RESEARCH NEWSLETTER

Issue 001



Hyderabad Campus Research Initiative!

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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.



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From The Editor's Desk

Greetings Esteemed Readers!

In the pages of this newsletter, we bring you a tapestry of innovation, dedication, and intellectual exploration. It's with great pleasure that we present the collective efforts of our researchers and contributors from various disciplines within Research & Development Cell Newsletter.

With each article, we invite you to delve into the world of cutting-edge engineering solutions, groundbreaking pharmaceutical breakthroughs, visionary management strategies, and the evolving landscape of legal paradigms. These stories reflect the heart and soul of our research community and its commitment to shaping a better future.

We hope this compilation serves as a source of inspiration and insight, fostering a deeper understanding of the impact that research can have on our lives. As we journey through these narratives of discovery, I encourage you to contemplate the endless possibilities that lie at the intersection of knowledge and creativity.

A heartfelt thank you to all the contributors, reviewers, and the members of Research & Development Cell for their dedication in bringing this edition to life. It's your passion that fuels our commitment to excellence.

Warm Regards,



Ms. Wasiha Tasneem Assistant Professor STME, Hyderabad





Dr. Santosh Yele Associate Professor SPTM, Hyderabad



Senior Researcher's Editorial

Greetings!

Our new director, Dr. Siddharth Ghosh, has challenged the NMIMS faculty to continue this significant growth to achieve research height in term of applied research, publication, funding, grants in the coming years. Hon Chancellor of university announced an initiative "Chancellor's Challenge" which is to make student and faculty more curious to adopt the research environment. Additionally, Hon VC Dr. Ramesh Bhat and Dr. R S Gaud, Director SVKMs Pharma Institution expecting NMIMS to be recognized as one the top Research & Innovation Universities of India. Attaining these goals requires NMIMS and its campuses to build on its unique programs with its recognized strength in the research domain. In addition, we are expanding our real world applied education initiatives, including multidisciplinary undergraduate and graduate research that integrates the knowledge and creative skills from programs available at Jadcherla and Hyderabad campus. In each edition of this newsletter, we will highlight innovative work from all the schools with a feature story and several related short stories from each field. For this inaugural issue we are featuring research from our School of Pharmacy, School of Business management as well as leading innovative work from other Schools too. This combination of scientific advancement, creative arts, and new learning technologies is what makes NMIMS Jadcherla unique in the world of academic research. On top of its teaching and dissemination objectives, an important element of academic research is the contribution it can make to society. Research results that are not disseminated are of little use. In each issue of Research at NMIMS we will summarize the technologies, honours, Awards and innovations that have come out of NMIMS's work. As we continue our journey to grow NMIMS's research and innovation, we value your feedback and your partnership. We can be contacted to the NMIMS Research club. Please read on to learn more about the innovative research and creative ideas now being undertaken at SVKM's NMIMS Jadcherla.

Best Regards,

Innovation Unleashed: Exploring Frontiers of Knowledge

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 Thrisha 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. Wasiha 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.

Research & Development Cell Newsletter





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

Herbal drug research



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



Santosh Yele Associate Professor



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

School of Pharmacy and Technology Management



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



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



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



Ashish Kumar Biswas Assistant Professor School of commerce Marekting



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



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



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



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