

## EVALUATION REPORT OF PH.D THESIS

1. Name of student: .....Sachi Dwivedi..

2. Ph.D Registration Number: .....PHD/2018-19/0007

3. Department: .....Management.....

4. General features of Thesis

(i) Organization and Presentation is good:

YES /NO

(ii) Is the quality of work is of repute?

YES /NO

(iii) Does the Thesis has embodied any

YES /NO

new ideas with original thoughts?

5. Comments (The examiner may give details on additional sheet(s), if required.)

(i) Corrections for punctuation, grammar, spelling, typographical errors or language:

NONE

MINOR

REQUIRE CHANGES

(ii) Technical content of the Thesis:

(iii) Highlights and strong/weak points in the Thesis:

6. Suggestions (The examiner may give details on additional sheets.)

## 7. Specific Recommendation

(Please cross out any two paras out of the following)

(i) The Thesis is acceptable in the present form.

~~(ii) The Thesis is acceptable and the corrections, modifications and improvement suggested by me be incorporated in the Thesis to the satisfaction of the board.~~

~~(iii) The Thesis needs major technical improvement/modifications which must be carried out before acceptance.~~

(iv)



(Signature of the Examiner)

Name: Dr A Sajeevan Rao

E-mail: drsajeevan@gmail.com

Designation: Professor

Address: WB-187 Shakarpur Delhi-110092

## EVALUATION REPORT OF Ph.D. THESIS

1. Name of student: SACHI DWIVEDI.

2. Ph.D.RegistrationNumber:Ph.D./2018-19/0007

3. Department:BUSINESS & MANAGEMENT

4. General features ofthe Thesis

(i) Organization and Presentation is good: YES /~~NO~~

(ii) Is the quality of work beingreputed? YES /~~NO~~

(iii) Does the Thesishave embodied any YES /~~NO~~

new ideas with original thoughts?

5. Comments (The examiner may give details on the additional sheet(s) if required.)

(i) Corrections for punctuation, grammar, spelling, typographical errors, or language:

NONE

MINOR-REQUIRE CHANGES——

(ii) Technical content of the Thesis:

Resources and competencies have long been regarded as the key source of value generation at the company level. Resource use, according to RBV, maybe a source of competitive advantage for organizations. An exceptional value-creating method that its present or potential competitors are not simultaneously embracing is an opportunity for the business to take advantage of (Knabke& Olbrich, 2016). According to RBV, an organization's ability to achieve and hold on to competitive advantage may be understood theoretically and experimentally. Prior to the RBV, few individuals knew how crucial it was to evaluate businesses in terms of their resources. According to the literature, a firm can obtain an advantage in the marketplace by the exploitation of particular resources

An overview of SMEs, business intelligence, and analytics, as well as the theory of technology adoption, is provided in this chapter. Additionally, BI & A is explored in the context of generating competitive advantages for companies. According to the chapter, BI&A adoption in small and medium-sized businesses can be better measured and explained by using maturity models.

It covers a wide range of topics, including epistemology, theoretical perspective, axiology, methodology, and methodology. In addition, a three-stage research approach is offered, beginning with the characterization of the problem, followed by an understanding of the context in which the problem is occurring, and finally, completing case studies. It also looks at the limitations of the study and the ethical challenges it faces, as well as how the validity and credibility of the research are maintained.

Compared to current research on adoption theories and maturity models to analyze BI & A adoption in SMEs. The findings show that a synthesized conceptual model does not meet the needs of research for small and medium-sized firms. The BI & A process model and other studies into decision-making and leadership development were sparked as a result.

Three case studies are compared to current research on adoption theories and maturity models to analyze BI and A adoption in SMEs. The findings show that a synthesized conceptual model does not meet the needs of research for small and medium-sized firms.

Some of the problems raised throughout the coding process have been addressed in this chapter, which will aid future studies. For the first time, fresh findings have been compared and contrasted with past research.

The findings are summarized here according to the research goal and its theoretical and practical implications. Research constraints and possible future research fields are also discussed in this work.

(iii) Highlights and strong/weak points in the Thesis:

Business analytics has a major impact on SMEs' operations, according to the conclusions of this study. To begin, BA assists managers in making better decisions by providing highquality, timely, and accurate data. The information acquired considers past, present, and future occurrences, helping business influential to cast a sustained and secured decisionmaking for their SMEs. Additionally, the influence of implementing BA in SMEs extends beyond decision-making to include consequences on personnel, clientele, and additional prospects of the firm. As they increase operational efficiency, allow a company to better meet customer expectations, and provide information on how to improve individual employee performance by providing the necessary support and incentives.

A metropolitan area's micro, small, and medium-sized enterprises were examined. The study's main aim was to help small and medium-sized organizations use BI&A more effectively in decision-making processes. Three essential components of BI&A adoption were illuminated by this study: the importance of BI&A leadership qualities in the adoption process, how data versus heuristics are employed in decision-making, and the adoption process itself. In both theoretical and practical terms, the research described in this thesis will have a considerable impact on future studies in this field

6. Suggestions (The examiner may give details on additional sheets.)

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(Signature of the Examiner)

Name: Dr. Prakash H Karmadkar

E-mail: drkarmadkar@gmail.com

Designation: Professor

Address: RL-32, Shrifal Building

Sambhajji Nagar, Chinchwad, Pune.