

Faculty Profile

Name: **Sashikala Parimi**
Designation: Associate Professor and BBA Coordinator
Teaching Areas: Quantitative Methods
Business Research Methods
Research Interests: Statistics, Operations, Data Mining, Business Intelligence, Reliability, SCM
Education: Ph. D., Osmania University, Hyderabad, 1998
M. Phil (Statistics), Osmania University
Hyderabad, 1994
M. Sc (Statistics), Mysore University, Karnataka,
1990



Professional Experience (21 Years)

1. Since 2001 : IFHE, IBS Hyderabad
2. 1998- 2001 : Sister Nivedita College of Professional Studies, India
3. 1993-1998 : BBCIT, Hyderabad

Research/Selected Publications

1. Parimi, S., "Role of Software Reliability Models in Performance Improvement and Management," *Journal of Software Engineering and Applications* (Forthcoming Issue).
2. Parimi, S., "A Study of the Effect of Demographics on the Choice of Investments and Ability to take Risk in Developing Countries," *International Journal of Applied Accounting and Finance*, (1), December 2010, pp 27-39.
3. Parimi, S., "Competitive Advantage using is Outsourcing- A Framework," *The Icfai Journal of Systems Management*, (8:1), March 2010, pp 15-28.
4. Parimi, S., "Tackling Uncertainty with Supply Chain Event Management through Fuzzy Logic," *Supply Chain Management: Research & Practices*, (13), June 2009, pp 24-31.