



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
Savita Sodhi	To lay the foundations of sustainable product life cycle with key focus on manufacturing industries	Operations and Strategy
Afzal Hassan Khan	Impact of Organisational Citizenship Behaviour on Employee Retention with Special Reference to Telecom Sector	HR
Rashi Kabra	Sustainable Entrepreneurship with emphasis on CSR activities of Indian Start-up Companies	Sustainability
Sunit Prasad	A Study of Capital Structure of Indian Manufacturing SMEs	Indian Manufacturing SMEs
Manish Mohan Baral	Supply Chain Collaboration and Co-operation on Cloud Base Logistics Systems Information	SCM
Mayuri Srivastava	A study of the role of Helix Model in developing Entrepreneurial intentions and identification of Social Marketing tools for promotion	Entrepreneurship
Preeti Mathotia	Performance Measurement of Indian Banking System: A Non-Parametric Approach	Banking
Sadiya Fatima	Online Consumer Reviews and its influence on Consumer Behavior: An Indian perspective	Consumer Behavior



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: 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: Mr. Sunit Prasad

Topic: A Study of Capital Structure of Indian Manufacturing SMEs

Area: Indian Manufacturing SMEs

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: 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. Mayuri Srivastava

Topic: A study of the role of Helix Model in developing Entrepreneurial intentions and identification of Social Marketing tools for promotion

Area: Entrepreneurship

Ms. Srivastava’s study aims to incorporate an extended version of Triple Helix Model of Innovation to find out the role of Internationalization and inclusion of society in developing Entrepreneurial intentions. Social marketing tools and techniques will be identified for promoting the same in individuals.



Name: Ms. Preeti Mathotia

Topic: Performance Measurement of Indian Banking System: A Non-Parametric Approach

Area: Banking

Ms. Mathotia's present research work is aimed to measure and predict the operational performance of Indian banks by developing non-parametric model for the study period 2015 to 2019. Significant findings of the study can be used by various stakeholders to comprehend strategies to remove the inefficiencies of banks. It also identifies the sources of improvements for inefficient banks in terms of inputs and output variables, for both public and private sector banks. The study moves ahead to state the banks that needs major improvements in the particular areas. Findings of the study is expected to contribute to the existing pool of knowledge of managing banking sector as well as policy makers regarding operating performance and its metric formulation of Indian banking system.





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 Behaviour with focus on Indian buyers, and develop a model for the same.