



Department of Management
Birla Institute of Technology, Mesra
Ranchi, Jharkhand – 835 215

We are proud to present our...

Doctoral Students (Full-Time)

Snapshot...

Research Scholar	Topic	Area	Guide/Co-Guide
Aveek Basu	Cloud ERP Framework in Indian SMEs: Analysis of Acceptance, Selection and Application	Information Technology	Dr. Rohini Jha
Rashi Kabra	Sustainable Entrepreneurship with emphasis on CSR activities of Indian Start-up Companies	Sustainability	Dr. Anupam Ghosh
Savita Sodhi	To lay the foundations of sustainable product life cycle with key focus on manufacturing industries	Operations and Strategy	Dr. Anupam Ghosh
Afzal Hassan Khan	Impact of Organizational Citizenship Behavior on Employee Retention with Special Reference to Telecom Sector	Human Resource	Dr. Manju Bhagat
Manish Mohan Baral	Supply Chain Collaboration and Cooperation on Cloud Base Logistics Systems Information	Supply Chain Management	Dr. Amitabh Verma
Sadiya Fatima	Online Consumer Reviews and its influence on Consumer Behavior: An Indian perspective	Consumer Behavior	Dr. Anupam Ghosh
Sunit Prasad	A Study of Capital Structure of Indian Manufacturing SMEs	Finance	Dr. Rohini Jha/Dr. Amar Nath Jha

Mayuri Srivastava	The antecedents of the Sustainability Oriented Entrepreneurial Intentions: The study of Indian Youth	Entrepreneurship	Dr. Shradha Shivani
Shweta Kumari	Performance measurement of banks considering the impact of Digitization	Banking	Dr. Rohini Jha
Ankit Kumar	Strategic Aspects of Inventory Optimization: An Evolutionary Approach	Inventory Management	Dr. Supriyo Roy
Neha Chaudhary	Impact of Service Innovation towards Customer Satisfaction and Loyalty: Perspective of Indian Retail Banking Industry	Indian Retail Banking Sector	Dr. Anand Prasad Sinha
Pritha Mukherjee	Performance Measurement Model and its Application to Service Sector: A Data Envelopment Analysis Approach	Insurance Sector	Dr. Supriyo Roy
Neha Kumari	The Study of Consumer Behavior in Financial Services.	Consumer Behavior	Dr. Niraj Mishra
Shweta Singh Narula	Femvertising and its Impact on Employer Branding	Marketing	Dr. Shradha Shivani
Samridhi Mishra		Digital Marketing	Dr. Niraj Mishra/ Dr. Anand Prasad Sinha

Name: Mr. Aveek Basu

Topic: Cloud ERP Framework in Indian SMEs: Analysis of Acceptance, Selection and Application

Area: Information Technology

Mr. Aveek Basu is pursuing his PhD from Department of Management. The area of his research consists of Information Technology in Indian SMEs. The research analyses the intention to adopt Cloud based ERP by Indian SMEs along with selection of the ERP by a particular organization. It also provides a guideline in determining the Return on Investment post ERP implementation.

Name: Ms. Rashi Kabra

Topic: Sustainable Entrepreneurship with emphasis on CSR activities of Indian Start-up Companies

Area: Sustainability

Ms. Kabra's work, CSR refers to the organizations commitment to act ethically and contribute to the organizations commitment to act ethically and contribute to the socio-economic growth, and at the same time enhance the quality of life of the workforce as well as the local community and society at large. Experts has indicated that CSR is a determinant for long term survival of any organization. Therefore, her study aims to examine the applicability of CSR in startup sustainability.

Name: Ms. Savita Sodhi

Topic: To lay the foundations of sustainable product life cycle with key focus on manufacturing industries

Area: Operations and Strategy

Ms. Savita Sodhi is pursuing her PhD from Department of Management. The area of her research consists of operations and strategy. The topic of her research is "To lay the foundations of

sustainable product life cycle with key focus on manufacturing industries”.

Name: Mr. Afzal Hassan Khan

Topic: Impact of Organisational Citizenship Behaviour on Employee Retention with Special Reference to Telecom Sector

Area: Human Resource

Mr. Khan’s research is based on how the extra role behaviors of individuals help in providing effectiveness on organizational performance by retaining the employees for long term in the organization. Organizational Citizenship Behavior may accomplish this effectiveness by providing a positive social and psychological environment in the organization.

Name: Mr. Manish Mohan Baral

Topic: Supply Chain Collaboration and Co-operation on Cloud Base Logistics Systems Information

Area: Supply Chain Management

Mr. Boral is currently working on thesis titled “Supply Chain Collaboration and Co-operation on Cloud Base Logistics Systems Information”. Here he is exploring the factors which impacts the adoption of cloud computing in the supply chain management of healthcare firms. This will help to find the efficiency of the supply chain of an organization through the use of virtualized resources. Also, a model will be proposed to test the efficiency of cloud intelligent system in the supply chain.

Name: Ms. Sadiya Fatima

Topic: Online Consumer Reviews and its influence on Consumer Behaviour: An Indian perspective

Area: Consumer Behavior

Ms. Fatima's work is focused upon the advent of internet and mushrooming of web services, online reviews is becoming as obvious as online shopping. Rapid growth and development of E-commerce has made Web to be an excellent source for accumulating consumer reviews. Gone are the days, when consumers had to depend upon friends and family for purchase related suggestions. Information seeking is now at finger tips, with transformation of entire web into an audience. This research aims to explore the various dimensions of OCR that influences Consumer Behavior with focus on Indian buyers, and develop a model for the same.

Name: Mr. Sunit Prasad

Topic: A Study of Capital Structure of Indian Manufacturing SMEs

Area: Indian Manufacturing SMEs (Finance)

Mr. Prasad's research is about the financing pattern being followed by Indian manufacturing SMEs since their evolution and suggesting the appropriate financial policy for sustainable future growth. He is also ICSSR Doctoral Fellow for Finance.

Name: Ms. Mayuri Srivastava

Topic: The antecedents of the Sustainability Oriented Entrepreneurial Intentions: The study of Indian Youth

Area: Entrepreneurship

Ms. Srivastava's study focuses on identifying and exploring the antecedents of the Sustainability-oriented Entrepreneurial Intentions of an individual. Additionally, the expected outcomes of the study are to foster India's Sustainable Development Goals, 2030.

Name: Shweta Kumari

Topic: Performance measurement of banks considering the impact of Digitization

Area: Banking

Ms. Shweta Kumari is pursuing her PhD from Department of Management. The research evaluates the financial soundness and efficiency of banks considering the impact of digitalization. This study combines both the traditional and frontier approach for measuring the bank's performance. The outcome of this study will help decision makers to find the optimal solution for preventing financial distress.

Name: Ankit Kumar

Topic: Strategic Aspects of Inventory Optimization: An Evolutionary Approach

Area: Inventory Management

Mr. Kumar's work is focused on Inventory Management. A year after the initial onslaught of Covid, supply chains around the world are still experiencing serious havoc. A bullwhip effect has taken over recovery efforts, as supply variability upends companies attempting to meet shifts in demand. The result is a global trade environment full of mixed messages: an upswing here or a bump there, causing ripples of reactivity that can snarl even short-term forecasts. To survive, companies need to grab the bullwhip by the handle and straighten out the relationship between their supply and demand patterns as much as possible.

Name: Neha Chaudhary

Topic: Impact of Service Innovation towards Customer Satisfaction and Loyalty: Perspective of Indian Retail Banking Industry

Area: Indian Retail Banking Industry

The purpose of Ms. Chaudhry's study is to appraise the linkage

between service innovation and customer satisfaction with a specific focus on the Indian Retail banking sector. In addition, the study evaluates the moderating role of customer perceived value and employee perceived value fit between service innovation and customer satisfaction and loyalty. The uniqueness of the study is that it will be helpful for researchers by giving baseline regarding the perspective of both employees and customers as a moderator between service innovation and customer satisfaction in Indian Retail banking industry.

Name: Pritha Mukherjee

Topic: Performance Measure Model and its Application to Service Sector: A Data Envelopment Analysis Approach

Area: Insurance Sector

Ms. Mukherjee is pursuing her PhD from Department of Management. The area of her research consists of Insurance Sector (Service Sector).

Name: Neha Kumari

Topic: The Study of Consumer Behavior in Financial Services.

Area: Consumer Behavior

Ms. Kumari is working on consumer behavior towards financial services. The term consumer behaviour can be defined as the behaviour that a consumer shows while searching for purchasing, using, evaluating, and disposing of products and services that he expects will satisfy his needs. Consumer behaviour mainly focuses on how an individual makes decisions to spend his available resources (time, effort, money) on items related to consumption. This includes what they buy, why they buy it, when they buy it, where he buys it, how often he buys it, how often he uses it, how he evaluates it after the purchase, and the impact of such evaluation on the future, and how he disposed of it. According to **Louden** and **Bitta**, 'consumer behaviour is the decision process and physical activity, which individuals engage

in when evaluating, acquiring, using or disposing of goods and services.

Name: Shweta Singh Narula

Topic: Femvertising and its Impact on Employer Branding

Area: Marketing

Ms. Narula's work primarily focusses on employer branding. In many developed economies, changing market dynamics and economic condition has given rise to highly competitive job market. The chase for good manpower is highly competitive and organizations take strategic initiatives to attract best of the talents. Every company strive to maximize their market share, ROI, productivity but without good employees, it is not possible. To attract the best of the talent, employer has to create a brand as good employer, employer branding denotes an organization reputation as employer.

Name: Samridhi Mishra

Area: Digital Marketing

Ms. Mishra is pursuing her PhD from Department of Management. The area of her research focusses on Digital Marketing.