



## Dr C. GANESHKUMAR

Associate Professor (Decision Sciences and Operations Management)  
School of Management Studies  
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### **Post-Doctoral Research Fellowship (PDF):**

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Airbus Endowed Chair for Supply Chain Management  
Indian Institute of Management Bangalore (IIMB).

### **Education:**

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Ph.D., Management Studies, Pondicherry University  
Qualified UGC-NET in Management held in June 2010  
Master of Business Administration (M.B.A), Pondicherry University.  
Post Graduate Diploma in Computer Application (Part-Time), Pondicherry University.  
Bachelor of Science, Pondicherry University.

### **Full Time Teaching/Research Experience:**

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Served as Associate Professor in Indian Institute of Foreign Trade (IIFT), New Delhi Campus, AACSB Accredited and Deemed to be University under Department of Commerce, Govt. of India.

Served as Assistant Professor Grade I in Indian Institute of Plantation Management Bangalore (IIPMB), An Autonomous Organization of the Ministry of Commerce & Industry, Govt. of India.

Served as Assistant Professor Grade I: VIT Business School, VIT University, Vellore.

Served as Post-Doctoral Research Fellow in Indian Institute of Management Bangalore (IIMB).

### **Teaching Interest:**

**Production and Operations Management (POM):** Operations Management, Supply Chain Management, Project Management, Quality Management, Services Operations and Technology Operations Management.

**Analytics/Decision Sciences:** Business Analytics & Intelligence (BAI), Research Methodology, Statistics for Management, Operations Research/Management Science and Qualitative Data Analysis.

**Technology/Information Systems:** Big Data Analytics, Information Technology/Systems for Managers, Spreadsheet Models/Simulation for Business Decision Making, Artificial Intelligence/Machine/Deep Learning and Web/Digital/Social Media Analytics.

### **Research Interest:**

- [1] How to improve the India Agri-Food Supply Chain Performance: Farmer Producer Organization (FPO)
- [2] How to apply big data analytics to the sectoral issues of health care, education and agriculture etc. for public policy decision making.
- [3] Sustainable/Socially responsible Operations Management of Manufacturing Industries/Informal Sector
- [4] What is the impact of Artificial Intelligence in Food and Agriculture Sector? Make in India Perspective
- [5] How block chain technology impacting food and agriculture industries? Digital India Perspective
- [6] How the precision farming and IT technology intervene the farms productivity? Start-Up India Perspective
- [7] How to adopt Fourth Industrial Revolution (4IR) Technologies\* in FPOs and MSME in Emerging Economy?: 17 UN SDC (Sustainable Development Goals) and Doubling Farmer Income Perspectives
- [8] Explore the impact of emerging technologies (e.g., artificial intelligence, blockchain) on international trade and policy.
- [9] Evaluate the role of new technologies in reshaping supply chain dynamics.
- [10] Study the resilience and vulnerabilities of global supply chains, especially in the context of disruptions like the COVID-19 pandemic.
- [10] Investigate the challenges and opportunities presented by the digital economy in the context of international trade.
- [11] Analyze the role of e-commerce in shaping global trade patterns.
- [12] Behavioral operations: understanding how the behavior of managers, workers, and customers influences operational decisions and outcomes.

\*Artificial Intelligence/Machine Learning/Blockchain/Drones/IoT/RFID/VR/GIS/Software Platform/3D Printing/Robotics/Big data/Cloud computing/ Satellite Technologies etc.

### **Significant Scopus/WoS/ABDC/ABS/UGC Publications:**

“E-Procurement Adoption Impact on Operational Efficiency and Performance of Medium Scale Industries: Pandemic Perspective” **International Journal of Procurement Management**, Listed in Q3 Scopus/WoS and ABS 1, Vol Issue:, DOI:

“Adoption of Mobile Applications (Apps) for Information Management in Small Agribusiness Enterprises -An Exploratory Mixed Methods study of Farmer Producer Companies in India” **Global Knowledge, Memory and Communication**, Listed in Q2 Scopus/WoS and ABDC Category B, Vol Issue:, DOI:

“Significant Relevance of Social Media Impact on Women Agripreneurship : Evidence from D’ Organica” **Finance India: The Quarterly Journal of Indian Institute of Finance**, Listed in Q4 Scopus and ABDC Category C, Vol Issue:, DOI:

“Will Artificial Intelligence be a Performance booster to Agritech Start-up?: Empirical evidence from Emerging Economy” **Journal of Industrial Integration and Management: Innovation and Entrepreneurship**, Listed in Q1 Scopus and SCI, Vol Issue: 09(02) PP: 245-278.

“Adoption of Mobile Food Ordering System in Restaurant Industry in Emerging Economy” **International Journal of Innovation and Technology Management**, Listed in Q3 Scopus/ESCI and ABDC Category C, Vol: 21 No.01: 1-17.

“Investigating the Adoption Barriers of Industry 4.0 in Farmer Producer Organisations: an ISM approach”, **International Journal of Global Business and Competitiveness**, Listed in ABDC Category C, Vol:18 Issue:2. Pp: 162-174.

"Implementation of information and communication technologies in fruit and vegetable supply chain: a systematic literature review", **Industrial Management & Data Systems**, Listed in Q1 Scopus/WoS and ABDC Category A, Vol. 123 No. 9, pp. 2349-2377.

“Adoption of Big Data Analytics- Determinants and Performances Among Food Industries” **International Journal of Business Intelligence Research (IJBIR)**, Listed in Q3 Scopus and ABDC Category C, Vol 14 Issue: 1, 1-17.

“Adoption of Blockchain Technology in HRM” **Korea Review International Studies**, Listed in ABDC Category C, Vol 15 Issue: 40, 1-20. ISSN : 1226-4741

“Farmer Producer Organizations’ Behavioral Intentions towards Fourth Industrial Revolution Technologies Adoption” **Academy of Marketing Studies Journal**, Listed in ABDC Category B, Vol 27, No: 1, 1-20, ISSN: 1095-6298.

“Enhancement of Touchpoint Interactions on Customer Experience Management in Banking Sector”, **International Journal of Electronic Customer Relationship Management**, Listed in ABDC Category C and Indexed in Q3 Scopus, Vol.13, No. 4, 2022 pp. 314-341.

“Socio-Economic Factor of Agriclincs and Agribusiness Centres Scheme in North-Eastern States of India: An Empirical Analysis”, **Empirical Economics Letters**, Listed in ABDC Category C, Vol 21(Special issue 2) July 2022. ISSN 1681 8997

“Empirical Analysis of Production and Productivity of Indian Spices”, **Journal of Applied Business and Economics**, Listed in ABDC Category C, Vol.24 No. 1, pp. 230-240.

"Learning from failure to enhance performance: a systematic literature review of retail failure", **Benchmarking: An International Journal**, Listed in ABDC Category B and Indexed in Q1 Scopus/WoS, Vol. 30 No. 2, pp. 532-561.

“Artificial Intelligence (AI) in Agriculture Value Chain: A Systematic Literature Review” **Journal of Agribusiness in Developing and Emerging Economies**, Listed in ABDC Category C and Indexed in Q1 Scopus/WoS, Vol.13, No.4, pp.379-398.

“Blockchain Technology in Food Supply Chain: Empirical Analysis, **International Journal of Information Systems and Supply Chain Management (IJISSCM)**, Listed in ABDC Category C and Indexed in Q3 Scopus and ESCI-WoS, Vol. 15 No. 3, pp. 1-12, DOI: 10.4018/IJISSCM.290014. ISSN:1935-5726

“Self-help group (SHG) production methods: insights from the union territory of Puducherry Community” **Journal of Enterprising Communities: People and Places in the Global Economy**, Listed in ABDC Category C and Indexed in Q2 Scopus and SSCI-WoS, Vol. 16 No. 4, 2022 pp. 517-539, <https://doi.org/10.1108/JEC-01-2021-0005>. ISSN: 1750-6204

“Value Chain Analysis of Indian Edible Mushroom”. **International Journal of Technology (IJTech)**, [ESCI, Scopus Indexed Q2 Category, H-Index: 9, Scopus CiteScore: 1.8] Vol: 11(3), July 2020, ISSN 20869614, pp. 599-607.

"A Novel ODV Crossover Operator based Genetic Algorithms for Traveling Salesman Problem", **Soft Computing, Springer (UGC Listed Journal No. 22324)**, ISSN: 1432-7643, Indexed in Q2 Scopus and WoS-SCI with Impact Factor: 2.78, Scopus Cite Score: 4.7, Vol: 24, Issue: 14, 2020, 12855–12885.

“Retailing of Self-Help Group (SHG) Products in India” **Journal of Applied Business and Economics (JABE)**, Listed in ABDC Category C. Vol: 21(5), 2019, ISSN 1499-691X, p. 128-138, DOI:

“Consumer Purchasing Process of Organic Food Product: An Empirical Analysis”, **Quality-Access to Success-Calitatea**. Indexed in Q4 Scopus and Scopus Cite Score: 1.2, H Index-3 and ESCI. Vol: 21, No: 177, August 2020, ISSN 1582-2559, p. 128-132.

“Business Analytics and Supply Chain Performance: Partial Least Squares-Structural Equation Modeling (PLS-SEM) Approach” **International Journal of Management and Business Research (IJMBR)**, Volume, 9(1), March: 2019, Pp: 91-96, ISSN: 2228-7027, Listed in Q4 Scopus, Scopus CiteScore: 0.3, Q4, H Index-2 with

“Innovative Management System for Environmental Sustainability Practices among Indian Auto-Component Manufacturers”, **International Journal of Business Innovation and Research**, Volume 23(2), 2020, pp:168-182-ISSN online: 1751-0260, indexed in ABDC in C Category and Q2 Scopus Indexed

“Production and Retailing of Self-Help Group Products”, **Global Business and Economics Review**, Volume: 21(6), 2019, pp: 168-182, Print ISSN: 1097-4954 Online ISSN: 1745-1329, Indexed in ABDC in C Category and Scopus-Q4

“The Impact of Economic Policy on Institutional Credit Flow in the Agricultural Sector.” **ICFAI Journal of Applied Economics-EBSCO Indexed**, Volume-17(2), April 2018, pp:80-97, ISSN: 0972-6861 Indexed in ABDC in C Category.

“Performance Evaluation of Population Seeding Techniques of Permutation-Coded GA Traveling Salesman Problems Based Assessment” **International Journal of Applied Metaheuristic Computing (IJAMC) ESCI and Scopus Indexed** and Q4 Scopus CiteScore: 0.5, Volume 10(2), Feb2019, pp: 55-92, ISSN: 1947-8283, DOI: 10.4018/978-1-7998-8048-6.ch053

“Multi-group Moderating Effect of Goods Produce in Manufacturing”, **NMIMS Management Review**, Vol: 15(2), Oct-Nov 2014, pp: 12-18, ISSN: 0971-1023-. Indexed in Web of Science: Emerging Sources Citation Index (ESCI)

“Supply chain management components, competitiveness and organizational performance: causal study of manufacturing firms.” **Asia-Pacific Journal of Management Research and Innovation (Sage Publisher)**, Vol 9 (4), December 2013, pp: 399-412, <https://doi.org/10.1177/2319510X14523> ISSN: 2319510X (Int), pp: 399-412

### **Edited Book Chapter/ Conference Paper/Proceedings Publication:**

"Digital Transformation: Artificial Intelligence Based Product Benefits and Problems of Agritech Industry", Mor, R.S., Kumar, D. and Singh, A. (Ed.) Agri-Food 4.0 (Advanced Series in Management, Vol. 27), **Emerald Publishing Limited, Bingley, WoS & Scopus Indexed Series** pp. 141-163. <https://doi.org/10.1108/S1877-636120220000027010>, ISBN: 978-1-80117-499-2, eISBN: 978-1-80117-498-5 ISSN: 1877-6361.

"Impact on Artificial Intelligence on Agriculture Value Chain Performance: Agritech Perspective", **CRC Press: Taylor & Francis Group**, pp. 141-163. ISBN: 978-1-80117-499-2.

" Application of Drone Technology in Agriculture: A Predictive Forecasting of Pest and Disease Incidence", **IGI Global- Scopus Indexed Series**, pp. 31. ISBN:, Application of Drone Technology in Agriculture Book.

“Impact of Food Safety and Standards Regulation on Food Business Operators” Conference Proceeding of AU Virtual International Conference 2022 Entrepreneurship and Sustainability in the Digital Era ISBN: 978-616-7695-34-1, **Assumption University of Thailand** 21 October 2022.

“Industry 4.0-Based Agritech Adoption in Farmer Producer Organization: Case Study Approach. In: Kamble, S.S., Mor, R.S., Belhadi, A. (eds) Digital Transformation and Industry 4.0 for Sustainable Supply Chain Performance. **EAI/Springer Innovations in Communication and Computing. Springer**, Cham. [https://doi.org/10.1007/978-3-031-19711-6\\_12](https://doi.org/10.1007/978-3-031-19711-6_12). Listed in Scopus/WoS

“A Study on Supply Chain Competence of Different Business Organization in Union Territory of Pondicherry-India.” **Macmillan International Publication (CD)**, July 2011, ISBN: 0230-33261-7.

“Measurement of Supply Chain Performance-A critical Review.” **Charulatha Publication**, March 2010, pp: 6-9, ISBN NO-978-81-90495-0-1

“Mapping of Agritech Companies in Indian” **Lecture Notes in Networks and Systems (LNNS)**, Proceedings of the Second International Conference on Information Management and Machine Intelligence, indexed in Scopus with H-Index: 8, Scopus Cite Score: 0.4 and Springer Nature Publisher Book Series, Vol: 166, Jan 2021, ISBN: 978-981-15-9688-9.

“Artificial Intelligence in Agriculture Sector: Case Study of Blue River Technology” **Lecture Notes in Networks and Systems (LNNS)**, Proceedings of the Second International Conference on Information Management and Machine Intelligence, Indexed in Scopus with H-Index: 8, Scopus CiteScore: 0.4and Springer Nature Publisher- Book Series, Vol: 166, Jan 2021, ISBN: 978-981-15-9688-9.

“Technological Implication and Its Impact in Agricultural Sector: An IoT Based Collaboration Framework” **Procedia Computer Science-Elsevier** (H-Index: 47) (ISSN: 1877-0509), Indexed in Scopus and Scopus Cite Score: 2.5; Vol: 171, June 2020, pp. 1166-1173.

“Digital Information Management in Agriculture - Empirical Analysis” **Algorithms for Intelligent System (AIS), Springer Indexed in Scopus**, ISSN No: 1938-6737 [https://doi.org/10.1007/978-981-19-2065-3\\_27](https://doi.org/10.1007/978-981-19-2065-3_27), ISBN: 978-981-19-2064-6, pp 243–249, Proceedings of the Third International Conference on Information Management and Machine Intelligence.

“Exploring the Challenges and Adoption Hurdles of Blockchain Technology in Agri-Food Supply Chain” **Handbook of Research on AI-Equipped IoT Applications in High-Tech Agriculture**, IGI Global Indexed in Scopus, ISSN No: 9781668492314 DOI: 10.4018/978-1-6684-9231-4, pp 257-270.

“Blockchain and Artificial Intelligence in the Food Industry: A Case Analysis of Ripe.Io firm”, **Springer CCIS series, (Scopus Indexed Conference Proceeding)**

Blockchain-based Traceability in the Agricultural Sector: A Case Study on the Adoption of FPO, Emerging Disruptive Technologies for Society 5.0 in Developing Countries - Challenges and Applications, “Advances in Science, Technology & Innovation” by **Springer Publisher (Indexed Scopus)**.

### **Completed Consultancy/Research Projects:**

[1] Research Fellow- *Supply chain mapping of Agri-commodities: A study of red gram in Karnataka*, Funded by University of Pennsylvania, Institute for Advanced Study of India, USA

[2] Research Fellow- *Potato Value chain*, Funded by International Food Policy Research Institute (IFPRI), USA and Asian Development Bank (ADB).

[3] Consultancy Project Titled “*Penetration of Information Technology in Small and Medium Enterprises*” for Terata solution Private Limited, Bangalore.

[4] Consultancy Project Titled “*Cost of Production (COP) of Tea*” for Tea Board of India, Under Ministry of Commerce & Industry, Govt. of India.

[5] Evaluation of Pilot Revenue Insurance Scheme for Plantation Crops (RISPC) for Department of Commerce (Plantation Division), Govt of India.

[6] Evaluation of Export Oriented Research Scheme, Funding Agency: Spices Board of India, Ministry of Commerce & Industry, GoI.

[7] Artificial Intelligence (AI) in Indian Agriculture for Food Security: Value Chain Analysis, Funding Agency: ICSSR-IMPRESS.

[8] Sustainable Livelihood and Biodiversity Conservation through Multiuse Management of Anchunad and Adjoining Landscape, GoI-GEF-UNDP Project.

[9] Digital Transformation, Fourth Industrial Revolution (4IR) Technologies Adoption and Financial Performance of Farmer Producer Companies (FPC) Value Chain for Doubling Farmers' Income and Sustainable Growth: Comparative Study of Karnataka and Assam. Funded by Minister of Corporate Affairs, Govt of India,.



### **FDP/MDP/Conference Organized:**

- [1] 3rd Serial Workshop on Research Methods & Multivariate Statistical Tools for Management Research during February 25 - 27, 2016 at VIT Business School, VIT University, Vellore
- [2] Three Days Management Development Program (MDP) on Business Intelligence and Analytics (BIA) using Tableau, R and Excel Software during 22-24, June 2017 at Indian Institute of Plantation Management Bangalore (IIPMB)
- [3] Two Days Management Development Program (MDP) on Business Intelligence and Analytics (BIA) using Tableau, R and Excel Software during 29-30, September 2017 at Indian Institute of Plantation Management Centre, Jorhat, Assam.
- [4] Three Days National Workshop on Research Methodology and Data Analysis during 24-26, November 2017 at Indian Institute of Plantation Management, Bangalore.
- [5] Three Days Management Development Programme (MDP) on Machine-Learning and Big-Data Analytics (M-B-A) Using Hadoop, Spark, Gephi, Watson Analytics, R and Python Software on 22-24, June 2018 at Indian Institute of Plantation Management, Bangalore.
- [6] Five Days Management Development Programme (MDP) on Marketing Research and Data Analytics (MRDA) for Food and Agribusiness Sector on 26-30, March 2019 at Indian Institute of Plantation Management, Bangalore.
- [7] One day international Virtual- conference cum research work on strategic research to turnaround business in emerging scenario for faculty, practitioners and research Scholars in the domain of business and management on Saturday, 4th July 2020 9.30AM – 5.00 PM
- [8] Five days ATAL-AICTE Sponsored FDP on Artificial Intelligence (AI) for the Agricultural Sector from 5th - 9th October 2020 through online mode.
- [9] Five days ATAL-AICTE Sponsored FDP on Business Analytics in Food and Agricultural Sector (Python and Case Study Approach) from 26th - 30th July 2021 through online mode..
- [10] Five days ATAL-AICTE Sponsored FDP on Artificial Intelligence and Blockchain in Food and Agricultural Sector from 24th - 28th January 2022 through online mode.
- [11] Two Weeks ATAL-AICTE Sponsored FDP on Continuous Professional Development Programme (CPDP) on Digital Food and Agribusiness from 23rd January to 3rd February 2023 through blended mode online/offline.

### **Invited Talks/Guest Lecture in Training Program:**

- [1] Resource person for ICSSR sponsored program on Research methodology in social science research organized by SRM University, Chennai
- [2] Resource person for Data analysis and Research methodology program for research scholars organized by VIT University, Vellore Campus, Tamil Nadu
- [3] Resource person for Text analytics and Literature review using Nvivo software for faculty and research scholars organized by VIT University, Vellore Campus, Tamil Nadu
- [4] Resource person for “A Four-Day National Workshop on Business Analytics - Tools, Techniques & Applications using R Software, 30 July to 2 August 2015 at Department of Management Studies, Madanapalle Institute of Technology & Science (MITS), Madanapalle, A.P.
- [5] Resource person for "Workshop on Data Analytics & Business Intelligence, 2nd, September 2015, Organized by the school of computing science & Engineering (SCSE) & Business school (VITBS), VIT University, Vellore
- [6] Resource person for "Workshop on Data Analytics & Business Intelligence, 2nd, September 2015, Organized by the school of computing science & Engineering (SCSE) & Business school (VITBS), VIT University, Vellore
- [7] Resource person for "Workshop on Data Analysis for Research Applications, 23rd, June 2015, Organized by Department of Management Studies, Pondicherry University
- [8] Resource person for "Workshop on Data Analysis for Business Applications, 13th, September 2015, Organized by Department of Management Studies, Pondicherry University
- [9] Resource person for "Workshop on Nvivo and Endnote for Literature review, 29th, November 2015, Organized by Department of Management Studies, Pondicherry University
- [10] Resource person for " ICSSR sponsored "A ten workshops on Research Methodology and Data Analytics for Social Sciences, 30th, May 2016, Organized by VIT Business school (VITBS), VIT University, Vellore
- [11] Resource person for " Three days national workshop on data analysis and advanced statistical techniques using IBM SPSS AMOS, 28<sup>th</sup> and 29<sup>th</sup>, January 2017, Organized by Department of Technology Management, VIT University, Vellore
- [12] Resource person for " A Ten-Day national workshop on Statistical analysis for Business Research during 17<sup>th</sup> and 18<sup>th</sup>, March 2017, Organized by Department of Management Studies, Pondicherry University, Puducherry.
- [13] Resource person for “Three days national workshop on Business Analytics during 15<sup>th</sup> and 17<sup>th</sup>, September 2017, Organized by Department of Management Studies, Pondicherry University, Puducherry.
- [14] Resource person for “Seven days national Level Experiential workshop on Research Methodology during 6<sup>th</sup> to 12<sup>th</sup>, December 2017, Organized by St. Joseph’s College of Commerce, Bangalore, Karnataka.
- [15] Resource Person for the AICTE Sponsored Two Week Faculty Development Programme on Financial Econometrics - Theory & Applications, Organized by Madanapalle Institute of Technology & Sciences, AP



[16] Resource Person for the Eight-day National Level Workshop on Statistical Analysis for Business Research, Organized by Department of Management Studies, Pondicherry University on 6.1.2018

[17] Resource Person for the Eight-day National Level Workshop on Statistical Analysis for Business Research, Organized by Department of Management Studies, Pondicherry University on 10.6.2018

[18] Resource Person for One Day FDP on "Data Visualization and Storytelling" Organized by Academic Staff College (ASC), VIT University, Vellore, on 25th Aug 2018.

[19] Resource Person for the AICTE Sponsored National Workshop on R and Data mining (ANW-RDM) Organized by Department of Information Technology, Pondicherry Engineering Collage, Puducherry on 4-5, October 2017.

[20] Resource Person for the Two day - National Level Workshop on "Statistical Data Analysis through R / R-Studio Programming Organized by Department of Management Studies, Pondicherry University, Puducherry on 26-27, October 2018.

[21] Resource Person for the seven-day National level workshop on Research Methodology Organized by St. Joseph's College of Commerce (Autonomous, Bangalore on 8, December 2018.

[22] Resource Person for the Five-day National level workshop on Econometrics for Business Research Organized by Department of Management Studies, Pondicherry University, Puducherry on 2-6, Dec 2018.

[23] Resource Person for the Five-day Faculty Development Workshop on Business Analytics Organized by APJ Abdul Kalam Technological University on 19-23, January 2019.

[24] Resource Person for the One-day Faculty Development Workshop on "Enlightening Session on Indexed Journal Publications Organized by School of Commerce and Management, Dayananda Sagar University, Bangalore on 9, March 2019.

[25] Resource Person for the Two-day Workshop on "Econometrics using Eviews Organized by Madanapalle Institute of Technology & Sciences, AP on 18-19, May 2019.

[26] Resource Person for the Three-day Workshop on Survey based Research - Complexities, Tools and Techniques, Organized by School of Management Studies University of Hyderabad, 25th to 27th May 2020.

[27] Resource Person for the Guest lecture session for MBA students on Artificial (AI) Intelligence for Business, Organized by Department of Management Studies, Periyar University, Salem, 17<sup>th</sup> July 2020.

[28] Resource Person for the Guest lecture session for faculty of CMS B-School, Jain University, Bangalore on Funded Project, 19th September 2020.

[29] Resource Person for Three Day FDP on " Artificial Intelligence and Machine Learning using R: A case study" Organized by Academic Staff College (ASC), VIT University, Vellore, on 26-28th November 2020.

[30] Resource Person for One Day FDP on " NVIVO & Endnote for Literature Review" Organized by Academic Staff College (ASC), VIT University, Vellore, on 25th December 2020.

[31] Resource Person for an International Workshop at Lebanese French University (LFU), Kurdistan Region – Iraq about "Exploratory and Conclusive Research Design Methods" held on 27th of February, 2021.

- [32] Resource Person for an International Workshop at Lebanese French University (LFU), Kurdistan Region – Iraq about ‘Quantitative & Qualitative Data Analysis using IBM-SPSS and Nvivo Software’ held on 16<sup>th</sup> of May, 2021.
- [33] Resource Person for Three Batches of Young India Fellowship (YIF) students of Ashoka University on “Business Analytics” held on 3<sup>rd</sup>, 4<sup>th</sup> and 7<sup>th</sup> of October, 2021.
- [34] Resource Person for online seminar of Impact of Artificial Intelligence on Banking Industry in Shrimathi Devkunvar Nanalal Bhatt Vaishnav College for Women on 23.10.2021 from 2-3 PM.
- [35] Resource Person for online seminar of Artificial Intelligence in Agriculture in St.Joseph's College of Commerce (Autonomous), Bangalore on 24.10.2021 from 4.30-6 PM.
- [36] Resource Person for online AICTE-ATAL-FPD of Data Science using Python on Text Analytics: in University of Hyderabad on 17th Nov'2021 3-4.30 PM.
- [37] Resource Person for online AICTE-ATAL-FPD of Sensor Data Analytics on Agriculture in Indian Institute of Information Technology Kottayam on 1<sup>st</sup> December'2021 at 12-1.30 PM.
- [38] Keynote Speaker for the International Conference on Digital Business Innovation in Global Outlook 2022 on 19th Feb 2022
- [39] Resource Person in AICTE Training And Learning (ATAL) Academy Online Elementary FDP on "Data Analysis Using Econometric Models" from 07/02/2022 to 11/02/2022 at Central University of Tamil Nadu .
- [40] Resource Person for Workshop on ‘Research Methodology and Applicability of Conceptual Techniques’, scheduled on 26<sup>th</sup> August 2022 at Maharani Lakshmi Ammanni College for Women (Autonomous) Bangalore
- [41] Resource Person for Workshop on ‘Structural Equation Modelling (SEM) using IBM AMOS Software’, scheduled on 28<sup>th</sup> August 2022 at Seshadripuram First Grade College, Bangalore.
- [42] Resource Person for an International Workshop at Lebanese French University (LFU), Kurdistan Region – Iraq about ‘Qualitative Research Methods’ held on 30<sup>th</sup> of October, 2022.
- [43] Resource Person for the National Workshop on Research Paper Development and Publication in Quality Journals on 27-31 May, 2024 at IIPM Bangalore
- [44] Resource Person for the 5-Day Faculty Development Program on April 17 to 21, 2024 at Presidency University, Bengaluru
- [45] Resource Person for the One week Faculty Development Program On “Quality Research Article Writing & Publishing in High Impact Factor Journals” on 20.12.2023 to 27.12.2023 at Vel Tech, Chennai.
- [46] Resource Person for the Two Days National Level Workshop on Data Analysis for Business Research (DABUR 2024) on May 23<sup>rd</sup> and May 24<sup>th</sup>, 2024 at Sri Ramachandra Institute of Higher Education and Research (Deemed University) in Chennai
- [46] Resource Person for 5 Days Intensive Student Development Program SDP - (Online) on July 22<sup>nd</sup> to 26<sup>th</sup> 2024 at ISBR Business School, Bangalore

### **Institutional Building Activities and Administrative Service:**

- [1] Board of Studies (BOS) member for MBA in Business Analytics curriculum development in VIT University
- [2] Timetable and Exam co-coordinator of VIT business school
- [3] Member for BBA and MBA syllabus conversion to CAL (curriculum for applied learning) methods in Operations and Business Analytics courses
- [4] Purchase committee member of VIT business school/IIPMB
- [5] MBA admission committee member of VIT business school
- [6] Guided BBA-10 and MBA-12 projects and internship in VIT University
- [7] Coordinator of Festivity (VIT Employee fun event) on 25th July 2015
- [8] Panel member for the paper presentation of the 11th International Conference on Science, Engineering and Technology (ICSET), a conference on 3rd and 4th November 2015.
- [9] Boy Hostel Warden of Indian Institute of Plantation Management Bangalore from 14.8.2017 to 7<sup>th</sup> July 2020
- [10] Industrial and Field visit coordinator of IIPM Bangalore
- [11] Act as Micro Observer for the election duty in general elections to Karnataka legislative assembly 2018-Pulakeshinagar-159-Bangalore, Polling Booth (PS)-217 on 12.5.2018.
- [12] Faculty Coordinator for Tempora 2018-Management fest of Indian Institute of Plantation Management Bangalore on December 6 and 7, 2018 with 105 UG agriculture student participants with the sponsorship of 55k
- [13] Act as Presiding officer for the election duty in Lok Sabha elections to Bengaluru north, Karnataka 2019-Byatarayanpura-152-Bangalore, Polling Booth (PS)-252 on 18.4.2019.
- [14] Question Paper setting and Examiner of MBA and MTech Program' Operations Management course of National Institute of Food Technology Entrepreneurship and Management (NIFTEM), Haryana
- [15] IIPM Bangalore, 17<sup>th</sup>Seventh Convocation 2019, Gown committee
- [16] Prepared the list of journal database for IIPMB faculty review and promotion.
- [17] IIPMB journal International Journal of Agribusiness and Plantations Management {IJAPM}
- [18] Coordinator for International Workshop & Seminar on "Collegial Research Engagement and Methodology for Agribusiness & Plantations Sector" 30th and 31st July 2019 at IIPM, Bangalore
- [19] Coordinator for IIPMB IQAC-Internal Quality Assurance Cell, Member of Faculty Research Committee (FRC) and FWC-Faculty Working Committee from 2019-21.
- [20] Faculty Coordinator/Chairperson for PGDM-ABPM program from 2020

[21] Coordinator and Implementation of Virtual Class, MOOC, Online Proctored examination in IIPMB during Covid-19 situation

[22] Board of Studies (BoS) members of the MBA Department of the Sri Manakula Vinyakar Engineering College Puducherry as distinguished alumni

[23] Board of Studies (BoS) members of the MBA Department of the Adhiyamaan College of Engineering, Hosur, Tamil Nadu as external expert.

[24] Research Advisory Committee (RAC) member of Mr.Yuvaraj.M, Mechanical Engineering, Presidency University, Bengaluru.

[25] Evaluated PhD Thesis titled “A Study on the Cost Benefit Analysis: Financial Comparative Analysis of Dairy Farmers in Public and Private Sectors of Tamil Nadu” of Mr. Joy Thomas (D16BA502) from Bharath University, Chennai, Tamil Nadu

[26] Members of question paper scrutiny board meeting for I year PGDM I Trimester End-term examination of Thiagarajar School of Management (TSM) Madurai on 3.10.2021

[27] IIPMB website revision committee member

[28] Task Force: IIPMB INI Status / Rankings / Accreditation committee member

[29] Bureau of Indian Standards (BIS): Business Service Sectional Committee member

[30] Dashboard for work management

[31] Centre of Excellence (CoE): Drone Technology

[32] Task Force: IIPMB Visibility and Branding

[33] Task Force on Implementation of Information & Communications Technology (ICT) in the Institute

[34] Coordinated the student industrial cum field visit for 8 days from 5.1.2023 to 12.1.203 for 6 routes of 30 student in each routs and arrange around 36 industries/institutes

[35] Academic Programme Facilitator (APF): PGDM-ABPM –Agribusiness and Plantation Management from 9.12.2022 to 17.10.2023

[36] IIPMB Committee Members of the Grievance Committee/Anti-Ragging Squad Committee/Anti-Ragging Committee

[37] Video Surveillance Team (VST) Nodal and IIPMB Nodal officer for 154 Assembly Constituency for Karnataka State Assembly Election from April 20 to May 15 2023.

[38] Board of Studies Member (BoS) of Department of Management Studies, Er.Perumal Manimekalai College of Engineering, Hosur, Tamilnadu from 2023-2025.

[39] Program Director of MBA-Business Analytics 2024-26 (Full time) in IIFT from 6.3.2024

[40] Coordinate Port Visit / Study Tour from 29 April to 1 May 2024 of for EPGDIB-Winter (Weekend-OC) and MBA Online/Certificate Program

[41] Member of IIFT's Admissions Committee for Academic Year 2024-25

[42] Program Director of MBA-International Business, 2022-25 Weekend Batch in IIFT from 29.5.2024

[43] Member of Board of Studies of GSM Division in IIFT

[44] Track Chair of Decision Dilemma and Decision Sciences, INDAM Conference 2025 organized IIFT Kolkata campus

**Memberships:**

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[1] Society of Operations Management (SOM), India,

[2] Production and Operations Management (POMS), USA

[3] Analytics Society of India (ASI), IIMB, India

[4] Supply Chain Practitioners Council (SCPC)