

RESEARCH NEWSLETTER

R&D Unplugged: The Symphony of Creativity and Vision

Welcome to the very first edition of the SVKM's NMIMS Hyderabad Campus Research Initiative Research & Development Newsletter! In this issue, we're excited to share with you the remarkable strides our cell has taken in promoting innovation, collaboration, and breakthroughs across the diverse fields of technology, pharmaceuticals, management, commerce and law. As we delve into the updates from each domain, you'll witness the tangible impact of our efforts in shaping a brighter future.



Our R&D Cell is pushing boundaries and delivering solutions that have the potential to reshape our world for the better. As we move forward, we remain committed to fostering an environment where creativity thrives, and breakthroughs become the norm.



Dr. Siddhartha Ghosh

From Director's Desk

SVKM's NMIMS University Research and Development Newsletter highlights the remarkable progress and impactful contributions made by researchers and scholars in various fields, including engineering, pharmaceuticals, management, commerce and law. The core mission of this initiative is to foster innovation, collaboration, and excellence in research. The multidisciplinary approach of researchers has led to novel insights and groundbreaking solutions that can reshape industries and improve lives. AS the Director of NMIMS I commends researchers for their dedication, passion, and determination, and encourages them to continue pushing the boundaries of their respective fields. The newsletter also expresses gratitude to the R&D Newsletter team for their hard work and dedication in making this platform a reality. The newsletter encourages readers to explore the articles, learn from researchers' insights, and celebrate their accomplishments, shaping a future marked by innovation, compassion, and progress.

Innovate, Inspire, Impact: The R&D Story Unfolds

Two brilliant minds from NMIMS University in Hyderabad, S. Pavithra and Trisha Reddy, have made a remarkable breakthrough in smart city development. Their research paper, "A Technological-Based Lighting System for Easy Life," presented at the IBSSC 2023 conference in Mumbai, has caught the attention of academia and industry alike. These first-year students from the School of Technology Management & Engineering have created a connected drone-based emergency lighting system.

Imagine clusters of drones equipped with intelligent lighting modules, ready to brighten dark areas during power outages or emergencies. These drones transmit real-time video to nearby police stations, improving public safety. This innovative invention could also potentially save lives and help those stranded on highways. The system also has applications beyond emergencies, such as merging surveillance cameras with intelligent lighting to create a virtual security network, deterring wrongdoers and ensuring safety.

This paper was initiated and co-authored by Dr Siddhartha Ghosh. PAVITHRA SEVAKULA and Trisha Reddy acknowledged his mentorship and emphasis on self-learning. His guidance empowered them to take ownership of their research work, encouraging independent exploration and problem-solving.



R&D Chronicles: A Tapestry of Ingenuity and Insight

- Dr. Dileep Kumar Singh, Assistant Professor, SBM Hyderabad, has co-authored and published two research papers titled "Global Trends of IOT in Pharmaceutical Industry: A Bibliometric Analysis of Scopus Database" and "Applications, Opportunities and Challenges of IoT in Supply Chain Management: Insights from Literature Review" 2023 11th International Conference on Emerging Trends in Engineering & Technology - Signal and Information Processing (ICETET - SIP), Nagpur, India, 2023
- Dr Dileep Kumar Singh, SBM Hyderabad, has published two research papers titled "Bibliometric visualization of media ethics research: patterns and trends" and "Bibliometric exploration of greenwashing: mapping the research landscape and emerging trends in Korea review of international studies, ISSN - 1226-4741 (ABDC-C)
- Dr. Dileep K. Singh has presented a paper titled "Influencer Marketing: A New Marketing Tool" at the National Conference held on 17th June at Pendekanti Institute of Management, Hyderabad, co-sponsored by the Association of Indian Management Schools.
- Dr. Siddhartha Ghosh, Director Hyderabad campus, has been selected as Chief Editor of the renowned Indian Journal for Artificial Intelligence (AI) and Machine Learning (ML), published by i-managers Journal.
- Dr. Irfan Ahmad Shah, Assistant Professor, co-authored a paper titled "Asymmetric effects of monetary policy: evidence from India" in Empirical Economics (ABDC, A with an Impact Factor of 3.2). This paper analyzes the asymmetric effect of monetary policy in the Indian context using different types of shocks across different states of the economy.

- Dr. Vijay R Chidrawar, Assistant Professor, School of Technology Management, Jadcherla-Hyderabad, co-authored a review paper titled "Chitosan-Based Hydrogel in the Management of Dermal Infections: A Review". *Gels*. 2023; 9(7):594. doi.org/10.3390/gels9070594 (MDPI, IF: 4.48). The review aims to provide healthcare professionals and researchers with a comprehensive understanding of the current evidence regarding using chitosan-based hydrogels for dermal infection management.
- Dr. Vijay R Chidrawar, Assistant Professor SPTM Hyderabad, co-authored a research paper titled "Solvent-assisted dechlorophyllization of Psidium guajava leaf extract: Effects on the polyphenol content, cytocompatibility, antibacterial, antiinflammatory, and anticancer activities". *South African Journal of Botany*. Volume 158, July 2023, Pages 166-179. doi.org/10.1016/j.sajb.2023.04.029 (ELSEVIER, IF: 3.11)
- Dr Dileep Kumar Singh, Assistant Professor SBM Hyderabad has published a research paper titled "An Insight Into Student's Acceptance Of Various Digital Platforms Using Tam Model Across The Indian States During The Pandemic" in *Academy of Marketing Studies Journal -ABDC-B*, Vol 27, Issue 05
- Prof. Wasih Tasneem, Assistant Professor STME Hyderabad Campus attended the ACM India Grad Cohort 2023, held at the Indian Institute of Science in Bangalore (7th and 8th July). The ACM India Grad Cohort 2023 was a highly anticipated event for women in academia and research in computer science and related fields. The purpose of the event was to provide a platform for networking, professional development, and knowledge-sharing among aspiring researchers and professionals in the field.
- Dr. Molly Chaturvedi published a paper titled : A Conceptual Research on the Impact of Strategic Marketing on Consumer Impulsive Purchase Behaviour; In Special Context with the Case Study on IKEA, Hyderabad. *Journal Details: Korea review of International Studies, Republic, Vol no 16, Special issue 5, July 2023 (ABDC-C)*
- Dr. Paramita Mukherjee published Book Chapter named Financial Sectors in Bengals: Towards Development and Inclusion. *Book Details: Two Bengals: A Comparative Development Narrative of Bangladesh and West Bengal of India, Palgrave-Macmillan, Singapore, 978-981-99-2187-4, May 2023.*
- Dr. Ashish Kumar Biswas attended FDP Details: Enhancing Research Impact: National Faculty Development Program on Grant Writing, IPR & Publication Strategies, NMIMS, Indore, 31 July to 5 Aug 2023 (Virtual)
- Dr. Padmapriya published paper in conference. Title of the Paper Presented: The Relationship between Financial Inclusion and Sustainable Growth in India: An Empirical Analysis details of the Conference: "Emerging trends and Issues in Business management and social innovation", Army Institute of Management and Technology, 6 May 2023.
- Dr. Mukta Aggarwal published a journal titled "Application of thermoresponsive smart polymers based in situ gel as a novel carrier for tumor targeting" in *Current Cancer Drug Target (IF:3.5) SCI indexed journal*.

In Conclusion: Embracing the Future Through Research and Collaboration

NMIMS R&D Newsletter showcases the diverse accomplishments of the University Research and Development Cell across engineering, pharmaceuticals, management, and law. In the engineering realm, innovations like a smart irrigation system for agriculture are highlighted. The pharmaceutical section showcases advancements in drug delivery systems and affordable vaccine development. Management research focuses on sustainable business practices and responsible AI use. In law, the exploration of digital rights and legal challenges from technology is showcased.

The Director's message emphasizes the importance of interdisciplinary collaboration and innovation. The Editor's message invites readers to explore the tapestry of research presented, while the Conclusion reflects on the dedication of contributors and the power of knowledge to shape a better world. Overall, the newsletter celebrates the R&D cell's commitment to progress through research, collaboration, and visionary thinking.



Dr. Siddhartha Ghosh
 Director
 NMIMS Hyderabad
 AAI, ML, Data Science



Dr Dileep Kumar Singh
 Assistant Professor
 School of Business Management
 Consumer behaviour, Digital Marketing, Strategic management, Consultancy, Organizational behaviour



Santosh Yele
 Associate Professor
 School of Pharmacy and Technology Management
 Herbal drug research



Ashish Kumar Biswas
 Assistant Professor
 School of commerce
 Marketing



Professor (Dr) Paramita Mukherjee
 Professor
 School of Commerce
 Finance and Economics: Applied Econometrics, Financial Economics, Financial Markets, Macrofinance



Wasifa Tasneem
 Assistant Professor
 School of Technology Management & Engineering
 Data Analytics



Chandrima Chatterjee
 Assistant Professor
 School of Commerce
 Economics, health care, sustainability, sanitation



Dr. Raeesabegam Usmani
 Assistant Professor
 School of Law
 ELT/ ESL Studies, Travel Writing, Gender Studies, Migration Studies



Dr. Surendar Gade
 Assistant Professor
 School of Commerce
 Finance and accounting



Dr. Vishnu Nayak Badavath
 Assistant Professor
 School of Pharmacy and Technology Management
 Pharmaceutical Chemistry



Dr Suneetha Devi Sistla
 Assistant Professor
 School of Business Management
 Consumer behaviour, digital marketing, brand management



Dr. Umakanta Nayak
 Associate Professor
 School of Business Management
 Human Resource Management, Governance