

Research Groups at Humanities and Social Sciences Department

HSS department emphasize on inter-functional and inter-disciplinary research in various areas of Humanities, Social Sciences and Management. The research groups in HSS department and the focus areas of research under each group are as follows:

1. Psychology:

- Positive psychology, happiness and well being
- Mental Health
- Industrial psychology

2. Sociology:

- Women Studies, Cultural Studies
- Women Empowerment
- Political sociology, gerontology
- Reproductive Health, Community Health and personal hygiene
- Marginalization of minorities and Sc/ STs

3. Economics

- Managerial Economics
- Health Economics
- Poverty
- Public Finance
- Development Economics

4. Marketing management:

- Services marketing
- Branding
- Customer Relationship Management
- Digital marketing
- Social Media Marketing and Corporate Blogs
- Consumer Behaviour

5. Human Resource Management

- Organizational Behaviour
- Emotional & Social Intelligence
- Leadership, Executive Coaching
- Strategic Management
- Knowledge management

6. Financial Management

- Corporate Finance
- Banking
- Insurance and Mutual funds
- Financial markets

7. English Language

- Computational Linguistics
- Socio linguistics
- Communication skills and translation