

RESEARCH GROUP

DEPARTMENT OF HUMANITIES AND SOCIAL SCIENCES

Technology and Innovation: Managerial and Social Science Perspective: The group focuses on active research in the thrust areas of marketing, services marketing, consumer behaviour, customer relationship management, organizational behaviour, positive psychology, and human resource management. Faculty members are focusing on different areas of management sciences to offer solutions for various aspects of the emerging domain.

Economics and Finance- The group conducts quality research in the fields of finance and economics, covering a wide range of areas from microeconomics, macroeconomics, public finance, and development economics to corporate finance, accounting, investment, money markets, and capital markets.

Language and Literature -The group focuses on active research in the thrust areas of language studies & literature: identity, memory and consciousness, cognition & emotions, voices and discourse in translation, as well as literature, society, technology, media communication studies, language learning and teaching. It puts emphasis on linguistics, language & communication in society.

