


M.S. Ramaiah University of Applied Sciences					
Name of the Research Centre		Innovation and Entrepreneurship Development Research Centre (IEDRC)			
Address of the Research Centre		#470-P, Peenya Industrial Area, 4th Phase, Bengaluru-560058			
Mission of the Research Centre		We endeavour to develop a novel framework for sustainable business ecosystem for the enrichment and nurturing of both innovation and entrepreneurship			
Research Goals of the Centre		<ul style="list-style-type: none"> To pursue innovation and entrepreneurship for the utilisation of strategic global/national initiatives from conceptualization to the development of product/service To formulate and recommend solutions to the existing challenges of business start-ups in adopting the good practices of innovation and entrepreneurial development To develop business models for various entrepreneurial opportunities To develop a framework for technological innovation and technology commercialisation for the sustenance and growth of business ideas To serve as a consulting, mentoring and incubating centre for startups to inculcate the innovation in the business plan and entrepreneurship To focus on collaborative partnership with service organisations through a range of engagement activities like research, consultancy, mentoring, workshops and seminars, training and life-long learning To transfer technologies developed for commercialization and entrepreneurship To disseminate knowledge on principles and current practices of innovation and entrepreneurship 			
Head of the Research Centre		Name with Qualification Dr. G. Devakumar, B.E., PGDMM, PGDPM, PGDIM, MBA Assoc. Professor, Dept. of Management Studies, FMC Email ID: devakumar.ms.mc@msruas.ac.in Mobile No.: +91 - 92429 49270			
Research Groups		Technology and Innovation	Entrepreneurship	Business Models	Technology Commercialisation
Research Topics		1. Product Innovation for Environmental, Economic and Social Sustainability 2. Innovation for Commercial Acceptance	1. Rural Entrepreneurship Development 2. Retail Entrepreneurship Development 3. Due Diligence Analysis for a Start Up	1. Capital Structure Decisions 2. Corporate Finance 3. Capital Market 4. Hospital Administration 5. Banking and Finance Industry 6. Innovative Products/Services	1. Product Features for Commercialisation 2. Partnering for Commercial Production 3. Legalities for Commercialisation
Research Faculty		1. Mr. Sandeep N., B.E., M.Tech. 2. Mr. Shashi Sharma, BHM, MBA, 3. Ms. Sweety Jamgade, BHMCT, MHM 4. Ms. Sudharani R., M.Com. 5. Mr. Ajay R., M. Com.	1. Prof. H.N. Nagesha, B.E., PGDM, MBA 2. Mr. V. Nagendra, B.E., MBA 3. Ms. Geetanjali Pawar, B.E., MBA 4. Mr. Bhavit Kumar Tripathi, B.E., MBA, MS, PGDIPRL 5. Ms. K. Vanishree, M.Com. 6. Mr. Rajeev Prasad P., B.E., MBA 7. Ms. Usha J. C., B.Com., MBA 8. Ms. Mamatha C. Pallagatte, MBA	1. Dr. N. Suresh, BE, M.E., MBA, Ph.D. 2. Dr. H.S. Srivatsa, B.E., M.Sc. [Engg], Ph.D. 3. Dr. T. N. Srikantha Dath, M.E., Ph.D. 4. Dr. G. V. Khyathi, BDS, MHA 5. Dr. Mamatha S. V., Ph.D. 6. Ms. Achala Prashant Bhatt, B.Com., MBA 7. Ms. Aileen J., B.Sc., MHA 8. Ms. Rashmi R., BBM, M.Com. 9. Ms. Reshma K. J., MBA 10. Ms. Reene Namratha, M.Com. 11. Mr. C. Rakesh, B.Com., M.Com. 12. Mr. Raj Kumar Dey, MBA 13. Ms. Savitha Kulkarni, BCA, MBA	Techno Centre Team
Research Facilities		Available	Being Created	Available	Being Created
		1. ARENA	NIL	1. SPSS	NIL
Journals Available		1. Enterprise & Innovation 2. Management Studies 3. Innovation 4. Innovation in Social Sciences Research	1. Innovation: The European 2. Journal of Social Sciences 3. International Journal of Innovation Management 4. International Journal of Marketing & Management Research	1. Journal of Finance, Publisher: Wiley-Blackwell. Publication Type: Journals. ISSN: 00221082, 15406261 Q1 2. Supply Chain Management: An International Journal 3. Journal of Marketing	1. Journal of Health Care Marketing 2. Journal of International Marketing 3. Journal of Marketing Research (JMR) 4. Journal of Marketing Research (JMR) 5. Marketing Research
Research Journals for Publication (SCOPUS and WoS)		1. International Journal of Entrepreneurship and Innovation 2. International Journal of Techno-Entrepreneurship 3. World Review of Entrepreneurship, Management and Sustainable Development.	1. Venture Capital 2. Journal of Entrepreneurship 3. International Journal of Entrepreneurship and Small Business 4. Journal of Private Equity	1. Applied Stochastic Models in Business and Industry 2. Mathematical Models and Methods in Applied Sciences 3. Investment Management and Financial Innovations	1. Entrepreneurship Theory and Practice 2. Journal of Developmental Entrepreneurship 3. International Journal of Entrepreneurship and Innovation
Masters Dissertation		http://www.msruas.ac.in/research/inhouse_publications			
Ph.D. Thesis		http://www.msruas.ac.in/doctoral_research			