

MAJOR RESEARCH PROJECTS 2014- 17

Sl.No.	Principal Investigator / Co Investigator	Department	Project Title	Duration of project	Research Assistant
1.	Dr Surekha C	Psychology	Believing in Superstitions : Why & how they survive	36 months	Yes
2.	Dr Shreedhara R	CUIM	An Evaluation and comparison of successful marketing strategies of FMCG companies and consumer durable companies in India	36 months	Yes
3.	Dr Ravichandran	Physics	The Characterization and Modeling of the Ultraviolet Sky	36 months	Yes
4.	Dr Mohan Rao Balla	School of Law	Decennial Review of Land Acquisitions in India	36 months	Yes
5.	Dr Jayasankara Reddy	Psychology	The Development and Efficacy of Neuro Psychological intervention program for Adolescents with poor academic performance	36 months	Yes
6.	Dr Praveen N Dr Jayaram Reddy	Botany	Use of Biotechnological approaches for the production of Camptothecin from Nothapodytes Foetida	36 months	Yes
7.	Dr Elangovan N	Management Studies	Institutional Pressures on ICT adoption among small and medium enterprises in Bengaluru	36 months	Yes
8.	G S Prakasha	Education	Construction of tools on identification of next generation of teacher educators and secondary school teachers and to suggest required changes in teachers training	36 months	Yes