dr. Prerna Chhetri**

M.A (Applied Psychology), PhD (Management)  
HR

Her areas of interest are research in employee behavior in organizations and teaching. Her PhD Thesis was on investigating the role of trust in an organizational setting in enhancing Organizational Citizenship Behavior in employees of the service sector in India.



**Dr. Aruna M**

MA, Ph.D.

She teaches managerial economics and applied economics. She has published and presented research papers in national and international journals and international seminars and conferences in the area of applied economics.

## Faculty Profiles | IBS Hyderabad



**Dr. Aruna Kumar Dash**

MA, M.Phil., Ph.D.

He has five years of industry experience and his areas of interest are International trade & international economics, Thematic research, Macroeconomic research, Demography, Econometric analysis, Micro economics and Managerial economics. He has published articles in national and international journals. He started his career with Epitome Global services, worked as Analyst in Credit Suisse Business and Analytics and was Senior Manager, Economics, in Centrum Broking



**Dr. Koti Reddy T**

MA, M.Phil, Ph.D.

He teaches courses in business finance and managerial economics. He has authored three books titled: Indian economy and contemporary issues in rural India; Interview manual and Indian economy. His area of interest is development economics.



**Dr. Laila Memdani**

MA, PGDM, UGC-NET, SET, Ph.D.

She has overall experience of 22 years in Economics and Finance. She has qualified UGC-NET and SLET simultaneously in 1998 and is recipient of three gold medals at UG Level for highest marks in Osmania University. She also received merit scholarship in HCU for highest marks in entrance exam at master's level. She has presented papers in national and international conferences and publications in national and international journals.



**Dr. I.R.S. Sarma**

Ph.D.

He teaches managerial economics, macroeconomics and business environment. His research areas of interest are development economics and econometrics.



**Dr. Shylajan C S**

MA, Ph.D., PDF

He teaches macroeconomics & business environment, international finance & trade, and managerial economics. His research areas are international economics, macroeconomics, international trade & environment, environmental economics, exchange rate dynamics, etc. Before joining IBS Hyderabad, he was with IIM Calcutta as Post Doctoral Fellow. He was also a Visiting Research Fellow at ICTP, Italy as part of Environmental Economics Program sponsored by UNESCO and Beijer Institute, Sweden. He has authored a book titled "Economic Instruments for Managing Municipal Solid Waste in India". He has published research papers in national and international journals. He was the Consulting Editor of IUP Journal of Public Finance from 2006 to 2012. He is currently Associate Editor of International Journal of Ecology & Development. He is a member of Indian Economic Association and The Indian Econometrics Society.



**Dr. Padmavathi V**

MA, M.Phil, PGDPR, FIII, Ph.D.

She has more than 28 years of experience in teaching subjects of Economics, Life Insurance and Risk Management at postgraduate and graduate levels. She earlier worked as core faculty and Research Coordinator at IIRM (Inst. of Insurance & Risk Mgmt.) and Faculty member of IIIF (International Institute for Insurance & Finance). ICAI has published her book titled "Principles and Practice of Life and Health Insurance" and study material for their course DIRM (Diploma in Insurance and Risk Management). Her articles were published in the International and national journals including Think Piece, Fact File- CII, UK. She has presented more than twenty papers in international and national conferences including APRIA (Asia Pacific Risk and Insurance Association); Conferences in Beijing, Singapore, Tokyo, Seoul and New York

## Faculty Profiles | IBS Hyderabad



**Dr. S Venkata Sessaiah**

MA, M.Phil, Ph.D.

He holds a MA, M.Phil., Ph.D. (Econometrics) from Sri Venkateswara University, Tirupati, A.P. Prior to joining ICAI, he was associated with BITS Pilani, Rajasthan as a faculty member in the Department of Economics and Finance., Siva Sivani Institute of Management, Hyderabad and Kirloskar Institute of Advanced Management Studies, Harihar, Karnataka. He also worked in NCER as Field Investigator. He has 12 years of teaching and research experience. He has published several research articles in the area of economics and finance in the reputed National and International Journals. His areas of interest are financial economics and development economics.



**Dr. Suresh K.G.**

M.A, M.Phil, Ph.D.

He has five years of teaching experience in the area of Economics and presently he teaches Managerial Economics and Macroeconomics. His research interests lie in South-South and South-North trade, Exchange rate and trade and Spillover effects of FDI etc. He has published several articles in reputed national and international journals like Economic Modelling, Journal of Economic Studies, Journal of Quantitative Economics etc. He is serving in capacity of advisory editor of Journal of Economic and Financial Modelling, and in capacity of Associate editor of The Economic Research Guardian.



**Dr. Aviral Kumar Tiwari**

MA, M.Phil, Ph.D.

He holds a M.Phil. (Management: Labour Economics) and Ph.D. (Energy Economics) from ICAI University Tripura (IUT), Tripura. Prior to his pursuit of the Masters of Philosophy (M.Phil.) in Management in IUT, he lectured and tutored at the CMS Girls Degree College Lucknow and BSRB Ambedkar Law College Lucknow. Dr. Tiwari has published about 138 research works in major international and national refereed journals. He is also author of one book and contributed a chapter in a book. Dr. Tiwari is serving as Editor-in-Chief of "Journal of Economic and Financial Modelling", editorial board member of four international journals and a reviewer of major international scholarly journals. His areas of interest are Energy Economics, Environmental Economics, Applied Econometrics, Macroeconomics, Financial Economics, Non-linear time series and Panel data modelling.



**Dr. Subhadip Mukherjee**

MA, M.Phil, FPM

He holds a M.A in Economics from Visva-Bharati University, M.Phil in Applied Economics from ICAI University and Fellow Programme in Management (FPM) in Economics from IIM Bangalore. He participated at the ISI-Warwick Economics Workshop held at ISI Delhi and at the UNESCAP-ARTNeT 8th capacity building workshop held in Bangkok. His areas of research interest include Industrial Organization, International Trade, and Applied Econometrics especially with respect to Micro level analysis of firms and industries, and Development Economics. He has worked on topics related to Micro, Small & Medium Size Enterprises, the Retail Industry, and Macroeconomic issues pertaining to Productivity, Employment, Growth and Trade Reforms. His teaching interests are Microeconomics, Macroeconomics, Econometrics and International Trade.



**Dr. Tallury Syama Sundar**

MA, M.Phil, UGC-NET, Ph.D.

Tallury Syama Sundar holds a PhD from School of Social Sciences, Jawaharlal Nehru University, New Delhi. He holds the NET certification granted as a requirement for teaching at affiliated institutions by the UGC, Govt of India. He holds a Master of Philosophy Degree from the North Eastern Hill University, Shillong. He has been teaching post-graduate courses in Management, & Economics for over a decade-and-a-half at different institutions of repute. His areas of interest within Economics are Macroeconomics, & Economic Governance. He has been an editor for the Journal of Managerial Economics, of the Icfai University Press for about five years till 2011. He has written research papers for conferences & journals in India & abroad..



**Dr. Subhendu Dutta**

MA, Ph.D.

He is a Gold Medalist in MA and Ph.D. in Economics from Assam Central University. He has been teaching economics for the last fifteen years and his teaching interests include managerial economics, macroeconomics and agricultural economics. His research areas include rural credit, poverty, micro finance, and economic development in general. He has presented papers in both national and international conferences and has two books and a number of research publications to his credit, both in national and international journals.

## Faculty Profiles | IBS Hyderabad



**Dr. Abhilash Ponnamp**

PGDBM, Ph.D.  
Marketing

He was a Visiting Scholar at Graduate School, The University of Memphis, USA. To his credit he has a good publication record in A\* and reputed international journals. He teaches courses in qualitative marketing research, brand management and business research methods for MBA and Ph.D. students. He has conducted several workshops in the areas of marketing analytics and advanced research methods. Case studies authored by him are archived in reputed repositories such as The Case Center and Sage Business Research Methods case series.



**Dr. Aditi Sarkar**

M.Sc, Ph.D.  
Marketing

Dr. Aditi Sarkar Sengupta is an Assistant Professor in Department of Marketing and Strategy at IBS Hyderabad. Articles authored by her are published in reputed international journals such as Journal of Business Research and International Journal of Bank Marketing. She was a visiting scholar at University of Memphis, USA. Her book chapter is published with Springer International Publishing. She has presented papers in international conferences of great repute, namely AMA and AMS conferences. One of her research papers was awarded as the most commendable paper in International Journal of Emerging Markets. Her research interests lie in the area of services marketing, consumer behavior, user generated online contents and experimental designs. She teaches courses in services marketing and marketing management at post graduate level.



**Dr. Dipanjan Kumar Dey**

B.Tech., MBA, Ph.D.  
Marketing

He was a Visiting Scholar at Spears School of Business, Oklahoma State University, Stillwater, USA. His research interests include health services and business analytics. Subjects taught include Product Management, Marketing Research, Business Research Methods, Operations Management, Marketing Management. He is a SAS certified professional.



**Dr. Ankit Kesharwani**

Ph.D.  
Marketing

He is an assistant professor of marketing and strategy at IBS Hyderabad, IFHE University. He is a doctorate degree in Management (Marketing) from IBS Hyderabad. He was a visiting scholar at Fogelman College of Business and Economics, University of Memphis, USA during August 2011 to June 2012. He has published several research papers in reputed international journals including Services Marketing Quarterly, International Journal of Bank Marketing, Journal of Digital and Social Media Marketing, Journal of Internet Banking and Commerce, Greatlakes Herald, etc. His teaching interests include online marketing, marketing management, marketing research, and marketing analytics. His research revolves around topics in innovation and the diffusion of technology, technology adoption, and website quality.



**Dr. Debajani Sahoo**

MBA, Ph.D.  
Marketing

She has ten years experience in academics. Her areas of interest are Services Marketing, Customer Relationship Management, Marketing Management and Consumer Behavior. Her research focuses on customer satisfaction, customer equity customer lifetime value, customer loyalty programme. She has published in many national and international journals and presented papers in various conferences. She is a reviewer for the Journal of Services Research, Journal of Case Research, and Apeejay Journal of Management.



**Dr. Rajdeep Chakraborti**

MBA, Ph.D.  
Marketing

He completed his Ph.D. from IFHE and is an MBA from the West Bengal University of Technology. Teaches courses in the MBA and Ph.D. Program and actively pursues research interests in Consumer Behavior, Sports Marketing, Fan Behavior and Product Disposition. He has presented papers at some of the most reputed conferences in Marketing such as the Association of Consumer Research Annual Conference, 2015 CORS/ INFORMS International Conference. Presently teaches courses in Product Management and Marketing Research.

## Faculty Profiles | IBS Hyderabad



**Prof. G Madhavi**

MBA  
Marketing

She has a twenty years of combined experience in Industry, Academics, Research & Training. Worked with Dr.Reddy's Group & RPG Group. She has written Edited books on CRM, Branding and Marketing and published several research papers. Was Research & Class Coordinator at IBS, Mumbai before joining IBS Hyderabad. She is the recipient of "Best Professor in Marketing Management" Award by 20th Business School Affaire & Dewang Mehta Business School Awards. Received IBSAF "Best Teacher" Award for Overall Performance. Received "B-School Professors / Teachers who continuously innovate in Style & Substance for Academic Excellence" Award at 7th DNA Innovative B-school Awards. Teaches Business Strategy, Services Marketing, Marketing Management, CRM, Marketing Communications & Consumer Behaviour. Her current areas of interest for research are Social Media, Services Marketing & Consumer Behavior



**Dr. Vijayudu Gnanamkonda**

MBA, Ph.D.  
Marketing

He has done MBA and Ph.D. in Management Studies from SVU, Tirupati. He has an overall eleven years of teaching experience and two years of industry experience. Has published 7 papers in international journals, 2 in national journals and 6 in edited books. At IBS Hyderabad



**Dr. Mukesh Kumar Mishra**

MBA, Ph.D.  
Marketing

He was a Visiting Scholar at College of Business and Innovation (COBI), University of Toledo, USA. His research interests include brand management, marketing communications, green marketing and tourism marketing. Earlier, he worked for ICICI Prudential and HDFC Bank for 4 years before entering into academics..



**Dr. Aditya Shankar Mishra**

MBA, Ph.D.  
Marketing

He was a Visiting Scholar at College of Business and Innovation (COBI), University of Toledo, USA. His research interests include brand management, marketing communications, green marketing and tourism marketing. Earlier, he worked for ICICI Prudential and HDFC Bank for 4 years before entering into academics..



**Dr. Mohandas J Menon**

M.Sc., Ph.D.  
Marketing

He has more than three decades of hard-core Marketing & Selling experience apart from eight years of full time teaching experience. Has worked in the most competitive environment both in India and abroad. He has worked in companies like Indian Oxygen, Philips India, and MRF apart from working abroad. He teaches Marketing Management and allied areas. He has presented papers and has written for several publications. He has been Visiting Faculty Member for Post Graduate Degree/Diploma Courses in Marketing Management at prestigious Institutes (from 1988 onwards)



**Dr. K.S. Venu Gopal Rao**

MBA, Ph.D.  
Marketing

He has teaching experience of 12 years. He moved on to Academics, Training and Consulting after a stint in Industry spanning 14 years. At IBS he teaches courses in Marketing Management, Sales & Distribution Management and Strategic Marketing Management in the MBA Program and Seminar courses in the Doctoral Program. He takes active interest in Training Programs for management teachers and in Executive Education. He has handled training programs for Senior and Middle management professionals and loves to try new pedagogies such as Simulations to make classroom instruction interesting and effective. He takes interest in Research and has published in national and international journals and presented papers in International Conferences. He is the Head of the Dept. - Marketing & Strategy and the Consulting Editor for the IUP Journal of Business Strategy.

## Faculty Profiles | IBS Hyderabad



**Prof. P.V. Murali Krishna**

MBA Marketing

He has about three decades of experience in Industry and Academics. Has served in different capacities in different sectors like Information Technology, Packaging, Transportation, Sea Foods Etc. He has worked with Administrative Staff College of India and IIMA. At IBS he teaches courses in Strategic Marketing, Business to Business Marketing, Sales and Distribution Management.



**Dr. Prakash Chandra Karalapudi**

PGDM, MBA (USA), Ph.D.  
Marketing

He has 14 years of teaching experience (MBA students) and presently he is working as a full-time faculty @ IBS. Hyderabad and teaches Marketing Management related courses. He has more than 17 yrs of continuous managerial experience in USA at different levels. He has done MBA from OKLAHOMA UNIVERSITY, USA. He received merit-scholarship all through his scholastic period (MBA), in USA. Conducted MBO (Management By Objectives) seminars in Tokyo, London, Singapore, Frankfurt, New York, Los Angeles, San Francisco, Oklahoma City, Houston, Orlando, Florida, and many other cities in USA. He has contributed many articles to national and international journals.



**Dr. Rik Paul**

Msc (Biotech), Ph.D.

Prior to his career in academics he was an EHS consultant for multiple MNCs. He earned his Ph.D. in marketing from IFHE University. He is professionally trained in management pedagogy from The International Management Teachers Academy; IEDC Bled School of Management, Slovenia and has authored many articles that have appeared in both national and international journals of repute. Being actively involved in writing management case studies; he has won several awards and recognitions from international organizations like CEEMAN, Emerald Group (UK), The Case Centre, John Molson School of Business (Canada). He is a regular resource person in MDPs organized by IBS Hyderabad. His teaching, research and training interests encompass Services Marketing, Strategic Marketing Management and Consumer Behaviour.



**Prof. Rajan Mani**

BA (Economics), PGDBM (XLRI)  
Marketing

He has a corporate experience of almost two and a half decades covering sales management, materials management and corporate planning in engineering and automobile companies in very competitive environments. At IBS, he teaches Business Strategy, Business Ethics & Corporate Governance, Sales & Distribution Management and Customer Relationship Management.



**Prof. JSK Chakravarthi**

MBA  
Marketing

He has overall 13 years of experience in teaching and four years of industry experience. At IBS he teaches courses in Services Marketing, Sales and Distribution, Marketing Management and CRM. He has published research papers in journals and attended conferences for presenting his papers.



**Dr. Purna Prabhakar Nandamuri**

MA, M.Sc., MBA, Ph.D.  
Marketing

He is a doctorate in Management. Besides a Masters in Business Administration he has completed his masters' in Psychology & English Literature. He has been into academic career for the past 9 years and prior to that he the Indian Railways for 20 years. He has published one book and about fifty research papers in various national and international journals. His areas of interest are Business Strategy, Brand Management and Entrepreneurship. At IBS he conducts courses in Business Strategy and Advanced Strategy to Ph.D. students.

## Faculty Profiles | IBS Hyderabad



**Prof. Shailendra Singh Bisht**

MA, MBA  
Marketing

At IBS, he teaches basic courses in marketing management and electives in marketing including brand management and business to business marketing. His recent research work has been in the areas of affordability, accessibility and acceptance in micro-finance, health care and education services marketing. As an academic and researcher in management, he has managed and disseminated research in education, healthcare and micro-finance interventions in India. He has presented his work at various research and public policy conferences and subsequently published in peer reviewed publications including Telecom Policy Journal, Social Indicator Research, International Journal of Bank Management, etc.



**Prof. Sriram Rajann**

PGDBM, MIPL  
Marketing

He has over two decades of corporate experience in Marketing Management and International Business and Operations, in multi product, multi locational groups operating in highly competitive environments. He has 10 years of full time teaching experience at IBS where he teaches subjects like Marketing, Brand Management, Business ethics and Corporate Governance, Strategy and Retailing.



**Prof. Srikanth G K**

BE, P.G.D. (IIFT)  
Marketing

He is a Post Graduate in Foreign Trade from Indian Institute of Foreign Trade. Prior to joining IBS he was an Export consultant for ten years. Since last eleven years he is with IBS Hyderabad and teaches courses in Business Strategy, Marketing. At IBS he teaches courses in Business Strategy and Entrepreneurship. He takes active interest in student activities and training programs for managers.



## Faculty Profiles | IBS Hyderabad



**Dr. Hyma Ch**

M.Com., MBA, Ph.D.  
Marketing

She is a Doctorate in Management from Acharya Nagarjuna University, Guntur. She did her masters in Management and Commerce from Nagarjuna University. She has one year of consulting experience and a total of fifteen years of academic and research experience. At IBS she teaches courses in Marketing Management, Business Strategy and Business Ethics.



**Prof. Amnaganti Srikant**

B.Tech., PGDM  
Marketing

He is currently working as a Associate Professor in the area of Marketing. He has 12 years of work experience in the industry before joining IBS, Hyderabad. He teaches courses in Marketing Management, Services Marketing and Sales & Distribution Management and takes active interest in student activities.



**Prof. Debapratim Purkhayastha**

MBA, MS, Dip.TD  
Marketing

He has experience of more than 13 years in industry, research and academics. He is actively involved in the Case Research Center at IBS Hyderabad, and the Consulting Editor of Case Folio. He has authored a number of case studies in Strategy, Marketing, etc., that are taught in leading B-schools around the world. He won many Global case writing competitions and his case studies have been published in International textbooks in Strategic Management, International Management and Marketing.



**Dr. Vaibhav Shekar**

MBA, Ph.D.

He was the Visiting Research Scholar at Bentley University Boston, USA (2009-10). He has 5 years of teaching experience in which he has taught courses in Services marketing, Retail management, Marketing research and Quantitative Methods for business. He has also conducted training sessions in various management develop programs organized by IBS Business school. Has published research papers in various national and international journals like International Journal of Bank Marketing, Journal of Global Marketing, Marketing Management Journal and Vikalpa (Journal of IIM-Ahmedabad). He has also presented his research work at international conferences such as those conducted by IIM-Lucknow, Academy of Indian Marketing, and American Marketing Science.



**Dr. Sudeepta Pradhan**

M.Com, ML, Ph.D.

She is a Masters in Commerce and Masters in Business Laws. To her credit she has publication record in a few B category journals (ABDC) and several reputed national and international journals. She has also authored chapters in books published by Tata McGraw Hill, Abramis Publishing House (UK) and Excel publishers to name a few. She has also published several cases in ECCH and in journals as well. She handles courses in Business Strategy, Ethics and Legal Environment of Business.



**Dr. Tathagatha Ghosh**

MBA, Ph.D.

Completed his doctorate from IFHE University in the year 2014 and has an overall experience of eight years. To his credit he has a good publication record in reputed international journals. He has presented many research articles in national and international conferences. He teaches courses in marketing research, online marketing and marketing management for MBA students.

## Faculty Profiles | IBS Hyderabad



**Dr. S. Vijaya Lakshmi**

M.com, Ph.D.  
Finance

She is a Professor in Accounting and Finance area and Dean Academics. She has done M.Com and Ph.D. from Andhra University, Visakhapatnam. Her research interests are Forensic accounting and valuations. She has published several research papers in both national as well as International journals. She has participated in various national and international conferences in the area of business and finance. She has publications in Scopus listed Journals. She conducted International Conference on Business and Finance. She has been with IBS since 14 years.



**Prof. T S Rama Krishna Rao**

MBA  
Finance

He is an Associate Professor in Finance at IBS. He has over 22 years of experience in the banking industry. His research interests are in the areas of Credit scoring and retail credit.



**Dr. Vighneswara Swamy P M**

MBA, Ph.D.  
Finance

He is a Professor in Finance at IBS. He has a perfect blend of industry experience and meritorious educational background. He is amongst the toppers in the UGC-NET exam. Being a Certified Associate of Indian Institute of Bankers (CAIIB) which is equivalent to masters in banking, he holds Post-CAIIB Special Diploma in Banking. His research interests are in the areas of Risk Management in Banks, Financial Intermediation, Management of Banking and Financial Institutions and Microfinance. He has published several research papers in international and Indian journals. He has authored a customized text book titled "Risk Management in Financial Institutions". He has participated in various international and national conferences in business economics and finance. He has been selected for the Post-Doctoral Research Fellowship by the UGC. He is also the winner of the Macro Research Award of Indian Institute of Banking & Finance (IIBF). He is also selected for the Sri Ratan Tata Visiting Fellowship for pursuing research at Institute of Social and Economic Change (ISEC).



**Dr. Yanamandra Guruvenkata Sivaram**

MA, Ph.D.  
Finance

He is presently Controller of Examinations at IFHE University, Hyderabad. He was a banker with experience of more than two decades in a public sector bank. During his tenure in the bank, he held various positions at branch level in audit, vigilance, training, mutual funds and other areas. He has been with ICFAI since 2001 having worked at ICMR, Academic Wing, IBS, Pune and presently at IBS, Hyderabad. He is associated with case studies development, courseware development, teaching, academic administration, etc.



**Prof. C.V. Kumar**

MBA  
Finance

He is an Associate Professor in Finance at IBS. He worked as Faculty Chief of Andhra Bank's Staff Training Center. He teaches in the areas of banking and finance at IBS.



## Faculty Profiles | IBS Hyderabad



**Prof. D. Sreenivasa Chary**

MBA,  
Finance

He is an Associate Professor in Finance at IBS. He has 30 years of experience in banking industry. His areas of interest are Finance & Banking. He teaches Project Appraisal & Finance, Financial Management, Strategic Financial Management, Investment Banking and Financial services, Treasury Management, Risk Management in Banks, Management Control Systems, Business Ethics and Corporate Governance, Retail Banking, International Banking, Banking Management, Credit Management and allied areas.



**Prof. Satish D**

MCom, CFA  
Finance

He is an Associate Professor in Finance at IBS. He is a CFA and has rich industry and teaching experience. He teaches courses in finance. He has more than 13 years of experience in Consulting and Executive Training. He was a regular columnist with Financial Times edition of the Times of India. He also worked earlier as consultant and associate editor.



**Dr. V. Narender**

MBA, Ph.D.  
Finance

He is an Associate Professor in Finance at IBS. He teaches Financial Management, Accounting for Managers, Financial Services, Management Control Systems, Investment Banking and Advanced Cost Accounting. He is the consulting editor of the IUP Journal of Account Research and Audit Practices



**Prof. Padmavathi C**

M.Com., FCA  
Finance

He is an Associate Professor in Finance at IBS. She is a Fellow Member of the Institute of Chartered Accountants of India with over a decade experience in teaching. She teaches Financial Accounting, Financial Statement Analysis, Management Accounting and other allied areas. Other areas of interest include IFRS & USGAAP and Microfinance.



**Prof. Suryanarayan Mohapatra**

MBA, CISA  
Finance

He is an Associate Professor in Finance area at IBS. He has 28 years of experience in the banking industry. His areas of interest include risk management in banks, corporate finance and leveraging of IT in banking. He teaches courses in banking and finance. His research interests are in the areas of operational risk management in banks. He is the area coordinator for the department of Finance and Accounts.



**Prof. Narasimham Pappu**

PGDBM, LLM (UK)  
Finance

He is an Associate Professor in Finance at IBS. He worked as faculty member and corporate trainer at reputed institutions in India. His areas of interest include Financial Management, Financial Control Systems and Business Laws.



**Dr. Biraj Kumar Mohanty**

M.Com., Ph.D.  
Finance

He is an Associate Professor in Finance at IBS. Before joining IBS he worked in JK Lakshmi Pat University, Jaipur. His areas of interest are Accounting for Managers Financial Statement Analysis, Financial Management. He has done M.Com and Ph.D. from Utkal University, Bhubaneswar. He has 12 years of teaching and 15 years of industry experience.



**Dr. Sangram Keshari Jena**

MBA, Ph.D.  
Finance

He is an Associate Professor in Finance. Before joining IBS he worked in Karvy Stock Brokering Ltd, Bhubaneswar. His areas of interest are Financial Derivative, Asset Pricing & Market Structure. He has 12 years of industry experience

## Faculty Profiles | IBS Hyderabad



**Dr. Subrahmanya Prasad D**

MBA, Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He teaches Financial Management, Security Analysis, Strategic Financial Management, Mergers and Acquisitions (M&A). He is having wide ranging experience in banking industry and allied areas. He has contributed several articles to research journals.



**Prof. K. Rajyalakshmi**

LLB, FCA  
Finance

She is an Assistant Professor in Finance at IBS. Her area of teaching interest is Financial management, Financial accounting, Project management and Management accounting. She has published research articles, case studies in various journals and magazines.



**Prof. Anita C**

MBA, CTM  
Finance

She is an Assistant Professor in Finance at IBS. She has cleared UGC NET. She has been associated with content development in the areas of financial markets, treasury and forex management, fixed income analysis and valuation and other allied areas of finance. She facilitated mock dealing training program at Business Schools. Mock dealing trades were conducted using live Forex, Capital and Debt markets through live technical software. (Iris Spider soft, Newswire-18, Reuters and ITMS)



**Prof. Velagala D M V Lakshmi**

MBA (Finance), MS (Finance), CFA,  
UGC NET and Ph.D Pursuing

VDMV Lakshmi is a faculty in Finance with around 16 years of experience in teaching and research. Her areas of teaching interest include Corporate Financial Management, Security Analysis, Portfolio Management, Financial Risk Management, Fixed Income Securities etc. Her research interests are Asset Pricing, Mutual Fund Performance Analysis, Market Efficiency, Event Studies etc.



**Dr. Nemiraja J**

M.Sc., Ph.D.  
Finance

He is an Assistant Professor in Finance. He has done Ph.D. in Management with specialization in Finance from IFHE Hyderabad. As a part of his Ph.D. program he visited Oklahoma State University for about a year as a Visiting Research Fellow. He has work experience of three years in the banking industry. His research interests include financial regulations and capital structure decisions. He has published many research papers in national level journals. His areas of interest are Capital Structure, Financial Institutions and Financial Regulations



**Dr. Kavita Wadhwa**

M.Com., Ph.D.  
Finance & Accounting

She is an Assistant Professor in Finance at IBS. She was a visiting scholar to Syracuse University, New York. She holds two Ph.D. degrees. Her first Ph.D. dissertation is in the area of mergers and acquisitions. Her area of second Ph.D. dissertation is market timing, pseudo market timing and investment motives of IPOs and SEOs. She has published papers in reputed journals indexed in Scopus and presented papers in national and international conferences in India and abroad. Her research interests are in the areas of Mergers and Acquisitions, IPOs and SEOs, Market Timing, Market Valuation and Corporate Governance.



**Dr. Yogesh Kumar Chauhan**

MBA, Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He was a visiting Scholar at University of Toledo, U.S.A. He has presented research papers in various international finance conferences and has a number of publications in national and international journals. His research interests are in the fields of market microstructure and derivatives. He has publications in the Scopus listed Journals.

## Faculty Profiles | IBS Hyderabad



**Dr. Pranathi Mohapatra**

M.Com., Ph.D.  
Finance

She is an Assistant Professor in Finance at IBS. She teaches Financial Management and Accounts for Managers. Her research interests are in the areas of Corporate Governance, Corporate sustainability, Corporate Governance.



**Dr. Raveesh K**

MBA, Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He is UGC NET qualified. He teaches Accounting for Managers, Corporate Finance. His research interest include Capital Structure and Corporate Debts.



**Dr. Rajesh Pathak**

MBA, Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He teaches Accounting and other Finance allied courses. He has worked with Reliance Communication, Shriram Group of Companies and ICICI Prudential before joining IBS. He has authored research papers and cases in the area of accounting and finance in reputed journals and presented papers in international conferences in India and overseas.



**Dr. Ranajee**

MMS, Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He is UGC NET qualified. He teaches Accounting for Managers, Corporate Finance. His research interest include Capital Structure and Corporate Debts.



**Dr. Ajay Kumar Mishra**

M.S., Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He teaches financial management and financial markets & services. His research areas include market microstructure, implication of trading rule & regulation, asset pricing and short selling practices. He was visiting research scholar at Fogelman College of Business and Economics, University of Memphis, TN, USA.



**Dr. Girish G.P.**

MBA, Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He teaches Corporate Finance, Security Analysis. His research interests include, "Energy Economics", "Commodities" and "Risk Management".



**Dr. Satish Kumar**

MBA, Ph.D.  
Finance

He is an Assistant Professor in Finance at IBS. He teaches Accounting and other Finance allied courses. He has worked with Reliance Communication, Shriram Group of Companies and ICICI Prudential before joining IBS. He has authored research papers and cases in the area of accounting and finance in reputed journals and presented papers in international conferences in India and overseas.



**Prof. Pavana Jyothi**

M.Com., C.S.  
Finance

She is a qualified company secretary and a member of Institute of company secretaries of India. She worked as an Associate Company Secretary for 3 and half years at Y.V.Rao & Associates and worked as a guest faculty for varies institutions in the area of law & finance. She is pursuing her PhD from GITAM University in the area of Corporate Governance.

## Faculty Profiles | IBS Hyderabad



**Prof. Siddula Narsimhulu**

M.Com., MBA  
Finance

He submitted his Ph. D thesis on “Commodity Derivatives: Effectiveness in Price Discovery and Risk Management” to the Osmania University for evaluation and awaiting results. He is qualified in UGC – NET in Management and Commerce. He has 9 years of teaching and research experience and handled courses on Financial Management, Security Analysis and Portfolio Management, Financial Risk Management, and Accounting for Managers.



**Dr. P. Bhanu Sireesha**

MBA, Ph.D.  
Finance

She is an Assistant Professor in Finance at IBS. She has done master in Commerce from Osmania University. She did her Ph.D. in Finance on “Stock Market Volatility” from Osmania University. She was associated with a major UGC Research Project at Osmania University, titled, “Implications of IFRS adoption on Corporate Reporting Practices in India – an Empirical Investigation”. She has 17 years of teaching and research experience and handled courses on Financial Management, Financial Accounting and Business Statistics and Quantitative Techniques.



**Dr. Sudhakara Reddy Syamala**

M.Sc. PhD (Finance)  
Finance & Accounting

He is an Assistant Professor at IBS. His research interests are Market Microstructure, Financial Markets and Asset Pricing. He was Visiting Scholar at Martin J. Whitman School of Management, Syracuse University, New York. Earlier, he worked as Software Test Engineer at Clinsoft Technologies. He has several national and International as well as Scopus listed Journal publications to his credit.



**Prof. Shridharan L**

M.Stat. (ISI, Kolkata)  
Operations

He has carried out a major cross country study on corporate and industrial competitiveness in select Asia-Pacific countries. His areas of interest include industrial competitiveness, corporate strategy, industrial clusters and business research. He teaches quantitative applications in business and allied areas.



**Dr. Venkateswara Rao Korasiga**

MBA, Ph.D.  
Operations

He teaches Operations management SCM, and IT courses. He has above 30 years of both teaching and industry experience.



**Dr. Nasina Jigeesh**

MBA, Ph.D.  
Operations

He has above 25 years of experience in teaching (India and abroad) and industry. He teaches IT courses. He has refereed articles and research papers for reputed journals and conferences. He is the consulting editor of the IUP Journal of Knowledge Management.



## Faculty Profiles | IBS Hyderabad



**Prof. Muralidhara G V**

PGDM (IIM-B) CFA  
Operations

He has an experience of more than 30 years in public sector and private sector organizations and has held senior level positions in the area of operations, project management and profit center management. His areas of interest are business excellence, business alliances and performance improvement



**Dr. Sashikala Parimi**

M.Sc. Ph.D.  
Operations

She teaches Quantitative Methods, Business Research Methods, Operations research, MIS, SCM, Business intelligence, Data mining and Data warehousing using SPSS & SAS. She has presented and published papers. She is the consulting editor of the IUP Journal of Computational Mathematics.



**Dr. Vishal Mishra**

MMS, Ph.D.  
Operations

He was a Visiting Scholar at McCallum Graduate School of Business, Bentley University, USA. He teaches quantitative methods, business research methods & business statistics.



**Dr. Venkata Siva Gabbita**

M.Tech (REC) Ph.D.  
Operations

He teaches strategy, operations management, marketing research and quantitative methods. He has published articles in journals and magazines.



**Dr. Sindhuja P N**

Ph.D.  
Operations

She was a Visiting Scholar at College of Business Administration, The University of Toledo, USA. Her areas of interest are Information Systems and Supply Chain Management. Currently she is doing research related to organizational and inter-organizational Information Security Management. In her Ph.D. work, she examined the impact of information security initiatives on supply chain performance.



**Dr. Nikhat Afshan**

M.Sc., Ph.D.  
Operations

Her research interest is in Supply chain management. She has published papers and case studies in national and international journals, attended conferences and workshops



**Dr. Jighyasu Gaur**

M.Sc., Ph.D.  
Operations

He teaches Operations Management. His research interest lies in the areas of Green Supply Chain and Performance Metrics. He has presented papers in conferences.



**Dr. Shantanu Shankar Bagchi**

M.Sc., Ph.D.  
Operations

His research interest lies in the area of Inventory Management, Production Scheduling and Green Supply Chain. He has published papers in national journals and presented papers in national and international conferences.

## Faculty Profiles | IBS Hyderabad



**Dr. C. Lakshmi Devasena**

MCA, M.Phil., Ph.D.  
Operations

She teaches Information systems for managers, Quantitative methods, Advanced computing techniques, etc. She has about 6 years of both industry and teaching experience. She has published papers in national and international Journals.



**Dr. D. Sarvanan**

Ph.D.  
IT

He is teaching and publishing both national and international Journals. His areas of interest are Data Mining, Distributed Computing and research interests are Data mining and Knowledge extraction.



**Dr. Samyadip Chakraborty**

Ph.D.  
IT and Operations

He is an assistant professor and interested both in teaching and research. His research areas are Supply Chain Management; Healthcare Management; Knowledge Management. He has published both in national and international journals.



**Dr. Santanumandal**

MBA, Ph.D.  
IT and Operations

He is an Assistant Professor and interested in both teaching and publications. His teaching areas are Operations & IT and research interests are on supply chain, and risk management.



**Prof. N. Siva Prasad**

M.E  
Operations and Systems

He has rich industry experience of nearly 36 years in different industries. His teaching areas are operations and systems. He worked in quality training and networking also.



**Prof. Santosh Kumar Yadav**

MBA  
IT & Operations

He is a faculty associate teaching operations and supply chain management and research interests are in operations management. He is pursuing Ph.D.



**Prof. Shankha Sengupta**

MBA  
Operations and IT

He is teaching operations and systems and pursuing Ph.D. His teaching areas are operations and systems and research interests are supply chain management and information systems.



**Prof. Sandeep**

M.Tech (IIT Madras)  
Information Systems

He has vast industry experience in different in the area of information systems. He worked in so many companies and worked nearly 20 years. He applied so many projects of his interest in real life situations









## **The ICFAI Foundation for Higher Education(IFHE), Hyderabad**

**(Declared as a Deemed-to-be-University under Section 3 of the UGC Act, 1956)**

**Campus**

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