



SRINIVAS UNIVERSITY

Mangalore-575001, Karnataka (India)

Research Centre for Green Business



Prof. Akhilesh Suresh A Kuckian

BBM, M.Com, (Ph.D)



Dr. P.S Aithal



Prof. Pradeep M.D



Prof. Priti Jeevan

Mission

Research Centre for Green Business (RCGB) founded in 2015 with the aim of encouraging and promoting research in the field of Marketing and allied Disciplines. It facilitates adoption of advanced and innovative research methodology to study the green business and its varied areas. The centre undertakes high quality Interdisciplinary Research and publication. The

centre comprises Research Coordinator, Collaborators, Researchers and students connected to Green business field. We encourage research in the field of Green Technologies, Green Banking, Green Tourism, Organic farming, Green Entrepreneurship, Green products, Green Buildings, Green Marketing Strategies, Green HRM, Green Business, Bio Medical Waste Management, Green Accounting and legal Framework, Green Practices in supply Chain, Enterprise Strategies for green I.T and other allied areas connected to green Business.

Objective of the Centre

- To undertake collaborative research work in the area of green business.
- To encourage publication of research results in reputed Journals and Conference Proceedings.
- To provide avenue for scholars and practitioners to exchange views on the published papers.
- To support Academic Institutions and research Centers to collaborate in discussion forums to review and discuss upon the green business issues.
- To conduct Conferences, Collaborative and interdisciplinary Minor and Major projects, Workshops etc

What is a Green Business?

A green business complies with environmental regulations and takes voluntary steps beyond compliance in the areas of:

- Pollution Prevention
- Energy Conservation
- Water Conservation
- Solid Waste Reduction

Why Be Green?

- Reduces Waste and utility costs
- Improves systems and equipment performance
- Attracts environmentally conscious customers
- Provides a safer working environment

Collaborators

Dr. P. S. Aithal

Priti Jeevan

Pradeep M.D

Publications

1. Pradeep M.D & Akhilesh Suresh A Kuckian, Green Marketing to meet Consumer Demands & Sustainable Development –Challenges & Opportunities, International Journal of Advanced Trends in Engineering & Technology (IJATET), Impact Factor: 5.665, ISSN (Online): 2456- 4664 (www.dvpublication.com) volume I, Page Number 34-41, Issue I, 2016.

2. Pradeep M.D & Akhilesh Suresh A Kuckian, Going Green in Business – A Study on the Eco- friendly Initiative towards Sustainable Development in India, International

Journal of Applied Engineering and Management Letters (JJAEML), ISSN: Applied, Vol.1, No. 2, October 2017. DOI: <http://dx.doi.org/10.5281/zenodo.1017596>.

3.P. S. Aithal & Priti J, Green Education Concepts & Strategies In Higher Education Model, International Journal of Scientific Research and Modern Education (IJSRME)

(www.rdmodernresearch.com), Volume I, Issue I, 2016, ISSN (Online): 2455 – 5630

4. Priti J, A study on Green Packaging- A case study approach with reference to Dell Inc, International Educational Scientific Research Journal, Volume 2, Issue 7, July 2016, ISSN No. 2455- 295X, I.F 3.606
5. Priti J, A study on marketing and sustainability- A case study approach with reference to Hindustan Unilever Ltd, International Journal of Scientific Research and Modern Education (IJSRME), Volume I, Issue I, May 2016, ISSN:2455-5630
6. P. S. Aithal & Priti J, How service industries can transform themselves into Green Business Industries, International Journal of Management Sciences and Business Research (IJMSBR), April 2016, Vol 5, Issue 4, pp 150-158ISSN: 2226-8235, I. F. 3.274
7. P. S. Aithal & Priti J, Strategic rethinking of management education: Green MBA model, International Journal of Management, IT and Engineering (IJMIE), January 2016, volume 6, Issue 1, pp 55-73, ISSN: 2249-0558, I.F. 6.269
8. P. S. Aithal & Priti J, Innovative rethinking of Management Education: Green MBA model, National Conference on innovative practices in Management, IT, Education and Social Sciences, 17th October 2015 ISBN: 978-81-929306-8-8
9. P. S. Aithal & Priti J, How service industries can transform themselves into Green Business Industries, National Conference on innovative practices in Management, IT, Education and Social Sciences, 17th October 2015ISBN: 978-81-929306-8-8
10. Priti J, A study on Sustainable Manufacturing through Lean manufacturing- An excogitation Paradigm, International Journal of Research in Science and Technology, Volume 2, Issue 2 (1), April- June 2015 ISSN 2394 – 9554
11. P. S. Aithal & Priti J, Innovative rethinking of Management Education: Green MBA model, National Conference on innovative practices in Management, IT, Education and Social Sciences, 17th October 2015, ISBN: 978-81-929306-8-8
12. Priti J, Green consumer- Segmentation and Marketing strategies: A conceptual framework, Glimpses of Consumer Behaviour towards 2020, Bonfring, Coimbatore, December 2014, ISBN 978- 93-84743-25-3
13. Priti J, Green Entrepreneurship-A conceptual understanding, National conference on change and its contemporary social relevance- Department of Social work, SIMS, 27th September 2014, ISBN No. 978-81-929306-1-9

14. P. S. Aithal, Strategic rethinking of Management education: A green MBA model, National conference on changing trends in management, IT and social sciences- Manegma- Srinivas Institute of management studies, 9th April 2014, ISBN No. 978-81-929306-0-2
15. Priti J, An analysis of green products- Exploring a new innovation paradigm, National conference on changing trends in management, IT and social sciences- Manegma- Srinivas Institute of management studies, 9th April 2014 ISBN No. 978-81-929306-0-2
16. Priti J, Green washing: A conceptual framework- Development prospects of Indian Economy, Society of Technical and management Professionals, New Delhi and social sciences research centre, University of Rajasthan, **March 2014** ISBN: 978-93-81212-62-2
17. Priti J, Green through Up cycling approach- A conceptual framework with special reference to fashion industry, “IBR”- International Forum of Researchers students and academicians, **March 2012 ISSN: 2249-5444** Volume 2 Issue 2
18. .Priti J, Green Entrepreneurship: The essential link towards a green economy, National Seminar on Entrepreneurial Strategies for Sustainable business, Karpaga Vinayaga Institute of Management, Anna University, Chennai, 18th April 2015
19. Priti J, Green manufacturing through lean manufacturing- A conceptual framework with a case study, National conference on “Achieving distinctive competence through service and excellence” – Dept of Business Administration, St. Joseph Engineering College, Mangalore, 22nd and 23rd March, 2012
20. Priti J, Green product : issues and challenges in food sector, UGC sponsored National seminar on Emerging trends in entrepreneurial development- Besant women’s college and NITK STEP, Mangalore, 22nd January 2011
21. Priti J, “Green Management as a part of curriculum in MBA”, National Level conference on MBA curriculam- the need of the hour in St. Aloysius College, Mangalore, 26th October 2010
22. Amith Donald Menezes, Green Banking and its Awareness among customers.

Working paper

- Green Banking and its awareness among customers.
- Pros & Cons of green business in India
- Implications of green social security system for the Unorganised labour.
- Green Entrepreneurship.
- Green Banking initiative of private sector banks in India.
- Green business & its Avenues with special reference to Patanjali-A Case study.
- Green HRM.
- E-Waste Management in India.