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**Major Areas of Research/Up to 3 major sponsored projects**

- 1) Frugal Innovation and Design Thinking
- 2) Social Entrepreneurship and Sustainability
- 3) Rural Innovation and Entrepreneurship

**Major Research Facilities in the Group**

- 1) Quantitative Software Package
- 2) Qualitative Software Package

**Technology/Product Developed/Up to 3 most significant Publications**

- 1) Patnaik, J., & Tarei, P. K. (2022). Analysing appropriateness in appropriate technology for achieving sustainability: A multi-sectorial examination in a developing economy. *Journal of Cleaner Production*, 349, 131204.
- 2) Banerjee, S., Patnaik, J., Bhowmick, B., & Dan, P. K. (2022). Role of academic initiatives for technology management at the base of the pyramid: Empirical evidence from India. *International Journal of Innovation and Technology Management*, 19(06), 2250015.
- 3) Patnaik, J., & Bhowmick, B. (2020). Promise of inclusive innovation: A Re-look into the opportunities at the grassroots. *Journal of Cleaner Production*, 259, 121124 .





# Lohithaksha Maniraj Maiyar

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## Major Areas of Research/Up to 3 major sponsored projects

Artificial Intelligence

Sustainable and Resilient Supply Chain Design

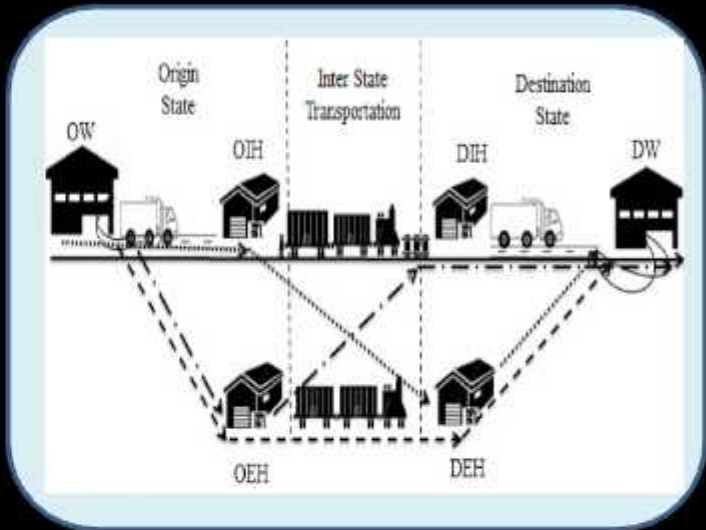
Supply Chain 4.0

### Major Research Facilities in the Group

High end computing capacities with compatible SSDs

Internet of Things (IoT) kits for supply chain 4.0

SPSS AMOS, MATLAB



## Technology/Product Developed/Up to 3 most significant Publications

Maiyar, L. M., & Thakkar, J. J. (2020). Robust optimisation of sustainable food grain transportation with uncertain supply and intentional disruptions. *International Journal of Production Research*, 58(18), 5651-5675.

Maiyar, L. M., & Thakkar, J. J. (2019). Modelling and analysis of intermodal food grain transportation under hub disruption towards sustainability. *International Journal of Production Economics*, 217, 281-297.

Maiyar, L. M., & Thakkar, J. J. (2019). Environmentally conscious logistics planning for food grain industry considering wastages employing multi objective hybrid particle swarm optimization. *Transportation Research Part E: Logistics and Transportation Review*, 127, 220-248.

# Nakul Parameswar

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## Major Areas of Research/Up to 3 major sponsored projects

- Dynamics in strategic alliances; Competitive strategy; Start-up management
- ICSSR Project: Competitiveness of Indian Technological Start-ups – An Exploratory Study

## Major Research Facilities in the Group

- Facilities for Research on Strategic Alliances by Start-ups and Established Organizations
- Facilities for Research on Competitiveness by Start-ups and Established Organizations



## Technology/Product Developed/Up to 3 most significant Publications

- Hasan, Z., Parameswar, N., & Ongsakul, V. (2022). Multilevel analysis of factors influencing innovation through m-TISM approach. *Journal for International Business and Entrepreneurship Development*, 14(1), 72–105
- Anand, A., Buhagiar, K., Kozachenko, E., & Parameswar, N. (2022). Exploring the role of knowledge management in contexts of crisis : a synthesis and way forward management. *International Journal of Organizational Analysis*.
- Parameswar, N., Dhir, S., & Dhir, S. (2017). Banking on Innovation, Innovation in Banking at ICICI Bank. *Global Business and Organizational Excellence*, 36(2), 6–16.

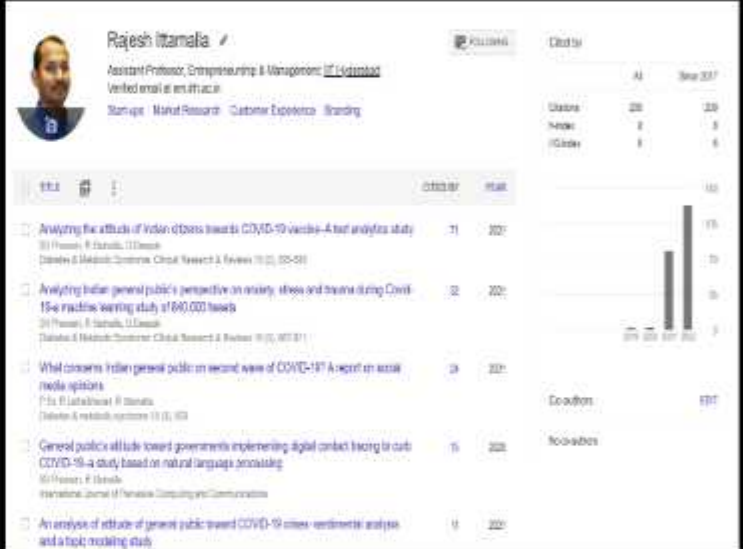


### Major Areas of Research/Up to 3 major sponsored projects

1. Market research
2. Customer attitudes and experiences
3. Technology Marketing

### Major Research Facilities in the Group

1. SPSS lab
2. Startup incubation in IITH



### Technology/Product Developed/Up to 3 most significant Publications

1. Determinants of holistic passenger experience in public transportation: Scale development and validation.
2. The impact of social cues on passengers' travel experience
3. Analyzing the attitude of Indian citizens towards COVID-19 vaccine–A text analytics study

# RanaPratap Maradana

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## Major Areas of Research/Up to 3 major sponsored projects

Venture Capital Investments  
Financial Markets  
Energy Finance

## Major Research Facilities in the Group

Statistical Software Packages:  
SPSS  
MATLAB



## Technology/Product Developed/Up to 3 most significant Publications

1. Maradana et al.(2017).Does Innovation Promote Economic Growth? Evidence from European Countries, *Journal of Innovation and Entrepreneurship*, 6 (1): 1-23.
2. Maradna et al. (2019). Innovation and Economic Growth in European Economic Area Countries: The Granger Causality Approach, *IIMB Management Review*, 31(3):268-282.
3. RP Pradhan, RP Maradana, DB Zaki, S Dash, M Jayakumar, K Gaurav (2017). Venture capital and innovation: Evidence from European economic area countries, *International Journal of Innovation and Technology Management*,14(5), 1-30.



భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్  
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Indian Institute of Technology Hyderabad