

Dr. Venkataiah Chittipaka B.Tech, MBA, PhD Associate Professor

Area : Operations, Quality & Project Management

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### **Overview**

**Dr. Venkat** is an Associate Professor of Operations, Quality, and Project Management at the School of Management Studies, University of Hyderabad, Hyderabad. He holds an engineering degree and an MBA from the National Institute of Technology, Warangal. Before joining the University of Hyderabad, he served as an Associate Professor at the School of Management Studies, Indira Gandhi National Open University (IGNOU), New Delhi, and as a Professor of Operations and Supply Chain Management at GITAM School of International Business, an autonomous business school within GITAM Deemed to Be University, Visakhapatnam. His vision for faculty in a business school is clear - they should excel in teaching, research, consulting, and academic administration.

He received a **project grant of Rs 10 Lakhs** from the **Indian Council of Social Science Research (ICSSR)** for the project titled "Adoption of Digitalization among Indian MSMEs Impacting the Firm Performance – An Empirical Study of select areas of Bihar, Jharkhand, West Bengal, and Odisha." His manuscript titled "Analysing the adoption of intelligent agent technology in food supply chain management: an empirical evidence" received the **FBR Impactful Paper Award 2024** from the journal (FIIB Business Review), Sage Publishing. Dr. Venkat received the "**Best Published Research Paper Award 2023**" for his research paper titled "Blockchain Technology for Supply Chains Operating in Emerging Markets: An Empirical Examination of Technology Organization-Environment (TOE) Framework" During

the 38th foundation day of IGNOU on November 19, 2023. He has been selected for the most prestigious *Global Faculty Award 2020* from AKS Education Awards on April 4<sup>th</sup>, 2021. Dr. Venkat was a *Summer Faculty Research Fellow (SFRF-2020)* from the Department of Management Studies, IIT Delhi, between 1st June 2020 and 31<sup>st</sup> July 2020. Prof. Venkat is Certified **ZED Master Trainer** under the financial support to MSMEs in the ZED certification scheme with Certificate No. T05291697. Dr. Venkat was conferred with the "*Best Professor in Project Management*" award by Business School Affaire & Dewang Mehta National Education Awards on December 27, 2017, at Visakhapatnam. *Four PhDs* have been *awarded under his guidance*, and he is supervising more students in the field of Operations and Supply Chain Management.

Dr. Venkat has published several papers in reputable journals such as Annals of Operations Research, The Service Industries Journal, International Journal of Productivity and Performance Management, Management Decision, The VINE Journal of Information and Knowledge Management Systems, Journal of Global Operations and Strategic Sourcing, Management of Environmental Quality, International Journal of Organizational Analysis, International Journal of Services and Operations Management, and the Decision Journal, among others.

He is a reviewer for reputable journals, including Transactions on Engineering Management, Computers & Industrial Engineering, Management of Environmental Quality, International Journal of Intelligent Enterprise, Cogent Social Sciences, and others.

He has published more than 70 research articles in peer-reviewed journals indexed in ABDC, Web of Science, Scopus, as well as several book chapters published by reputable publishers, including ScienceDirect, CRC Taylor & Francis, Routledge, De Gruyter, IGI Global, Springer Nature, Nova Science Publishers, and Wiley-Scrivener Publishers.

# **Education**

- PhD in Business Management, Osmania University, 2009
- Master of Business Administration, NIT Warangal, 2002
- Bachelor of Technology(B.Tech), Kakatiya University, 2000
- Qualified in UGC-NET for Lectureship, 2005
- Summer Faculty Research Fellow, IIT Delhi, 2020

## **Experience**

#### **Academic Positions:**

- **2025 Present:** Associate Professor, School of Management Studies, University of Hyderabad.
- 2021 2025: Associate Professor, School of Management Studies, Indira Gandhi National Open University (IGNOU), New Delhi.

- **2016 2021:** Professor, GITAM School of International Business, GITAM Deemed to be University, Visakhapatnam.
- **2010 2016:** Associate Professor, GITAM School of International Business, GITAM Deemed to be University, Visakhapatnam.
- **2008 2010**: Associate Professor, St. Mary's College of Engineering & Technology, Hyderabad.
- **2004 2007:** Assistant Professor, St. Mary's College of Engineering & Technology, Hyderabad.
- 2002 2004: Assistant Professor, M.R.M. Institute of Management, Hyderabad.

#### **Academic Administration Positions:**

- ➤ MBA(Online) Programme Coordinator (January 2022 July 31, 2025) Responsible for planning, designing, scheduling, and delivering online courses using a Learning Management System (LMS). Addressing all student queries online.
- ➤ PhD Programme (Management Discipline) Coordinator (November 2022 December 2024) Responsible for conducting coursework for PhD students and organizing presubmission seminars leading towards the final submission of the thesis, and conducting DRC Meetings at the school level.
- > Member of the Committee for Mapping of IGNOU-MBA courses with AICTE Model Curriculum.
- **School Board Member** SOMS, IGNOU, New Delhi.
- ➤ **Member** Internal Research Advisory Team, Directorate of Research & Consultancy, GITAM (Deemed to be University).
- ➤ Board of Studies Chairperson & Head of the Department Operations Management (Nov 2019 September 30, 2021).
- ➤ Chairperson-Admissions (July 2016 August 2019)

Responsible for planning, designing, and executing an educational marketing strategy, including brand building, networking with various stakeholders, and counseling all MBA aspirants in flagship programs MBA (International Business), MBA (IBF), and MBA (Global Logistics and Supply Chain Management), as well as the one-year Post Graduate Diploma in Business Analytics (PGDBA).

- ➤ Chairperson-Post Graduate Programs (PGP) (April 2013 June 2016)
  - Responsible for preparing academic plans, designing, scheduling, monitoring, and executing all MBA programs such as International Business, International Banking & Finance, and Global Logistics and Supply Chain Management.
- ➤ Chairperson-Learning Resources (September 2010 April 2013)
  Responsible for preparing budgets, coordinating requisitions for books, liaising with the Knowledge Resource Centre for the procurement of books and journals, and creating other learning resources (print & electronic) for the school.
- ➤ Worked as an Academic & Administrative coordinator for MBA Programme for two years (October 2002 February 2004) in MRM Institute of Management, Chinthapallyguda, Ibrahimpatnam, R.R District, Hyderabad.

# **Teaching/ Research Interests**

- Operations Management
- Logistics and Supply Chain Management
- Marketing Logistics
- Project Management
- Total Quality Management
- Statistical Quality Control & Six Sigma

## Research Guidance

S.No	Name of the Student	FT/PT	Area of the Research	Status
			Adoption of Artificial Intelligence	PhD Awarded
1	Subhodeep Mukherjee	FT	in the Food Supply Chain: A	December 15, 2022
			Technological – organizational-	
			Environmental (TOE) Perspective	
			The Impact of Project Leadership	PhD Awarded on
2	Mr. Murali Krishna	PT	Styles on Project Success: A	September 12, 2020
			Study among the Software	
			Professionals in India	
			An Empirical Study on	PhD Awarded on
3	Shaik karim	PT	Entrepreneurial Attitudes and	October 16, 2019
			Intentions	
			Among MBA Students in	
			Rayalaseema Region, Andhra	
			Pradesh	
			A Study on Visakhapatnam As a	PhD Awarded on
4	Kaza Sricharan Yajvi	PT	Transshipment Container Hub	August 6, 2016
			&	
			Gateway Port to South –East –	
			Asia	

# **Recent Significant Publications**

#### **Published Articles:**

- Subhodeep Mukherjee, Manish Mohan Baral, Chittipaka Venkataiah, Walton Wider, Muhammad Ashraf Fauzi; "A review of the impact of generative AI in education using context, intervention, mechanism and outcome logic". The VINE Journal of Information and Knowledge Management Systems 2025; <a href="https://doi.org/10.1108/VJIKMS-03-2024-0101">https://doi.org/10.1108/VJIKMS-03-2024-0101</a>, Article Publication date: August 13, 2025, Indexed in ABDC-B | SCOPUS | Q1 Journal, Impact Factor (2025): 2.9, ISSN: 2059-5891, eISSN: 2059-5905
- 2. Pramod K Mishra, Baral, M.M., and Chittipaka, V. (2025), "The Impact of Pricing Alignment on Bullwhip Effect in Agri-Food Supply Chains: A Study of Indian Supply Chains" South Asian Journal of Management (SAJM), Volume/Issue: Vol. 32, No. 2 (April–June 2025), Article Publication date: 30 July 2025, Indexed in: **ProQuest and**

**EBSCO**. DOI Link: <a href="https://10.62206/sajm.32.2.2025.192-212">https://10.62206/sajm.32.2.2025.192-212</a>, P-ISSN: 0971-5428, E-ISSN: 584-007X.

- 3. Malpani, R., Baral, M.M., Panigrahi, R.R. and Chittipaka, V. (2024), "Unveiling the dynamic nexus between corporate social responsibility, innovations and financial performances in 21st-century Indian start-ups", International Journal of Organizational Analysis, Vol. ahead-of-print No. ahead-of-print. <a href="https://doi.org/10.1108/IJOA-01-2024-4239">https://doi.org/10.1108/IJOA-01-2024-4239</a>. ISSN: 1934-8835, Article publication date: 4 June 2024, Indexed in ABDC-B | SCOPUS | O2 Journal. ISSN: 1934-8835, ISSN Online: 1758-8561.
- 4. Mukherjee, S., Baral, M.M., Singh, R.K., Chittipaka, V. and Kamble, S.S. (2023), "Achieving carbon neutrality for the improvement of the business performance: a systematic literature review and future research directions", International Journal of Productivity and Performance Management, Vol. ahead-of-print No. ahead-of-print. <a href="https://doi.org/10.1108/IJPPM-07-2023-0332">https://doi.org/10.1108/IJPPM-07-2023-0332</a>, ISSN: 1741-0401, Article publication date: 22 December 2023, Indexed in ABDC-B| SCOPUS | Q1 Journal. Impact Factor (2021): 2.3
- 5. Baral, M. M., Chittipaka, V., Pal, S. K., Mukherjee, S., & Shyam, H. (2023). *Investigating the factors of blockchain technology influencing food retail supply chain management: a study using TOE framework*. Statistics in Transition New Series, 24(5), 129–146. <a href="https://doi.org/10.59170/stattrans-2023-067">https://doi.org/10.59170/stattrans-2023-067</a>. Published online: 7 December 2023 (Scopus Indexed, Q4 Journal)
- Mukherjee, S., Baral, M.M., Nagariya, R., Chittipaka, V. and Pal, S.K. (2024), "Artificial intelligence-based supply chain resilience for improving firm performance in emerging markets", Journal of Global Operations and Strategic Sourcing, Vol. 17 No. 3, pp. 516-540. <a href="https://doi.org/10.1108/JGOSS-06-2022-0049">https://doi.org/10.1108/JGOSS-06-2022-0049</a>, Indexed in ABDC-C|ESCI|SCOPUS|Q2 Journal. ISSN: 2398-5364, Impact Factor: 0.486
- 7. Subhodeep Mukherjee, Manish Mohan Baral, Ramji Nagariya, Chittipaka Venkataiah, U. V. Adinarayana Rao & K. Srinivasa Rao (2023) Systematic literature review and future research directions for service robots in hospitality and tourism industries, The Service Industries Journal, 43:15-16, 1083-1116, DOI: 10.1080/02642069.2023.2243592, Indexed in ABDC-B | Scopus | Q1 Journal, Print ISSN: 0264-2069 Online ISSN: 1743-9507, Impact Factor: 9.405
- 8. Nagariya, R., Mukherjee, S., Baral, M.M. and Chittipaka, V. (2024), "Analyzing blockchain-based supply chain resilience strategies: resource-based perspective", *International Journal of Productivity and Performance Management*, Vol. 73 No. 4, pp. 1088-1116. <a href="https://doi.org/10.1108/IJPPM-07-2022-0330">https://doi.org/10.1108/IJPPM-07-2022-0330</a>, ISSN: 1741-0401, Article publication date: 22 May 2023, Indexed in ABDC-B| SCOPUS | Q1 Journal. Impact Factor (2022): 3.10
- Mukherjee, S., Baral, M.M., Lavanya, B.L., Nagariya, R., Singh Patel, B. and Chittipaka, V. (2023), "Intentions to adopt the blockchain: investigation of the retail supply chain", Management Decision, Vol. 61 No. 5, pp. 1320-1351. <a href="https://doi.org/10.1108/MD-03-">https://doi.org/10.1108/MD-03-</a>

- 2022-0369, Indexed in ABDC-B| ESCI |SCOPUS| Q1 Journal. ISSN:0025-1747, Impact Factor: 4.957
- 10. Baral, M. M., Mukherjee, S., Chittipaka, V., Pal, S. K., Jana, B., Kumar, A., & Shukla, V. (2023). Analyzing the components of Covid-19 impacting economy: A developing country perspective. *Journal of Statistics & Management Systems*, 26(2), 331–350. <a href="https://doi.org/10.47974/JSMS-980">https://doi.org/10.47974/JSMS-980</a>, Print ISSN: 0972-0510, Online ISSN: 2169-0014 Volume: Volume 26,2023, Published online: 31/03/2023, Indexed in ABDC (C-Category), ESCI, SCOPUS. Impact factor of 1.6
- 11. Nagariya, R., Mukherjee, S., Baral, M. M. Patel, B. S. & Venkataiah, C. (2022). *The Challenges of Blockchain Technology Adoption in the Agro-based Industries*. International Journal of Mathematical, Engineering and Management Sciences, 7(6), 949-963. <a href="https://doi.org/10.33889/IJMEMS.2022.7.6.059">https://doi.org/10.33889/IJMEMS.2022.7.6.059</a> (December 2022, Scopus Indexed, Q2 Journal) ISSN: 2455-7749; Impact Factor: 1.87
- 12. Mukherjee, S., Nagariya, R., Baral, M.M., Patel, B.S., Chittipaka, V., Rao, K.S. and Rao, U.V.A. (2023), "Blockchain-based circular economy for achieving environmental sustainability in the Indian electronic MSMEs", *Management of Environmental Quality*, Vol. 34 No. 4, pp. 997-1017. <a href="https://doi.org/10.1108/MEQ-03-2022-0045">https://doi.org/10.1108/MEQ-03-2022-0045</a>, (ISSN: 1477-7835), Indexed in ABDC-C | Scopus | Q1 Journal. Impact Factor: 4.77
- 13. Nagariya, R., Chittipaka, V., Baral, M.M. and Patel, B.S. (2024) 'Analysis of critical success factors of e-commerce service supply chain', International Journal of Services and Operations Management, Vol. 47, No. 2, pp.169–197, ISSN online:1744-2389|ISSN print:1744-2370 DOI: 10.1504/IJSOM.2024.136802, Published online: 22 Feb 2024 (Indexed in Scopus (Elsevier)) (Inderscience). Impact Factor: 0.778, Q3 Journal
- 14. Chittipaka, V., Kumar, S., Sivarajah, U. et al. Blockchain Technology for Supply Chains operating in emerging markets: an empirical examination of technology-organization-environment (TOE) framework. Annals of Operations Research, 327, 465–492 (2023). <a href="https://doi.org/10.1007/s10479-022-04801-5">https://doi.org/10.1007/s10479-022-04801-5</a>, Indexed in ABDC-A Scopus | Q1 Journal Impact factor: 4.820) Electronic ISSN: 1572-9338
- 15. Baral, M.M., Mukherjee, S., Nagariya, R. and Chittipaka, V. (2024) 'A stakeholder theory approach to analysing strategies for improving pandemic vaccine supply chain performance', International Journal of Productivity and Quality Management, Vol. 43, No. 2, pp.181–201. Indexed in SCOPUS. <a href="https://doi.org/10.1504/IJPQM.2024.141891">https://doi.org/10.1504/IJPQM.2024.141891</a> ISSN online 1746-6482 | ISSN print 1746-6474, Impact Score: 1.14, Published Online: October 3, 2024. Indexed in SCOPUS|Q3 Journal.
- 16. Baral, M.M., Mukherjee, S., Nagariya, R. and Chittipaka, V. (2024) 'Implementation of vendor-managed inventory in hospitals: an empirical investigation', International Journal of Procurement Management, Vol. 21, No. 2, pp.180–197, <a href="https://doi.org/10.1504/IJPM.2024.141544">https://doi.org/10.1504/IJPM.2024.141544</a> Impact Factor: 0.353, ISSN online: 1753-8440 | ISSN print: 1753-8432, Online publication date: Mon, 23-Sept-2024. Indexed in SCOPUS|Q3 Journal.
- 17. Subhodeep Mukherjee, **Chittipaka Venkataiah**, Manish Mohan Baral & Surya Kant Pal (2022): Analyzing the factors that will impact the supply chain of the COVID-19 vaccine:

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A structural equation modelling approach, Journal of Statistics and Management Systems, Volume 25, 2022 - Issue 6, <a href="https://doi.org/10.1080/09720510.2021.1966955">https://doi.org/10.1080/09720510.2021.1966955</a> Indexed in Web of Science, ABDC-C, Print ISSN: 0972-0510 || Online ISSN: 2169-0014. Page 1319-1334.

- 18. Mukherjee, S., Baral, M.M., **Venkataiah**, C. et al. Service robots are an option for contactless services due to the COVID-19 pandemic in the hotels. Decision 48, 445–460 (2021). <a href="https://doi.org/10.1007/s40622-021-00300-x">https://doi.org/10.1007/s40622-021-00300-x</a> (Official Journal of Indian Institute of Management Calcutta, Published by Springer) (Electronic ISSN 2197-1722; Print ISSN 0304-0941), Volume 48, issue 4, December 2021, Pages: 445 460. **Impact Factor: 1.5.**
- 19. Mukherjee, S., & Chittipaka, V. (2022). Analysing the Adoption of Intelligent Agent Technology in Food Supply Chain Management: An Empirical Evidence. FIIB Business Review, 11(4), 438–454. <a href="https://doi.org/10.1177/23197145211059243">https://doi.org/10.1177/23197145211059243</a> Indexed in ABDC-C Scopus Q2 Journal. ISSN: 2319-7145 || Online ISSN: 2455-2658. Impact Factor. 2.292
- 20. Pal, S. K., Baral, M. M., Mukherjee, S., **Venkataiah**, C., & Jana, B. (2022). Analyzing the impact of supply chain innovation as a mediator for healthcare firms' performance. Materials Today: Proceedings, 56, 2880-2887. <a href="https://doi.org/10.1016/j.matpr.2021.10.173">https://doi.org/10.1016/j.matpr.2021.10.173</a> ISSN: 2214-7853, (**Indexed in SCOPUS**). Impact Score: **1.46**

### **Book Chapters**

- 1. Mukherjee, S., Baral, M.M., Chittipaka, V., (2023). Analyzing and Modeling the Challenges Faced by the Healthcare Sector in the Adoption Process of Blockchain Technologies (Chapter 4). In the book "Blockchain Applications in Healthcare: Innovations and Practices" edited by Tanupriya Choudhury (Editor), Abhirup Khanna (Editor), Prasenjit Chatterjee (Editor), Jung-Sup Um (Editor), Abhishek Bhattacharya (Editor), ISBN: 978-1-786-30894-8, August 2023, Wiley-ISTE. Page: 68-76, <a href="https://doi.org/10.1002/9781394229512.ch4">https://doi.org/10.1002/9781394229512.ch4</a>
- Mukherjee, S., Chittipaka, V., Baral, M. M., Pal, S. K., & Rana, S. (2021). Impact of artificial intelligence in the healthcare sector. Artificial Intelligence and Industry 4.0, 23-54. https://doi.org/10.1016/B978-0-323-88468-6.00001-2, ISBN 978-0-323-88468-6, Publisher: Elsevier
- Mukherjee, S., Baral, M. M., Chittipaka, V., & Srivastava, S. C. (2022). Analysis of Internet of Things Acceptance Dimensions in Hospitals. Ambient Intelligence and Internet of Things, 189–213. <a href="https://doi.org/10.1002/9781119821847.CH6">https://doi.org/10.1002/9781119821847.CH6</a> Print ISBN:9781119821236 |Online ISBN:9781119821847 | First published: 6 December 2022. Publisher: John Wiley and Sons
- Baral, M.M., Mukherjee, S., Chittipaka, V., Jana, B. (2023). Impact of Blockchain Technology Adoption in Performance of Supply Chain. In: Bouras, A., Khalil, I., Aouni, B. (eds) Blockchain Driven Supply Chains and Enterprise Information Systems. Springer, Page 7 of 10

- Cham. <a href="https://doi.org/10.1007/978-3-030-96154-1">https://doi.org/10.1007/978-3-030-96154-1</a> , pp 1–20, Print ISBN: 978-3-030-96153-4 | Online ISBN: 978-3-030-96154-1; Published on 07 September 2022.
- 5. Baral, M. M., Mukherjee, S., **Venkataiah, C.,** Rana, S., & Jana, B(2022). *Role and Impact of Big Data Analytics Determinants in Improving Supply Chain Agility*. Big Data: A Road map for successful digital marketing (pp 157-164), Chapter 12, Published by De-Gruyter, ISBN: 9783110738414, https://doi.org/10.1515/9783110733716-012
- 6. Mukherjee, S., Baral, M. M., Chittipaka, V., & Pal, S. K. (2022). Addressing the Strategies for the Sustainable Supply Chain in Post-COVID-19 Pandemic. Making Complex Decisions toward Revamping Supply Chains COVID-19 Outbreak. amid https://doi.org/10.1201/9781003150084-4 9781003150084. (eBook **ISBN** Press) https://www.taylorfrancis.com/chapters/edit/10.1201/9781003150084-4/addressing-strategies-sustainable-supply-chain-post-covid-19-pandemic-subhodeep-mukherjee-manish-mohan-baral-venkataiah-chittipaka-surya-kant-pal
- 7. Subhodeep Mukherjee, Chittipaka Venkataiah, Manish Mohan Baral and Surya Kant Pal (2022) "Measuring the organizational performance of various retail formats in the adoption of Business Intelligence" Business Intelligence and Human Resource Management Concept, Cases, and Practical Applications. Retrieved March 30, 2022, from <a href="https://www.routledge.com/Business-Intelligence-and-Human-Resource-Management-Concept-Cases-and/Singh-Singh-Omar-Goyal/p/book/9781032027296#">https://www.routledge.com/Business-Intelligence-and-Human-Resource-Management-Concept-Cases-and/Singh-Singh-Omar-Goyal/p/book/9781032027296#</a> (Chapter 9, ISBN 9781032027296 July 29, 2022 Forthcoming by Productivity Press) 272 Pages 29 B/W Illustrations
- 8. Mukherjee, S., Baral, M. M., & Venkataiah, C. (2022). A Structural Equation Modelling approach to develop a resilient supply chain strategy for the COVID-19 disruptions. Handbook of Research on Supply Chain Resiliency, Efficiency, and Visibility in the Post-Pandemic Era IGI Global, DOI:10.4018/978-1-7998-9506-0.ch013. ISBN13: 9781799895060|ISBN10: 1799895068|EISBN13: 9781799895084
- Subhodeep Mukherjee, Manish Baral, Chittipaka Venkataiah, Surya Pal Mukherjee, S., Baral, M. M., & Venkataiah, C. (2022). Supply Chain Strategies for Achieving Resilience in the MSMEs: An Empirical Study. In H. Webb, & H. Al Numairy (Ed.), External Events and Crises That Impact Firms and Other Entities (pp. 158-183). IGI Global. <a href="https://doi.org/10.4018/978-1-7998-8346-3.ch004">https://doi.org/10.4018/978-1-7998-8346-3.ch004</a> ISBN13: 9781799883463|ISBN10: 1799883469|EISBN13: 9781799883487|ISBN13 Softcover: 9781799883470
- 10. Mukherjee, S., Baral, M. M., & Chittipaka, V. (2022). How to Improve Organizational Performance Using Big Data in the Hotels. In S. Khan (Ed.), *Integrating Blockchain Technology Into the Circular Economy* (pp. 15-43). IGI Global. <a href="https://doi.org/10.4018/978-1-7998-7642-7.ch002">https://doi.org/10.4018/978-1-7998-7642-7.ch002</a> ISBN13: 9781799876427|ISBN10: 179987642X|ISBN13 Softcover: 9781799876434|EISBN13: 9781799876441.
- 11. Mukherjee, S., Baral, M. M., & Chittipaka, V. (2022). Studying the Adoption of Blockchain Technology in the Manufacturing Firms: A Case Study-Based Approach. In S. Goyal, N. Pradeep, P. Shukla, M. Ghonge, & R. Ravi (Ed.), *Utilizing Blockchain Technologies in*

- Manufacturing
   and
   Logistics
   Management (pp. 64-80).
   IGI Global.

   <a href="https://doi.org/10.4018/978-1-7998-8697-6.ch004">https://doi.org/10.4018/978-1-7998-8697-6.ch004</a>
   ISBN13: 9781799886976|ISBN10: 1799886976|ISBN10: 1799886972|ISBN13 Softcover: 9781799886983|EISBN13: 9781799886990.
- 12. Mukherjee, S., Chittipaka, V., & Baral, M. M. (2021). "Addressing and Modeling the Challenges Faced in the Implementation of Blockchain Technology in the Food and Agriculture Supply Chain: A Study Using TOE Framework" In Nijalingappa Pradeep & Mangesh Ghonge (Ed.), Blockchain Technologies and Applications for Digital Governance (pp. 151-179). IGI Global. ISBN13: 9781799884934 | ISBN10: 1799884937 | EISBN13: 9781799884958
- 13. Subhodeep Mukherjee, Venkataiah Chittipaka, Manish Mohan Baral, Sharad Chandra Srivastava (2021). *Impact on Organizational Performance of Indian SMEs After the Adoption of Green Computing (Chapter 9)*, Green Computing and Its Applications, Nova Science Publishers, Inc. DOI: <a href="https://doi.org/10.52305/ENYH6923">https://doi.org/10.52305/ENYH6923</a>, ISBN: 978-1-68507-357-2, (Publication Date: December 16, 2021).
- 14. Mukherjee, S., Chittipaka, V., & Baral, M. M. (2021). "Developing a Model to Highlight the Relation of Digital Trust with Privacy and Security for the Blockchain Technology" In R. Bansal, P. Malyadri, A. Singh, & A. Pervez (Ed.), Blockchain Technology and Applications for Digital Marketing (pp. 110-125). IGI Global. <a href="http://doi:10.4018/978-1-7998-8081-3.ch007">http://doi:10.4018/978-1-7998-8081-3.ch007</a> (ISBN13:9781799880813|ISBN10: 1799880818|ISBN13 Softcover: 9781799880820|EISBN13: 9781799880837).

### **Publication of Books**

- 1. **Strategic Quality Management Issues and Perspectives,** Himalaya Publishing House, 2013, ISBN: 978-93-5097-601-2. Page 1-451
- 2. **MMPC-015: Research Methodology for Management Decisions,** Indira Gandhi National Open University, 2022, ISBN: 978-93-5568-650-3 (IGNOU Study Material)
- 3. **MMPO-001: Operations Research,** Indira Gandhi National Open University, 2022, ISBN: 978-93-5568-643-5 (IGNOU Study Material)
- 4. **MMPO-002: Project Management,** Indira Gandhi National Open University, 2022, ISBN: 978-93-5568-671-8 (IGNOU Study Material)
- 5. **MMPO-003: Operations Management,** Indira Gandhi National Open University, 2023, ISBN: 978-93-5568-813-2 (IGNOU Study Material)
- 6. **MMPO-004: Management Information Systems,** Indira Gandhi National Open University, 2023, ISBN: 978-93-5568-819-4 (IGNOU Study Material)
- 7. **MMPO-007: Maintenance Management,** Indira Gandhi National Open University, 2023, ISBN: 978-93-5568-829-3 (IGNOU Study Material)

# **Training/Consultancy Projects Undertaken**

- MDP for NAVAL DOCKYARD (Chargemen & Foremen), Visakhapatnam, 2014
- Workplace Innovation and Team Fortification, Brandix, Visakhapatnam, 2015
- Employee Motivation & Effective Leadership for RIBBONS & BOWS (INDIA) PVT., LTD., Visakhapatnam, 2015.

#### **Professional Affiliation**

- ➤ Life Member in the 'Indian Institution of Industrial Engineering (IIIE), Membership Number: SM 11531 (41).
- ➤ Life Member in the Indian Society for Training & Development (ISTD), Membership ID: C-913/2020.
- ➤ Life Member, All India Management Association (AIMA), Membership Number: M-201911113.
- ➤ Member of the Production and Operations Management Society (POMS), Membership ID: 32869.
- ➤ Life Member, Quality Circle Forum of India, Membership. No: 049927117826.
- ➤ Life Member in NHRD Network-Membership Number: L/VIZ/40827/032011.