

Research Insights @ RUAS

Office of Research and Innovation



April 2026
Issue 12

PATENTS - 2026	
JAN - APR	
Filed	12
Published	-
Granted	5
*Courtesy: OMS Patents Database	

PUBLICATIONS - 2026	
JAN - APR	
Scopus	123
Total	205
Google Scholar	162
Citations	53391
h-index	74
* Researegence 2.0 reports	

EXTRA-MURAL GRANTS APPLIED - 2026		
Faculty	Jan-Apr	In Lakhs
RINER	5	234.31
FDS	5	296.90
FLAHS	9	636.08
FNS	-	-
RCPT	-	-
ORI	-	-
RMC	2	203.00
ALC	-	-
FPH	10	833.45
FHMCT	-	-
SSS	-	-
FET	3	70.00
FMC	1	0.01

ACADEMIC EVENTS

The RUAS Arthabodha Economics Club hosted a webinar by Prof. Bruce Koerber on *“The Heart of an Entrepreneur: Blending Creativity with Decision-Making Keeness.”* The session highlighted key aspects of entrepreneurship, including innovation, risk-taking, and effective decision-making, inspiring participants to think creatively and act strategically in their pursuits.



CPD highlighted the successful publication of a SCOPUS-indexed paper by Dr. Avinash Prabhu and his team using AI tools effectively, and shared useful AI resources from a recent FDP to support research and academic work.

RUAS achieved a significant milestone as a proposal presented by Dr. Dheepa Srinivasan at the DRDO Dare to Dream 5.0 Innovation Contest secured the First Prize. The recognition highlights excellence in innovation, technical expertise, and creative problem-solving, bringing pride to the RUAS community.

The “Miraki Fashion Portfolio Show 2026” showcased the creativity and innovation of B.Des. Fashion Design students at RUAS. Inaugurated by Dr. Sarat Kumar Maharana, along with industry experts, the event featured diverse collections by students across semesters, highlighting themes ranging from cultural heritage to contemporary design. The show celebrated artistic expression, technical skill, and the dedication of students and faculty, reflecting excellence in fashion education.



The Legal Services Clinic, School of Law, RUAS, organized the Nation-wide Legal Services Conclave 2026 to commemorate Ambedkar Jayanti. The event brought together law schools, practitioners, and students to discuss access to justice, featuring a panel discussion on reimagining legal aid in India and presentations on innovative legal aid practices and community impact.

ACADEMIC EVENTS

The Centre of AI for Social Good organized an online workshop titled *“From Data to Decisions: SQL, Power BI & Text Analytics in Action”* as part of the Algorithms & Beyond series. Delivered by Ms. Rumana Shethwala, Data Scientist II at Lenovo, the session provided hands-on exposure to end-to-end analytics workflows, including SQL, Power BI, and text analytics, offering practical insights into data-driven decision-making.



Centre of AI for Social Good
Algorithms and Beyond
Workshop: From Data to Decisions: SQL, Power BI & Text Analytics in Action
11 April 2026

Rumana Shethwala
Data Scientist II
Lenovo, Dubai

Join now!!!

Student Co-ordinators
Sandeep Hebbar 9148340482
Visha Mittal 89435 98296

ONLINE
12:30 - 02:30 PM

Registration mandatory

For any queries, email:
aiforsocialgood.sss-sa@msruas.ac.in

The Department of Industrial Design, Faculty of Art and Design, RUAS, successfully organized *“Anokhi 2026 – Annual Design Fest”* on 7th and 8th April 2026 at the Ramaiah Technology Campus. The two-day event served as a vibrant platform for creativity, innovation, and interdisciplinary collaboration, featuring enthusiastic participation from students across institutions. The fest was graced by industry leaders and marked a significant milestone with the signing of an MoU, reinforcing academic–industry collaboration.

The LEADS Next Gen Centre at RUAS, in collaboration with the Faculty of Management and Commerce and Ramaiah Technology Business Incubator, successfully organized the *Bharat Lead Summit 2026*. The event brought together industry leaders, policymakers, and academicians to promote leadership, innovation, and entrepreneurship aligned with the vision of Viksit Bharat 2047. Featuring keynote addresses, panel discussions, and hands-on workshops, the summit provided valuable insights into startup development and leadership, while also receiving notable media recognition.



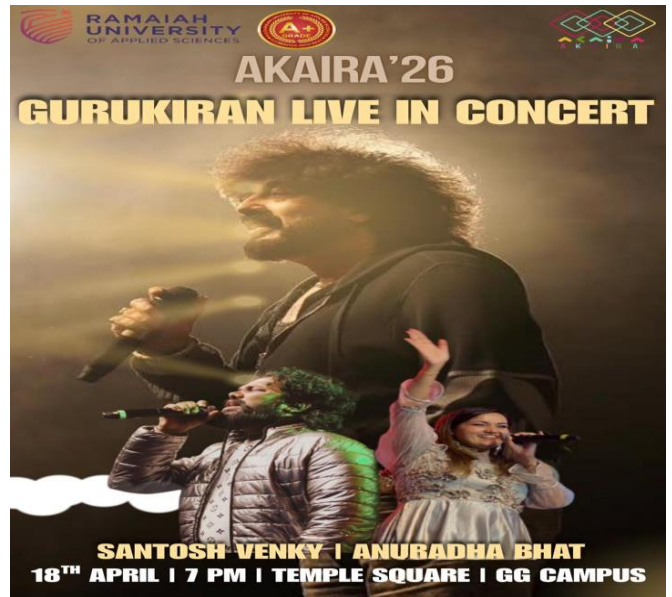
Mr. Adwinlal P. J., a B.Des Product Design student at RUAS, secured the Runner-Up position in the Cosplay event at Invincia 2026, hosted by Presidency University. His achievement highlights creativity, dedication, and the vibrant talent nurtured at the University.

ACADEMIC EVENTS

Mr. Prakash Shah, a BBA 6th semester student from the Faculty of Management and Commerce, RUAS, secured First Position in the “Vaidranti” event at Invincia 2026, hosted by Presidency University, Bengaluru. His achievement reflects the spirit of excellence, innovation, and competitive strength nurtured at the University.



AKAIRA 2026, the flagship cultural fest of RUAS, was held on April 18–19 at the GG Campus, celebrating talent, creativity, and campus spirit. The event featured cultural competitions, interactive activities, and special highlights including a live concert by Gurukiran and an energetic DJ night, creating a vibrant and engaging experience for all participants.



The Centre of AI for Social Good (CAISG), RUAS, launched the Ramaiah Summer Program 2026, a 5-day interdisciplinary immersion program for students of classes 9–12. Designed in collaboration with multiple faculties and industry partners, the program focuses on experiential learning and skill development, with participants receiving co-branded certificates reflecting strong industry–academia collaboration.

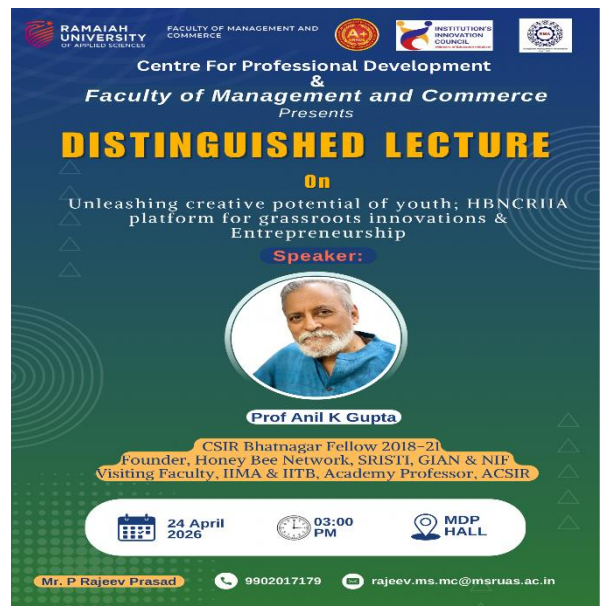


ACADEMIC EVENTS

NSS & Rotaract RUAS organized “*DHARITRI – Earth Week Celebration*” as part of the Bharat Environment Program, in association with Research Heights Foundation and EPTRI. The week-long initiative featured activities such as sapling plantation, sustainability workshops, e-waste drives, zero plastic campaigns, and awareness programs, promoting environmental responsibility and sustainable living among students and faculty.



The Centre for Professional Development and the Faculty of Management and Commerce, RUAS, organized a guest lecture by Prof. Anil K. Gupta, a renowned innovator and founder of the Honey Bee Network. The session on “*Unleashing Creative Potential of Youth*” provided valuable insights into grassroots innovation and entrepreneurship, inspiring students to harness creativity for impactful solutions.



Mr. Tadipathri Tarun, a B.Voc Product Design Modelling student at RUAS, secured All India Rank 4 (OBC Category) and Rank 29 (Open Category) in the NID entrance exam for M.Des. This outstanding achievement reflects his dedication and the strong academic support provided by the Department of Industrial Design.



ACADEMIC EVENTS

The RUAS Arthabodha Economics Club organized a webinar by Mr. Vignesh Surana, Founder of VS-Projects, focusing on entrepreneurship and the role of AI in startups. The session provided insights into leveraging artificial intelligence for innovation and business growth, encouraging participants to develop an entrepreneurial mindset.



**RAMAIAH
UNIVERSITY**
OF APPLIED SCIENCES

FACULTY OF MANAGEMENT
& COMMERCE

A+
GRADE
ACCREDITED

BBA

**Arthabodha
Economics Club**

WEBINAR

**AI IN
ENTREPRENEURSHIP**

VIGNESH SURANA

Tech Enthusiast, Founder at VS-Projects,
Entrepreneurship & Startups

DATE
30/04/2026

TIME
5:00 PM - 6:00 PM

VENUE
MICROSOFT TEAMS

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9591421647

An ICSSR-funded major research project titled *“Strengthening Adolescent Reproductive Health through Youth-Led Peer Education: A Behaviour Change Intervention in Rural Chikkaballapura, Karnataka”* has been approved with a grant of ₹20 lakhs for two years. Led by Dr. Aishwarya with a multidisciplinary team of collaborators, the project focuses on improving adolescent health through community-based interventions and research.

Team ORI

Dr. B. S. Nanda Kumar
Dr. T. Niranjana. Prabhu
Dr. Anu Krishnan
Dr. Sowmya Hegde
Mr. Hari Prasad
Mr. Thulasiram. M. A
Mrs. Mahalakshmi

Publications • Patents • Collaborations • Grants

A research paper titled *“Design Optimization of Complex Total Pressure Distortion Screens for Gas Turbine Engine Testing”* was published in the ASME Journal of Turbomachinery (Q1, IF 3.1) by Prof. M. Sivapragasam in collaboration with IIT Kanpur. The work, led by M.Tech. student Mr. A. Vishnu Prasad, also earned the Best Dissertation Award, reflecting strong academic and research excellence.

A research paper titled *“Improvement of LM12 Alloy Hybrid Metal Matrix Composites for Automotive Applications: An In-Depth Experimental Analysis Using Statistical and Predictive ANN Approaches”* was published in *Next Materials* (Elsevier, Scopus Q1). Authored by Dr. Suresh R and team, with notable contributions from Dr. Ananth S. Iyengar, the study highlights advancements in materials engineering for automotive applications.



ASME Journal of Turbomachinery
Online journal at:
<https://asmedigitalcollection.asme.org/turbomachinery>



Design Optimization of Complex Total Pressure Distortion Screens for Gas Turbine Engine Testing

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In a gas turbine engine, inlet flow distortion occurs due to factors such as flow separation in the aircraft inlet due to aircraft maneuvers and flight conditions. The distorted inlet flow significantly impacts the compressor performance, reducing the efficiency and operability of the gas turbine engine, as it can provoke early stall or rotating stall and cause aeromechanical issues. In a compressor ground test facility, distortion screens are employed to simulate the distorted inlet flow experienced in flight conditions. In the present work, a methodology is developed to design complex total pressure distortion screens. First, the total pressure loss characteristics of uniform porosity screens are evaluated by computations for screen porosities ranging from 0.20 to 0.90 and inlet Mach numbers ranging from 0.01 to 0.67. The influence of porosity on the total pressure loss for various inlet Mach numbers is highlighted in both incompressible and compressible flow regimes. Second, an inverse design methodology is formulated with the objective function to minimize the difference between the target and achieved total pressure patterns. Finally, this inverse design methodology is posed as an optimization problem, which is then iteratively solved using a gradient-based method until the target total pressure pattern is obtained. The proposed design optimization methodology is tested for several cases including actual gas turbine distortion patterns. The present work resulted in a robust design framework that can be utilized to design distortion screens based on the target total pressure distortion pattern for arbitrary inlet Mach numbers. [DOI: 10.1115/1.4071106]

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A research paper titled *“Comparative Meta-Analysis of the Effectiveness of Inorganic and Organic Marketing Communications”* was published in the *European Journal of Marketing* (ABDC A*, Scopus Q1) by Prof. Rakesh Ranjan, Dr. Anicar D. Manavi, Dr. Sudeep Rohit, and Dr. Rahul Ramachandran, highlighting significant contributions to marketing research.



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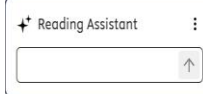


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Next Materials
Volume 11, April 2026, 101396



Outline

Abstract

Keywords

1. Introduction

2. Materials and methodology

3. Results and discussion

4. Conclusions

Research article

Improvement of LM12 alloy hybrid metal matrix composites for automotive applications: An in-depth experimental analysis using statistical and predictive ANN approaches

R. Suresh ^a, Ananth S. Iyengar ^a, M. Prashanth ^b, Santhosh Gotaganuni ^c

Dr. Mahadev M. Channakote and his team achieved notable research success with two publications in reputed journals. A Ph.D. scholar, Ms. Sandhra Sam, published her work in *Case Studies in Thermal Engineering* (Elsevier, Scopus Q1, IF 6.4), while B.Sc. student Ms. Mahalakshmi B. R. published her project research in the *Journal of Heat and Mass Transfer Research* (Scopus Q2). These accomplishments highlight strong research mentorship and academic excellence at RUAS.

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Article Contents

Supplementary data

RESEARCH ARTICLE | APRIL 09 2026

Comparative meta-analysis of the effectiveness of inorganic and organic marketing communications

Kumar Rakesh Ranjan ^a, Sudeep Rohit, Rahul Ramachandran, Anicar D. Manavi

^a Author's Article Information

European Journal of Marketing 1–37.

<https://doi.org/10.1108/EJM-11-2022-0806> Article history

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Purpose

This study aims to explore elusive ways in which marketing communications create value for customers and firms. A two-step comparative meta-analysis of prior studies on inorganic (advertising) and organic (word of mouth [WOM]) communication was conducted to provide their aggregate impact on different types of consumer and firm outcomes.



Heat Transfer and Thermal Radiation Effects on the Phan-Thien-Tanner Fluid Model Under Peristaltic Flow with a Permeable Porous Wall

Document Type : Full Length Research Article

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