

DR. SARTHAK SENGUPTA

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Current Designation - Assistant Professor, IIHMR Bangalore

Doctor of Philosophy - Management

Master of Business Administration-Information Technology (Human resource & Marketing Management)

Bachelor of Engineering - Computer Science and Engineering

Diploma - Cyber Law



CAREER OBJECTIVE

To achieve high career growth through a continuous learning process and keep myself dynamic, visionary, and competitive with the changing scenario of the world. I want to pursue research and development with a dedication to overall enhancement.

CAREER SUMMARY

- More than 8 years of work experience in academia or industry.
- Research work and teaching interests include Social media analytics, Cybersecurity, Marketing analytics, Digital marketing, Management Information Systems, HR analytics, Organizational behavior, Economics, Artificial Intelligence, Business analytics, Healthcare analytics, Digital health, Project management.
- 59 research publications in 22 prestigious journals (8-ABDC/8-Web of Science(WoS)/8-Scopus/4-UGC), 26 esteemed conferences (4-Scopus/WoS)/workshops/seminars, 9 revered book chapters (6-Scopus), 1 book, and 1 case study along with 2 patents granted.
- Serving as a Reviewer and Associate Editor for revered journals.
- Recipient of 5 Best Paper awards and a Young Scientist Award.
- Attended and organized many conferences, workshops, seminars, colloquiums, webinars, etc.
- Have immense exposure to international culture and overseas visits.
- Member of various professional organizations- IEOM, AFA, NAMLE, ANAHEI, SPN, NSPE, ISDS, SHRO
- Selected for the esteemed program- JENESYS- Economics Batch 2016, Japan.
- MHRD/MOE scholarship recipient for pursuing Ph.D. with institute fellowship at IIIT Allahabad, Prayagraj. Doctoral thesis topic - "Impact of Social Media on Higher Education Institutions in India".
- Selected for the prestigious American Finance Association Ph.D. student travel grant award.
- Elected as the Chairperson for the IEEE Student Branch, IIIT-Allahabad, Prayagraj.
- Active participation in playing musical instruments (synthesizer), painting, dancing (Bharatnatyam, hip-hop), sports and games (cricket, football, athletics), and securing positions.
- Senior Diploma holder in Painting, a Diploma holder in Cyber Law, and a Certified System Security Analyst.

EDUCATIONAL QUALIFICATIONS

- Dual Degree M.B.A. (IT) - Ph.D. - Doctor of Philosophy in Management (2024) and Master of Business Administration in Information Technology with electives as Human Resource and Marketing Management (2017) from the "Indian Institute of Information Technology- Allahabad, Prayagraj"
- Bachelor of Engineering (B.E.) - Computer Science & Engineering (2015) from the "University Institute of Technology, The University of Burdwan"
- Diploma - Cyber Law (2014) from the "Government Law College, University of Mumbai"

WORK EXPERIENCE

- Assistant Professor at the Institute of Health Management Research, Bangalore, Indian Institute of Health Management Research (IIHMR Society - South Campus), Bengaluru from August 2025 onwards
- Assistant Professor (School of Digital Health) at the IIHMR University, Indian Institute of Health Management Research, Jaipur from April 2024 to July 2025
- Program Assistant (Admissions Office and CAT 2023 Centre) at the Indian Institute of Management, Lucknow from July 2023 - April 2024.
- Project Associate - II (Cyber-Security and Risk Management) at the Indian Institute of Management, Lucknow from July 2022 - April 2023
- Research Assistant (Marketing) at the Indian Institute of Management, Lucknow in July 2022.

- Senior Research Scholar and Teaching Assistant (Senior Research Fellow) at the Indian Institute of Information Technology, Allahabad, Prayagraj from November 2020 - June 2022.
- Junior Research Scholar and Teaching Assistant (Junior Research Fellow) at the Indian Institute of Information Technology, Allahabad, Prayagraj from August 2017 to October 2020.
- Part-time jobs at:- EcoAvid School of Ethical Design Studies (Guest Faculty), PS-1925 (Marketing Manager), TaiyoAI (Data Analyst), 3Dx Print Technologies (Operations Manager), The Robot Times (Researcher), Unnat Bharat Abhiyan (Project), KingOpus (Adjunct Faculty), Coding Invaders (Content writer), ICARUS AI E-Learning (Instructor), Skill Activate (Instructor), Yesbud University (Visiting Faculty), Janami Foundation & Innoscale Global Foundation (Mentor)
- Worked as an Intern at:- General Electric Power India Limited - ALSTOM (Durgapur), IBM - International Business Machines (Kolkata), FlexiEd (Mumbai).

OTHER WORK EXPERIENCES/VOLUNTEERING RESPONSIBILITIES

- Member (Board of Studies; Workshop and Conference Committee; Media, Web and PR Club, IIHMR-U) from 2024-present; State Director, Cyber Wing, Rajasthan (Anti Corruption Foundation) from 2025-present; National Information Secretary (State Human Right Organisation) from 2024-present, State Information Secretary, Uttar Pradesh (State Human Right Organisation) from 2022-24, Organizing member (IEOM Society, Delhi Chapter) from 2022-present, Chairperson (IEEE SIGHT, IIIT-A) from 2022-23, Chairperson (IEEE Student Branch, IIIT-A) from 2020-22, Chairperson (Publicity, IEEE Student Branch, IIIT-A) from 2019-21, Vice Chairperson (IEEE SIGHT, IIIT-A) from 2020-22, Social media coordinator (IEEE UP Section SAC) from 2020-21, Ambassador (IEEEXtreme15.0) from 2021-22, Ph.D. Placement Cell Coordinator (IIIT-A) from 2020-22.

PERSONAL STRENGTHS - Focus on delivering on work undertaken and be ready to take up challenges. Adapt well to changes and pressure in the workplace. Always ready to work in a team and lead accordingly. Fast learner and sincere individual. Always working with commitment, devotion, discipline, and dedication.

EXPERT IN LANGUAGES KNOWN - English, Hindi, Bengali, Sanskrit.

AWARDS AND ACHIEVEMENTS

- The research paper titled “A Study on Efficient Procurement and Supply Chain Technology for Anti-Malarial Commodities” received the Best Paper Award for Track-3 at the Pradanya 2025: Global Health Management Research Conference by the IIHMR University (February 2025)
- Appreciated as an expert in the NGT workshop for project on modeling enablers and challenges for adoption of AI in Financial Services by the Dayalbagh Educational Institute (November 2024)
- Invited as a delegate at The Economic Times Rajasthan Business Summit, Marriott, Jaipur (September, 2024)
- Felicitated with the “Reviewer of the Month” Award by the Journal of Business Strategy Finance and Management (December 2023)
- Invited as a delegate at the UP Global Investors Summit, Lucknow (February 2023)
- Received award for winning the Bollywood Dance Workshop competition, IIM Lucknow (February 2023)
- Invited as a delegate at The Economic Times Vision Conclave, Taj Mahal, Lucknow (November 2022)
- Felicitated with the “Reviewer of the Month” Award by the Journal of Business Strategy Finance and Management (September 2021)
- The research paper titled “Sentiment Analysis On Tweets From Genuine Twitter Accounts During the COVID-19 Pandemic” received the best paper GOLD award and The 4th Industrial Revolution and Innovation Award at the BLM2-ICAM4: An International Joint e-Conference organized by Taylor’s University and University of Kelaniya (September 2021)
- Appreciated for commendable participation and recognition on being the Chairperson of IEEE Student Branch, IIIT-Allahabad, Prayagraj in Section Student Chair Meet by IEEE Uttar Pradesh Section (June 2021)
- Selected for the Artificial Intelligence in Education 2021 conference, Netherlands scholarship. (June 2021)
- The research paper titled “Emotional Intelligence and Stress in Higher Educational Institutions of India during the COVID-19 Pandemic” received the best paper award in the 2021 Young Scholars’ Research Paper Competition and published in the UGC Mindshare book series. (March 2021)
- Got certificate of appreciation for excellent contribution to IEEE Uttar Pradesh section student activity committee for the year 2020 (March 2021)
- Served as the honorable judge at the Grand Finale for the Idea Contest To Mitigate Post-COVID Impact in Low and Middle-Income Countries by IEEE Young Professionals & Bangladesh Section (September 2020)
- Awarded Third position in IEEE SANSAD during GLOBAL SKILLS SUMMIT (September 2020)

- Felicitated with the Young Scientist Award at the 7th International Scientist Awards on Engineering, Science, and Medicine (July 2020)
- Received first prize at InterCollege Student Seminar 2020. It was awarded for the best research paper titled “A Study on Goods and Services Tax (GST)” in the Finance track at ABESEC-STUGMA, GMA (May 2020)
- Invited as a delegate in the 30th National Convention on How To Make India A 5 Trillion Dollar Economy By 2024 - in COVID-19 Scenario by Ghaziabad Management Association (May 2020)
- Selected for the American Finance Association Ph.D. student travel grant award for attending the ASSA 2020 (Allied Social Science Associations) Annual Meeting in San Diego, California, USA (January 2020)
- Awarded Second prize in Kraya Vikraya (Business Plan) at Rannkshetra 2019 Management Fest at Indian Institute of Information Technology Allahabad, Prayagraj (April 2019)
- Received best paper award in microfinance and economy area for the research paper titled “Impact of 2016 Demonetization on Indian Market and Digital Economy” at the International Conference on Digital Economy, IIM Raipur (February 2019)
- Awarded for best essay at the competition on National Education Day at IIIT-Allahabad (November 2018)
- Selected for the esteemed program - JENESYS (Japan-East Asia Network of Exchange for Students and Youths)- Economics Batch 2016, Japan- a people-to-people exchange program promoted and funded by the Japanese Government to foster international cooperation and economic partnership (September 2016)
- Qualified CAT 2014 and GATE 2015.
- Participated in the 4th National Cyber Olympiad and was awarded Gold Merit (September 2004)
- Active participation in playing a musical instrument (synthesizer), painting, dancing, recitation, handwriting, sports, and games (cricket, football, athletics). Secured numerous positions and awards (1998 to present)

SUBJECTS/AREAS OF INTEREST

- Software/Languages/Tools - C, C++, C#, JAVA, Python, R/RStudio, VisualBasic, SQL, .NET SYSTAT, TORA, Microsoft Office (Excel, Powerpoint, Word, OneNote, Access, Publisher, Sharepoint), Google (Docs, Sheets, Slides, COLAB, Sites, Classroom), HTML/CSS, IBM-SPSS, AMOS, SAS, AutoCAD, Prolog, MATLAB, Tableau, NodeXL, VosViewer, Diagrams.net, Canva, CorelDraw, Maltego, Nessus
 - Operating systems- Microsoft Windows (98 to 11), MS-DOS, Linux (Ubuntu, Kali, Fedora), MacOS
- Subjects - Social media analytics, Cybersecurity, Marketing analytics, Digital marketing, Management Information Systems, HR analytics, Organizational behavior, Economics, Artificial Intelligence, Business analytics, Healthcare analytics, Digital health, Project management, Principles of management, Natural Language Processing, Conflict management, Machine Learning, Sensors

PATENTS (3)

1. Design Patent filed in January 2025 for research work titled “Real-time Return on Investment analysis device” (supported by the United Institute of Management, Prayagraj)
2. Standard Patent granted in May 2023 for research work titled “A method and system for performing sentiment analysis on tweets from genuine Twitter accounts” (funded by the Indian Institute of Information Technology-Allahabad, Prayagraj, India)
3. Innovation Patent granted in November 2021 for research work titled "Social networking mood recognition algorithm for conflict detection and management of educational institutions” (funded by the Indian Institute of Information Technology-Allahabad, Prayagraj, India)

RESEARCH PUBLICATIONS (59)

Journals:-

1. “Fantasy Sports Platform Growth and Revenue Diversification: Dream11's Strategic Play in the Virtual Gaming Arena”, Journal of Revenue and Pricing Management, Special Issue, Palgrave Macmillan, 2025
2. “A Study on the Factors Influencing Lead Conversion of Grocery Products through E-commerce Applications using Social Media Marketing”, International Insurance Law Review, Special Issue, 33(S3), 2025
3. "Determinants of Customer Experience in Artificial Intelligence-based Social Media Content Creation Tools: An Empirical Study". Journal of Business Strategy Finance and Management, 7(1), 2025 (sponsored by the Enviro Research Publishers)
4. “Development of an Improved Zinc Oxide Thin Film Transistor for Next-Generation Smartphone Display Technologies”, Informacije MIDEM - Journal of Microelectronics, Electronic Components and Materials, 55(2), 2025 (supported by the MIDEM society)

5. "An Investigative Study among Higher Education Students' Continuance Intention towards E-learning in India", *Education and Information Technologies*, 30, Springer Nature, 2025 (supported by the Ministry of Education)
6. "Exploring the Role of Artificial Intelligence in the Meta Marketing for Branding the Cloud Restaurants", *Journal of Business Strategy Finance and Management*, 6(2), 2024 (sponsored by the Enviro Research Publishers)
7. "Social Media for Digital Health Management", *Journal of Business Strategy Finance and Management*, 6(2), 2024 (sponsored by the Enviro Research Publishers)
8. "A Study on Social Media and Higher Education during the COVID-19 Pandemic", *Universal Access in the Information Society*, Special Issue, 23, Springer Nature, 2024 (supported by the Ministry of Education)
9. "Unlocking Online Success: The Crucial Role of Meta Ads Manager in Elevating Content Reach and Engagement for Market Penetration in Digital Marketing Agency", *Journal of Business Strategy Finance and Management*, 6(1), 2024 (sponsored by Enviro Research Publishers)
10. "A Study on Social Media and Gig Economy in Higher Education Institutions during the COVID-19 Pandemic", *Academy of Marketing Studies Journal*, Volume 28, Issue 6, 2024 (Also presented at the International Conference on Emerging Technologies, Analytics and Operations - ICETAO 2024)
11. "Development of Conductive Carbon-based Interdigitated Electrode Array Integrated with Microfluidic Channel for Blood Glucose Sensing", *Sensor Review*, Volume 44, No. 5, Emerald, 2024
12. "Women and Information Technology: A COVID-19 Pandemic Perspective", *Academy of Marketing Studies Journal*, Volume 28, Special Issue 6, 2024 (Also presented at the International Conference on Emerging Technologies, Analytics and Operations - ICETAO 2024)
13. "Leveraging LinkedIn Networking Tools for Optimal Talent Acquisition in the Banking Industry: A Conceptual Study", *Journal of Business Strategy Finance and Management*, 5(2), 2024 (sponsored by Enviro Research Publishers)
14. "A Bibliometric Analysis on FinTech and Social Media", *Empirical Economics Letters*, Special Issue, 2023 (funded by Shri Ramswaroop Memorial University)
15. "An Automatic Threshold Selection Using ALO for Healthcare Duplicate Record Detection with Reciprocal Neuro-Fuzzy Inference System", *CMC-Computers, Materials & Continua*, Vol. 74, No. 3, 2023 (funded by Princess Nourah bint Abdulrahman University).
16. "Deep Learning and Asset Allocation: A Bibliometric Analysis with AHP approach", *The IUP Journal of Accounting Research & Audit Practices*, Volume 21, Issue 1, 2022 (supported by the Ministry of Education)
17. "A Study on Social Networking Platforms in Higher Education Institutions", *Academy of Marketing Studies Journal*, Volume 26, Issue 3, 2022 (supported by the Ministry of Education)
18. "Fabrication and Characterization of Pillar Interdigitated Electrode for Blood Glucose Sensing", *Sensor Review*, Volume 41 Issue 2, Emerald, 2021 (supported by the Ministry of Education)
19. "Social Networking Mood Recognition Algorithm for Conflict Detection and Management of Indian Educational Institutions", *Social Network Analysis and Mining*. 10, 89, Springer Nature, 2020 (supported by the Ministry of Education)
20. "Overreaction and Availability Bias: Analysis of Real Estate Sector's Stock Prices and Investors' Reaction during Demonetisation in India", *Journal of Modern Accounting and Auditing*, Volume 15, Number 5, 2019 (Also presented at the Bangkok 81st International Conference on Business, Economics, Social Science & Humanities - BESSH 2019 and funded by the Indian Institute of Information Technology-Allahabad)
21. "Performance Appraisal in Higher Academic Institutions of India", *Indian Journal of Human Relations*, Vol. 52 Issue 2, 2018 (supported by the Ministry of Education)
22. "Manpower Retention and Cost Control Strategies in Indian Service Sector – A Human Resource Perspective", *Australian Journal of Accounting, Economics and Finance*, pp. 76-84, 2017 (Also presented at the Sydney International Business Research Conference - SIBRC 2017 and funded by the Indian Institute of Information Technology-Allahabad)

Conferences/Seminar/Workshops:-

23. "Development of an Artificial Intelligence-based Smart Education Framework", 27th International Conference on Human-Computer Interaction (HCII), Sweden, June 2025 (published in the Lecture Notes in Computer Science, Springer)

24. "A Study on Efficient Procurement and Supply Chain Technology for Anti-Malarial Commodities", Pradanya 2025: Global Health Management Research Conference, IIHMR University, Jaipur, India, February 2025 (Received Track Best Paper Award)
25. "Exploring the Usage of Menstrual Cups: A Menstrual Hygiene Management Perspective", Pradanya 2025: Global Health Management Research Conference, IIHMR University, Jaipur, India, February 2025
26. "A Preliminary Exploration on Social Media, Mental Health and Stress using Bibliometrics", 4th Annual International Research Conference and Doctoral Workshop, IIM Lucknow, India, January 2025
27. "A Study on Sensors in Higher Education", 26th International Conference on Human-Computer Interaction (HCII), Washington DC, USA, July 2024 (published in the Lecture Notes in Computer Science, Springer)
28. "A Blended Learning Management System-based Framework for Developing Industry-Fit Human Resource", 11th Technological Ecosystems for Enhancing Multiculturality (TEEM) Conference, Bragança, Portugal, October 2023 (published in the Lecture Notes in Educational Technology, Springer Nature)
29. "A Review on Modular Framework and Artificial Intelligence-based Smart Education", 25th International Conference on Human-Computer Interaction (HCII), Copenhagen, Denmark, July 2023 (published in the Lecture Notes in Computer Science, Springer Nature)
30. "Optimized Implementation of E-Learning Management System for Educational Development", 2nd Annual International Research Conference and Doctoral Workshop, IIM Lucknow, Noida, India, December 2022
31. "Sentiment Analysis on Tweets from Genuine Twitter Accounts during the COVID-19 Pandemic", BLM2-ICAM4: An International Joint e-Conference organized by Taylor's University, Malaysia, September 2021 (published by University of Kelaniya and awarded as the best paper GOLD award)
32. "Student Sentiments on Job V/S Entrepreneurship During the COVID-19 Pandemic - An Exploratory Study", Global Conference on Education and Research (GLOCER), University of South Florida, June 2021
33. "Decentralized approach to Deep Learning-Based Asset Allocation", Global Conference on Services and Retail Management (GLOSERV), University of Naples Federico II-Italy & University of South Florida-USA, May 2021
34. "A Study on Dream11 Gaming Platform during the COVID-19 Pandemic", International Scientific Conference "Restarting tourism, travel and hospitality: The day after" TOURMAN, International Hellenic University, Greece, May 2021
35. "Assessing financial stress during the COVID-19 pandemic: An exploratory study", Global Conference on Services and Retail Management (GLOSERV), University of Naples Federico II-Italy & University of South Florida-USA, May 2021
36. "Strategic Educational Model for Development of Industry Fit Graduates in Educational Institutions", AMLE Virtual Paper Development Workshop (Academy of Management), January 2021
37. "Monetary Reward System and Employee Motivation: Empirical Evidence on Management Institution in NCR", International Conference on Research in Management & Technovation (ICRMAT), December 2020 (Also published in proceedings at the Annals of Computer Science and Information Systems, Volume 24)
38. "A Study on Goods and Services Tax (GST)", InterCollege Student Seminar 2020, ABESEC - STUGMA, GMA, May 2020 (First prize awarded for best research paper in Finance track)
39. "Human Resource Innovation in the Age of Disruption", IIM-IIITB-INAIS Paper Writing Workshop, IIM Bangalore, March 2020
40. "Identifying and Analyzing Critical Factors of Industrial Performance: A study of Allahabad, Prayagraj", International Management Conference (IMC), GLA University, Mathura, January 2020
41. "An Empirical Study on Implementation of Blended E-Learning Systems in Educational Institutions", International Conference on Humanities, Universiti Sains Malaysia, October 2019
42. "Intelligent Learning Management System Based Educational Framework for Optimized Industry Fit Training and Development", Book of Abstracts: 2019 IIM Indore-NASMEI Summer Marketing Information Systems Conference, Emerald Publishing, ISBN: 978-1-78635-428-0, IIM Indore, July 2019
43. "Interpretive Structural Modelling (ISM) Approach for Deciding Prioritization of Critical Determinants of Price Fluctuation in Non-Ferrous Metals having Precious Value", AGBA's 16th World Congress, IIT Delhi, July 2019
44. "A study on determinants of turnover intention among software professionals", Doctoral Thesis Conference, IBS Hyderabad, April 2019
45. "Strategic Welfare of Stakeholders in Educational Institutions of India", National conference and Industry-Academia Interface, IIIT Allahabad, February 2019

46. "Impact of 2016 Demonetization on Indian Market and Digital Economy", International Conference on Digital Economy, IIM Raipur, February 2019 (Selected for best research paper in "Microfinance and Cashless economy " track)
47. "Intelligent E-Learning Management System: A Blended Learning Approach for Quality Improvement", Management Doctoral Colloquium and Research Scholars Day, IIT Kharagpur, February 2019
48. "Impact of Social Media on Organizational Behaviour of Educational Institutions", IEEE International Conference on Electrical, Electronics, Computers, Communication, Mechanical and Computing (EECCMC), January 2018

Book:-

49. "Banking industries and BASEL accord: A measure for maintaining capital adequacy", Eliva Press 2021, ISBN: 978-1636483764

Book Chapters:-

50. "Gig Economy and Artificial Intelligence-related Subreddits: The Gig Workers Perspective", Impact of Artificial Intelligence on Data-Driven Decision Making in HR: Revolutionizing Organizational Growth, Emerald (Accepted in-press)
51. "Smart Workplaces: Enhancing Employee Well-Being and Work-Life Integration through Artificial Intelligence", Impact of Artificial Intelligence on Data-Driven Decision Making in HR: Revolutionizing Organizational Growth, Emerald (Accepted in-press)
52. "An Empirical Study to Analyze Factors Influencing Customer Satisfaction in Chinese Budget Hotels", Digital Disruption in Hospitality, Sustainable Hospitality, Emerald, Leeds, pp. 253-271, 2025
53. "Digitization of Public Distribution System in India: An Experiential Learning Approach", Viksit Bharat: Paradigm of Development and Healthcare Sectors, Kaav Publications, 2025
54. "Exploring the Nexus of Women's Entrepreneurship, Entrepreneurial Efficacy, and Passion in Tourism Development: A Concept Proposition", Examining Barriers and Building Resiliency for Rural Women Entrepreneurs, IGI Global, 2025
55. "Deep Learning in Stock Market: Techniques, Purpose, and Challenges", Handbook of Formal Optimization, Springer, 2024
56. "Leveraging ChatGPT and Digital Marketing for Enhanced Customer Engagement in the Hotel Industry", Leveraging ChatGPT and Artificial Intelligence for Effective Customer Engagement, IGI Global, 2024
57. "Emotional Intelligence and Stress in Higher Educational Institutions of India during the COVID-19 Pandemic", COVID-19 Science and Society in the New Age Pandemic, UGC Mindshare Book series, 2021 (Awarded Best Paper in 2021 Young Scholars' Research Paper Competition)
58. "Emerging role of IT in education-Learning Management System for Continuous Quality Improvement and Effectiveness", Youth as Nation Builders, 2019 Edition-1

Case Study:-

59. "A Case Study on Smart Transportation and Logistics System-based Robot", The Case Centre, 2022

REVIEWER/EDITORIAL BOARD MEMBER (22)

- **Journals (15):-** Education and Information Technologies; International Journal of Information and Communication Technology Education; International Review of Research in Open and Distributed Learning; IEEE Access; Journal of Business Strategy Finance and Management; Journal of Modern Accounting and Auditing; Industrial Robot; International Journal of Technology and Educational Innovation; Multimedia Tools and Applications; PLOS ONE; International Journal of Smart Education and Urban Society; Journal of Data Science and Intelligent Systems; International Journal of Business and Systems Research; Journal Publication of International Research for Engineering & Management; Shodhprabandhan: Journal of Management Studies
- **Conferences (7):-** IEEE Conference on Computing Applications and Systems (COMPAS 2024); IEEE International Conference on Data Science and Network Security (ICDSNS 2023); IEEE International Conference on Electrical, Computer, Communications and Mechatronics Engineering (ICECCME 2023); 82nd Annual Meeting of the Academy of Management (AOM 2022); 12th Annual International Conference on Industrial Engineering and Operations Management (IEOM 2022); International Conference on Research In Management And Technovation (ICRMAT 2021); IEEE International Conference on Electrical, Computer, and Energy Technologies (ICECET 2021)

GUEST LECTURES/INVITED TALKS (21)

- Invited as a Resource Person for the topic “ARTIFICIAL INTELLIGENCE IN HEALTHCARE MANAGEMENT” at the workshop organized by the Institute of Health and Family Welfare, Kolkata, Government of West Bengal on 30 April 2025.
- Delivered a session as a Speaker on the topic “DESIGNING DIGITAL SOLUTIONS FOR INSTITUTIONS OR ORGANIZATIONS IN THE HEALTHCARE SECTOR” at the Management Development Programme on Digital Strategy and Transformation of Health Systems organized by the IIHMR University, Jaipur on 9 January 2025.
- Invited as a Mentor for the topic “RECENT AGENDAS REGARDING BUSINESS MODELING DEVELOPMENT” at the session organized by the Janami Foundation on 6 April 2024.
- Invited as a Guest Speaker for the topic “NEW OUTLOOK TOWARDS SECURITY IN BANKS IN THE BACKDROP OF AI AND CYBERCRIMES” at the Security Week organized by the State Bank of India, Local Head Office, Lucknow on 19 February 2024
- Invited as Guest Speaker for the topic “DIGITAL MARKETING” at the webinar organized by the LDC Group of Institutions, Prayagraj on 3 December 2023
- Invited as Guest Speaker for the topic “WRITING REVIEW PAPERS AND PATENT GRANTS” at the Faculty Development Program organized by the MEASI Institute of Management, The University of Madras, Chennai from 6-7 October 2023
- Invited as Guest Speaker for the topic “EFFECTIVE RESEARCH METHODS FOR CONDUCTING DYNAMIC STUDIES” at the session organized by SRM University, Chennai on 25 February 2023
- Invited as Guest Speaker for the topic "BUSINESS ANALYTICS" at the seminar organized by the Engineering Institute for Junior Executives, Government of West Bengal, Kolkata on 20 December 2022.
- Invited as Guest Speaker for the topics “CYBER LAWS” and "SECURITY FOR FINTECH" at the Five days Online Value Added and Skill Development Course on Cyber Security: Dynamics and Paradigms organized by the Department of Defence and National Security Studies, Panjab University, Chandigarh on 9 and 11 August 2022 respectively.
- Invited as Distinguished Speaker for the topic “INDUSTRY 4.0 AND FINTECH” at the 12th Annual International Conference on Industrial Engineering and Operations Management (IEOM) by Kadir Has University & Sabanci University, Turkey on 9 March 2022.
- Invited as an Eminent Speaker for the topic “SECURITY IN FINTECH” at the Faculty Development Program on Cyber Security and Artificial Intelligence with Hands-on Training (CSAI-2022) by Sharda University, Greater Noida on 24 February 2022.
- Invited as Speaker for the topic “BUSINESS ANALYTICS AND DIGITAL MARKETING” in the IEEE Webinar by IEEE BUBT student branch, Bangladesh on 14 November 2021.
- Invited as Speaker for the topic “DIGITAL MARKETING AND BUSINESS ANALYTICS” in the IEEE Graduate Talk by IEEE Uttar Pradesh Section on 31 October 2021.
- Invited talk on the topic “DRONES AND UAVS” for the Indian Army, Pathankot on 28 August 2021
- Invited as Guest Speaker for the topic “RESEARCH INNOVATION AND WORK-LIFE BALANCE DURING COVID-19” at the International Women in Engineering COVID-19 Congress (WIECOV 2021), IEEE Bangladesh Section on 21 August 2021.
- Invited talk on the topics “MOBILE AND COMPUTER SECURITY” and "ARTIFICIAL INTELLIGENCE IN MILITARY AND DEFENCE MANAGEMENT INFORMATION SYSTEMS" at the research center at the Indian Army, Pathankot on 21 and 22 August 2019 respectively.
- Invited as Guest Speaker for the topic “DIGITAL MARKETING” during Rannkshetra, techno-management event of Aparoksha, Indian Institute of Information Technology-Allahabad on 29 March 2019.
- Deliberated upon “IEEE MEMBERSHIP DRIVE” at Indian Institute of Information Technology-Allahabad on 27 March 2019
- Invited as Guest Instructor on the topic “CONTENT DEVELOPMENT AND DIGITAL MARKETING” in Movement Workshop at Alpha Fitness, Allahabad by Lab Academia on 9 December 2018

PROJECTS (5)

1. Research project in IIHMR University, Jaipur funded by the World Health Organization (WHO) on “Health Labour Market Analysis (HLMA) in Rajasthan” (2024-2025)
2. Research project in IIM, Lucknow funded by the Ministry of Electronics and Information Technology (MeitY) on “Cyber-Security and Risk Management” (2022-2023).

3. Collaborative project with Happie Hemp Private Limited on “Social Media Marketing Campaigns” (2021-2022).
4. Master Project (MBA) on “Manpower Retention and Cost Control Strategies in Indian Service Sector – A Human Resource Perspective”. It was published in the Australian Journal of Accounting, Economics and Finance. It was also presented at the Sydney International Business Research Conference. (2017)
5. Bachelor of Engineering (B.E) final year project on “Artificial Intelligence-based Question Answering System”(2014)

E-LEARNING MATERIALS (9) - Economics; Organizational Behavior; Principles of Economics; Operation & Production Management; Social Media Strategy for Management Clinic; Business Analytics and Digital Marketing; International Business Management, Stock Market Analysis, Social Media for Healthcare

EVENTS ORGANIZED OR CONDUCTED (85)

- Conference organizing committee, Marketing committee, and Paper selection committee coordinator at the PRADANYA 2025: GLOBAL HEALTH MANAGEMENT RESEARCH CONFERENCE in IIHMR University, Jaipur, India (February, 2025)
- Social Media Promotion Chair at the 16th INNOVATIONS IN SOFTWARE ENGINEERING CONFERENCE (February, 2023) in IIIT-Allahabad, Prayagraj, India and the 17th LEARNING AND INTELLIGENT OPTIMIZATION CONFERENCE (June, 2023) in Nice, France
- Technical Program Committee coordinator and reviewer at the INTERNATIONAL CONFERENCE ON RESEARCH IN MANAGEMENT AND TECHNOVATION (December, 2021) at Hanoi University of Industry (HaUI), Hanoi and ICRMAT Conference (December 2022) at the Swinburne University, Vietnam.
- Organizing Committee Coordinator at IIIT-Allahabad, Prayagraj for organizing the HACK FOR INCLUSION by Indian Hacking League in association with IEEE student branch (July 2021), Guest Talk on BRIEFING ON DATA ANALYTICS (October 2021), COLLOQUIUM ON INFORMATION FLUX AND ITS IMPACT ON SOCIETAL RESILIENCE: A CAUSE OF CONFLICT OR CONCORD 2020 technically co-sponsored by IEEE CIS UP Section (August 2020), IEEE CONFERENCE ON INFORMATION & COMMUNICATION TECHNOLOGY 2019 (December 2019), INTERNATIONAL CONFERENCE ON INTELLIGENT HUMAN COMPUTER INTERACTION 2018 (December 2018).
- Organized more than 70 events (webinars, competitions, short events, technical fests) for IEEE and IIIT-A.

EVENTS ATTENDED (187)

Short Term Courses/Certifications/Internships/Training/Summer Schools/Workshops/Faculty Development Programs/Webinars/Seminars/other programmes:-

1. LINUX TCP/IP ADMINISTRATION Internship at IBM, Kolkata from 05.07.2012 to 04.08.2012
2. CERTIFIED SYSTEM SECURITY ANALYST at NIELIT (DOEACC), GORAKHPUR from 25.04.2014 to 17.08.2014
3. EFFECTIVENESS OF PERFORMANCE APPRAISAL SYSTEM Internship at General Electric Power - ALSTOM India Limited from 25.05.2016 to 25.06.2016
4. ELSEVIER AUTHOR WORKSHOP at Indian Institute of Information Technology, Allahabad on 25.01.2017
5. RESEARCH METHODS AND DATA ANALYSIS USING SPSS & R (WORKSHOP) at Indian Institute of Information Technology, Allahabad from 13.11.2017 To 14.11.2017
6. COMMUNICATION CONNECT (WORKSHOP) at Indian Institute of Information Technology, Allahabad from 27.10.2017 to 28.10.2017
7. IEEE Leadership Workshop at Indian Institute of Information Technology, Allahabad from 24.03.2018 to 25.03.2018
8. FACULTY DEVELOPMENT PROGRAMME ON ADVANCED DATA ANALYTICS IN MARKETING AND FINANCE RESEARCH 2018 at ABV Indian Institute of Information Technology and Management, Gwalior from 20.04.2018 to 25.04.2018
9. SUMMER SCHOOL ON BEHAVIORAL FINANCE at Indian Institute of Information Technology, Allahabad from 15.06.2018 to 21.06.2018
10. LECTURE SERIES AND HANDS-ON ON GOOD RESEARCH PRACTICES at Indian Institute of Information Technology, Allahabad from 27.11.2019 to 28.11.2019
11. MACHINE LEARNING FOR BUSINESS PROFESSIONALS by Google Cloud at Coursera from 10.05.2020 to 5.06.2020

12. HOW TO WRITE AND PUBLISH A SCIENTIFIC PAPER (PROJECT-CENTERED COURSE) by Ecole Polytechnique at Coursera from 17.05.2020 to 13.06.2020
13. DIGITAL SKILLS: SOCIAL MEDIA at FutureLearn with Accenture from 1.06.2020 to 15.06.2020
14. SOCIAL PSYCHOLOGY by Wesleyan University at Coursera from 17.05.2020 to 29.06.2020
15. CREATE A SOCIAL MEDIA MARKETING CAMPAIGN at FutureLearn with University Of Leeds And Institute Of Coding from 24.06.2020 to 7.07.2020
16. WEBINAR ON BEHAVIORAL FINANCE DURING THE GLOBAL PANDEMIC: RETROSPECT AND Prospects at JVA EDUTECH on 12.07.2020
17. MARKETING ANALYTICS by University of Virginia – Darden School of Business at Coursera from 15.06.2020 to 21.07.2020.
18. GET CREATIVE WITH PEOPLE TO SOLVE PROBLEMS at FutureLearn with the University Of Leeds And Institute Of Coding from 24.07.2020 to 7.08.2020
19. MENTAL HEALTH & CORPORATE CULTURE International Webinar by Institute of Global Professionals on 21.08.2020
20. MUNX TRAINING SESSION at IIIT Lucknow and United Nations Information Centre for India & Bhutan on 26.09.2020
21. ATAL FACULTY DEVELOPMENT PROGRAMME ON EMOTIONAL INTELLIGENCE at Indian Institute of Information Technology, Allahabad from 13.09.2020 to 17.09.2020
22. NATIONAL OPEN WORKSHOP ON GETTING ALIGNED TO THE PUBLISHING PROCESS- AUTHOR WORKSHOP at ResearcherAcademy & ELSEVIER on 25.09.2020
23. WORKSHOP ON EFA, CFA & CCA at Times Internet & Kahan Technologies from 26.09.2020 to 27.09.2020
24. ENGINEERING THE FUTURE IN THE POST-COVID ERA webinar at IEEE Student Branch MNNIT Allahabad on 14.09.2020
25. GUIDE TO REFERENCE MANAGERS: HOW TO EFFECTIVELY MANAGE YOUR REFERENCES at ResearcherAcademy & ELSEVIER on 25.09.2020
26. TEAMWORK SKILLS: COMMUNICATING EFFECTIVELY IN GROUPS by University of Colorado Boulder at Coursera from 14.09.2020 to 13.10.2020
27. ATAL FACULTY DEVELOPMENT PROGRAMME ON SOCIAL ENTERPRISE MANAGEMENT at Indian Institute of Management Nagpur from 19.10.2020 to 23.10.2020
28. SUPPORTING FARMERS WITH LOW-COST DIGITAL TOOLS DURING COVID-19 Webinar at 3-Day Virtual Summit by Gravity, Thought for Food, PS-1925, and IIIT-Allahabad, Prayagraj on 17.10.2020
29. BECOMING A CHANGEMAKER: INTRODUCTION TO SOCIAL INNOVATION by University of Cape Town at Coursera from 21.09.2020 to 2.11.2020
30. CREATIVE THINKING: TECHNIQUES AND TOOLS FOR SUCCESS by Imperial College London at Coursera from 14.09.2020 to 8.11.2020
31. THE SCIENCE OF SUCCESS: WHAT RESEARCHERS KNOW THAT YOU SHOULD KNOW by University of Michigan at Coursera from 9.11.2020 to 23.12.2020
32. MODERN JAVASCRIPT FROM SCRATCH WITH EXAMPLES AND PROJECTS course at Udemy with Tankadhar Training and Research Center on 30.11.2020
33. CRAFTING RESEARCH at Indian Institute of Information Technology, Allahabad from 17.12.2020 to 19.12.2020
34. ATAL FACULTY DEVELOPMENT PROGRAMME ON TEAM-BUILDING AND COORDINATION at Dr B R Ambedkar National Institute of Technology Jalandhar from 14.12.2020 to 18.12.2020
35. 6-DAY ONLINE FACULTY DEVELOPMENT PROGRAM ON ANALYTICS FOR BUSINESS RESEARCH at Institute of Business Management, GLA University, Mathura from 14.12.2020 to 19.12.2020
36. TEQIP-III SPONSORED FACULTY DEVELOPMENT PROGRAM ON ADVANCEMENTS IN GREEN AND SUSTAINABLE ENERGY at Rajasthan Technical University Kota & Vivekananda Institute of Technology Jaipur from 26.12.2020 to 30.12.2020
37. COVID SAFE MARTIAL ARTS INSTRUCTOR CERTIFICATION at MARTIAL ARTS INDUSTRY ASSOCIATION on 6.12.2020
38. MASTER SOCIAL MEDIA MARKETING, BOOST BUSINESS, RAISE CAPITAL course at Udemy on 6.12.2020
39. HOW TO MASTER AI & ML WITH AWS at AWS EDUCATE on 19.12.2020

40. LEADERSHIP SUSTAINABILITY International Webinar by Institute of Global Professionals on 26.12.2020
41. AUTOMATION OF HR FUNCTIONS USING EXCEL, SMARTSHEETS AND OPEN SOURCE SOFTWARE at ABES Engineering College, Ghaziabad on 2.01.2021
42. POST COVID-19 ECONOMIC REFORMATION National Level Webinar by Shivaji College, Hingoli on 23.01.2021
43. CHILD RIGHTS IN CONFLICT ZONES OF ASIA - The International Webinar Series on Sustainable Development Goals (SDGs)-2030 (IWSSDGs-2030) at St. Joseph's College of Commerce (Autonomous), Bengaluru on 23.01.2021
44. IEEE UP SSAC WORKSHOP in collaboration with IEEE BBDITM, MMMUT, KIET and PSIT student branches from 8.01.2021 to 11.01.2021
45. ATAL FACULTY DEVELOPMENT PROGRAMME ON BLENDED LEARNING AND FLIPPED CLASSROOM at Sardar Vallabhbhai National Institute of Technology Surat from 8.02.2021 to 12.02.2021
46. NATIONAL LEVEL SEVEN DAY FACULTY DEVELOPMENT PROGRAM ON TRANSITION TO IFRS: INSIGHTS INTO IMPLICATIONS ON FINANCIAL STATEMENTS organised by the Department of Business Administration, St. Joseph's College of Commerce (Autonomous), Bengaluru from 10.02.2021 to 18.02.2021
47. 4th WORKSHOP ON INTELLECTUAL PROPERTY RIGHTS at Indian Institute of Information Technology, Allahabad in association with MyCrave Consultancy and services from 23.02.2021 to 24.02.2021
48. ONLINE CONFERENCE ON INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT at Technology Innovation And Incubation Centre, ABV-IIITM, Gwalior Sponsored By Tide 2.0 Scheme Of Ministry Of Electronics And Information Technology from 27.02.2021 to 28.02.2021
49. ZERO BUDGET FACEBOOK MARKETING International Webinar by Institute of Global Professionals on 2.02.2021
50. AICTE-SPONSORED FIVE DAYS' ONLINE SHORT TERM TRAINING PROGRAM ON ARTIFICIAL INTELLIGENCE AND ITS SOCIETAL APPLICATIONS at National Institute of Technology, Meghalaya from 22.03.2021 to 26.03.2021
51. SIX DAYS FACULTY DEVELOPMENT PROGRAM ON MANAGING WORKPLACE STRESS AND DEVELOPING EMPLOYEE WELLBEING at Institute of Business Management, GLA University, Mathura from 15.03.2021 TO 20.03.2021
52. FACEBOOK ADS, INSTAGRAM ADS & MESSENGER ADS ULTIMATE COURSE at Udemy on 31.05.2021
53. CERTIFIED FACEBOOK MARKETING PROFESSIONAL | CPD ACCREDITED Course at Udemy on 31.05.2021
54. 2021 PYTHON FOR DATA SCIENCE & MACHINE LEARNING FROM A-Z Course at Udemy on 31.05.2021
55. PYTHON PROGRAMMING: MACHINE LEARNING, DEEP LEARNING | PYTHON Course at Udemy on 31.05.2021
56. IDENTITY THEFT IN CYBERSPACE AND SECURITY MEASURES online Webinar by ISEA and CDAC on 31.05.2021
57. GOOGLE ANALYTICS CERTIFICATION 2020 GAIQ CERTIFIED IN 3 HRS course at Udemy on 1.06.2021
58. DIVERSITY, EQUITY AND INCLUSION IN THE WORKPLACE certification course at the University of South Florida - Muma College of Business on 5.05.2021
59. ATAL FACULTY DEVELOPMENT PROGRAMME ON "ERUDITION TO DO ACADEMIC RESEARCH IN MARKETING MANAGEMENT: FOR PUBLISHING IN TOP-TIER JOURNALS AND DOCTORAL DISSERTATIONS" at Indian Institute of Management, Sirmaur from 31.05.2021 to 04.06.2021
60. 2021 PHYSICIAN LEADERSHIP VIRTUAL JOURNAL CLUB: CHANGE MANAGEMENT webinar at Stanford University School of Medicine on 01.06.2021
61. COVID-19: THE IMPACT IN INDIA webinar at Stanford University School of Medicine on 01.06.2021
62. 2021 PHYSICIAN LEADERSHIP VIRTUAL JOURNAL CLUB: POWER AND INFLUENCE webinar at Stanford University School of Medicine on 03.06.2021
63. ARTIFICIAL INTELLIGENCE AND HEALTHCARE webinar at Stanford University School of Medicine on 03.06.2021

64. CONNECTING WITH SPIRITUALITY AND COMMUNITY DURING THE COVID-19 CRISIS webinar at Stanford University School of Medicine on 03.06.2021
65. COVID-19 IN CHILDREN SEMINAR SERIES: COVID AND OUR SCHOOLS: NAVIGATING COMPLEX TRADE OFFS webinar at Stanford University School of Medicine on 03.06.2021
66. LECTURE SERIES ON EMOTIONAL INTELLIGENCE AT THE WORKPLACE FOR WOMEN at Kanpur Institute of Technology and IEEE UP Section on 4.06.2021
67. IS INDIA HEADING TOWARDS A CONSTITUTIONAL CRISIS? - A CLIMATE CHANGE PERSPECTIVE National Webinar at National Law University and Judicial Academy, Assam on 5.06.2021
68. COVID-19 OR MANAGEMENT SERIES: WORKFORCE MANAGEMENT webinar at Stanford University School of Medicine on 07.06.2021
69. COVID-19 OR MANAGEMENT SERIES: PALLIATIVE CARE AND COVID: CONSIDERATIONS FOR PROVIDING COMPASSIONATE, FAMILY-CENTERED-CARE EQUITABLY DURING THE PANDEMIC webinar at Stanford University School of Medicine on 07.06.2021
70. MEDICINE GRAND ROUNDS: TRAVEL IN THE COVID-19 ERA: HOPES & NEEDS webinar at Stanford University School of Medicine on 11.06.2021
71. MANAGING THE DYNAMICS OF INNER CONFLICTS Webinar at Centre of Conflict Management, IIM Indore on 12.06.2021
72. MEDICINE, MEDIA AND MISINFORMATION SERIES (PART 1) WEBINAR at Stanford University School of Medicine on 14.06.2021
73. MEDICINE, MEDIA AND MISINFORMATION SERIES (PART 2) WEBINAR at Stanford University School of Medicine on 14.06.2021
74. LEARN PYTHON AND ARTIFICIAL INTELLIGENCE (AI) CODING TOOLS course at Udemty on 14.06.2021
75. ARTIFICIAL INTELLIGENCE IN DIGITAL MARKETING (2021 EDITION) course at Udemty on 14.06.2021
76. DIPLOMA IN PYTHON WITH DATA SCIENCE AND MACHINE LEARNING course at Udemty on 14.06.2021
77. THE DATA SCIENCE MICRODEGREE: DATA ANALYSIS AND VISUALIZATION course at Udemty on 14.06.2021
78. PANDEMIC CLASSROOM STRESS: SUPPORTING CAREGIVERS webinar at Stanford University School of Medicine on 16.06.2021
79. PERSONAL FINANCIAL MANAGEMENT FOR DISASTER RISK REDUCTION AND RESILIENCE online training programme by National Institute of Disaster Management, Ministry of Home Affairs, Govt. of India in collaboration with Association of Mutual Funds in India SEBI on 22.06.2021
80. 2021 PHYSICIAN LEADERSHIP VIRTUAL JOURNAL CLUB: DIVERSITY, EQUITY AND INCLUSION webinar at Stanford University School of Medicine on 22.06.2021
81. DIGITIZATION OF LEARNING ISSUES AND CONCERNS OF SAFETY AND SECURITIES OF CHILDREN online training programme by National Institute of Disaster Management, Ministry of Home Affairs, Govt. of India in collaboration with Dhi Vidhya Guru on 25.06.2021
82. THREE DAYS ONLINE MDP PROGRAMME DISASTER RISK REDUCTION AND DISASTER MANAGEMENT by National Institute of Disaster Management, Ministry of Home Affairs, Govt. of India in collaboration with ICAI Business School from 24.06.2021 to 26.06.2021
83. COMMUNICATING DURING GLOBAL EMERGENCIES by Emory University at Coursera from 7.06.2021 to 24.06.2021
84. HIGH STAKES LEADERSHIP: LEADING IN TIMES OF CRISIS by University of Michigan at Coursera from 21.06.2021 to 27.06.2021
85. ADAPTING TO CHANGE, MAINTAINING STRUCTURE, AND KEEPING FAMILIES HEALTHY webinar at Stanford University School of Medicine on 1.07.2021
86. COMMUNICATING AS A FAMILY IN TIMES OF CRISIS webinar at Stanford University School of Medicine on 1.07.2021
87. THREE DAYS ONLINE TRAINING PROGRAMME ON YOUTH IN DISASTER RISK REDUCTION by National Institute of Disaster Management, Ministry of Home Affairs, Govt. of India in collaboration with RAWs India Red Cross Society Karnataka from 01.07.2021 to 03.07.2021
88. ADVANCING AI FOR CARE DELIVERY webinar at Stanford University School of Medicine on 1.07.2021

89. COVID-19 OR MANAGEMENT SERIES: CASE PRIORITIZATION AND SCHEDULING webinar at Stanford University School of Medicine on 2.07.2021
90. MANAGING ANXIETY RELATED TO TAKING CARE OF PATIENTS DURING THE COVID-19 PANDEMIC: AN INTERACTIVE Webinar at Stanford University School of Medicine on 2.07.2021
91. MANAGING COVID-19 STRESS webinar at Stanford University School of Medicine on 2.07.2021
92. MEDICINE GRAND ROUNDS: HEALTH POLICY AND OPENING THE ECONOMY webinar at Stanford University School of Medicine on 2.07.2021
93. MEDICINE GRAND ROUNDS: THE ECONOMICS OF COVID-19 webinar at Stanford University School of Medicine on 2.07.2021
94. TALKING TO YOUNG PEOPLE ABOUT COVID-19 Webinar at Stanford University School of Medicine on 7.07.2021
95. PEDIATRIC GRAND ROUNDS: WHAT'S ON KIDS' MINDS: ADDRESSING MENTAL HEALTH NEEDS AND CHALLENGES DURING A PANDEMIC at Stanford University School of Medicine on 16.07.2021
96. STANFORD MEDCAST EPISODE 8: COVID-19 MINI-SERIES - SOCIAL DETERMINANTS OF HEALTH at Stanford University School of Medicine on 16.07.2021
97. SOCIAL MEDIA MARKETING STRATEGY 2021. LAUNCH YOUR SMM! course at Udemy on 16.07.2021
98. INTRODUCTION TO PERSONAL BRANDING by University of Virginia at Coursera from 1.06.2021 to 19.07.2021
99. CODE YOURSELF! AN INTRODUCTION TO PROGRAMMING by The University of Edinburgh & Universidad ORT Uruguay at Coursera from 21.06.2021 to 20.07.2021
100. RACIAL AND ETHNIC HEALTH DISPARITIES RESEARCH IN COVID-19 Webinar at Stanford University School of Medicine on 21.07.2021
101. COMPLETE DIGITAL MARKETING COURSE FOR LOCAL BUSINESS 2021 course at Udemy on 25.07.2021
102. FLUTTER MUSIC PLAYER APP WITH STATE MANAGEMENT FROM SCRATCH course at Udemy on 25.07.2021
103. GOOGLE ANALYTICS FOR BEGINNERS course at Udemy on 25.07.2021
104. INTERNATIONAL COVID-19 CONFERENCE at Stanford University School of Medicine on 2.07.2021
105. FACULTY DEVELOPMENT PROGRAMME ON INNOVATION AND INTELLECTUAL PROPERTY RIGHTS IN AGRI-HORTICULTURE RIGHTS AND ALLIED SCIENCES by Amity University from 6.7.2021 to 10.07.2021
106. IEEE R10 EA SPONSORED CAPACITY BUILDING WORKSHOP ON EDUCATION 4.0 - ROLE OF EDUCATION TECHNOLOGIES by IEEE SICSR STB in association with IEEE Pune, Delhi, Madras and Nagpur Section from 15.07.2021 to 17.07.2021
107. ONLINE WORKSHOP TITLED SAR APPLICATION FOR FLOOD HAZARD MAPPING AND MONITORING by Indian Institute of Remote Sensing, Indian Space Research Organisation (ISRO) on 16.07.2021
108. FIVE DAYS FACULTY DEVELOPMENT PROGRAMME ON ADVANCES IN SENSING, INFORMATION FLUX AND SECURITY by Amity University from 02.08.2021 to 06.08.2021
109. FACULTY DEVELOPMENT PROGRAMME ON CYBER PHYSICAL SECURITY FOR CRITICAL INFRASTRUCTURE: SMART GRID by Indian Institute of Information Technology-Allahabad, Prayagraj from 02.08.2021 to 06.08.2021
110. PRE-CONFERENCE FACULTY DEVELOPMENT PROGRAM ON "TECHNOLOGY - INNOVATION, CHALLENGES AND SOLUTION" by AMITY Institute of Information Technology from 12.08.2021 to 17.08.2021
111. BEHAVIOURAL FINANCE - A CURTAIN RAISER National Level Webinar organized by School of Commerce, Management and Research, ITM University, Raipur on 15.09.2021
112. ATAL FACULTY DEVELOPMENT PROGRAMME ON "EMERGING TRENDS, PEDAGOGY AND TEACHING SKILLS IN MANAGEMENT EDUCATION POST COVID-19" by IILM Graduate School of Management from 6.09.2021 to 10.09.2021
113. INTERNATIONAL AUTHOR WORKSHOP ON "ACADEMIC WRITING AND PUBLISHING" by Manipur University Library from 21.10.2021 to 29.10.2021

114. STUDENT DEVELOPMENT PROGRAM ON “EMERGING TRENDS OF INFORMATION TECHNOLOGY” by BBDITM Student Branch, NIELIT and TCS from 1.12.2021 to 7.12.2021
115. THE ROLE OF HIGHER EDUCATION FROM PANDEMIC TO ENDEMIC International Webinar by Institute of Global Professionals on 15.1.2022
116. IP AWARENESS/TRAINING PROGRAM under National Intellectual Property Awareness Mission and Intellectual Property Office, India on 24.1.2022
117. 6TH INTERNATIONAL VISION SEMINAR ON THE THEME "ESG TO SDG – THE ROADMAP FOR A SUSTAINABLE WORLD" by Globsyn Business School from 24.2.2022 to 26.2.2022.
118. NATIONAL LEVEL STUDENT WEBINAR ON DIGITAL ACCELERATION: REDEFINING FUTURE IN ANALYTICS organized by the St. Joseph's College of Commerce, Bengaluru on 26.2.2022
119. GOOGLE ANALYTICS. HOW TO IMPROVE MARKETING? course at UdeMy on 3.3.2022
120. MACHINE LEARNING AND DEEP LEARNING IN PYTHON & R course at UdeMy on 3.3.2022
121. 12TH ONLINE UNIVERSITY VISIT UNDER SAKURA SCIENCE EXCHANGE PROGRAM in collaboration with Tokyo City University on 5.3.2022
122. ENVISAGE - A National Level Student Seminar on CYBER SECURITY IN BANKING by St. Joseph's College of Commerce, Bengaluru on 20.05.2022
123. IP AWARENESS/TRAINING PROGRAM under National Intellectual Property Awareness Mission jointly organized by Intellectual Property Office & MoE's Innovation Cell on 12.07.2022
124. FOUR DAYS SELF-FINANCED SHORT TERM COURSE ON IOT, MACHINE LEARNING AND BLOCKCHAIN organized by IIIT-Allahabad, Prayagraj from 18.07.2022 to 21.07.2022
125. 2021 PHYSICIAN LEADERSHIP VIRTUAL JOURNAL CLUB: COMMUNICATION (enduring material) by the Stanford University School of Medicine on 19.07.2023
126. 2021 PHYSICIAN LEADERSHIP VIRTUAL JOURNAL CLUB: WELLNESS AND WELLBEING: WHAT PHYSICIAN LEADERS SHOULD KNOW (enduring material) by the Stanford University School of Medicine on 19.07.2023
127. STANFORD MEDCAST EPISODE 18: COVID-19 MINI-SERIES - PHYSICIAN WELLNESS (enduring material) by the Stanford University School of Medicine on 19.07.2023
128. RACE IN SCIENCE, TECHNOLOGY, & MEDICINE SERIES - RACISM IN MEDICAL EDUCATION: OUR TURBULENT PUSH TOWARD EQUITY (enduring material) by the Stanford University School of Medicine on 19.07.2023
129. BUILDING A CULTURE OF HEALTH EQUITY HEAL WEBINAR: HEALTH EQUITY & THE ENVIRONMENT (enduring material) by the Stanford University School of Medicine on 19.07.2023
130. TEFL CERTIFICATION COURSE (VERSION 7.1) at UdeMy on 20.07.2023
131. STANFORD MEDCAST EPISODE 23: COVID-19 MINI-SERIES - REFLECTIONS ON COVID-19 MANAGEMENT IN NURSING HOMES (enduring material) by the Stanford University School of Medicine on 24.07.2023
132. STANFORD MEDCAST EPISODE 26: COVID-19 MINI-SERIES: LONG COVID – FACTS, MISCONCEPTIONS AND THE UNKNOWN (enduring material) by the Stanford University School of Medicine on 24.07.2023
133. STANFORD MEDCAST EPISODE 52: HOT TOPICS MINI-SERIES - SOCIAL MEDIA: THE FUTURE OF MEDICAL KNOWLEDGE DISSEMINATION? (enduring material) by the Stanford University School of Medicine on 27.07.2023
134. STANFORD MEDCAST EPISODE 66: WOMEN IN CRITICAL CARE MINI-SERIES - PSYCHOSOCIAL CHALLENGES FACING PHYSICIANS (enduring material) by the Stanford University School of Medicine on 27.07.2023
135. STANFORD MEDCAST EPISODE 45: HOT TOPICS MINI-SERIES - PUBLIC HEALTH IMPLICATIONS OF GUN VIOLENCE (enduring material) by the Stanford University School of Medicine on 05.08.2023
136. CISL SYMPOSIUM: FOSTERING THE NEXT GENERATION OF HEALTH EQUITY ADVOCATES (enduring material) by the Stanford University School of Medicine on 22.08.2023
137. 2-DAYS INTERNATIONAL WORKSHOP ON CYBER PHYSICAL SYSTEMS SECURITY by the Indian Institute of Information Technology-Allahabad Prayagraj; Cardiff University, United Kingdom; and C3i Hub, Indian Institute of Technology, Kanpur from 21.08.2023 to 22.08.2023
138. STANFORD MEDCAST EPISODE 1: COVID-19 MINI-SERIES - MANAGEMENT OF DIABETES PATIENTS IN COVID (enduring material) by the Stanford University School of Medicine on 24.08.2023

139. STANFORD SPORTS CONCUSSION SUMMIT ONLINE (enduring material) by the Stanford University School of Medicine on 24.08.2023
140. STANFORD MEDCAST EPISODE 47: PEDIATRIC PULSE MINI-SERIES - SLEEP AND ITS IMPACT ON MENTAL HEALTH (enduring material) by the Stanford University School of Medicine on 01.09.2023
141. INNOVATION 101 WEBINAR (enduring material) by the Stanford University School of Medicine on 05.09.2023
142. STANFORD MEDCAST EPISODE 48: PHYSICIAN DISTRESS MINI-SERIES - CHAMPIONING LEGISLATION TO PREVENT PHYSICIAN SUICIDE (enduring material) by the Stanford University School of Medicine on 05.09.2023
143. STANFORD PAIN RELIEF INNOVATIONS LAB GUEST SPEAKER SERIES: MINDFULNESS-ORIENTED RECOVERY ENHANCEMENT (enduring material) by the Stanford University School of Medicine on 07.09.2023
144. DIGITAL THERAPEUTICS IN THE TREATMENT OF SUBSTANCE USE DISORDERS: STATE OF THE SCIENCE AND VISION FOR THE FUTURE (enduring material) by the Stanford University School of Medicine on 07.09.2023
145. PAIN MANAGEMENT: PAIN PHYSICAL THERAPY 101 (enduring material) by the Stanford University School of Medicine on 18.10.2023
146. PAIN MANAGEMENT: THE ROLE OF PAIN PSYCHOLOGY (enduring material) by the Stanford University School of Medicine on 18.10.2023
147. KNOWLEDGE SHARING SESSION ON BUILDING A SUSTAINABLE ENTREPRENEURSHIP ECOSYSTEM IN CAMPUS by the Association of Indian Management Schools on 18.10.2023
148. INSPIRING YOUNG LEADERS SESSION ON ENTREPRENEURS GROWTH E-CELLS by the Association of Indian Management Schools on 27.10.2023
149. KNOWLEDGE SHARING SESSION ON MANAGEMENT LESSONS FROM MOVIES by the Association of Indian Management Schools on 01.11.2023
150. KNOWLEDGE SHARING SESSION ON METAVERSE: A BUSINESS STRATEGY FRONTIER by the Association of Indian Management Schools on 08.11.2023
151. INSPIRING YOUNG LEADERS SESSION ON AI ANALYSIS OF 50 INDIAN UNIVERSITIES NAAC SSR REPORT - CRITERIA 1 by the Association of Indian Management Schools on 10.11.2023
152. INSPIRING YOUNG LEADERS SESSION ON NEP 2020: NATIONAL HIGHER EDUCATION QUALIFICATION FRAMEWORK by the Association of Indian Management Schools on 17.11.2023
153. KNOWLEDGE SHARING SESSION ON MIND MANAGEMENT by the Association of Indian Management Schools on 22.11.2023
154. INSPIRING YOUNG LEADERS SESSION ON CRITICAL THINKING @ WORKPLACE by the Association of Indian Management Schools on 24.11.2023
155. KNOWLEDGE SHARING SESSION ON LEVERAGING AI FOR BUSINESS AND PERSONAL GROWTH by the Association of Indian Management Schools on 29.11.2023
156. INSPIRING YOUNG LEADERS SESSION ON A JOURNEY IN WEALTH CREATION by the Association of Indian Management Schools on 01.12.2023
157. KNOWLEDGE SHARING SESSION ON MANAGING DIGITAL DISRUPTION: THE NEW MANTRA OF BUSINESS by the Association of Indian Management Schools on 06.12.2023
158. KNOWLEDGE SHARING SESSION ON MBA AND SOCIAL IMPACT by the Association of Indian Management Schools on 20.12.2023
159. INSPIRING YOUNG LEADERS SESSION ON DRIVERS OF INDIAN STOCK MARKETS AND EMERGING TRENDS by the Association of Indian Management Schools on 22.12.2023
160. INSPIRING YOUNG LEADERS SESSION ON A BRIEF PERSPECTIVE ON FINANCIAL ANALYTICS IN REAL LIFE by the Association of Indian Management Schools on 29.12.2023
161. KNOWLEDGE SHARING SESSION ON FUTURE OF JOBS by the Association of Indian Management Schools on 03.01.2024
162. INSPIRING YOUNG LEADERS SESSION ON NAVIGATING THE MIND: STRATEGIES FOR MENTAL HEALTH MANAGEMENT by the Association of Indian Management Schools on 12.01.2024
163. INNOVATION INSIGHTS: DESIGNING HIGH-EFFICIENCY MOBILE APPS FOR MENTAL HEALTH by the Stanford University School of Medicine on 22.02.2024

- 164.ICSSR-SPONSORED WORKSHOP ON EFFECTIVENESS OF ATAL PENSION YOJNA IN THE ASPIRATIONAL DISTRICTS OF UTTAR PRADESH at the Indian Institute of Management, Lucknow on 27.02.2024
- 165.KNOWLEDGE SHARING SESSION ON COMMON GOOD HRM: AN EMERGING REALITY by the Association of Indian Management Schools on 28.02.2024
- 166.MEDICINE FOR A CHANGING PLANET: AIR POLLUTION by the Stanford University School of Medicine on 02.03.2024
- 167.CONFERENCE ON RECENT ADVANCES IN PUBLIC PROCUREMENT by the Arun Jaitley National Institute of Financial Management, Ministry of Finance on 04.03.2024
- 168.IEEE-SPONSORED FLAGSHIP AI SYMPOSIUM by the Department of Computer Science, University of South Dakota on 11.04.2024
- 169.STANFORD MEDCAST EPISODE 83: LEADERSHIP MINI-SERIES: THE PSYCHOLOGY OF POWER AND INFLUENCE (enduring material) by the Stanford University School of Medicine on 07.05.2024
- 170.PEDIATRIC ORTHOPEDICS AND SPORTS MEDICINE LECTURE SERIES: AT HOME REMEDIES (enduring material) by the Stanford University School of Medicine on 07.05.2024
- 171.FACULTY DEVELOPMENT PROGRAMME ON CASE METHODS at the IIHMR University, Jaipur, India from 20.05.2024 to 24.04.2024
- 172.HEAL WEBINAR: TECHQUITY (enduring material) by the Stanford University School of Medicine on 21.06.2024
- 173.WORKSHOP ON DATA ANALYTICS IN PYTHON by Mindshare and IIT (BHU) from 17.06.2024 to 23.06.2024
- 174.INSPIRING YOUNG LEADERS SESSION ON INNOVATIVE PEDAGOGIES IN HIGHER EDUCATION: INTEGRATING REVISED BLOOM'S TAXONOMY AND THE FLIPPED CLASSROOM APPROACH by the Association of Indian Management Schools on 19.07.2024
- 175.MEDICINE, MEDIA AND MISINFORMATION SERIES PART 1 (enduring material) by the Stanford University School of Medicine on 13.08.2024
- 176.MEDICINE, MEDIA AND MISINFORMATION SERIES PART 2 (enduring material) by the Stanford University School of Medicine on 13.08.2024
- 177.DONNING & DOFFING VIDEO SERIES (enduring material) by the Stanford University School of Medicine on 13.08.2024
- 178.CLINICIANS AND FIREARMS 2.0: A CURRICULUM ON FIREARM INJURY PREVENTION IN MEDICAL PRACTICE (enduring material) by the Stanford University School of Medicine on 21.08.2024
- 179.INTERNATIONAL WEBINAR ON RECENT DEVELOPMENTS IN APPLIED BIOTECHNOLOGY (RDAB-2024) by the Indian Institute of Information Technology - Allahabad, Prayagraj from 23.08.2024 to 24.08.2024
- 180.INNOVATION INSIGHTS: ROBOTICS IN SURGERY (enduring material) by the Stanford University School of Medicine on 06.09.2024
- 181.STANFORDMED MATTERS: AI AND THE FUTURE OF MENTAL HEALTH CARE (enduring material and live activity) by the Stanford University School of Medicine on 15.10.2024
- 182.CLIMATE CHANGE BEGINS IN THE OR: OUR UNSUSTAINABLE FUTURE IN HEALTHCARE | OB/GYN GRAND ROUNDS (enduring material) by the Stanford University School of Medicine on 29.10.2024
- 183.NGT (NOMINAL GROUP TECHNIQUE) WORKSHOP FOR PROJECT ON MODELING ENABLERS AND CHALLENGES FOR ADOPTION OF AI IN FINANCIAL SERVICES by the Dayalbagh Educational Institute, Agra from 1.11.2024 to 2.11.2024
- 184.CERTIFICATE COURSE IN SANSKRIT LANGUAGE by the Central Sanskrit University from 5.11.2023 to 4.11.2024.
- 185.INTRODUCTION TO MS-EXCEL by Simplilearn on 7.11.2024
- 186.INTERVENTIONS TO SUPPORT YOUTH MENTAL HEALTH ON SOCIAL MEDIA (Tech Hubinar) by the Stanford University School of Medicine on 21.03.2025
- 187.FACULTY DEVELOPMENT PROGRAMME ON CONCEPTUALIZING, DESIGNING, AND DEVELOPING RESEARCH PROPOSALS by the IIHMR University from 24.03.2025 to 28.03.2025.

OVERSEAS COLLABORATIONS/INTERNATIONAL VISITS (8)

1. United States of America - Research publication and presentation at the HCII 2024 Conference in Washington DC, USA. Supported by the IIHMR University, Jaipur, India and funded by FCT-IP Project, Portugal (2024).
2. Turkey - Invited as a distinguished speaker and reviewer for the 12th Annual International Conference on Industrial Engineering and Operations Management by Kadir Has University & Sabancı University (2022).
3. Bangladesh - Invited as a guest speaker by the IEEE BUBT student branch for a lecture (2021).
4. United States of America - Selected for the prestigious American Finance Association PhD student travel grant award for attending the ASSA (Annual Convention Allied Social Science Associations) Annual meeting in San Diego, California, USA (2020).
5. Thailand – Research publication and presentation at the Bangkok 81st International Conference on Business, Economics, Social Science & Humanities- BESSH. Supported by IIIT-Allahabad, Prayagraj, India. (2019).
6. Malaysia - Research publication presentation at International Conference on Humanities, USM (2019).
7. China - Sponsored stay by the China Southern Airlines (2019).
8. Japan - Selected for the esteemed program- JENESYS (Japan-East Asia Network of Exchange for Students and Youths)- Economics Batch- a people-to-people exchange program promoted and funded by the Japanese Government to foster international cooperation and economic partnership (2016).

MEMBERSHIPS (16)

1. SPA (Society for People Analytics)
2. SHRO (State Human Rights Organization)
3. ACF (Anti Corruption Foundation)
4. Ramakrishna Mission
5. IEEE (Institute of Electrical and Electronics Engineers)
6. IEOM (Industrial Engineering and Operations Management) Society International
7. AFA (American Finance Association)
8. CSTA (Computer Science Teachers Association)
9. NAMLE (National Association for Media Literacy Education)
10. ANAHEI (Association of North America Higher Education International)
11. SPN (Social Psychology Network)
12. NSPE (National Society of Professional Engineers)
13. ISDS (International Society for Development and Sustainability)
14. RSS (Rashtriya Swayamsevak Sangh)
15. AIRSA (All India Research Scholar's Association)
16. Mohun Bagan Paribar

DECLARATION

I solemnly declare that all the information furnished above is true and correct to the best of my knowledge. I have been completely vaccinated for the prevention of COVID-19. I am looking forward to working with complete dedication.

Marital Status: Single;

Date of Birth: 12/12/1991; **Place:** Durgapur, West Bengal - 713204, India

Thanks and best regards,
Dr. Sarthak Sengupta