

Faculty Profile

Name: **Sashikala Parimi**
Designation: Associate Professor
Teaching Areas: Business Analytics, Business Intelligence and Analytics
Research Interests: Statistics, Operations, Data Mining, Business Intelligence & Analytics , SCM
Education: Ph. D., Osmania University, Hyderabad, 1998
MBA., Madurai Kamaraj University, 2003
M. Phil (Statistics), Osmania University
Hyderabad, 1994
M. Sc (Statistics), Mysore University, Karnataka,
1990



Professional Experience (26 Years)

1. Since 2001 : IFHE, IBS Hyderabad
2. 1998- 2001 : Sister Nivedita College of Professional Studies, India
3. 1993-1998 : BBCIT, Hyderabad

Research/Selected Publications

1. Vijai, J.P. and Sashikala, P., "Sensitivity Analysis of Optimal Capacity Acquisition under Demand Uncertainty for a Multi-Resource Firm: Complementarity and Substitution Effects," *International Journal of Applied Management Science*, 8(3), 2016, 246-270.
2. Sashikala and Girish G., "Factors Influencing Retail Investor's Trading Behavior in Indian Equity Market," *International Journal of Business and Management*; Vol. 10, No. 11; 2015.
3. Sashikala, P., "Renewable Energy Certificate Trading through Power Exchanges in India," *International Journal of Energy Economics and Policy*, Vol. 5, No. 3, July 2015 Issue, PP 805-808.
4. Sashikala, P., "ERP Project Stakeholders," *International Journal of Applied Engineering Research (IJAER)*. 2015
5. Sashikala, P., "Customer Retention in the Indian Banking Sector - Managing Customer Churn," *International Journal of Applied Engineering Research (IJAER)*, 2015.