

## Broad Areas of Research

### Birla School of Management

- Leadership Styles
- Post-Colonial & Gender Studies
- Career Management
- Financial computing
- Public Policy & Development
- Sustainable Supply Chain
- Stock Market Volatility
- Fuzzy Optimization
- Services Marketing
- Human Behaviour and Work
- Job Crafting & Meaningful Work
- Capital Market & Accounting Standards
- Emotional Intelligence
- Behavioural Finance
- Corporate Brand Management
- Gen Z & Brand Management
- Rural Consumer Behaviour

### Birla School of Applied Sciences

- AI and ML
- Computer Vision
- IoT and Big Data
- Robotics
- Cyber security and Blockchain Management

### Birla School Social Science and Humanities

- Green Energy and Public Finance
- Bit Coin and Stock Market analysis
- Inflation and Food Inflation

### Birla School of Commerce

- Financial Reporting
- Corporate Disclosure
- Stock Market volatility
- Capital Structure
- Banks and Shadow Banks
- Mutual Funds

### Birla School of Communication

- Political Communication
- Media Education
- Media Ethics
- Gender Portrayal in films
- Public Relations & Crisis Communication

### Birla School of Law

- Environmental Law
- Criminal Law
- Human Rights, Child Rights, Criminology
- Procedural Law (Civil & Criminal)
- Corporate Governance (CSR)
- Mental Health of Prisoners: Legal Perspective
- Holistic and integrative approach to personal and professional development
- Human rights
- Juvenile justice
- Artificial Intelligence