

## **6.13. CASE STUDY PUBLICATIONS**

### **The Development and Use of Cases in Teaching to Promote Learners' Critical Thinking Skills**

The Department of Management Studies emphasizes case study learning as a cornerstone of its academic approach. The integration of case studies into the curriculum, teaching methods, and evaluation processes aims to foster critical thinking skills among students. This commitment is reflected in the following practices:

#### **Inclusion of Case Studies in the Curriculum**

Case studies are systematically integrated into the syllabus of every course offered by the department. Each course outlines specific case studies that align with the learning objectives, ensuring students are exposed to real-world scenarios relevant to the subject matter.

#### **Case Studies in Evaluation**

Case studies form a mandatory component of assessments during midterm tests and external examinations. Students are required to analyze, interpret, and provide solutions to complex business scenarios, encouraging them to apply theoretical knowledge to practical situations.

#### **Discussion of Case Studies in Class**

Faculty members regularly facilitate case study discussions as part of their teaching methodology. These sessions are interactive, allowing students to explore multiple perspectives, develop analytical skills, and engage in collaborative problem-solving. Faculty-guided discussions ensure that students gain insights into structured decision-making processes.

#### **Development and Publication of Case Studies by Faculty**

Faculty members contribute to the academic repository by developing and publishing original case studies. These cases are based on contemporary industry practices, regional challenges, and global trends, offering students diverse and relevant learning material. The attached list of faculty-developed and published case studies exemplifies this effort.

#### **Promotion of Critical Thinking Skills**

Through the structured use of case studies, students are encouraged to:

Analyze Problems: Identify key issues, evaluate data, and consider underlying causes.

Think Creatively: Explore innovative solutions and approaches to challenges.

Make Informed Decisions: Weigh alternatives and recommend actionable strategies.

Communicate Effectively: Articulate their analysis and conclusions with clarity and confidence.

By embedding case studies into teaching, learning, and evaluation, the Department of Management Studies provides students with a platform to hone their critical thinking skills, equipping them to navigate complex managerial and business environments effectively.

The case studies developed, published and handled by the faculty have been appended in following tables 6.13.1,6.13.2 and 6.13.3

### **6.13.1 CASE STUDIES DEVELOPED BY FACULTY**

<b>S.No</b>	<b>Subject</b>	<b>Name of the Faculty</b>	<b>Title of the Case study</b>
1	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	The Role of Leadership Styles in Shaping Organizational Culture: A Case Study of Google
2	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	Examining the Effectiveness of Team Development Programs: A Case Study in IBM
3	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	The Influence of Organizational Structure on Communication and Decision-Making: A Case Study"
4	Management Perspectives and	Dr.Nagarajan	The Life Evaluation Index: Employee Engagement &

	Organizational Behaviour		Understanding Employee well Being
5	Management Perspectives and Organizational Behaviour	Dr. Nagarajan	Fostering Connection and Inclusion in Remote and Hybrid work environments
6	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	Challenges facing the Indian IT Industry: Employee Welfare, innovation and sustainability
7	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	Organizational Behaviour in Cocacola: A case study
8	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	Corporate Climate and Performance: A Comparative Study of Infosys and Wipro
9	Management Perspectives and Organizational Behaviour	Ms.Rabuni Aiswarya	Case study on Conflict management
10	Management Perspectives and	Ms.Rabuni Aiswarya	Case Study on Stress management

	Organizational Behaviour		
11	Managerial Economics and Business Environment	Dr.S.Nithyanth Kumar	Dynamics of Pricing of US corn
12	Managerial Economics and Business Environment	Dr.S.Nithyanth Kumar	The concept of elasticity with respect to constant elasticity demand curve
13	Managerial Economics and Business Environment	Dr.S.Nithyanth Kumar	By using the concept of Elasticity of substitution, Analyze the adoption of Mulching sheet
14	Managerial Economics and Business Environment	Dr.Gangisetty	Cost Analysis and Profit Maximization in the Renewable Energy Industry: The Case of Tesla
15	Managerial Economics and Business Environment	Dr.Gangisetty	The Effect of Government Subsidies on Market Competition: A Case Study of Electric Vehicles
16	Managerial Economics and Business Environment	Dr.Gangisetty	Behavioral Economics in Marketing: How Behavioral Insights Shape Consumer Choices in the Food Industry

17	Managerial Economics and Business Environment	Mr.B.Sreekanth	Leveraging Price Elasticity for Strategic Pricing: The Gourmet Delights Case
18	Managerial Economics and Business Environment	Mr.B.Sreekanth	Managerial Economics Case Study: Strategic Economic Decision-Making at Apex Enterprises
19	Accounting For Managers	Mr.Venkat Rao.V.	A Case study on Funds flow Statement Analysis
20	Accounting For Managers	Mr.Venkat Rao.V.	A Case study on Preparation Cost sheet
21	Accounting For Managers	Mr.Venkat Rao.V	A Case study on Break-Even Analysis
22	Accounting For Managers	Mr.Venkat Rao.V	A Case study on Buy or make decision
23	Accounting For Managers	Mr.Venkat Rao.V	A Case study on Export or not
24	Accounting For Managers	Mr.Venkat Rao.V	A Case study on Funds flow Statement Analysis
25	Accounting For Managers	Dr.N.Gangisetty	A Case study on financial statement Analysis
26	Accounting For Managers	Dr.N.Gangisetty	A Case study on Corporate Governance and its implementation by the Indian Companies

27	Accounting For Managers	Dr.N.Gangisetty	A Case study Profitability and financial position of the selected company
28	Business Statistics for Managers Using SPSS( case studies developed by faculty)	Dr.Sarode Rekha	A case study on measure of Central Tendaency- mean,median,mode
29	Business Statistics for Managers Using SPSS( case studies developed by faculty)	Dr.Sarode Rekha	A case study on Karl Pearson coefficient of Correlation and spearman's ran correlation coefficient
30	Business Statistics for Managers Using SPSS( case studies developed by faculty)	Dr.Sarode Rekha	A case study on Regression-Multiple linear regression
31	Business Statistics for Managers Using SPSS	Dr.Sarode Rekha	A case study on paired t-test
32	Business Statistics for	Mr.Roja Kiran	Factor Analysis

	Managers Using SPSS		
33	Business Statistics for Managers Using SPSS	Mr.Roja Kiran	Reliability Analysis
34	Data Analysis Using Excel	Miss.Aiswarya	Data Analysis And Reporting For Bright star Inc
35	Data Analysis Using Excel	Miss Aiswarya	Statistical Analysis For Academic Performance at ABC University
36	Design Thinking	Dr.N.Seshadri	Design Thinking in Education: A Case Study of Stanford University's Approach to Curriculum Innovation"
37	Design Thinking	Dr.N.Seshadri	Revolutionizing Product Development: How Airbnb Applied Design Thinking to Improve User Experience"
38	Design Thinking	Mr.Roja Kiran	Bridging the Gap: Design Thinking for Social Impact at the Gates Foundation"
39	Design Thinking	Mr.Roja Kiran	Creating Inclusive Products: A Case Study of How Google Used

			Design Thinking for Accessibility Features"
40	Indian Ethos and Business Ethics	Dr.K.Venkateswarlu	Tata Group: Upholding Ethical Leadership and Indian Values in Global Business"
41	Indian Ethos and Business Ethics	Dr.K.Venkateswarlu	The Role of Corporate Social Responsibility in Indian Business: A Case Study of Infosys"
42	Corporate Communication	Miss.Geetha	Bettering Students Corporate Presentation Skills
43	Corporate Communication	Miss.Geetha	Momentum Training Solutions Global Business Etiquette Case Study
44	Corporate Communication	Dr.Sremmant Basu	Corporate Rebranding in the Digital Age: A Case Study of PepsiCo's Brand Evolution
45	Corporate Communication	Dr.Sremmant Basu	Effective Communication During Organizational Change: A Case Study of Google's Shift to Alphabet
46	Corporate Communication	Miss.Rabunii Aiswarya	Group discussion



47	Corporate Communication	Miss.Rabunii Aiswarya	How to Present a case study
48	Corporate Communication	Dr.K.S.Krishna	The Evolution of Corporate Communication: A Case Study of Coca-Cola's Transition to Digital Platforms"
49	Corporate Communication	Dr.Krishna.K.s	Internal Communication Strategies for Employee Engagement: A Case Study of Microsoft's Workplace Culture
50	Financial Management	Mr.Venkata Rao	A Case Study on Dividend Decision
51	Financial Management	Mr.Venkata Rao	A Case Study on Risk in Capital Budgeting
52	Financial Management	Mr.Venkata Rao	A Case Study on Working Capital
53	Marketing Management	Mr.Sreekanth	Red Bull's integrated marketing communications
54	Marketing Management	Mr.Sreekanth	IBM's Marketing Transformation and Strategy
55	Production and Operations Management	Dr.V.G.Murugan	Productio Scheduling for Auto Parts replacement

56	Human Resource Management	Dr.Rajesh Kumar	Transforming Workplace Culture: The Role of HR in Driving Organizational Change
57	Human Resource Management	Dr.Rajesh Kumar	From Recruitment to Retention: Building a Winning Talent Management Strategy"
58	Human Resource Management	Dr.Venkateswarlu	What types of Fringe/Employee Benefits are prevalent in India
59	Human Resource Management	Dr.Venkateswarlu	Appropriate Sources of candidates for Jobs
60	Business Research &Econometrics	Dr.K.V.Geetha Devi	ARIMA
61	Business Research &Econometrics	Dr.K.V.Geetha Devi	ARCH Model
62	Management Information systems	Dr.K.V.Geetha Devi	GARCH Model
63	Business Research &Econometrics	Dr.V.G.Murugan	Auto Correlation
64	E-Commerce and Digital Markets	Dr.K.S.Krishna	Amazon's Strategic Transformation: From E-Commerce Giant to

			Cloud Computing Leader"
65	E-Commerce and Digital Markets	Dr.K.S.Krishna	How Shopify Powers Small Businesses in the Age of Digital Marketplaces
66	E-Commerce and Digital Markets	Dr.K.Venkateswarlu	E-Commerce Growth in Emerging Markets: A Case Study of Flipkart's Expansion in India

### 6.13.2 CASE STUDIES PUBLISHED BY THE FACULTY

S.No	Subject	Faculty	Case study title	LINK
1	Dr.K.Venkateswarlu	Supply Chain Management	A case study on supply Chain system of Food Delivery Apps in Visakhapatnam	ISSN:2331-3710 (Print version only)
2	Dr.K.Srinivasa Krishna,	HRM	E-HRM and Organizational Resilience: A Case study of a Tehnology Solutions Company In Bangalore During Covid-19	<a href="https://qtanalytics.in/publications/index.php/books/issue/view/47">https://qtanalytics.in/publications/index.php/books/issue/view/47</a> pg:3/-4/

### 6.13.3 CASE STUDIES HANDLED BY THE FACULTY IN CLASS ROOM

S.N O	SUBJECT	FACULTY	CASE STUDY TITLE
1	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	British Petroleum and Corporate Social Responsibility
2	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	Strategic Planning at Tata Motors: Navigating the Electric Vehicle Market and Expanding into Southeast Asia
3	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	The Directing Function at HDFC Bank: Leadership, Motivation, and Employee Engagement
4	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	A Comparative Analysis of Management Styles: Ford Motor Company vs. Toyota Motor Corporation
5	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	The Role of Personality in Employee Performance and Team Dynamics at Infosys
6	Management Perspectives	Dr.K.S.Krishna	Challenges in Team Dynamics: A Case Study of Cross-

	and Organizational Behaviour		Functional Collaboration in Software Development"
7	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	Navigating Cultural Differences: A Case Study on Enhancing Communication and Collaboration in a Global Marketing Firm"
8	Management Perspectives and Organizational Behaviour	Dr.K.S.Krishna	Managing Stress in a High-Pressure Environment: A Case Study on Wipro's Approach to Employee Well-Being"
9	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	The Power of Effective Communication: A Case Study of Company A's Construction Project Turnaround"
10	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	Management principles for logisticians
11	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	Leadership

12	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	Dilemma of a Regional Manager: Balancing Customer Demands and Employee Morale - The Case of Alpha Pvt. Ltd."
13	Management Perspectives and Organizational Behaviour	Dr.Nagarajan	Optimizing Space Utilization: A Case Study of Effective Decision Making at Frame Manufacturing Company"
14	Management Perspectives and Organizational Behaviour	Ms.Rabuni Aiswarya	Starbucks International Strategy - A Case Study for Global Success
15	Management Perspectives and Organizational Behaviour	Ms.Rabuni Aiswarya	Strategy on Norway pension fund global
16 and	Management Perspectives and Organizational Behaviour	Ms.Rabuni Aiswarya	Personality Development: Michelle Obama Case Study
17	Management Perspectives and Organizational Behaviour	Ms.Rabuni Aiswarya	Case study on Conflict management

18	Management Perspectives and Organizational Behaviour	Ms.Rabuni Aiswarya	Case Study on Stress management
19	Managerial Economics and Business Environment	Dr.Seshadri	The Pricing Strategy of Apple: Analyzing the Impact of Price Elasticity on Consumer Behavior
20	Managerial Economics and Business Environment	Dr.Seshadri	Market Structure and Competitive Strategies: A Case Study of Amazon's E-commerce Dominance
21	Managerial Economics and Business Environment	Dr.Seshadri	Exploring the Role of Managerial Economics in Strategic Decision Making at Tesla
22	Managerial Economics and Business Environment	Dr.Seshadri	Demand-Supply Dynamics in the Electric Vehicle Market: Case Study of Rivian and Tesla
23	Managerial Economics and Business Environment	Dr.Seshadri	Price Discrimination and its Effects: A Case Study of Airlines and Hotel Industry
24	Managerial Economics and Business Environment	Dr.Gangisetty	Impact of Government Policies on Business Operations: A Case Study of the Automobile Industry
25	Managerial Economics	Dr.Gangisetty	The Role of Supply Chain Management in Business

	and Business Environment		Success: Case of a Global Retail Giant
26	Managerial Economics and Business Environment	Dr.Gangisetty	Business Cycle Analysis: How Small Businesses Respond to Economic Recession
27	Managerial Economics and Business Environment	Dr.Gangisetty	Price Discrimination and Market Segmentation: A Case Study of Online Streaming Platforms
28	Managerial Economics and Business Environment	Dr.Gangisetty	The Impact of Globalization on Local Markets: A Case Study of the Fast-Food Industry
29	Managerial Economics and Business Environment	Mr.B.Sreekanth	Strategic Economic Decision-Making at Apex Enterprises
30	Managerial Economics and Business Environment	Mr.B.Sreekanth	Leveraging Price Elasticity for Strategic Pricing: The Gourmet Delights Case
31	Managerial Economics and Business Environment	Dr.S.Nithyanth	Impact of Pricing Strategies on Market Share: A Case Study of Airline Industry
32	Managerial Economics and Business Environment	Dr.S.Nithyanth	Demand Forecasting and Its Role in Business Decision- Making: A Case Study of Retail Chains



33	Managerial Economics and Business Environment	Dr.S.Nithyanth	Cost-Volume-Profit Analysis in a Manufacturing Firm: A Case Study
34	Managerial Economics and Business Environment	Dr.S.Nithyanth	Game Theory Applications in Competitive Markets: A Case Study of Smartphone Industry
35	Managerial Economics and Business Environment	Dr.S.Nithyanth	The Role of Elasticity in Pricing Decisions: A Case Study of the Pharmaceutical Industry
36	Accounting For Managers	Dr.N.Gangisetty	A Case study on financial statement Analysis
37	Accounting For Managers	Dr.N.Gangisetty	A Case study on Corporate Governance and its implementation by the Indian Companies
38	Accounting For Managers	Dr.N.Gangisetty	A Case study Profitability and financial position of the selected company
39	Accounting For Managers	Mr.Venkata Rao	A Case study on Funds flow Statement Analysis
40	Accounting For Managers	Mr.Venkata Rao	A Case study on Preparation Cost sheet
41	Accounting For Managers	Mr.Venkata Rao	A Case study on Break-Even Analysis

42	Accounting For Managers	Mr.Venkata Rao	A Case study on Buy or make decision
43	Accounting For Managers	Mr.Venkata Rao	A Case study on Export or not
44	Accounting For Managers	Dr.Thouseef Ahmmed	Case Study on the Final Accounts of a Company
45	Accounting For Managers	Dr.Thouseef Ahmmed	Case study on Cash flow statement Analysis of a company
46	Accounting For Managers	Dr.Thouseef Ahmmed	Add and drop decision using CVP Analysis
47	Accounting For Managers	Dr.E.Gnana Prasuna	Final accounts of a company
48	Accounting For Managers	Dr.E.Gnana Prasuna	Company's funds flow statement
49	Accounting For Managers	Dr.E.Gnana Prasuna	Critical evaluation of Ratio Analysis
50	Business Statistics for Managers Using SPSS	Mr.Roja Kiran	AM,Median, mode of the continuous series
51	Business Statistics for	Mr.Roja Kiran	Binomial Distribution in SPSS

	Managers Using SPSS		
52	Business Statistics for Managers Using SPSS	Mr.Roja Kiran	Hypothesis testing on medical trial
53	Business Statistics for Managers Using SPSS	Mr.Roja Kiran	Multiple Linear Regression using SPSS
54	Business Statistics for Managers Using SPSS	Mr.Roja Kiran	Factor analysis using SPSS
55	Business Statistics for Managers Using SPSS	Dr.Pradeep kumar	A case study on Regression Analysis
56	Business Statistics for Managers Using SPSS	Dr.Pradeep kumar	A case study on T-Test and chi square
57	Business Statistics for Managers Using SPSS	Dr.Pradeep kumar	A case study on Factor Analysis
58	Business Statistics for Managers Using SPSS	Ms.Sarode Rekha	A case study on measures of dispersion-Range, Standard deviation, coefficient of variation

59	Business Statistics for Managers Using SPSS	Ms.Sarode Rekha	A case study on correlation Analysis
60	Business Statistics for Managers Using SPSS	Ms.Sarode Rekha	A case study on Regression Analysis
61	Business Statistics for Managers Using SPSS	Ms.Sarode Rekha	A case study on T-Test and chi square
62	Business Statistics for Managers Using SPSS	Ms.Sarode Rekha	A case study on one ANOVA and Two Way ANOVA Classification
63	Business Statistics for Managers Using SPSS	Dr..Sarode Rekha	A case study on Factor Analysis
64	Design Thinking	Ms.K.Geetha	What Bell Labs Taught Us about Innovation
65	Design Thinking	Ms.K.Geetha	Stanford Students Create AI Glasses That Transcribe Speech in Real-Time for Deaf People
66	Design Thinking	Ms.K.Geetha	Design Thinking Project: A Real-life Case Study Intro: Project X

67	Design Thinking	Ms.K.Geetha	The impact of Design Thinking in innovation: A case study at Scania IT
68	Design Thinking	Ms.K.Geetha	The Business Model Canvas – Flexible Chart, Early-Warning System and More
69	Design Thinking	Ms.Rabuni Aiswarya	Innovation of apple
70	Design Thinking	Ms.Rabuni Aiswarya	Whitney Hess
71	Design Thinking	Ms.Rabuni Aiswarya	Kaizen
72	Design Thinking	Ms.Rabuni Aiswarya	Design Society
73	Design Thinking	Ms.Rabuni Aiswarya	Airbnb
74	Design Thinking	Dr.Seshadri	Bridging Perspectives: Fostering Open-Mindedness for Team Collaboration"
75	Design Thinking	Dr.Seshadri	Empathy in Leadership: Supporting Team Members Through Personal Challenges
76	Design Thinking	Dr.Seshadri	The Impact of Empathy in Healthcare Settings

77	Design Thinking	Dr.Seshadri	Roots of Empathy: Cultivating Emotional Intelligence and Social Skills in Children" To
78	Design Thinking	Dr.Seshadri	The Impact of Sympathy in Healthcare: Balancing Compassion and Caregiver Well-being Background:
79	Design Thinking	Mr.Roja Kiran	Process of New Delhi Social- Tech Innovator
80	Design Thinking	Mr.Roja Kiran	A case study on Empathy of Chalsa Tech Entrepreneur
81	Design Thinking	Mr.Roja Kiran	A case study on Ideation of Leyang Electronics Innovator
82	Design Thinking	Mr.Roja Kiran	A case study on Proto typing of Kochi Social Entrepreneur
83	Design Thinking	Dr.Akhilesh Kumar	A case study on Creativity
84	Design Thinking	Dr.Akhilesh Kumar	A case study on SWOC Analysis
85	Design Thinking	Dr.Akhilesh Kumar	A case study on Root of Empathy
86	Design Thinking	Dr.Akhilesh Kumar	A case study on Business Idea

87	Indian Ethos and Business Ethics	Dr.K.Venkateswarlu	The FBI & Apple: Consumer Privacy vs. National Security
88	Indian Ethos and Business Ethics	Dr.K.Venkateswarlu	Fairness cream advertisement: ethical issues
89	Indian Ethos and Business Ethics	Dr.K.Venkateswarlu	Enron Scandal
90	Indian Ethos and Business Ethics	Dr.K.Venkateswarlu	A case study on Business Idea
91	Indian Ethos and Business Ethics	Dr.Geetha Devi	Corporate Social Responsibility in India: Balancing Tradition with Modern Business Practices"
92	Indian Ethos and Business Ethics	Dr.Geetha Devi	Business Ethics in the Indian Startup Ecosystem: Challenges and Opportunities"
93	Indian Ethos and Business Ethics	Dr.Geetha Devi	The Influence of Indian Cultural Values on Corporate Governance: A Case Analysis
94	Indian Ethos and Business Ethics	Dr.Geetha Devi	Sustainability and Ethical Sourcing in Indian Textile Industry: A Case Study of Fair Trade Practices"

95	Indian Ethos and Business Ethics	Dr.Geetha Devi	The Impact of Indian Religious Beliefs on Corporate Social Responsibility in Family Businesses"
96	Indian Ethos and Business Ethics	Dr.K.S.Krishna	The Role of Dharma in Shaping Corporate Governance: A Case Study of Indian Family-Owned Businesses"
97	Indian Ethos and Business Ethics	Dr.K.S.Krishna	Ethical Business Practices in the Indian IT Sector: Balancing Profit and Social Responsibility"
98	Indian Ethos and Business Ethics	Dr.K.S.Krishna	The Impact of Indian Traditional Values on Corporate Leadership and Decision- Making: A Case Study of Tata Group"
99	Indian Ethos and Business Ethics	Dr.K.S.Krishna	The Influence of Bhagavad Gita on Decision-Making and Ethical Leadership in Indian Businesses"
100	Corporate Communication	Ms.Rabuni Aiswarya	Case study on Communication barriers
101	Corporate Communication	Ms.Rabuni Aiswarya	Mary Boarderlin personality disorder
102	Corporate Communication	Prof.Sreemmant Basu	Social etiquette



103	Corporate Communication	Ms.Geetha	Communication Barriers At The Workplace: A Case Study
104	Corporate Communication	Ms.Geetha	Personality Traits and Thinking Styles
105	Corporate Communication	Ms.Geetha	Lost at Sea
106	Corporate Communication	Dr.K.S.Krishna	Effective Internal Communication Strategies: Lessons from Google's Employee Engagement Campaign"
107	Corporate Communication	Dr.K.S.Krishna	The Power of Corporate Social Media Influencers: A Case Study of Nike's Influencer Marketing Strategy"
108	Corporate Communication	Dr.K.S.Krishna	The Evolution of Corporate Communication: A Case Study of Coca-Cola's Transition to Digital Platforms"
109	Data Analysis Using Excel	Dr.S.Nithyanth	Analyzing Website Traffic Data: A Case Study Using Excel to Interpret Metrics for Digital Marketing"
110	Data Analysis Using Excel	Dr.S.Nithyanth	Data-Driven Decision Making in Human Resources: Analyzing Turnover Rates and Recruitment Metrics with Excel"

111	Data Analysis Using Excel	Dr.S.Nithyanth	Project Cost Analysis and Tracking: Leveraging Excel for Monitoring Budget and Resource Allocation"
112	Data Analysis Using Excel	Ms.Rabuni Aiswarya	Streamlining Operations At Freshmart Grocery
113	Data Analysis Using Excel	Ms.Rabuni Aiswarya	Productivity Boost At Datatech Solutions
114	Data Analysis Using Excel	Ms.Rabuni Aiswarya	Advanced Data Analysis For Xyz Corp
115	Data Analysis Using Excel	Dr.Gnana Prasuna	Time-Series Analysis: Using Excel to Identify Patterns and Trends in Stock Market Data
116	Data Analysis Using Excel	Dr.Gnana Prasuna	Examining the Impact of Marketing Campaigns: An Excel Analysis of ROI and Conversion Rates"
117	Data Analysis Using Excel	Ms.C.Divya Kala	Excel Case Study/Scenarios Index
118	Data Analysis Using Excel	Ms.C.Divya Kala	Case Study: Covid-19 Data Analysis
119	Data Analysis Using Excel	Dr.Poonam	Loveland Computers
120	Data Analysis Using Excel	Dr.Poonam	Netflix Shows Excel Data Analysis

121	Data Analysis Using Excel	Dr.Poonam Sahoo	SWITCH Function Versus Nested IF
122	Data Analysis Using Excel	Dr.Poonam Sahoo	Analyzing E-commerce Sales Data with Excel Visualization
123	Data Analysis Using Excel	Dr.Poonam Sahoo	Applying the Critical Value Approach to Hypothesis Testing at Oxford Cereals
124	Data Analysis Using Excel	Dr.Poonam Sahoo	Loveland Computers
125	Business Analytics	Mr.Shahad	Real-Time Data Analytics for Performance Improvement: A Case Study of Adidas' Smart Manufacturing Process"
126	Financial Management	Mr.Venkata Rao	A Case Study on Capital Budgeting
127	Financial Management	Mr.Venkata Rao	A Case Study on Capital Structure
128	Marketing Management	Dr.K.S.Krishna	Marketing Strategy and Consumer Behavior: A Case Study on Apple's Product Launches"
129	Marketing Management	Dr.K.S.Krishna	Brand Positioning in the Indian Market: A Case Study of Tata Motors' Nano

130	Marketing Management	Mr.Sreekanth	Unilever (Axe and Dove)
131	Marketing Management	Mr.Sreekanth	IBM's Marketing Transformation and Strategy
132	Production and Operations Management	Dr. V.G.Murugan	The Role of Automation in Production: A Case Study on the Implementation of Robotics at Tesla"
133	Production and Operations Management	Dr. V.G.Murugan	Improving Operational Efficiency: A Case Study of Ford's Just-in-Time Production"
134	Human Resource Management	Dr.Rajesh Kumar	Transforming Restaurant Operations Through Technology: A Case Study on Streamlining Service and Enhancing Customer Satisfaction"
135	Human Resource Management	Dr.Rajesh Kumar	"Balancing Workplace Concerns and Employee Support: A Proactive Approach to Handling Behavioral Challenges"
136	Human Resource Management	Dr.Rajesh Kumar	"Navigating Change: Introducing Team-Based Pay for Performance at Forgewell Auto Ltd
137	Human Resource	Dr.Venkateswarlu	Selction issues in Ramayana relevance to modern times

	Management		
138	E-Commerce and Digital Markets	Dr.K.S.Krishna	Building Trust in Digital Marketplaces: A Case Study of eBay's Seller Rating System"
139	E-Commerce and Digital Markets	Dr.K.S.Krishna	"The Success of Direct-to-Consumer (DTC) Brands in the Digital Age: The Case of Warby Parker"
140	E-Commerce and Digital Markets	Dr.K.S.Krishna	Amazon's Evolution: From Online Bookstore to Global E-Commerce Giant"
141	E-Commerce and Digital Markets	Dr.K.S.Krishna	"The Impact of Social Media Marketing on E-Commerce: A Case Study of Instagram and Shopify"
142	Business Analytics	What if Analysis using Excel	What if Analysis using Excel
143	Business Analytics	Different types Graph for Anytics	Different types Graph for Analytics
144	Financial Management	Mr.Venkata Rao	A Case Study on Capital Budgeting
145	Financial Management	Mr.Venkata Rao	A Case Study on Capital Structure
146	Marketing Management	Dr.K.S.Krishna	The Success of Apple's Marketing Strategy: A Case Study of the iPhone Launch"

147	Marketing Management	Dr.K.S.Krishna	"Brand Loyalty in Action: A Case Study of Coca-Cola's Marketing Campaigns"
148	Marketing Management	Mr.B.Sreekanth	Marketing Excellence " Samsung
149	Marketing Management	Mr.B.Sreekanth	Red Bull's integrated marketing communications
150	Production and Operations Management	Dr. V.G.Murugan	Production Scheduling for Auto Parts replacement
151	Production and Operations Management	Dr. V.G.Murugan	Dentist simulation case study
152	Human Resource Management	Dr.Rajesh Kumar	Transforming Restaurant Operations Through Technology: A Case Study on Streamlining Service and Enhancing Customer Satisfaction"
153	Human Resource Management	Dr.Rajesh Kumar	"Balancing Workplace Concerns and Employee Support: A Proactive Approach to Handling Behavioral Challenges"
154	Business Research &Econometrics	Dr.K.V.Geeta Devi	Multi Collinearity Test

155	Business Research &Econometric s	Dr.K.V.Geeta Devi	Multiple Regression Test
156	Business Research &Econometric s	Dr.K.V.Geeta Devi	Heteroscedasticity Test
157	Business Research &Econometric s	Dr.K.V.Geeta Devi	Auto Correlation analysis
158	Business Research &Econometric s	Dr. V.G.Murugan	Unit Root Test
159	Business Research &Econometric s	Dr. V.G.Murugan	ARIMA test
160	Business Research &Econometric s	Dr. V.G.Murugan	ARCH and GARCH
161	Operations Research	Dr. V.G.Murugan	Clothing Stores
162	Operations Research	Dr. V.G.Murugan	Airline operation

163	Operations Research	Dr.V.G.Murugan	Municipal Corporation Competition
164	Operations Research	Dr.V.G.Murugan	Auto Parts Replacement
165	Strategic Management	Dr.Gnana Prasuna	Apple Inc. – Innovating for Sustainability
166	Strategic Management	Dr.Gnana Prasuna	Tesla – Disrupting the Automotive Industry
167	Strategic Management	Dr.Gnana Prasuna	Starbucks – Scaling with a Purpose
168	Strategic Management	Dr.Gnana Prasuna	IKEA – Affordable Furniture for the Masses
169	International Business	Mr.Sreekanth .B	Global Human Resource Management at Molex
170	International Business	Mr.Sreekanth .B	NAFTA and the U.S. Textile Industry
171	International Business	Mr.Sreekanth .B	The "Hindustanization" of Lever
172	International Business	Mr.Sreekanth .B	Detroit Bikes Case



173	International Business	Mr.Sreekanth .B	Rupee-Dollar Rout—The Case of Tirupur Cluster
174	International Business	Mr.Sreekanth .B	Tesco Goes Global
175	Entrepreneurship Development and Project Management	Dr.K. V.Geetha Devi	From Idea to Reality: The Entrepreneurial Journey of a Tech Innovator
176	Entrepreneurship Development and Project Management	Dr.K. V.Geetha Devi	Disrupting Traditional Markets: A Case Study on E-Commerce Growth
177	Corporate Tax Planning	Mr.Venkata Rao	A Case Study on the Residential Status of the Company
178		Mr.Venkata Rao	A Case Study on Incidence of Tax
179	Financial Engineering	Mr.Venkata Rao	A Case Study on the Creation of a New Financial Product
180	Financial Engineering	Mr.Venkata Rao	A Case Study on Interest Rate Risk
181	Services Marketing	Dr.K.S.Krishna	The Power of Personalization: How Tailored Marketing Drives

			Success in the Spa and Wellness Industry"
182	Services Marketing	Dr.K.S.Krishna	"The Role of Technology in Enhancing Service Quality in the Telecommunications Industry