

Research Projects

List of active projects

Project Title	Principal Investigator	Area	Time Frame
Consumer Behaviour in Religious Festivals	Prof. Arundhati Bhattacharyya	Marketing	December 2015 - October 2016
Embodiment of Beauty Work: A Study of Saleswomen in Cosmetic Stores	Prof. Vijayta Doshi	Organizational Behaviour & Human Resource Management	March 2016 - March 2017
On the Fringes of Organizations and Markets: A Study on the Uncertainty Management of Bench Employees	Prof. Srinivasan Tatachari	Organizational Behaviour & Human Resource Management	November 2016 - March 2018
The Great Indian Divide: Sex Segregation and well being of Indian workers	Prof. Dina Banerjee	Organizational Behaviour & Human Resource Management	September 2017 - November 2018
Analysis of failure time data within general and complex censoring schemes	Prof. Debanjan Mitra	OM/QM/IS	September 2017 - November 2018
Creating a processual understanding of developing shared value social impact projects	Prof. Rajesh Nanarpuzha	Marketing	November 2017 - November 2018
Trajectories of Indian students who switch from STEM to non-STEM fields	Prof. Dina Banerjee	Organizational Behaviour & Human Resource Management	November 2015 - December 2019
Readability of financial disclosures & investor behaviour	Prof. Prateek Sharma	Finance and Accounting	June 2018 – June 2021
Credit Risk Modeling for TReDS Buyers to facilitate financing MSME Trade Receivables	Prof. Ashay Kadam	Finance and Accounting	March 2018- June 2019
Board Characteristics and Earnings Management: An Empirical Analysis	Prof. Shobhit Agarwal	Finance and Accounting	April 2018 - July 2019

List of closed projects

Project Title	Principal Investigator	Area
Study of Masking Effect of Nonparametric Precedence type Charts and Possible Remedies for Process Control Chart	Prof. AmitavaMukhrejee	OM/QM/IS
Chai Garam: An Ethnographic Inquiry into Unorganized Retailing in Eastern India	Prof. Subhadip Roy	Marketing
Impact of IFRS adoption on Financial Statements	Prof. Sandhya Bhatia	Finance and Accounting
An Efficient Model for Post Hoc Segmentation in B2B Markets	Prof. Soumya Sarkar&Prof. Sumit Kumar	Marketing
To innovate or to nurture an image: Interplay of perceivedinnovativenessand corporate image in theformation of attitudinal loyaltyin emerging market.	Prof. Subhash Jha	Marketing
Exploratory Research on Spiritual Dimension of Leadership	Prof. D.V.R. Seshadri	Organizational Behaviour & Human Resource Management
Labor Migration, Body Burdens and Environmental Change in an Industrializing Periphery	Prof. Vandana Swami	Centre for Development Policy and Management
Developing and Validatinga Graphical Scale to Assess Identity Leadership	Prof. Srinivasan Tatachari	Organizational Behaviour & Human Resource Management
Generating High Quality Connectionsto reduce Psychic Distance throughpositive business practices in a Multi-National Enterprise	Prof. Thomas joseph,Prof. Elizabeth L Rose,Raina Chhajer,Akhila S.	Business Policy & Strategy
Tangibilizing the Services Using Pleasant Haptic Cues	Prof. Subhash Jha	Marketing
Meaning Transfer in Celebrity Endorsements: An Explanation Using Metaphors	Prof. Subhadip Roy	Marketing
Simhastha 2016: Model development for large scale crowd control by managing capacity	Prof. JyotirmoyDalal	OM/QM/IS