

Department of Humanities and Social Sciences (Thrust Areas)

Four active research groups are:

i) **Human Aspects in Management and Technology**

The group focuses on active research under the thrust area of marketing, services marketing, consumer behavior, customer relationship management and knowledge management- types of knowledge, its use, acquisition and access. Faculty members are working on the various management sciences to provide methods for managing various information and communication aspects of the emerging domain.

ii) **Literature, Language, Society and Culture**

The group focuses on linguistic heterogeneity, language contact, language perception and language choice in different socio-cultural context. It puts particular emphasis on studies of language dynamics (Language change, Language maintenance and Language shift) in multi-lingual, multicultural societies. It also explores women empowerment and their rights, social inequality etc through action research.

iii) **Economics and Finance**

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

iv) **Higher Education**

Higher Education Research Group's aim is to bring together all those with a special interest in the full continuum of Higher Education. The intention is to promote high quality learning through sharing evidence-based, practical approaches to teaching and learning in Higher Education.

Department of Humanities and Social Sciences

Thrust Emerging Areas	Govt Grants	Number of Publications	Number of Ph.D's Supervised		Courses
			Completed	Ongoing	
Human Aspect in Management and Technology	-	Publications 65: Faculty 11	1	17	<ul style="list-style-type: none"> ➤ Life Skills ➤ Psychology ➤ Positive Psychology ➤ Cognitive Psychology ➤ Organizational Behaviour ➤ Managing and Marketing of Technology ➤ Customer Relationship Management ➤ Technology and Culture ➤ Project Management ➤ Entrepreneurial Development ➤ Knowledge Management ➤ Strategic HRM.

Language, Literature & Society		Publications : 10, Faculty: 4	1	5	<ul style="list-style-type: none"> ➤ Introduction to Sociology ➤ Introduction to Literature ➤ Industrial Sociology ➤ Sociology of Media <ul style="list-style-type: none"> ➤ Creative Expression in technical Writing
Higher Education Research		Publications : 8, Faculty: 2	9	8	<ul style="list-style-type: none"> ➤ <i>Advanced research methodology</i> ➤ <i>Competency mapping and Leadership assessment</i> ➤ <i>Introduction to sociology</i> ➤ <i>Sociology of youth</i> ➤ <i>Human Resource Analytics</i> ➤ <i>Sociology of media</i> ➤ <i>Effective tools for Career Management and development</i> ➤ <i>Life skills</i>
ECONOMICS & FINANCE		Publications:: 17 Faculty, 04	1	7	<ul style="list-style-type: none"> ➤ <i>Economis</i> ➤ <i>Financial Management</i> ➤ <i>Planning and Development</i> ➤ <i>Indian Financial System</i> ➤ <i>International Finance</i> ➤ <i>Qualitative Methoda for Sciences</i> ➤ <i>Econometric Analysis</i> ➤ <i>Financial Accounting</i> ➤ <i>Industrial Economics</i> ➤ <i>International Trade and Fir</i> ➤ <i>Digital Transformation</i> ➤ <i>Financial Analysis</i> ➤