

AMRITA SCHOOL OF BUSINESS COIMBATORE

RESEARCH NEWSLETTER
June - October 2023



Research @ASB Coimbatore

Research at Amrita School of Business Coimbatore is not just another academic activity but a part of our culture. We champion sustainability with societal impact engaging global frontrunners

WHAT'S INSIDE THIS ISSUE?

- **Research Activities**
- **Faculty Publications**
- **Outreach and FDPs**
- **Research Stakeholders**
- **Research Scholar Publications**
- **Research Grant**
- **Acknowledgements**

RESEARCH ACTIVITIES



DR. MADHAN KUMAR P

4 August 2023

Dr. Madhan spoke on “Systematic Literature Review ” and presented nuances of different kinds of literature reviews while also shedding light on various tools and techniques, which can be used to conduct a literature review in an efficient manner. He also shared ways to apply literature review techniques in their own research.

PROF. ARPAN K. KAR

11 August 2023

Prof. Arpan K. Kar shared insights on “Theory building in management based on big data driven research”. He presented ways to reach right data through information system algorithms. He highlighted the algorithms used in social media to manage ample amount of data.



MS. MANSI MANSI

8 September 2023

Ms. Mansi Mansi joined ASB Coimbatore to talk about “Sharing and Exchanging Research Ideas” Webinar on Companies’ Accountability towards their Waste”. She shared techniques of companies that understand, account, report the impact of biodiversity in their organization.



DR. SEARAT ALI

20 September 2023

Dr. Searat Ali shared views on “Understanding Researchers’ Perceptions and Experiences in Finance Research Replication: A Case Study of Pacific-Basin Finance Journal”. He explained in detail about significance of Pre registered report in finance research which might invent new research practices.



FACULTY PUBLICATIONS

TOTAL PAPERS : 64

TOTAL Q1 PAPERS : 29

TOTAL Q2 PAPERS : 19

OTHERS: 02

CONFERENCE & BOOK CHAPTERS: 08

TOTAL Q3 & Q4 PAPERS : 06



DR. SURESH M

No. of Q1 papers: 14
No. of Q2 papers: 15
No. of Q3 papers: 3
Book Chapter: 1
Citations: 520



DR. NITESH PANDEY

No. of Q1 papers: 7
Citations: 1607



DR. NAVA SUBRAMANIAM

No. of Q1 papers: 03
No. of Q3 papers: 1
Citations: 230



DR. SANGEETHA G

No. of Q2 papers: 2
No. of Q3 papers: 1
Book Chapter: 1
Citations: 48



DR. NIMMI P M

No. of Q1 papers: 02
No. of Q2 papers: 01
Conference Paper: 03
Book Chapter: 1
Citations: 61



DR. JAYARAMAN K

No. of Q1 papers: 01
No. of Q2 papers: 01
Other publication: 01
Citations: 16



DR. SAKTHI NAGARAJ T

No. of Q1 papers: 01
Conference Paper: 01
Citations: 43



DR. GOVIND G VERMA

No. of Q1 papers: 01



MR. MADAN KUMAR P

No. of Q1 papers: 02
Citations: 70

FACULTY WITH CONFERENCE PUBLICATIONS



DR. BHAWANA JAIN

Conference Paper: 01
Citations: 02

OUTREACH & FDP

DR. GOVIND G VERMA <<<

11 April - May 25, 2023

Dr. Govind G Verma participated in Faculty Development Programme organized by Indian Institute of Management, Ahmedabad on topic "Faculty Development Programme in Pedagogy and Research Methods". The FDP provided invaluable insights and techniques to enhance teaching methodologies and research practices.



>>> DR. SURESH M

21 - 25 August 2023



Dr. Suresh M attended a Five day FDP on "AI and Gamification for Teachers" organized by SSN School of Management, Chennai. Knowledge gain through hands-on experience and practical insights on emerging technologies, learning design strategies, empowering to create engaging and impactful learning experiences for students were the outcomes.

DR. NAVA SUBRAMANIAM <<<

15 September 2023

Dr. Nava Subramaniam, conducted Faculty research methodology workshop on "Content Analysis". Various journals and her own research papers were shared with faculty members of ASB to gain insights about techniques to develop creative content relevant to the research.



>>> DR. NITESH PANDEY

21 September 2023



Dr. Nitesh Pandey was invited as Resource Person for Day 4 of the session of 3rd FDP on September 21st, 2023, from GD Goenka University, Haryana, to speak on "Bibliometric Analysis." The title of the FDP "Approaches to Multidisciplinary Research & Innovation- Hands on training in Bibliometric Analysis and Systematic Literature Review" on September 18th through 23rd, 2023

DR. A. SENTHIL KUMAR <<<

23 September 2023

Dr.A. Senthil Kumar facilitated a Faculty Development Programme on "Research and Publications pertaining to Management Studies" at Happy Valley Business School, Coimbatore on 23.09.2023. Fifteen faculty members of the Happy Valley Business School attended the programme.



>>> DR. A. SENTHIL KUMAR

06 October 2023



Dr. A. Senthil Kumar attended (online) the IIM Calcutta-NYU Stern India Research Conference. The keynote for the conference was delivered by Prof. Ravi Jagannathan, John F. Sandner Chair of Finance, Northwestern Kellogg School of Management, USA. Research papers were presented online by Professors from globally renowned business schools on the areas of cashless payments, cryptocurrencies, climate change, and transaction costs.

DR. HEMAMALA K <<<

12 October 2023

Dr. Hemamala K was invited resource person for 12th online Faculty Development series organized by St. Chavara Centre for Teaching Excellence and Educational Innovation (SCCTEEI). She delivered a lecture on "Leveraging assessments for deeper learning". This FDP benefitted Young Faculty Members of Higher Education Institutions


 **DR. BALASUBRAMANIAM P**

09 - 13 October 2023



Dr. Balasubramaniam was invited as one of the resource persons for the Five day Workshop conducted by Government Victoria College, Palakkad. The workshop was about "Interventions of Innovative Software Initiatives in social Science Research". It was sponsored by Directorate Collegiate of Education, Government of Kerala. The workshop had various reputed institutes as participants like University of Kerala, Government College, Chittur.

DR. A. SENTHIL KUMAR <<<

19 - 20 October 2023

Dr. A. Senthil Kumar chaired a technical track session in finance at the 11th International Conference on Emerging Trends in Corporate Finance & Financial Markets, Shri Dharmasthala Manjunatheshwara Institute for Management Development, Mysore.


 **DR. SANGEETHA G**

18 October 2023



Dr. Sangeetha G addressed the participants of the "Refresher Course on Research Methodology" upon invitation from UGC - Human Resource Development Centre, University of Hyderabad. The title of the lecture was "Time series and panel data models".

RESEARCH SCHOLARS

MS. KEERTHANA & MS. DEEPTHI S NAMBOOTHIRI <<<

12 - 16 June 2023

Ms. Keerthana T.P, Research Scholars of Amrita School of Business, Coimbatore participated in the 5-day Faculty Development Programme on "Contemporary Research Methods in Finance" organized by Alliance School of Business, Alliance University, Bengaluru.


 **MR. ASHWIN ANAND**

19 - 21 May 2023



Mr. Ashwin Anand was awarded the Best Research Paper at the Management Education & Research Colloquium 2023 at IIM Kashipur for my "Online Counterfeiting and Consumption Experience: Evidence from Rural India."

NEWSLETTER

MS. VYSALI R M

10 - 14 August 2023

Ms. Vysali R.M, Ph.D. Scholar (Operations) attended Faculty Development Program organized by SSN School of Management, Chennai on topic "Contemporary Techniques for Research and Publication"



MS. PREETH VIJAYAGOPAL

08 - 09 September 2023

Ms. Preethi Vijayagopal, Ph.D. scholar (Finance) presented paper titled "Regulations & Fintech: A Comparative Study of the developed and developing countries" at International Finance and Accounting Conference (IFAC - 2023) hosted by IIM Jammu.

SCHOLAR PUBLICATIONS

TOTAL PAPERS : 09

TOTAL SCOPUS INDEXED PAPERS : 08



MS. ASWATHY SREENIVASAN

No. of scopus indexed publications : 03



MS. NAGAMANI

No. of scopus indexed publication : 01



MS. ALBI THOMAS

No. of scopus indexed publications : 03



MS. SHARMILA B

No. of scopus indexed publication : 01

RESEARCH GRANT



DR. MURALEE KRISHNAN G

Associate Professor, ASB, Coimbatore

Dr. Muralee Krishnan is a Professional with over 20 years of academic, industrial and administrative experience and completed his Fellow Programme in Management (FPM) from XLRI Jamshedpur. He has good domain expertise in energy markets, specifically the electricity sector. Presently he is Deputy Controller of Examinations, School of Business, Coimbatore. Broad areas of interest include Industrial organization, regulatory economics, public economics and utility pricing. He has a particular interest in the structure, economics and regulatory reforms in the electricity supply industry. Recently Dr.Krishnan's research work was published in Energy Policy, Economic and Political Weekly.

Dr. Muralee Krishnan is one of the Co - Indian Principal Investigators of the funded Research Project titled " Enabling energy efficient community through Context-Aware IoT framework and Sustainable Software (E-CAISS)" sanctioned by Research Project sanctioned by SPARC (Scheme for Promotion of Academic and Research Collaboration) under Ministry of Education, Government of India. The project is worth Rs. 47,00,000/- and the duration of the project is 2 years.

ACKNOWLEDGEMENTS

Research Committee Members:

1. Dr. Nava Subramaniam - Dean, Amrita School of Business, Coimbatore.
2. Dr. Nitesh Pandey - Research Head, Amrita School of Business, Coimbatore.
3. Dr. Suresh M - Ph.D. Chair, Amrita School of Business, Coimbatore.
4. Dr. Sangeetha G - Associate Professor, Amrita School of Business, Coimbatore.
5. Dr. Nimmi P.M - Assistant Professor, Amrita School of Business, Coimbatore.

We thank you for your continuous support

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