

Curriculum Vitae



Name : **Dr. B.MURALI MANOHAR**
 Date of birth : 05-04-1967
 Details of Passport : EZ-4845966
 Marital status : Married
 Career Objectives : *To acquire knowledge from various spheres of life*

To share the wisdom with generations of people

Education :

Qualification	Year of passing	University
Ph. D	Dec 2008	Sri Venkateswara University, Tirupati in Commerce, Title of the thesis: “A managerial approach to the Problems and Prospects of E-Commerce in India”
FDPM	April '98	Indian Institute of Management, Ahmedabad
M. Phil	April '94	Nagpur university, Nagpur
M. Com	April '91	Kakatiya university, Warangal
M.B.A	May '89	Shivaji University, Kolhapur

Experience :

Designation	Name of the organization	From -To (/DD/MM/YY)
Professor & Dean	SCM, D Y Patil Agriculture & Technical University, Kolhapur	24-12-2021 to till this date
Senior Professor	VIT Business School	09-01-2013 to 22-12-2021
Visiting Professor	CMIS, University of Cologne, Germany	04-10-2011 to 31-03-2012*
Professor	VIT University	01-01-2009 to 31-08-2013
Asst /Assoc. Professor	VIT University	01-08-2005 to 31-12-2008
Asst. Professor	Debu University, Awassa-Ethiopia	20-10-03 to 31-07-05
Asst. Professor	Vellore Institute of Technology, Deemed University, Vellore (TN)	22-09-94 to 16-10-2003* (in various positions at VIT)
Lecturer	A. V. V Degree College, Warangal (AP)	15-07-92 to 03-05-94
Lecturer	Akhila Bharathi Degree College, Hanamkonda (AP)	07-04-91 to 14-07-92
Marketing Executive	Chakradhari Agenciences, SHPEL Agent, Warangal (AP)	05-06-90 to 06-04-91
Marketing Executive	Vishnu Chemicals Pvt. Ltd., Hyderabad (AP)	01-08-89 to 31-05-90

*on leave from VIT (01-10-2011 to 31-03-2012 and 10-17-03 to 08-18-05 and re-joined at VIT)

Areas of interest and Specialization: Management Information Systems / E-Commerce and Marketing Area

Countries Visited: U.K, U.S.A., ETHIOPIA, KENYA, UAE, GERMANY, NETHERLAND, FRANCE, CEZCH REPUBLIC, BELGIUM, Singapore, Malaysia and Thailand, etc.

Address for Communication:

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Kolhapur -416001 (MH) India

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Achievements:

Received the **Best Teacher** award at VEC for 1994 – 95, 1995 – 96, 1996-97, 2000-2001

Received the **Service Awards** for serving the Institution for more than 10 / 15 and 20 years from VIT University

Received the **Best Researcher** award at VIT University for 2010-11, 2011-2012 and 2014-15 for publishing 5 or more research articles in peer reviewed International Journals

Received the Letter of Appreciation from Shri Ram Honda Power Equipment Ltd., New Delhi

Technical Advisory Group Member of Universal Standard Product & Classification of ECCMA, USA

Received the Fellowship from Rotary International to visit UK, as a part of the Group Study Exchange Program for studying the culture and Profession (April 2 – June 3'2K)

Nominated as “**Executive Council Member**” of the Indian Association for Management Development during the 26th Annual IAMD National Conference held at Gulbarga University P G centre, Bellary during Feb 7-9, 2002

Received the acknowledgment from Information Development, SAGE, London for the article, ‘Information and Communication Technology Applications in Development’, published in February 2005, as among the 50 most frequently read articles from the journal in January

Become the reviewer for Elsevier Publications, USA peer-reviewed journal “International Information and Library Review” and Journal of Health Care for the Poor and Underserved, Meharri Medical College, USA

Become the editorial board member and reviewer for African Journal of Business Management since Sept. 2010 and Asian Academic Research Journal of Social Sciences & Humanities (AARJSH) in Aug 2012.

Chaired the session on July 22, 2011 during the 33rd Annual Conference of International School Psychology Association, USA conference jointly by held by VIT University, In SPA and NITTTR, Chennai during July 19-23 at Vellore.

Received the **DAAD Fellowship** to undertake the Visiting Professor assignment at Center for Modern Indian Studies, Faculty of Business, Economics and Social Sciences, University of Cologne, Germany for a period of six months starting Oct 2011 until March 31, 2012.

Chaired the session on April 19, 2013 during the 2nd ICEMIM-2013 held at VIT Business School, VIT University during April 19-20 at Vellore.

Received the Teachers Day Award from National Foundation for Entrepreneurship Development on Sept 5, 2013 at Chennai.

Delivered the key note address during the UGC sponsored “National Workshop on Research Methodology, KM and Environmental Management” organized by Academic Staff College, Pondicherry Central University on Oct 17, 2013.

Chaired the technical sessions on Nov 14-15, 2013 at the 34th AET-2013 meet organized by VIT Business School, VIT University during Nov 14-15 at Vellore.

Biographical profile is appeared in the 32nd edition of Marquis Who’s Who Publications brought out in Jan 2015, USA.

Received the Appreciation Award from Computer Science Coemption for Global Tech novation in 2021.

Received the Appreciation Memento from IEEE and EBSCO for the presentation on “Digital Evolution in Higher Education – Post Pandemic” on June 22, 2022 at Goa Marriot, Panjim, Goa.

Received the recognition from CSIBER as Outstanding Alumni in Academic on December 8, 2024, Kolhapur.

Special Lectures:

In United Kingdom

Date	Topic	Venue
May2, 2000	Socio – economic aspects of Silk Weavers in Kanchipuram	Hotel Cleethorpes, Grimsby
May5, 2000	Problems and Prospects of E - Commerce	Queen Elizabeth’s Grammer School, Horncastle
May9, 2000	Trends in Higher Education in India	Lincoln Clumbia Club, Green Land Hotel, Linconshire
May15, 2000	Technical Education in India	Hotel Holiday Inn, Shieffield

May18,2000	Issues in E-Commerce	Bransley Hotel, Bransley
May22,2000	I T enabled Services –Employment opportunities	Wellington Hotel, Howden
May25, 2000	Experiences at UK	Rotary Club of York, York
Feb1, 2000	Electronic Commerce	Rotary Club of Vellore North, Vellore
Aug4, 2000	Unique experience of UK	Rotary Club of Vellore, Vellore
Feb12, 2002	Productivity Improvement Techniques	Nutrine Confectionery Company Private Limited, Chittoor
Nov. 27, 2002	Planning for IT infrastructure	UGC Refresher Course for IT faculty at VIT
Nov. 28, 2002	Information Technology for Competitive Advantage	UGC Refresher Course for IT faculty at VIT
Oct.4, 2005	Company Management	Orientation Program for Higher Secondary School Teachers at VIT
Nov. 3, 2005	Health Leadership	National Health Leadership Conference, CMCH, Vellore
Dec5, 2005	Communication and Presentation skills for effective classroom management	2-Day workshop on effective teaching and classroom management ASC, VIT
Aug2, 2006	Career opportunities for Management Graduates	Marudhar Kesari Jain College for Women, Vaniyambadi
Sep17, 2008	Setting Business Vision and Objectives	MDP on Expand Your Business, Hotel Annapoorna, Coimbatore
Dec9, 2008	Negotiations & Technology	Executive Development Programme on Negotiations for Profit, organized by VIT Business School in association with Normandie Business School, France during Dec 9-11, 2008
Feb10, 2009	“Indian Political System- Quality of Governance” for the Parliament Secretaries, Govt. of India	Dr. Marri Chenna Reddy Institute of H R D, Hyderabad
Mar 28, 2009	Communication for Personality Development	VIT University & Indian Red Cross Society, TN “Three day state level orientation and Taining Programme for YRC Programme Officers and YRC Volunteers” held during Mar 26-28, 2009
Jun5, 2008	Electronic Commerce in India- Advantages	Gyan Ganga Institute of Technology, Bhopal
Nov19, 2009	Business Opportunity Identification – Tool & Techniques	Faculty Development Programme on Entrepreneurship, organized by VIT TBI, Sponsored by DST (NSTEDB), Govt. of India Nov 16-28, 2009
Dec30, 2009	How to identify business opportunities in SME sector	At a panel discussion organised by Young Indian (CII) at VCR Institute of Management Education at Chittoor
Mar10, 2010	How to identify business opportunities by young engineering graduates	Four day Entrepreneurship Awareness Camp organized by Adhiparasakthi College of Engineering during March 10-14, 2010 Kalavai

Oct8, 2010	Global Supply Chain Management	Lions Club of Chittoor at VCR Institute of Management Studies
Oct18,2010	Service Quality	AICTE Sponsored Staff Development Programme at Academic Staff College, Pondicherry University, Pondicherry
Nov20, 2010	I T Enabled Services – Growth and Challenges for India	UGC sponsored Refresher Course in Business Studies at Academic Staff College, Pondicherry University, Pondicherry
Nov22,2010	Excelling in Service Quality	Institution of Engineers, Ranipet Chapter at MDP Hall, Administrative Building, BHEL -Ranipet
Mar5, 2011	Creative Problem Solving Techniques	UGC-ASC, 104 Orientation Program at Pondicherry University, Pondicherry
Aug3, 2011	Business Plan Preparation	Organised by Automotive Society of India (VIT student chapter) and E-Cell of VIT
Aug13, 2011	Indian Economic Growth- role of various sectors	A Two Day Training Program “Journey to Excellence” organized by GVSDP and VITAA for Govt. Secondary & Higher Secondary School Teachers of Vellore District
May23, 2012	Observation Research	UGC sponsored Refresher Course on Research Methods and Methodology at Academic Staff College, Pondicherry University, Pondicherry
Jun29, 2012	E-Business Models	AICTE Sponsored Staff Development Programme on Emerging Trends in Business Models @ P.B.Siddhartha College, Vijayawada
Dec3, 2012	Impact of Social Media Marketing in Entrepreneurship	Faculty Development Programme on Entrepreneurship, organized by VIT TBI, Sponsored by DST (NSTEDB), Govt. of India Nov 26 – Dec 8, 2012
Mar28, 2013	Entrepreneurs selection: Tools and Techniques	Faculty Development Programme for ITI tutors Sponsored by EDI, Govt. of TN organized by CSRSD and VIT BS Mar 25 – Apr 5,2013
Nov8, 2013	Business opportunity guidance and idea generation	NEEDS-EDP Program, Sponsored by EDI, Govt. of Tamil Nadu and organized by CSRDRS, VIT during Nov 6 – Dec 5, 2013
Nov18, 2013	Leadership and Motivation – Effective Service Delivery	Regional Level Capacity Building Training Program for DIC officials, Sponsored by EDI, Govt. of TN, organized by CSRDRS, VIT during Nov 18 – 22, 2013.
Nov19, 2013	Market Survey review – presentations by Entrepreneurs	NEEDS-EDP Program, Sponsored by EDI, Govt. of Tamil Nadu and organized by CSRDRS, VIT during Nov 6 – Dec 5, 2013
Nov27, 2013	Micro / Macro Aspects of Business	TEDP in Embedded Systems & Application, sponsored by DST, Govt of India, organized by VIT TBI during Nov25, 2013 -Jan 4, 2014
Jan 10, 2014	Business Idea generation and Introduction to Entrepreneurship	Women’s FDP programme organized by EDI, Govt. of TN in association with CSRSD, VIT University at Auxellium Womens College, Vellore.

Feb1, 2014	ITES Growth & Challenges for India	Resource person during the ICSSR Sponsored Three Day National Seminar on New Paradigms and Perspectives in Business Excellence organized by PB Siddaratha College of Business during Jan 31-Feb 2, 2014 at Vijayawada
Nov 15, 2014	IT security measures for E-Commerce transactions	PB Siddaratha College of Business at Vijayawada
Feb 17, 2015	Innovative Approaches in Research & Higher Education	Auxilium College, Vellore during Feb 17-18, 2015
Feb 25, 2015	Managing Human Resources	Technology Entrepreneurship Development Program in Food Processing organized by VIT-TBI during Feb 2- March 14, 2015
July 15, 2015	Enhancing Employability Skills	Academic Staff College, VIT University on “World Youth Skills Day” at Vellore campus
Sept 6, 2015	The Skills Required to Tackle This Competitive World	Vaniyambadi Development Forum at Islamiah College, Vaniyambadi.
April 26, 2016	Negotiation Skills needed for an entrepreneur	TEDP in Food & Agri Processing, sponsored by DST, Govt of India, organized by VIT TBI during March 25, 2016 –May 6, 2016
Mar 6, 2018	HRM in User Service Environment	Open University of Sri Lanka Staff Training Program conducted by Central Library, VIT on March 6, 2018
April 17, 2018	FDP on Library Resources	Academic Staff College, VIT
Jan 29, 2019	Importance of high impact research	IQAC cell of PB Siddaratha College of Business at Vijayawada
June 28, 2020	Impact of COVID 19 on Teaching – Learning and Assessment	International Webinar organized by KIIT School of Management, Bhubaneshwar
July 22, 2020	IT Enabled Services, Competitive Advantage & Challenges for India	National Webinar organized by PB Siddartha Engineering College, Vijayawada
Oct 9, 2020	Opportunities & Challenges in MOOC courses	International Conference on Current Trends & Future Challenges in Education organized by VIT Chennai
June 24, 2022	Changing scenarios in learning and the relevance of e-journals and e-books in academics & research	EBSCO-IEEE Knowledge Feast held at Marriott Goa
Dec 15, 2023	Get ready for opportunities at work	ICSI, Kolhapur Chapter Members

Vocational Visits in UK :

Kimberly – Clark, Barton-upon-Humber
Smith & Nephew, Hull
New Lincs College, Lincolnshire
British Steel (Corus), Scunthorpe,
Lincolnshire
Lincs FM, Lincolnshire
Mill House Internet Services Ltd.,
Dronfield

Flexi Print, Dronfield, Sheffield
University of Hull, Hull
Kingston Internet Ltd., Kingston-upon-
Hull
Allotts, Rotherham, South Yorkshire
Nat West, London

Vocational Visits in Germany :

Closed coal mines, currently converted as “Ruhr Museum” located in Essen on Nov 18, 2011
and Ford-Werke GmbH plant on Jan 16, 2012

Courses taught at DYPATU:

I T For Managers, Marketing Management, Introduction to Business Analytics, Enterprise
Solutions, E-Commerce, Services Marketing, Brand Management, Evolution of Business
Enterprises, Strategic Marketing.

Courses taught both at VIT or elsewhere :

Courses taught at University of Cologne, Germany- I T E S in India, Services Management,
Entrepreneurship and Higher education in India / w r t Technical and Management

Debu University, Ethiopia- Systems Analysis and Design, Management Information Systems,
Accounting Information Systems, Introduction to Management

Courses taught at VIT:

Enterprise Systems, I T for Managers, I T Enabled Services, ERP, E-Commerce, Management
Information Systems, DBMS, Analysis & Design of Information Systems, Managing Family
Business, Lean Startup Management, Services Marketing, Sales & Distribution Management,
Advertising & Sales Promotion, Management Accounting, Operations Research / Quantitative
Techniques, Entrepreneurship Development, Written Analysis and Communication, Production
& Operations Management, Research Methods for Management

Other institutions: (BBM) Business Environment, Marketing Management, Investment
Management

Consultancy- Carried out the *feasibility study* along with Prof. K. T. Rengamani for Resolvenet,
USA for provide coding services to companies across the world. As a result of the study carried

out, Vellore Engineering College has been entrusted with the task of providing commodity coding services.

Project / Dissertation Titles:

MBA - “Market Survey for PVC Foam Leather Cloth & PVC Floorings in the Twin Cities of Hyderabad and Secunderabad: Sanghi Leathers Ltd.,”

M. Phil - “Marketing Strategies for Portable Generators: A Case Study of Sri Ram Honda Power Equipments Ltd.,”

Doctoral Research Supervision:

Ph D Guided & Awarded Scholars

<i>Name of the Candidate</i>	<i>Title of Thesis</i>	<i>Year Completed</i>
Goutam Kumar Kundu	I T Support Service: Applicability and Relevancy of Lean Concepts	Degree Awarded in 2013
Jayachnadra Bairi	A Study on The Role of Knowledge Application in Customer Satisfaction in Select Energy & Utility firms of UK & USA	Degree Awarded in 2013
Jyoti Prakash Majumdar	Study of the Causes of Reluctance of Manufacturing SMEs in Implementing TQM: With Special Focus on Auto-Ancillary Sector in Tamil Nadu State of India	Degree Awarded in 2018
Simi Simon	A study on The Investigation of Determinants of Consumer Buying Behaviour and Towards Ready to Eat (RTE) Breakfast Cereals (RTEBC)	Degree Awarded in 2019
Jeffrey B	Mitigating Project Overruns Through Systematic Knowledge Management in The Healthcare Sector – Ease of Extraction as a Mediator	Degree Awarded in 2024

- Currently supervising the **Eight (EPT & IPT) Doctoral scholars** at D Y Patil Agriculture & Technical University, Talsande, Kolhapur
- Guided **2 M. Phil Thesis** in Tamil Nadu, India
- Guided more than 150 MBA and PGDBA research projects
- Guided more than 50 BBA research projects

Sponsored research:

Conducted the Research Project sponsored by “Center For Management Studies, (Govt. of Gujarat) at IIM(A) on the following theme “Impact of Computer Networks on Business Organizations in Gujarat”

Secured a prestigious project from Ministry of Micro, Small and Medium Enterprises (MSME), Govt. of India for establishing and running the Entrepreneurial Clubs in Southern states of India with a total project outlay of **Rs. 2.5 Crore**. This also leads towards offering consultancy services to the entire E-Club members in South India.

Cases Developed:

- ❑ Developed a case entitled “Potential sales for Portable Generators in India” during the National Workshop on Case Development organized at VEC
- ❑ Co-authored a case on “the latest developments in the sugar industry” during the National Workshop on Case Development organized at VEC
- ❑ Developed a case entitled “Sugar Makers’ Bitterness” as a part of the course work in Indian Institute of Management, Ahmedabad

Book Published:

1. **“Managerial Approach to the Problems & Prospects of E Commerce in India”** (A guide to B 2 C E-Commerce in India) in Jan 2012 by **Lambert Academic Publishers** (LAP), ISBN: 978-3-8473-0217-9 *based on my Ph. D thesis* and same is made available through amazon.com and other leading portals across the globe.

(<http://www.amazon.co.uk/Managerial-Approach-Problems-Prospects-Commerce/dp/3847302175>)

2. **Dr. B. Murali Manohar & Dr. P Ganesan (Ed.)**, “9th International Conference on Science, Engineering & Technology, Vellore Institute of Technology, Conference Proceedings, 2019 (ISBN 9-789389-640045)

Book Chapters Published:

1. **Lallu Devanathan, Vijay Arul Das & B. Murali Manohar**, “Patients Perspectives in Health Care-Linking Feedback to Action” **M. Raghavachari & K. Ramani (Ed.)**, **Delivering Service Quality Managerial Challenges for the 21st Century**, Macmillan India Ltd., Delhi, 2000, Page 371-377.
2. **B. Murali Manohar & K. T. Rengamani**, “Impact of Policy Initiatives in the Telecom Sector” **K. Padmanabhan (Ed.)**, **A Decade of Trade Liberalisation in India**, Indian Institute of Public Administration, Tirupattur Local Branch, 2001, Page 93-103.
3. **K. T. Rengamani & B. Murali Manohar**, “Impact of Policy Initiatives in the Power Sector” **K. Padmanabhan (Ed.)**, **A Decade of Trade Liberalisation in India**, Indian Institute of Public Administration, Tirupattur Local Branch, 2001, Page 155-167.

4. **B. Murali Manohar, “Competitive Advantage of I T enabled Services” Dr. Jegadish Gandhi & Dr. P. Ganesan (Ed.), Services Sector in the Indian Economy, Deep & Deep Publications Ltd., 2002, Delhi, Page 33-40.**
5. **B. Murali Manohar & S. Ganesh, “Dynamics of I T industry in Tamil Nadu” Dr. Jegadish Gandhi & Dr. P. Ganesan (Ed.), National and Sub-National Economic Development Post-Economic Reforms, Deep & Deep Publications Ltd., 2002, Delhi, Page 243-255.**
6. **B. Murali Manohar, “Customization the New Mantra of e-manufacturing” Prasad KDV Yarlagadda & Narayanan S (Ed.), GCOMM 2004 1st International Conference on Manufacturing and Management Proceedings, Narosa Publishing House, 2004, New Delhi, Page 15-18.**
7. **B. Murali Manohar, C. Subba Reddy & Dr. LSN Prasad “Career Option in ITES- Opportunities and Threats”, T. Sreenivas (Ed.), Globalization and Emerging India, Discovery Publishing House, Delhi, 2006, Page 241-255.**
8. **Dr. Murali Manohar B, “Product Decisions”, Syed Saad Andaleeb, Khalid Hassan (Ed.), Strategic Marketing Management in Asia, Emerald Publishers, UK, 2017, PP: 209-224.**
9. **Dr. Murali Manohar B, “Integrated Marketing Communications”, Syed Saad Andaleeb, Khalid Hassan (Ed.) Strategic Marketing Management in Asia, Emerald Publishers, UK, PP: 425-445.**
10. **Kalavathy Perumal, Dr. Murali Manohar B, “A Survey on Internet of Things: Case Studies, Applications and Future Directions”, D P Acharjya, M Kalaiselvi Geetha (Ed.) Internet of Things: Novel Advances and Envisioned Applications, Springer Publishers, USA, 2017, PP: 281-297.**
11. **Prasad Babu P, Dr. Murali Manohar B, “The Big Data Analytics Impact towards strategies in Logistics Management – A Review”, Dr. Narayana Reddy, etl. (Ed.), Remaining Marketing in the new normal, Winger Publications, New Delhi, India, 2022, PP: 112-120.**
12. **Suraj Jaywant, Dr. Murali Manohar B, “Religious Tourism, Economic Behavior, and Global Change: A Multidimensional Study of Devotees Spending at Cultural Festivals”, Dr. Kittisak Wongmahesak, etl. (Ed.), Technology, Geopolitics, and the Transformation of International Political Economy, IGI Global Scientific Publishing, PA, USA, 2025, PP: 399-418.**

Publications in National & International Journals:

1. **B. Murali Manohar, “Impact of computer networking on business organisation”, ICWAI Journal, Management Accountant, Vol. 34, No.4, April 1999, Calcutta, Page 247-248.**
2. **B. Murali Manohar, “Best HR Practices” HRD Times, Vol.4, April 2002, Chennai, Page 7-9.**
3. **B. Murali Manohar, Rajani and Vamsi Kiran, “Personnel Audit – Need of the hour”, Organizational Management, Vol. XVII, No. 4, Jan – March 2002, Palakkad, Page 3-4.**
4. **B. Murali Manohar, “E–Commerce in India – a Myth or a Reality?”, Review Projector, Vol. 5, No. 2, April – June 2002, Coimbatore, Page 31-34.**
5. **B. Murali Manohar & R. Manikandan, “A study on the effectiveness of Training Programs for Supervisors at HAL”, Excellence in Supervision, National Productivity Council, Vol. 2, Issue -3, Nov– Dec. 2002, Chennai, Page 13-16.**
6. **B. Murali Manohar & Bharti Shrivastava, “A study on Industrial Democracy and Workers Participation in a Large Public Sector Engineering Firm”, Excellence in Supervision, National Productivity Council, Vol. 2, Issue -4, Jan. – Feb. 2003, Chennai, Page 20-23.**
7. **B. Murali Manohar & Anthony Xavier, “Front End Activities of New Product Management Process – A Case Study”, Industrial Engineering Journal, Vol. XXXII, No.5, May 2003, Navi Mumbai, Page 21-26.**
8. **B. Murali Manohar & Anthony Xavier and K. T. Rengamani, “Diversification Options For a Sugar Company – A Case Study”, Industrial Engineering Journal, Vol. XXXII, No.8, August 2003, Navi Mumbai, Page 28-34.**
9. **Prof. T. Siddaiah & B. Murali Manohar, “A Study on the Customer Characteristics of B 2 C E-Commerce in India”, *Sedme*, Vol. 30, No.3, September 2003, Hyderabad, Page 55-58.**
10. **B. Murali Manohar, “Information and Communication Technology Applications in Development: India as a role model for other developing countries”, Information Development, Cambridge, Sage Publications, Vol. 21, No.1, March 2005, London, Page 47-51.**
11. **B. Murali Manohar & P. Ganesan, “Antecedents of Off-line and On-line buying – A study of Indian customers”, International Journal of Business Research, AIBE Publications, Vol. V, No.1, Nov. 2006, Virginia, USA, Page 121-128.**

12. **B. Murali Manohar**, “**Socio-Economic aspects and their influence on adoption of E-Commerce in India**”, *Economic Challenger*, Vol. 43, No.11, Oct-Dec. 2008, Ajmer, India, Page 39-43.
13. **Jayachandra Bairi, Dr. B. Murali Manohar & Goutam Kundu**, “Knowledge retention in IT Service Industry”, *Journal of Systems and Information Technology*, Emerald Publishers, UK, Vol. 13, No.1, Jan 2011. (Scopus Indexed)
14. **Jayachandra Bairi, Dr. B. Murali Manohar**, “Integrated KM in IT support service companies”, *Journal of Information & KM Systems*, **VINE-Emerald Publishers, UK, Vol. 41, Issue-3, Aug 2011.** (Scopus Indexed)
15. **Jayachandra Bairi, Dr. B. Murali Manohar**, “**Critical Success Factors in gaining user customer satisfaction in outsourced IT services**”, *Journal of Enterprise Information Management*, **Emerald Publishers, UK, Vol. 24, Issue- 6, Dec 2011.** (Scopus Indexed)
16. **Goutam Kundu, Dr. B. Murali Manohar & Jayachandra Bairi**, “I T Support Services: Identification and categorization of wastes”, *International Journal of Value Chain Management*, Inderscience Publishers, Geneve-Switzerland, Vol. 5, No.1, 2011. (Scopus Indexed)
17. **Goutam Kundu, Dr. B. Murali Manohar & Jayachandra Bairi**, “A Comparison of lean and CMMI for Services (CMMI-SVC v 1.2) best practices”, *Asian Journal on Quality*, Emerald Publishers, UK, Vol. 12, Issue-2, 2011. (Indexed in ABI inform, Cabell’s Directory of Publishing Opportunities, EBSCO Discovery Service and Proquest)
18. **J P Majumdar, Dr. B. Murali Manohar**, “How to make quality circle a success in manufacturing industries”, *Asian Journal on Quality*, Emerald Publishers, UK, Vol. 12, Issue-3, 2011, PP:244-253. (Indexed in ABI inform, Cabell’s Directory of Publishing Opportunities, EBSCO Discovery Service and Proquest)
19. **Goutam Kundu, Dr. B. Murali Manohar & Jayachandra Bairi**, “**Incident Management Process Capability - a simulation study**”, *Global Trends in Information Systems and Software Applications, Communications in Computer and Information Science*, Springer Berlin Publishing, Heidelberg, Volume 270, 2012, pp 243-255. (Scopus Indexed)
20. **Goutam Kundu, Dr. B. Murali Manohar**, “Critical Success Factors for Implementing Lean Practices in IT Support Services”, *International Journal for Quality Research*, Center for Quality - University of Podgorica Montenegro and Center for Quality University of Kragujevac, Serbia, UDK-378.014.3(497.11), Serbia, Vol. XI, No.X, 2012, PP: 301-312. (SC Indeks Rank: M51, Google Scholar and JBR Impact Factor 5 – 0.356)

21. **J P Majumdar, Dr. B. Murali Manohar**, “Implementing TPM Programme as a TQM Tool in Indian Manufacturing Industries”, **Asian Journal on Quality**, Emerald Publishers, UK, Vol. 13, Issue 2, 2012, PP 185-198. (Indexed in ABI inform, Cabell’s Directory of Publishing Opportunities, EBSCO Discovery Service and ProQuest)
22. **Jayachandra Bairi, Dr. B. Murali Manohar**, “Capacity and availability management by quantitative Project Management in the IT service industry”, **Asian Journal on Quality**, Emerald Publishers, UK, Vol. 13, Issue 2, 2012. (Indexed in ABI inform, Cabell’s Directory of Publishing Opportunities, EBSCO Discovery Service and Proquest)
23. **Goutam Kundu, Dr. B. Murali Manohar & Jayachandra Bairi**, “A unified model for implementing lean and CMMI for Services (CMMI-SVC v1.3) best practices”, **Asian Journal on Quality**, Emerald Publishers, UK, Vol. 13, Issue 2, 2012. (Indexed in ABI inform, Cabell’s Directory of Publishing Opportunities, EBSCO Discovery Service and Proquest)
24. **Simi Simon, Dr. B. Murali Manohar**, “An insight on consumer choice and marketing opportunities for breakfast cereals”, **IJRCM, India**, Vol. 3, Issue 12, December 2012, PP:1-3.
25. **Jayachandra Bairi, Dr. B. Murali Manohar & Goutam Kundu**, “Knowledge acquisition by outsourced service providers from aging workforce of Oil and Gas Industry”, **Journal of Information & K M Systems**, VINE-Emerald Publishers, UK, Vol. 43, Issue 1, 2013. (Scopus Indexed)
26. **Simi Simon, Dr. B. Murali Manohar & Dr. Orlando W Eduria**, “Marketing implications of environmental influences on consumer buying behavior”, **ZIJMR, Zenith International Research & Academic Foundation, India**, Vol. 3, Issue -2, 2013,
27. **Jyoti Prakas Majumdar, Dr. B. Murali Manohar**, “Strengths and weakness of Indian manufacturing SMEs for adopting TQM”, **CBS Journal of Management Practices**, CBS Publishers, India, Vol. 1, Issue 1, January – June 2014, pp 33-44.
28. **Dr. B. Murali Manohar, P. Bharadwaj Swarna**, “Factors that led to the resurgence of E-Commerce in India”, **STM Journals, E-Commerce for Future & Trends, India**, Vol. 1, Issue 2, May-Aug 2014, pp 22-25.
29. **Jyoti Prakas Majumdar, Dr. B. Murali Manohar**, “Linking Quality Award Programs with Benchmarking – An Effective tool of TQM”, **International Journal of Research in Manufacturing Technology & Management**, IASTER, India, Vol. 2, Issue 2, July – Dec 2014, PP:27-39.
30. **Jyoti Prakas Majumdar, Dr. B. Murali Manohar**, “Role of Quality Programs in helping Benchmarking and Total Quality Management”, **International Journal of Research in Management and Business**, India, Vol. 1, Issue 1, July – Dec 2014, PP: 1-13.

31. **Dr. B. Murali Manohar, P. Bharadwaj Swarna, “Pros and Cons of E-Commerce in India – A Case Study”, STM Journals, E-Commerce for Future & Trends, India, Vol. 2, Issue 1, Jan-June 2015, pp 01-06.**
32. **Nithya Gangadhar, Dr. B. Murali Manohar, “Review on selected dimensions of Entrepreneurial Research”, Economic Challenger, Vol. 43, No.11, April-June 2015, Ajmer, India, Page 25-33.**
33. **Simi Simon, Dr. B. Murali Manohar, “Consumer Risk Perceptions in RTE (Ready-To-Eat) Breakfast Cereal Market”, Asia Pacific Journal of Advanced Business and Social Sciences, Australia, Vol. 1, Issue -1, Aug 2015, pp 40-47.**
34. **Goutam Kundu, Dr. B. Murali Manohar & Jayachandra Bairi, “How do the practitioners perceive relevancy of lean practices in IT support services?”, The TQM Journal, Emerald Publishers, UK, Vol. 27, Issue-5, 2015, PP 648-668. (Scopus Indexed)**
35. **Nithya Gangadhar, Dr. B. Murali Manohar, “Understanding Transnational Entrepreneurship”, International Journal of Advances in Management and Economics, Vol. 4, Issue-6, Nov-Dec. 2015, India, Page 52-67.**
36. **Jyoti Prakas Majumdar, Dr. B. Murali Manohar, “Why Indian manufacturing SMEs are still reluctant in adopting Total Quality Management”, International Journal of Productivity and Quality Management, Inderscience Publishers, Geneva-Switzerland, Vol. 17, Issue 1, PP:16-35, 2016 (Scopus Indexed – ABDC Ranked Journal list 2013-C).**
37. **Dr. Goutam Kumra Kundu, Dr. B. Murali Manohar, “Prioritizing lean practices for implementation in IT support services”, VINE Journal of Information and Knowledge Management Systems, Emerald Publishers, UK, Vol. 46, Issue 1, 2016, PP: 104-122 (Scopus Indexed - ABDC Ranked Journal list 2013-B)**
38. **Jeffrey Bhakthakumar, Dr. B. Murali Manohar and Anandhi J, “A Novel Codification Technique for Tacit Knowledge in Software Industry using Opinion Mining”, Advances in Intelligent Systems and Computing, Springer India, Vol.3, Issue 435, 2016, PP 615-622. (Scopus Indexed)**
39. **Kaitha Sai Sree, Dr. B. Murali Manohar and Dr. Swarnalatha P, “Analysis of the application of data mining techniques in the field of education”, IIOAB Journal, Springer India Vol.7, Issue 5, 2016, PP 203-215. (Scopus and Thomson Reuters Indexed with 0.359 impact factor)**
40. **Simi Simon, Dr. B. Murali Manohar, “Consumer Involvement towards Ready-to-Eat Breakfast Cereals in India” An Application of Revised Product Involvement Inventory (RPII)”, Indian Journal of Marketing, Vol.47, Issue 2, Feb 2017, PP 34-46.**

41. **Simi Simon, B. Murali Manohar, “Consumer Involvement towards Ready-to-Eat Breakfast Cereals in India” An Application of Revised Product Involvement Inventory (RPII)”, Economic Challenger, Vol.74, Issue 19, Jan – Mar 2017, PP 57-66.**
42. **Anandhi J, Jeffrey Bhakthakumar and Dr. B. Murali Manohar, “Deep Learning Based Natural Language Processing Approach for Extracting Tacit Knowledge”, International Journal of Combined Research & Development, Vol.6, Issue 6, 2017, PP 797-801.**
43. **Nithya Gangadhar, Dr. B. Murali Manohar, “The Dynamics of Various Networks In Transnational Entrepreneurship And Study on Negative Factor to Enterprise Among Immigrant Indian Entrepreneurs in UK – A Working Paper”, International Journal of Engineering & Technology, 7(4), Issue 10, (2018) 480-483**
44. **Jyoti Prakas Majumdar, Dr. Goutam Kumra Kundu and Dr. B. Murali Manohar, “Causes of reluctance of Indian manufacturing SMEs in adopting Total Quality Management”, International Journal of Services and Operations Management, Inderscience Publishers, Geneve-Switzerland, Vol. 32, Issue 3, PP:362-386, 2019 (Scopus Indexed – ABDC Ranked Journal list 2016- C).**
45. **Dr. B. Murali Manohar and B. Ruthvik, “Competitive Advantage of India in - IT Enabled Services”, Economic Challenger, Vol. 83, No.21, April-June 2019, Ajmer, India, Page 33-38.**
46. **Madan Mohan P, Dr. B. Murali Manohar, “A Cross Benefit Approach for Load Balancing on Cloud Infrastructure for Big Data Analytics Approach”, SeyBold Report, Vol.15, Issue 9, PP:4163-4172, 2020 (Scopus Indexed)**
47. **Prasad Babu P, Dr. B. Murali Manohar, “The Logistics and Supply Chain Management of Automobile Industry using Bibliometric Analysis – A Review”, Economic Challenger, Vol. 24, No. 96, Ajmer, India, PP: 33-40, 2022.**
48. **Dr. B. Murali Manohar, “Need for reverse logistics in Indian B 2 C E-Commerce industry”, Economic Challenger, Vol. 25, No. 98, Ajmer, India, PP: 31-38, 2023.**
49. **Vikas Mittal, Brijilal Ruban, Deepika Shekhawat, Mahesh T Kolte, B. Murali Manohar, “Segmentation and detection of soft tissue sarcomas based on mask regional convolutional neural network”, Multimedia Tools and Applications, April 2024, Springer Nature (<https://doi.org/10.1007/s11042-024-19003-3>) (Scopus Indexed)**
50. **Santosh Kulkarni, Dr. B. Murali Manohar, “Literature review on factors influencing on-time delivery in foundry industry”, Economic Challenger, Vol. 105, No.27, October-December 2024, Ajmer, India Page 74-78.**
51. **Rohini Mohite, Dr. B. Murali Manohar, “A critical review on employee retention in foundry industry”, Economic Challenger, Vol. 105, No.27, October-December 2024, Ajmer, India, Page 79-86.**

52. **Rohini Mohite, Dr. B. Murali Manohar, “Impact of employee retention strategies on turnover intentions: in select foundry units of Kolhapur”,** International Journal of Environmental Sciences, Vol. 11, No.22s, 2025, Ajmer, India Page 365-376.
53. **Santosh Kulkarni, Dr. B. Murali Manohar, “Impact of lean production practices on quality performance and competitive advantage: in select foundry industrial units in Kolhapur district”,** International Journal of Environmental Sciences, Vol. 11, No.23s, 2025, Ajmer, India Page 4174-4188.

Papers presented in the National & International conferences:

54. **B. Murali Manohar, “Impact of Computer Networking on Business Organizations in Gujarat”** during the National Conference on Engineering for Humanity & Human Factors Engineering – Challenges for 21st century at Vellore Engineering College, Aug13-14,1998.
55. **Lallu Devanathan, Vijay Arul Das & B. Murali Manohar, “Patients Perspectives in Health Care-Linking Feedback to Action”** at the **International Conference – Delivering Service Quality Managerial Challenges for the 21st Century** organized by **Indian Institute of Management, Ahmedabad and Center for Services Research & Education, Rensselaer Polytechnic Institute, Troy, New York (USA)** during Dec 28-29, 1999.
56. **B. Murali Manohar, “Role of I T in education”** at the **National Seminar on Information Technology and Public Systems**, organized by Indian Association for Management Development, School of Business Management at Sri Venkateswara University, Tirupati during Feb 12-13, 2000.
57. **Prof. K. T. Rengamani & B. Murali Manohar, “Industry Institute Interaction – in the current scenario”** at the *UGC sponsored National Seminar on Industry Institute Interaction – ways and means*, organized by the School of Business Management, Annamalai University, Chidambaram on March 21,2000.
58. **B. Murali Manohar & Prof. K. T. Rengamani, “Quality Manual for Management Education”** at the *UGC sponsored National Seminar on Business Education in the new millennium*, organized by the School of Business Management, Annamalai University, Chidambaram on March 22, 2000.
59. **Prof. K. T. Rengamani & B. Murali Manohar, “Impact of Policy Initiatives in Power Sector”** at the *UGC sponsored National Seminar on A Decade of Trade Liberalization Economic Growth & Social Justice*, organized by Sacred Heart College, Tirupattur on Feb 10, 2001.

60. **B. Murali Manohar & Prof. K. T. Rengamani, “Impact of Policy Initiatives in Telecom Sector”** at the *UGC sponsored National Seminar on A Decade of Trade Liberalization Economic Growth & Social Justice*, organized by Sacred Heart College, Tirupattur on Feb 10, 2001.
61. **B. Murali Manohar & Prof. K. T. Rengamani, “Venture Capital Scenario in India”** at the *UGC sponsored National Seminar on Emerging Issues in Service Sector Development – Challenges and Strategies*, organized by the School of Management Studies, CBIT, Hyderabad on March 23 -24, 2001.
62. **B. Murali Manohar, “E - Branding”** at the *UGC sponsored National Seminar on Emerging Issues in Service Sector Development – Challenges and Strategies*, organised by the School of Management Studies, CBIT, Hyderabad on March 23 -24, 2001.
63. **B. Murali Manohar & Prof. K. T. Rengamani, “Role of VCFs and Incubators in development of Technopreneurs”** at the *UGC sponsored National Seminar on Entrepreneurship Development – Challenges and Strategies*, organized by the School of Business Management, Annamalai University, Chidambaram on March 29 - 30, 2001.
64. **Prof. K. T. Rengamani & B. Murali Manohar, “Entrepreneurship Development Programmes”** at the *UGC sponsored National Seminar on Entrepreneurship Development – Challenges and Strategies*, organized by the School of Business Management, Annamalai University, Chidambaram on March 29 - 30, 2001.
65. **B. Murali Manohar, “Business Dynamics”** at a **One-day Seminar on Business Skills, Ethics and Dynamics**, organized by the Sacred Heart College, Tirupattur on Sep 18, 2001.
66. **B. Murali Manohar & S. Ganesh, “Dynamics of I T industry in Tamil Nadu”** at the 84th Indian Economic Association Conference on a *Special Session* of Tamil Nadu Economy, organized by Vellore Institute of Technology, Deemed University, Vellore on Dec 28 – 30, 2001.
67. **Prof. T. Siddaiah & B. Murali Manohar, “Knowledge Management - Higher Learning Centers”** at the 26th IAMD & IUCBER **National Conference on New paradigms in Knowledge Management**, organized by the Vijayanagar Institute of Management Studies, GUPG centre, Gulbarga University, Bellary on Feb 07 - 09, 2002.
68. **Prof. K. T. Rengamani & B. Murali Manohar, “Innovative Financial Services”** at the 26th IAMD & IUCBER **National Conference on Innovations in Financial Services**, organized by the Vijayanagar Institute of Management Studies, GUPG center, Gulbarga University, Bellary on Feb 07 - 09, 2002.
69. **B. Murali Manohar, “Issues in E - Business”** at the 26th IAMD & IUCBER **National Conference on E - Business**, organized by the Vijayanagar Institute of Management Studies, GUPG center, Gulbarga University, Bellary on Feb 07 - 09, 2002.

70. **Prof. T. Siddaiah & B. Murali Manohar**, “A Study on the Customer Characteristics of B 2 C E- Commerce in India” at the *UGC Sponsored National Seminar on Management in Transition*, organised by Department of Management Studies, University of Madras, Chennai on Feb 20 - 21, 2003.
71. **B. Murali Manohar, Prof. K. T. Rengamani, Dr. P. Ganesan and M. Chandrika**, “A perception study on factoring services with a special reference to State Bank of India Factors” at the *UGC Sponsored National Seminar on Management in Transition*, organised by Department of Management Studies, University of Madras, Chennai on Feb 20 - 21, 2003.
72. **B. Murali Manohar**, “A Study on Customer Satisfaction of Restaurant Users in Vellore” at the *UGC Sponsored National Seminar on Customer Service Excellence*, organised by Department of Business Administration, Annamalai University, Chidambaram on March 12 - 13, 2003.
73. **B. Murali Manohar & Prof. D V S. Bhagavanulu** “A study on the challenges and opportunities with integration of National Rivers in India” at the *National Seminar on Infrastructure Management: Emerging issues*, organised by Manipal Institute of Management, MAHE, Manipal, May 16-18, 2003.
74. **B. Murali Manohar, Dr. M. Naga Raju and M. Kamala Priya** “Impact of Technology (ATM) with respect to Banking Services: A Study in Vellore of Tamil Nadu” at the *National Seminar on Emerging Trends in Service Sector*, organised by KLS Institute of Management Education and Research, Belgaum, March 21 - 22, 2003.
75. **B. Murali Manohar & Dr. LSN Prasad** “Career Option in ITES- Opportunities and Threats” at the *National Seminar on Emerging India-Challenges & Opportunities*, organised by Dept. of Management, RVR & JC College of Engineering, Guntur, March 11-12, 2004.
76. **B. Murali Manohar & Dr. Tessy Kurien** “Private Higher Education Sector: A journey through India and China” at the *Second National Seminar on Private Higher Education in Ethiopia: Challenges and Prospects*, organised by St. Mary’s College, at Sheraton Addis, Addis Ababa, July 26, 2004.
77. **B. Murali Manohar**, “Customization – A new mantra of E-manufacturing” at the *Global Congress on Manufacturing and Management*, organised by Vellore Institute of Technology and Queensland University of Technology, Brisbane, Australia, Dec 8-10, 2004.
78. **B. Murali Manohar & Dr. Madhumita G. Majumder**, “Impact of Telecom Reforms- A comparative study of India and Ethiopia” at the *3rd International Conference on Ethiopian Economy*, organised by Ethiopian Association at United Nations Conference Center (UNCC), Addis Ababa, June 2-4, 2005.

79. **B. Murali Manohar, “Peter F. Drucker’s philosophy from Indian perspective” at the National Seminar on Management Philosophy and Peter F. Drucker**, organised by Department of Management Studies, Sri Venkateswara University, Tirupati, April 8, 2006.
80. **B. Murali Manohar, “Antecedents of Off-line and On-line buying – A study of Indian customers”**, organized by the **Academy of International Business and Economics International Conference**, held at Las Vegas, NV, USA, Oct 15-18, 2006.
81. **Krishna Badam & B. Murali Manohar, “Study on the Work Force Analysis towards ERP implementation at client side”**, at 6th International Conference on Information Science Technology and Management (CISTM 2008) organized by the **IIT Delhi and CII**, New Delhi, July 31-Aug 2, 2009.
82. **Dr. B. Murali Manohar & C. Nishikanth, “Phased Prepress Offshoring –The Doorway to acquisition”**, at the Silver Jubilee International Conference on Services Management – The best and next practices (SJICSM 2009) organized by the **VIT Business School**, Vellore December 18-19, 2009.
83. **Goutam Kumar Kundu & Dr. B. Murali Manohar, “A methodology for establishing baseline of incident management process capability using simulation”**, at the Silver Jubilee International Conference on Services Management – The best and next practices (SJICSM 2009) organized by the **VIT Business School**, Vellore December 18-19, 2009.
84. **Jayachandra Bairi & Dr. B. Murali Manohar, “Integrated end to end ticket management system for IT services”**, at the Silver Jubilee International Conference on Services Management – The best and next practices (SJICSM 2009) organized by the **VIT Business School**, Vellore December 18-19, 2009.
85. **Dr. B. Murali Manohar & C. Nishikanth, “Learning to sell e-learning services for corporate organisations”**, at the 5th SIMR –ASIA Marketing Conference organized by **K J Somaiya Institute of Management Studies & Research**, Mumbai January 2-3, 2010.
86. **Goutum Kundu & Dr. B. Murali Manohar, "Incident Management Process Capability - a simulation study"** is presented during **ObCom 2011** conducted by SCSE, VIT University during Dec 9 - 11, 2011.
87. Attended the *International Conference sponsored by E U* on **"Fit for business-Developing business competencies in school"** organized by Prof. Matthias Pilz on Nov 22, 2011 at Cologne.
88. **Jyoti Prakas Majumdar, Dr. B. Murali Manohar, “How do Quality award programs help in benchmarking an effective tool of TQM”**, 9th SET Conference organized by VIT Business School, Nov 10-11, 2014.

89. **Dr. B. Murali Manohar, P. Bharadwaj Swarna and Kushagra S. Barodia,** “**Consolidation of E-Commerce in India – A Case study approach**”, Conference on Emerging Trends in Business 2014 organized by Christ University, Bangalore, Dec 11-12, 2014.
90. **Simi Simon, Dr. B. Murali Manohar,** “**Consumer Risk Perceptions in RTE (Ready-To-Eat) Breakfast Cereal Market**”, Asia Pacific Conference on Advanced Research, Australia, Vol. 1, Issue -1, Aug 2015.
91. **Nithya Gangadhar, Dr. B. Murali Manohar,** “**Understanding Transnational Entrepreneurship**”, 11th SET Conference organized by VIT University, Nov 3-4, 2015.
92. **Kalavathy Perumal, Dr. B. Murali Manohar,** “**Internet of Thing – A promise for Health Care**”, 11th SET Conference organized by VIT University, Nov 3-4, 2015.
93. **Jeffrey Bhakthakumar, Dr. B. Murali Manohar and Anandhi J,** “**An Novel Codification Technique for Tacit Knowledge in Software Industry using Opinion Mining**”, 3rd International Conference on Information Systems Design and Intelligent Applications organized by Anil Neeukonda Institute of Technology & Sciences, Visakhapatnam, Jan 8-9, 2016.
94. **Nithya Gangadhar, Dr. B. Murali Manohar,** “**The Dynamics of Various Networks In Transnational Entrepreneurship And Study on Negative Factor to Enterprise Among Immigrant Indian Entrepreneurs in UK – A Working Paper**”, **World Summit on Advances in Science, Engineering and Technology organized by VIT University in University of Cambridge, UK, Jan 4-6, 2018**
95. **Jeffrey Bhakthakumar, Dr. B. Murali Manohar and Dr. Anandi R J** “**Systematic Knowledge Management of lessons learned in mitigating project overruns**”, 16th International Conference on Applied Research in Engineering and Management Sciences, Pattaya, Thailand August 12-13, 2022.
96. **Jeffrey Bhakthakumar, Dr. B. Murali Manohar** “**A Novel Codification Technique for Tacit Knowledge in Software Industry using Opinion Mining**”, 16th International Conference on Applied Research in Engineering and Management Sciences, Pattaya, Thailand August 12-13, 2022.
97. **Ketan Jawdekar, Dr. B. Murali Manohar, Dr. Jayandra Khot** “**Tracing the origins & evolution of Ganesha: Iconographic gaps interdisciplinary approach**”, ICSSR sponsored two days National Conference Timeless Deccan: Exploring caves, Temple Architecture and Iconography, organized by Smt. Kashibai Navale College of Architecture, Pune, January 10-11, 2025.

98. **Pallavi Pati, Dr. B. Murali Manohar, Dr. Prathapan K Pillai**, “Exploring the benefits of exporting fruits and vegetables from India to the UAE and strategies for waste reduction and resource allocation”, International Conference on Innovation, Sustainability and Applied Sciences -2025, organized by Curtin University, Dubai, February 22-23, 2025.
99. Rohini Mohite, Dr. B. Murali Manohar, “Recent trends in employee retention: A sectoral review of the Indian industry”, International Conference on transforming the future innovations in Management, Technology, Social impact and Environmental Stewardship organized by SIBER, Kolhapur, September 18-19, 2025 (accepted for presentation).
100. **Santosh Kulkarni, Dr. B. Murali Manohar**, “Recent trends in lean management in the foundry industry: A global review”, International Conference on transforming the future innovations in Management, Technology, Social impact and Environmental Stewardship”, organized by SIBER, Kolhapur, September 18-19, 2025 (accepted for presentation).
101. **Meenakshi Pati, Dr. B. Murali Manohar, Santosh Kulkarni**, “Psychological impact of job market uncertainty: A study on stress and anxiety among job seeking graduates”, International Conference on sustainability as a strategic imperative: implications for modern business functions”, organized by Crest Academy for Innovation & Research, Kottayam, September 22, 2025 (accepted for presentation).

Programmes organised and attended:

Programmes organised:

- ✍ Organising Secretary for National Workshop on Case Development at Vellore Engineering College (March & April 1997)
- ✍ Organising Secretary for Workshop on Curriculum Development for MBA course (Madras University) at Vellore Engineering College (Aug 6-7’99)
- ✍ Organising Secretary for the Seminar “Marketing Strategies in the Next Decade” organised for the benefit of MBA students at Hotel Breeze, Chennai (Oct.16, 1999)
- ✍ Coordinated the Entrepreneurship Development Programmes at Vellore Engineering College during the year 1999 – 2000 (Feb 15-17, 2000), 2000 – 2001 (Feb 27-Mar1, 2001), 2001-2002 (Feb 26-27, 2002) and 2002-2003 (Feb 27-28, 2003)
- ✍ Coordinator for the Executive Development Programme on “Workshop on Accounting Software Packages” conducted on March 25, 2001
- ✍ Coordinator for the Management Development Programme on “Potential of E-Commerce for S M Es in India” conducted during April 21-22, 2006

- ✚ Convener for the Technical Sessions of “International Conference on Business Incubation” conducted by VIT University during May 21-23, 2007 in association with Info Dev, World Bank at VIT
- ✚ Coordinator for the TCS Sponsored Workshop on “Balance Score Card” for the faculty members of VIT University on Dec 5, 2007
- ✚ Coordinator for the “Certificate Program on Sales Management”, Sponsored by TVS Motor Company for **Unemployed Rural Youth** during Nov 12-Dec 28, 2007
- ✚ Coordinator for the First Management Development Program on “**Expand Your Business**” for India’s First E-Club at Coimbatore during September 17-20, 2008.
- ✚ Coordinated the **Special Program on Job opportunities cum Training** for selecting unemployed youth from Vellore on Nov 1, 2008 conducted by First E-Club of Coimbatore.
- ✚ Coordinator for the **M D P on Currency Risk Management** for the entrepreneurs on Nov 2, 2008 conducted by VIT Business School.
- ✚ Coordinator for the Executive Development Program on **Leadership Excellence** for the Assistant and Deputy Directors of MSME-DI, Chennai on Nov 3, 2008.
- ✚ Coordinator for the TCS sponsored **Faculty Development Program on Banking** for the faculty members of VIT University through the PAT office on November 10, 2008.
- ✚ Coordinated a “One Day Workshop on ERP Modules” on Sept. 7, 2013 in association with SAP Labs, Oracle, Microsoft Business Solutions, Ramco Systems and 3i Info Systems for the students of VIT Business School.
- ✚ Coordinated the Workshop on “Big Data & Data Analytics” on Sept. 1-2, 2015 in association with SCSE and IBM for the benefit of faculty / researchers / students.

Participated in the following -conferences\ workshops\ training programmes:

Quality Improvement Programmes:

- ❑ Participated in DST sponsored, “Faculty Development Programme in Entrepreneurship Development”, organised by Entrepreneurship Development Institute of India, Bangalore (October 31- Nov 25,1995)
- ❑ Participated in AICTE sponsored Orientation Cum Refresher Course for Management Faculty organised by School of Management, Pondicherry University, Pondicherry (May 29-June 21,1996)

- ❑ Participated in the one-day workshop on “Appraisal of Infrastructure projects” organised by Dept. Of Humanities & Social Sciences, Indian Institute of Technology, Madras on October 4, 1999.
- ❑ Participated in AICTE sponsored QIP for Management Faculty on “Emerging Trends in Teaching Information Systems”, organised by T A Pai Management Institute, Manipal (Sep 23-27, 2002)
- ❑ Participated in ISTE -AICTE sponsored STTP on “E-Commerce Technologies and Strategies”, organised by Jansons School of Management, Coimbatore (June 9-14, 2003)
- ❑ Participated in the 5 days FDP on “Success and Failure of Business Corporations”, organised by Academic Staff College-VIT University and VIT Business School (June 22-26, 2009)
- ❑ Participated in the FDP on “Information Technology Services –The Catalyst for India’s Sustainable Growth”, organised by Academic Staff College-VIT University and VIT Business School (June 23, 2009)
- ❑ Participated in the “International Summit on Global Trends in Higher Education and Challenges”, organised by VIT University as part of its’ Silver Jubilee Celebrations during Nov 28-29, 2009
- ❑ Participated in the “ISTE and Wipro Mission 10X”, organised by Academic Staff College, VIT University during May 31-June 4, 2011
- ❑ Participated in the “Advanced Program for Mission 10X”, organised by Academic Staff College, VIT University during April 16-17, 2012
- ❑ Participated in the “Digital Marketing Conclave in Emerging Markets”, organised by, VIT University with CII during July 21, 2014 at Chennai
- ❑ Participated in the “CII Southern Regional Conclave on Management Education”, organised by Confederation of Indian Industry during February 11-12, 2015 at Chennai
- ❑ Participated in the “IBM Career Education Workshop on Emerging Technologies”, organised by IBM - IMTC during October 9, 2015 at Bangalore
- ❑ Participated in the “ACBSP Conference”, organised by ACBSP, during June 16-20, 2016 at Atlanta, Georgia, USA
- ❑ Participated in the FDP “IT Through Experiential Learning”, conducted by SITE at VIT University during August 2, 2017 at Vellore
- ❑ Participated in the 2-day Training Program organized by VIT University on “Art of Writing Winning Presentations” during Nov 24-25, 2017 at Vellore

- ❑ Participated in the 4 days MHRD Programs on “Academic Leadership for VCs, Pro VCs, Deans, Directors, etc.” at organised by Aligarh Muslim University during Jan 22 -25, 2018 at Vaniyambadi
- ❑ Participated in the workshop on “Cyber Security” delivered by Prof. John Bay, the Associate Dean of Research in the Watson School of Engineering at the State University of New York on Jan.29, 2018 at VIT campus.
- ❑ Participated in the “Advanced Leadership Program” organized by Asst. Director – H R, for the entire Deans’ and Directors’ of VIT during Nov 24-26, 2018 at Yercaud.
- ❑ Participated in the “Skill Development Program” organized by Asst. Director – H R, for the entire Deans’ and Directors’ of VIT during Nov 22, 2019 at Fortune ITC, Vellore.

Other Programmes:

- ❑ Participated in the workshop for conducting MAT, organised by AIMA at Bangalore (Aug 19, 1995)
- ❑ Participated in Two-day symposium on “SMART-DE-COST” organised by SIRC, ICWA Chennai (Feb 24-26,1996)
- ❑ Participated in National Workshop on Case Development organised by Vellore Engineering College, Vellore (Mar 21-25 & Apr 24-30, 1997)
- ❑ Participated in Cost Effective Management pregame organised by SIRC, ICWA at Vellore Engineering College, Vellore (Mar 28-29,1997)
- ❑ Participated on practical aspects of value added tax (VAT), organised by CII Gujarat chapter at Ahmedabad (Oct 14,1997)
- ❑ Participated in Faculty Development Programme organised by Indian Institute of Management, Ahmedabad (July 1997 – April 1998)
- ❑ Participated in a Management Development Program me on “Software Development Methodologies and CASE Tools” organised by Prof. V. Venkata Rao, Computer Information Systems Group at Indian Institute of Management, Ahmedabad (Sep 29-Oct 8, 1997)
- ❑ Participated in a Seminar on Doctoral Education in Management organised by IIMA at Ahmedabad (March 20, 1998)
- ❑ Participated in Two days’ Workshop on “Database Management for Non-IT Professionals” organised by Madras Management Association at Chennai (Dec18-19, 1998)
- ❑ Participated in Management Refresher Seminar/ Panel Discussion organised by Indian Institute of Management, Ahmedabad (Jan 22-24,1999)
- ❑ Participated in the Conference on “Information Technology for Management Science Applications” organised by ORSI Bangalore chapter & JNCASR at Indian Institute of Science, Bangalore (July 27-28, 1999)
- ❑ Participated in the “5th Director’s Conclave” organised by All India Management Association & ICFAI Business School, at Hotel Taj Residency, Hyderabad on Dec 11, 2001.
- ❑ Participated in the Faculty Development Workshop organised by XIME, Bangalore (Nov 28-29, 2002)
- ❑ Participated in the guest lecture on “India’s Emerging Competitiveness” organised by Global Realty Outsourcing Expression at Park Sheraton Hotel & Towers, Chennai, Dec 6, 2005.

- ❑ Attended the Management Development Programme on, **“Re-inventing Marketing”**, organized by Pricol Academy of Excellence (PACE), Coimbatore, January 27–28, 2006.
- ❑ Attended the 2 days training program/workshop on Communication skills, motivation & confidence building organized by Surlin Solutions Limited, Kent, UK (for ASC, VIT) during April 1-2, 2006.
- ❑ Attended the Management Development Programme on, **“Re-inventing Marketing”**, organized by Pricol Academy of Excellence (PACE), Coimbatore, January 27–28, 2006.
- ❑ Attended the **“TCS Insurance Workshop”**, organized by Tata Consultancy Services (TCS), Chennai, Sep.29, 2006.
- ❑ Attended the Conference on, **“Incubating Agripreneurship”**, organized by Confederation of Indian Industry (CII), Andhra Pradesh at Tirupati, Nov.11, 2006.
- ❑ Attended the **“Industry-Institute Interaction Program”**, organized by ZENTA (GRO), Chennai, August 29, 2007.
- ❑ Participated in the OOB-Conference 2007, organized by Catalyst Labs Inc., at J N Tata Auditorium (I I Sc), Bangalore, Sep 14-15, 2007.
- ❑ Participated in the MDP on “Business Intelligence” organized by VIT Business School, Aug 30, 2008.
- ❑ Participated in the EDP on “Self awareness to enhance managerial effectiveness” organized by VIT Business School, Sep 15, 2008.
- ❑ Participated in the EDP on “Growth Strategies for Managers of M S M Es” organized by VIT Business School, Nov 15, 2008.
- ❑ Participated in the EDP on “Legal Issues in Business” organized by VIT Business School, Nov 29, 2008.
- ❑ Participated in the EDP on “Foreign Exchange Management – An Indian Perspective” organized by VIT Business School, Dec 20, 2008.
- ❑ Participated in the MDP on “Business Intelligence” organized by VIT Business School, Aug 29, 2009.
- ❑ Participated in the International Conference on “Challenges to Inclusive Growth in the Emerging Economies” at Indian Institute of Management – Ahmedabad, Dec 15-17, 2010.
- ❑ Participated in the workshop on “High Impact Teaching Skills” organized by Dale Carnegie & Associates as part of the Wipro 10X program at ASC-VIT University during May 31-June1, 2011.
- ❑ Participated in the one-day workshop on “Academic and Administrative Audit” organized by IQAC at VIT University during Aug 10, 2017.
- ❑ Participated in the two days’ workshop on “Informatica Data Quality Tools” organized by SCOPE at VIT University and Informatica Inc., during Oct 5-6, 2017.

- ❑ Participated in the in “ACBSP, USA - Accreditation Region 10 Meeting” organised by SDIMS, Mysore during Nov 15-17, 2017.
- ❑ Participated in the “20th NACLIN -2017”, organised by DELNET at New Delhi during Nov 28-30, 2017.
- ❑ Participated in one day workshop organized by CII, Pondicheery on “Analytics Applications in Business” on April 20, 2018.

Other important institutional assignments carried out:

- ✍ Actively associated with the admission procedure for the last several years for various programs of VEC / VIT as the Chief Superintendent of Entrance Examinations conducted at various centers viz., Delhi (May-1998) and Hyderabad.
- ✍ Actively associated with VEC in the process of obtaining NBA and ISO-9002 certification.
- ✍ Actively associated with VEC in the process of obtaining the Deemed University status from UGC / MHRD, Govt. of India.
- ✍ Assisted the Principal of VEC as Additional Chief Superintendent for the University of Madras Examinations (Nov-2000).
- ✍ Chief Superintendent for the even semester C A M & End Term examinations for VIT programs (Dec 2002-April 2003)
- ✍ Actively associated with the smooth conduct of 84th Indian Economic Association conference at VIT during Dec 2001.
- ✍ Actively associated with the documentation of Technology Business Incubator at VIT
- ✍ Coordinated the documentation preparation for NAAC during March 2003.
- ✍ **Program coordinator for the PGDBA** program along with Prof. K. T. Rengamani.
- ✍ **Member, Board of Studies** for **MBA / BBA** programs
- ✍ Actively associated with the admission procedure for the last several years for MBA programs of VEC / VIT as the member of the selection board.
- ✍ Successfully brought out the First Placement Brochure of the IMS during 2000
- ✍ Organizing Industrial / Educational Tours to the students.
- ✍ Project Guidance for the MBA students.
- ✍ Associating with the Alumni.

☞ Conference Secretary for the 9th SET-Conference organized by VIT University during Nov10-11, 2014.

References :

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(Dr. B. Murali Manohar)