

Mrinalini Shah (Ph. D)
ICCR Chair Professor
Operations and Decision Sciences
Chairperson , Entrepreneurship cell

Email personal: mrinalini@aueb.gr
shahmrinalini@gmail.com
Phone office: (+91) 1203002253 (D)
Mob: (+91)9810506628

Area of specialization

Decision science Optimisation Techniques, Business Model & Analysis , Supply Chain & Logistics Management, Entrepreneurship development

Area of Research

Intelligent Supply Chain, Fuzzy Logic based Intelligent Business Modelling, Fuzzy logic Based Forecasting, Innovation

Experience (Total :18 years of Teaching)

July 2009 till Date

Professor & Area chair, Operations Management & Decision Science;
Founder Chairperson, Entrepreneurship cell;
Institute of Management Technology, Ghaziabad, India , [MBA program]

July 2007 till June 2009

Associate Professor, Operations Management, IMT, Ghaziabad [MBA Program]

Previously Dr Shah has worked with NMIMS University Mumbai, Amrapali Institute Haldwani and SSJ Campus Almora Kumaun University.

Education

Postdoctoral Fellow under European commission fellowship (ERAMAS MUNDAS fellowship) at School of Management, University of Warsaw, Poland. (Sept 2010- Feb 2011)

PhD on “Towards Studying Fuzzy Propositional Logic”, Computer Science Department (Interdisciplinary), Kumaun University, India (Feb 2007)

Postgraduate (M. Sc.) in Mathematics with statistics as specialization, Kumaun University, India (1995), First division, under National Scholarship for merit

Graduate (B. Sc.) in Computer Science, Mathematics and Physics , Kumaun University India (1993), First division , Under National Scholarship for merit.

National Entrepreneurship Network & Stanford Venture capital Certified Entrepreneurship Educator (2010)

Six Sigma green belt certified

Scholarships/Awards

- *Postdoctoral fellowship*, ERASMUS MUNDAS (European Commission Research consortium) 2010-11
- Awarded *top performer* among faculty members at IMT Ghaziabad in 2011-12 session
- *Second Outstanding Women Management Researcher Award*, AIMS-International
- *Best Research Paper Award* at National Seminar held at AIMCA Haldwani, in the year 2005
- *Best Research Paper Award* at National Seminar held at MMIM, Mullana Ambala, in the year 2004
- *National Scholarship* of Indian government from class 11th till M. Sc. (1988-1995)
- *State scholarship of UP, India*, Class 9-10 (1986-1988)

Selected Publications

International journals:

- 1 “Organised agri-food (apple) supply chain scenario in India : Reality or Myth?” , International Journal of Business performance and supply Chain Modelling, special issue on “Advanced models for the design, optimization and performance measurement of supply chains”, Inder science Publication , Vol 4, No 3 /4 , 2012
- 2 “Fuzzy Based Trend Mapping and Forecasting for Time Series Data”, Expert System with applications , Volume 39, issue 7, 1 June 2012, Elsevier publication, (**5 year impact factor 2.203**) pp 6351-6358
- 3 “An insight into agri-food supply chain: a review” , International Journal of Value Chain Management V6, N2, 2012 , Inder science publication, PP 115-143
- 4 “Fuzzy logic : A realistic tool for management of customer relation” , International journal of Electronic Customer relation management (IJECRM), Vol 2, No 2, 2008, Inder science Publication
- 5 “Media business in India: Roots shaping up the trends”, Global Media Journal, summer 2008, Indian Edition
- 6 “e-governance in India : dream or reality?”, International journal of Education and development using ICT (IJEDICT), Vol 3, issue 2, 2007
- 7 “Fuzzy time series: a realistic method to forecast Gross domestic capitol of India”, Analysis and design of Intelligent Systems, Series Advances in soft computing techniques, **Springer Verlaq publication**, Vol 41, 2007, pp 255-264

- 8 “Emergence of Organized Pharmacy Retail in India: Challenges and Opportunity”, The Journal of Business & Retail Management Research, Vol 2, Issue 1, Oct 2007, pp 70-83, UK

National journals/ book Chapters :

- “Analysis of Investment Behavior during Recovery Phase among Youth investors of Indian Stock Market”, VISION , **Sage Publication** , 2011
- “3G technology in India : critical success factor”, IIMS Journal of Management Science, Serial Publication, March-Jun 2011
- Viewpoint “Entrepreneurial India : A changing Landscape” ,Viewpoint: an international journal of management technology, Jan – Jun 2011
- “Traditional ecological knowledge of mountain people- foundation for sustainable development in the Hindukush Himalayan region” Editor Neelendra K joshi , Vir Singh (2010), Daya Publishing house New Delhi, “ Preserving indigenous believe system of Dev Bhumi Uttarakhand; a Great Tradition of fair and festivals” pp 165-174
- “Distribution Channels for Incumbent Rural Insurance Industry”, ICFAI journal of Risk and Insurance, July- Oct 2009.
- “Comparative study of organized Agri-food Business in India”, Paradigm, Vol XIII, No 2, July- Dec 2009.
- “Management of supply chain with fuzzy logic based software”, Decision sciences , Editor Sahay B.S., Gupta J , Batra S. , 2008
- “A Case study on Cost Optimization of Apple Supply Chain: A grower’s perspective” , Redefining Business Horizons, Editor Sahay B. S., Ranjan J., Thakur R. R., Nicholas S., Macmillam Publication, 2008, pp 159-167
- “Education Sector, a new trade in WTO regime : destination India ”, Bizcraft, Sept 06-Feb 2007
- “Importance of work experience for a professional course”, proceedings of International conference of AIMS international , 2007
- “Attrition Problem in ITES-BPO sector: Through Employee Satisfaction Survey”, proceedings of International conference of AIMS international, 2007
- “Ethics at work place : a case study ”, Gurukul Business Review (GBR), spring 2007
- “Fuzzy Integrated Data Mining: Applications in Higher Education”, in the book “Changing Paradigms in Professional Education” by Aman Publications , New Delhi, 2006, pp 32-48.
- “Higher Education : Road for Development (A Case of State of Uttaranchal) ”, in the book “Changing Paradigms in Professional Education” by Aman Publications , New Delhi, 2006, pp 279-289.
- “Land slide management through fuzzy logic : a case study” , ACME , Feb 2006 , Vol 5, No 5 , pp 35-42
- “Customer Relationship Management: A TQM perspective”, Prabandhan, house journal of department of commerce & Business Administration, L N Mithila university, Vol 1, No1, 2004 , pp 50-57
- “TQM : A tool of change Management”, Effulgence, Vol 3, No 1, July- December 2004, pp 9-15

Case Study:

- Medihome : Challenges of expansion competing with mom & pop chemists to chain pharmacies, “Developing Analytical Skills: Case Study In Management”, Edior Shroff publication, (2008), 375-390
- “A case study on decision making : an apple grower’s dilemma” , Cases on Business Management, Editor Sahay B. S., Sardana G. D., Allied Publication (2008), pp 232-241

Books Published :

Co- editor , “Changing Paradigms in Professional Education” by Aman Publications , New Delhi, 2006

International Conference Papers:

- “Improved realistic fuzzy time series method to predict Gross domestic capital of India” , World congress of fuzzy logic organized by International fuzzy system association (IFSA) 2011, at Surabaya, Indonesia , 21-25 June 2011.
- “Entrepreneurial India; a changing landscape”, Seminar on “Indian economy and policy changes’ Organised by India centre, department of International business, University of Poland, 28 September 2010.
- “Fuzzy Logic for Managing Supply Chain”, ICOQM 09, Loyola Marrymount University, Los Angeles, USA, 27-30 June 2009
- “A Case study on Cost Optimization of Apple Supply Chain: A grower’s perspective” , International Conference on Redefining Business Horizons, at IMT Ghaziabad on Dec18-19, 2008
- “A case study on decision making : an apple grower’s dilemma” , International Conference on Management Cases-08, at IMT Ghaziabad on Dec1-2 2008
- “Effectiveness of Online Advertising in India” at International conference on Globalisation for Management of International Business, Aug 11-13, 2008 at IIM Indore
- “Need for a paradigm shift in Insurance sector: Rural population and its distribution channels”, at International conference on Globalisation for Management of International Business, Aug 11-13, 2008 at IIM Indore
- “Management of supply chain with fuzzy logic based software”, International conference on Decision Sciences and Technology for Globalisation, Jointly organized By IMT Ghaziabad, College of Adminstrative sciences University of Alabama and Indian Subcontinent region of Decision Science Institute(ISDSI), at IMT Ghaziabad, Jan 2-4, 2008
- “Importance of work experience for a professional course” at International conference of AIMS international , Hyderabad, Dec 27-29, 2007
- “Attrition Problem in ITES-BPO sector: Through Employee Satisfaction Survey”, at International conference of AIMS international , Hyderabad, Dec 27-29, 2007
- “Fuzzy time series: a realistic method to forecast Gross domestic Capital of India”, World Congress of fuzzy logic, organized by IFSA, Mexico City, Mexico, 17-19 June 2007
- “Managing uncertainty of supply chain through fuzzy logic and game theory ”, at international conference and annual convention of ORSI, at kolkata, Jan 5-7, 2007

National Conference Papers:

- “E learning: Meaning, Oppourtunities and Challenges” , at Advances in computer Sciences, communication and Information Technologies held at Jawahar Lal Nehru University (JNU), July 28, 2012
- “Budding entrepreneurs: opportunity and challenges”, at MIMS, Manipir university, Imphal, March 6-7, 2009
- “Fuzzy logic with co-opetition in supply chain management : a win-win game” at OPTIMA 2007, organized by society of reliability and quality, at Delhi . April 28-29, 2007
- “An Innovative way to manage customer relationship through the concept of fuzzy logic “ at National seminar on “ “, at ICFAI Kolkata on Jan 12-, 2007
- “A method to forecast gross domestic capital of India using fuzzy time series ” , at SOM organized By IIM Ahemedabad, Dec 21-23, 2006
- “New oppourtunities for India in the internationalization of education” at national seminar held at Amrapali institute, on Nov 25-26, 2006
- “Education sector, destination India: a new trade in WTO regime” at national seminar at IIM, Kozikode , on “WTO and India ” in 20-22 April 2006
- “Role of Higher Education for the development of Uttaranchal” organized by Jan Shiksha Sansthan on “ Higher education in Uttaranchal in the present Era of Liberalization Privatization and Globalization” on 3-4 Dec 2005
- “The Role of Mathematics in Fuzzy Propositional Logic”, at SDPG college, Mujaffarnager , 29-30 Nov 2005.
- “Disaster Management: Incorporating Fuzzy Logic with Probability approach to Landslide Hazard” at Amrapali Institute , Haldwani on “Era of Globalization: Challenges in Management and IT”, 25-26 Nov 2005.(**Best Research Paper**)
- “Future of distance mode of learning in professional education” at SSJ Campus, Kumaun University, 28 Jun 2005
- “A Strategic Tool for Higher Education: Excellence Through Data Mining & Knowledge Management” at MM Institute of Management , Mullana- Ambala on “From Home to World : Work Place for Intellectual Indians : Challenges & Opportunities ” , 11-13 Feb 2005
- “Higher Education in The Era of Globalisation” at Amrapali Institute , Haldwani on ‘Changing Paradigms in Professional Education’, MANTAHN, 8-9 Oct 2004.
- “Higher Education & The development of Uttaranchal” at Department of Computer Science, Kumaun University, SSJ Campus, Almora on “ Role of Informatics in Uttaranchal” , 25-27 Jun 2004.
- “Land Slide Management with Fuzzy Logic (Special Reference to Uttaranchal)” at Department of Computer Science, Kumaun University, SSJ Campus, Almora on “ Role of Informatics in Uttaranchal” , 25-27 Jun 2004.
- “Fuzzy Logic : an Effective Analysis Tool of Modern Era” at MM Institute of Management , Mullana- Ambala on “Changing Paradigms in Management” , 9-10 April 2004. (**Best research Paper Award**)
- “Customer Relationship Management: A TQM Perspective” at MM Institute of Management , Mullana- Ambala on Changing Paradigms in Management” , 9-10 April 2004

- “Fuzzy Logic & Customer Relationship Management” at SRMS E&T Bareilly on Customer Relationship Management” on 14 Mar 2004
- “Ethics at work place : A case study ” held at Gurukul Kangri University , Haridwar on “ Dehumanized Humans in Business” on 20-21 Feb. 2004

Editorial Board

AIMS International Journal of Management

Viewpoint: an international journal of management technology

Reviewer:

- *Applied Soft Computing, Elsevier Publication*
- *International journal of Education and development using ICT (IJEDICT)*
- *Paradigm, Institute of Management technology, Ghaziabad*
- *International journal of Information technology & Management, Springer publication*
- *International conference on Decision Sciences, 2008 , by Schools of decision Science, USA, Florida University, and IMT*
- *International conference of Information Science & Technology management, 2009*
- *International Conference (ICTIM 09) 2009*

Expert Committee Member:

- Invited talk on “Concern for privacy for a common man”, organised by Privacy India, Centre for Internet & Society, Society in Action Group, International Development Research Centre and Privacy International, Ahamedabad, June 16, 2012
- *Member of expert committee* for Uttarakhand Open University, Management programs (year 2008)
- Session *Chair* for world congress IFSA 2011 at Surabaya, **Indonesia** organised (**IFSA**) by International Fuzzy System association- 2011
- Key note speaker , National conference on Management at Teerthankar Mahveer University, Moradabad - March 17-18 , 2012
- Session chair ICOQM 09, Loyola Marmount University, **Los Angeles, USA**, 27-30 June 2009 *Session Chair* for International conference on Data Management (ICDM 2009) Feb 10-11, 2009
- *Session chair* for International Conference on Innovation in Redefining Business Horizons (IIRB 2008), Organised IMT, Association of Indian Management Schools (AIMS), Euromed Marseille Ecole of Management, The University of Newcastle, Australia, Dec 18-19 , 2008

Visiting and Guest Assignments

- *Research methodology in business for academicians* UGC Staff college , Kumaon University Nainital
- Research Methodol for Ph D scholars, at Guru Govend Singh Indraprastha University, Delhi
- Research Methodology for faculty development program, at GGDUniversity, Bilaspur, India
- Business Research Methods, for Dual country program at IMT, Dubai
- Entrepreneurship development at International Management Institute, Delhi

- Operation Research for engineers at Kumaun Regional Engineering College Dwarahat, Uttarakhand
- Kumaun University, S S J campus Almora.
- NMIMS school of distance learning, Mumbai

Program Director for Executive development programs:

- E Learning, One Year General Management Programme for Executives (GMPE), Institute of Management Technology Ghaziabad and NIIT Imperia (on line education)
- Oil and Natural Gas Corporation (ONGC India) non-GTs “Skill development program”

Trainer for executive/Management development programs for companies like ONGC, NHPC, NTPC, HSBC Bank, Administrative officers of Indian Postal Service, General management for business Intelligence etc. on topics like : Quantitative techniques for business decisions, Creativity in Problem Solving, Innovation Management, Business Analytics

Membership of Professional Bodies

- AIMS-International, The association of Indian Management Scholars.
- Life member Computer Society of India (CSI)
- Life member of Indian society for technical education (ISTE)
- Member of European Society for Fuzzy Logic & Technology (EUSFLAT)

Date : 1 April, 2013

Place: Athens University of Economics & Business