

Resumé – Dr. Anuja Agarwal

Name: Dr. Anuja Agarwal (BSc, MCA, PhD)

Designation: Ex-Associate Dean – Technology Management & Digital Transformation, MPSTME, NMIMS University, Mumbai.

At present: Adjunct Professor at KJ Somaiya Institute of Management

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I am happy to serve as an Adjunct Faculty under the Data Science & Technology department in KJ Somaiya Institute of Management- a Management Institute based on strong Gandhian values. Concurrently, I am also contributing Pro-Bono as the founding Dean of Sitare University - A Computer Science University providing best computer science education to bright underprivileged students.

With 30 years of experience in the field of higher education ranging from 'Computer Science' to 'Design thinking' and 'Technology & Innovation Management', Dr. Anuja has demonstrated Leadership in following ways-

1. Developing Innovation and problem solving as a core competency for the organisation through an hands-on project based learning using Design thinking principles.
2. Teaching & Research in -
 - i. Design thinking
 - ii. Innovation Management – Process driven approach to nurturing a culture of Innovation in large organizations
 - iii. Enterprise Systems & Information System Management
 - iv. Technology Management - Leveraging Technology for Business and societal goals
 - v. Facilitating new opportunities and models for business school - Tech based Management education like 'MBA in Digital Transformation' and other focussed short term Business education programs for working professionals.
3. Creating and setting up a sustainable centre for Innovation & Entrepreneurship
4. Leveraging resources and managing teams to ensure sustainability of these activities

Academic and Professional Qualification:

1. PhD Management Studies (2013) - Mumbai University, **title** "Study of applying Design Thinking & Innovation in Management education"
2. MCA (1992) (DAVV – Indore)
3. BSc Computer Science (1989) – Hansraj College, Delhi University

Specialization: Design Thinking & Innovation, Management of Technology & Innovation, Information System Management.

Work Experience:

NMIMS University level –

- Mentor & team member of the NMIMS – Atal Incubation Centre. I had worked on the application and the plan of execution sent to Niti Aayog for setting up the AIC focused on Technology enabled businesses. I am also in the Council of Mentors for the AIC which was granted to us in August 2017. <https://aic.nmims.edu/mentors-from-nmims/>
- Member of the Governing Board at Atal Incubation Centre at Bhabha Atomic Research Centre (AIC-BARC), Mumbai
- President of the Institution Innovation Centre (IIC) – under the aegis of Atal Innovation Mission (AIM) for NMIMS.
- Developed and delivered the Multidisciplinary Course on “Smart cities” being offered to the students from all other schools under the NMIMS University. The Smart Cities course has won awards for two consecutive years (2016 & 2017).

School of Business Management, Mumbai Campus–

- Designed and launched the MBA (Digital Transformation) program launched in, Mumbai Campus in 2021, received extremely good response from the Industry and the aspirant community.
- Designed course curriculum & Taught courses on ‘Innovation Management’ and ‘Design thinking & Innovation’ to the MBA students.

Centre of excellence- Analytics & Data Sc., NMIMS University, Mumbai Campus –

- I held the position of In-charge Director of the Centre of Excellence, managing the Administration and execution of MBA Business Analytics Program. This was an additional responsibility given to me for one academic year.

Mukesh Patel School of Technology Management & Engineering, NMIMS University, Mumbai campus -

- I am working as a Professor & Associate Dean – Technology Management & Digital Transformation, since November 2015.
- I head the *MBA Tech Programs where the vision is to Nurture Managers who can leverage Technology for Business goals. (*MBA Tech (Computer engg), MBA Tech (IT), MBA Tech (Data Sc), MBA Tech (AI), MBA Tech (Mechanical), MBA Tech (Civil), MBA Tech (EXTC))
- Set up the Centre for Disruptive Technologies (earlier known as Centre for Innovation) Started the “Innovation Pioneers” project for the students in order to inculcate Innovative thinking in the students of Engineering and Management
- Guided more than 200 Innovation Projects by students resulting in filing patents in some cases

Management Development Programs (MDP) for companies:

Conducted several Workshops on Innovation & Design thinking in Management for companies like – Travel Foods & services, K-hospitality group, Dr Reddy’s, BOSCH

Case Studies developed:

1. Multi Media Case Study on “Smart Banking for Smart cities – ICICI Bank leads the way”
2. Case study written- "Pidilite-The successful Bond"
3. Case study written on “Weschool” - The making of Prinwell: Journey of transformation of a “one-of-many B-schools to a B-school of repute.

MOOC Course Created and delivered:

‘Managing Innovation’ on TCSiON Platform

Research & Development:

1. *Published 20 research Papers in reputed Journals, about 20 International Conference papers, Contributed to 4 books (International Publications) and written 3 case studies, including one Multi-media case study. In process of writing a book on “Design Thinking” (*Details as Annexure-1)
2. My Ph.D. Topic is “Applying Creativity, Design Thinking and Innovation in Management education” for which I was awarded the degree in June 2013-14
3. 4 Book Chapters in International publications
4. 3 Case Studies developed

Research Guidance:

- One student has been awarded PhD under my guidance in 2022.
- Guiding 6 more PhD research scholars in the area of Technology Management at MPSTME.
- Appointed as an evaluator for PhD. Candidate in Technology Management at the University of Hyderabad (Central University), in 2017.

Teaching Subjects:

Design Thinking and Innovation in Business, Technology Management, Management of Innovation & Technology, Information System Management.

Memberships of Professional bodies:

1. Board Member – IAMOT – International Association for Management of Technology.
2. Institute of Management Consultants of India (IMCI)
3. Governing Board member at Atal Incubation Centre (AIC – BARC), Mumbai
4. On the Council of Mentors at the AIC-NMIMS

Past Experience:

Dec 2005 - Oct 2015	<p>Sr. Associate Dean & Vice President – Strategy at Welingkar Institute of Management (WeSchool), Mumbai</p> <p>New Programs Launched –</p> <ol style="list-style-type: none"> a. PGDM (Business Design) (2006)– Post graduate Management Program with Design thinking & Innovation as the core. b. PGDM (Rural Management) (2012) - Post graduate Management Program to nurture Management graduates with insights about Emerging economy of Rural India. <p>Primary Research conducted in rural India in collaboration with the ‘Stanford Design for Change center’ for the project- "Developing Strategies for alternate energy sources and building business ecosystems in Rural India".</p> <p>The projects were appreciated by the then President of India Smt. Pratibha Patil during the exhibition at Weschool in March 2012.</p> <p>Swedish Collaborations - Selected as Visiting faculty for Leadership & Design thinking at the Malardalen University in Sweden, under the Linnaeus Palme scholarship by the Swedish Government. In 2014, we organized India-Swedish collaborations for innovative energy solutions, under the India Sweden Innovation Accelerator Program in 2014.</p> <p>MDP on Design Thinking & Innovation for Mahindra Finance, L&T, Kirloskar, Hyatt Hotels.</p>
Aug 2002 – Dec 2004	Faculty consultant (Computer Science) to Bombay Scottish School, Mumbai
Jan 2000 – Sep 2002	Sr. Lecturer – Hamdard University, New Delhi. Teaching Computer science subjects* to MCA students
July 1998 – Jan 2000	Lecturer – Ramlal Anand College, Delhi University. Teaching Computer Science subjects to students of BCA
Feb 1998 – July 1998	Lecturer – Kirori Mal College, Delhi University Teaching BCA students*

April 1994 – July 1998	Programmer cum System Analyst at Lucknow University Computer Centre . The job also included teaching Computer Science Subjects to BCA and BSc Students, as a part time faculty
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Anuja Agarwal

Annexure – 1

PUBLICATIONS

PUBLICATION DETAILS	
Cybersecurity Behaviour of Smartphone Users in India: An Empirical Analysis. <i>INFORMATION AND COMPUTER SECURITY [INTERNATIONAL]</i> , Vol. 28, no. 2, pp.293 - 318 Pintu Ramesh Shah., Anuja Anuj Agarwal	
Software tool for supporting ethnographic research in design and innovation projects in management education. <i>2010 INTERNATIONAL CONFERENCE ON TECHNOLOGY FOR EDUCATION [INTERNATIONAL]</i> , Vol. , no. , pp. - Minakshi Agrawal; Anuja Agarwal; Aparna Krishnamoorthy; Pradeep Pendse	
Cybersecurity Behaviour of Smartphone Users Through the Lens of Fogg Behaviour Model. <i>2020 3RD INTERNATIONAL CONFERENCE ON COMMUNICATION SYSTEM, COMPUTING AND IT APPLICATIONS (CSCITA) [INTERNATIONAL]</i> , Vol. , no. , pp. - Pintu R Shah., Anuja Agarwal	
Feasibility of Adoption of Blockchain Technology in Banking and Financial Sector of India. <i>ADVANCES IN INTELLIGENT SYSTEMS AND COMPUTING [INTERNATIONAL]</i> , Vol. 1189, no. , pp.479 - 487 Anuja Anuj Agarwal., Mahendra Parihar., Tanvi Shah	
Clinical Data Driven Decision Support in Healthcare Informatics. <i>INTERNATIONAL JOURNAL OF ENGINEERING RESEARCH AND TECHNOLOGY [NATIONAL]</i> , Vol. 13, no. 1, pp.107 - 116 Milind Godbole., Anuja Anuj Agarwal	
Efficacy Analysis of Technology Approaches Toward Auto-assignment of Clinical Codes to the US Patient Medical Record. <i>ALGORITHMS FOR INTELLIGENT SYSTEMS [INTERNATIONAL]</i> , Vol. , no. , pp.423 - 440 Milind Godbole., Anuja Agarwal	
The Impact Of Patanjali Products On The FMCG Business Hitherto Dominated By Multi-Nationals Like HUL, P&G, Nestle Etc. <i>INTERNATIONAL JOURNAL OF INFORMATIVE AND FUTURISTIC RESEARCH [NATIONAL]</i> , Vol. 4, no. 5, pp.6361 - 6382 Anuja Anuj Agarwal., Sakshi Gupta., Srashti Gupta., Vinayak Nautiyal < br/>	
Future Of Robotics In Banking. <i>INTERNATIONAL JOURNAL OF INFORMATIVE AND FUTURISTIC RESEARCH [NATIONAL]</i> , Vol. 4, no. 5, pp.6297 - 6320 Anuja Anuj Agarwal., Rohan Arora., Kriti Dua., Meryl Cherian < br/>	
New Paradigms In Higher Education - Integrating For Synergy In Management And Relevant Technology Education. <i>INTERNATIONAL JOURNAL FOR RESEARCH IN ENGINEERING APPLICATION AND MANAGEMENT [NATIONAL]</i> , Vol. 4, no. 5, pp.591 - 600 Anuja Anuj Agarwal., Dasika Chaitanya	

PUBLICATION DETAILS

[K- Reflect: A Reflective tool for assimilation of knowledge in Management education.](#)

ACADEMICA [NATIONAL], Vol. 4, no. 11, pp.130 - 141

Anuja Agarwal, Aisha Mohani, Vineel Bhurke, Rachna Patil

[Challenges and Impact of Agricultural Finance on Socio Economic Status of the Indian Farmer.](#)

RESEARCH JOURNAL OF SOCIAL SCIENCE AND MANAGEMENT [INTERNATIONAL], Vol. , no. , pp. -

Anuja Agarwal, Rachna Patil

[Envisage Rural Potential through Rural Inc..](#)

RESEARCH JOURNAL OF SOCIAL SCIENCE AND MANAGEMENT [INTERNATIONAL], Vol. 4, no. 4, pp.179 - 186

Anuja Agarwal, Swati Sethi, Rachna Patil

[IMPACT OF INCLUDING DESIGN THINKING COMPETENCIES IN MANAGEMENT EDUCATION AN EXPERIMENTAL STUDY.](#)

2012 INTERNATIONAL DESIGN MANAGEMENT RESEARCH CONFERENCE [INTERNATIONAL], Vol. , no. , pp. -

Anuja Agarwal

[Design Inspired Innovation for Rural India.](#)

INTERNATIONAL CONFERENCE ON ENGINEERING DESIGN, ICED11 [INTERNATIONAL], Vol. , no. , pp.1 - 10

Sten Ekman, Annalille Ekman, Anuja Agarwal

[A FRAMEWORK TO EXPLORE " THE GRASS ROOTS " IN RURAL INDIA BY DESIGN INNOVATION THINKING.](#)

INTERNATIONAL DESIGN CONFERENCE - DESIGN 2012 [INTERNATIONAL], Vol. , no. , pp.1 - 11

Anuja Agarwal, Sten Ekman, Annalille Ekman

[Blockchain-Powered Smart Healthcare System.](#)

HANDBOOK OF RESEARCH ON BLOCKCHAIN TECHNOLOGY [INTERNATIONAL], Vol. , no. , pp.245 - 270

Rashmi G Shukla., Anuja Anuj Agarwal., Shekhar Shukla

[Cybersecurity Behavior of Smartphone Users in India: An Exploratory Sequential Mixed Methods Approach.](#)

INTERNATIONAL JOURNAL OF ADVANCED TRENDS IN COMPUTER SCIENCE AND ENGINEERING [NATIONAL], Vol. 9, no. 5, pp.8889 - 8893

Pintu Ramesh Shah., Anuja Anuj Agarwal

[Enabling Financial Inclusion By Technology Led Last-Mile Delivery Of Banking Services.](#)

INTERNATIONAL JOURNAL OF ENGINEERING RESEARCH AND TECHNOLOGY [NATIONAL], Vol. 13, no. 12, pp.5123 - 5128

Govind Korekar., Anuja Anuj Agarwal

BOOKS

S.NO	BOOK TITLE	BOOK TYPE	PUBLISHER	PAGE NO
1	Handbook of Design Management	BookChapt er	Berg Publisher, UK	Section 2, Chapter 8
2	Handbook of Research on Blockchain Technology, 1st Edition	BookChapt er	Academic Press	245-270
3	Algorithms for Intelligent Systems	BookChapt er	Springer, Singapore	
4	Innovations in Computational Intelligence and Computer Vision	BookChapt er	Springer Nature (Singapore)	479-487

ACADEMIC GUIDANCE

S.NO	NAME OF SCHOLAR	TYPE	TITLE OF WORK	MODE	STATUS	ROLE
1	Pintu Shah	PhD Thesis	Development of a Framework for Enhancing Cybersecurity Behaviour of Smartphone Users in India	PART TIME	COMPLETED	GUIDE

NEW PROGRAMS LAUNCHED

S.NO	PROGRAM	YEAR	ORGANIZATION	ROLE
1	PGDM(Business Design)	2007	Welingkar Institute of Management, Mumbai	Program Incharge
2	PGDM(Rural Management)	2012	Welingkar Institute of Management, Mumbai	Associate Dean
3	MBA (Digital Transformation)	2021	School of Business Management, NMIMS University, Mumbai	Associate Dean – Tech Management & Digital Transformation

NEW COURSE CONTENT DEVELOPMENT

S.NO	COURSE TITLE	DATE	PUBLISHED PLATFORM	COURSE URL	ROLE
1	Managing Innovation	5/1/2018	TCSION	https://learning.tcsionhub.in/courses/nmims/managing-innovation/	DEVELOPER
2	Design Thinking & innovation	1/6/2019	--	--	
3	Fundamentals of Digital Transformation	1/7/2020	--	--	

MEMBERSHIP

S.NO	NAME OF ORG	MEMBER SINCE	TYPE	MEMBER DESIGNATION	ROLE
1	Institute of Management Consultants of India (IMCI)	2018	ANNUAL	Individual Member	
2	AIC- BARC	06/01/2021	ANNUAL	Permanent Invitee on the Governing Board of Atal I	Permanent Invitee on the Governing Board of Atal I

S.N O	NAME OF ORG	MEMBER SINCE	TYPE	MEMBER DESIGNATION	ROLE
3	International Association of Management of Technology (IAMOT)	09/01/2019	ANNUAL	Board Member	Board Member

AWARDS

S.N O	NAME OF AWARD	AWARDING AGENCY	TYPE
1	Selection as Board Member - IAMOT	International Association for Management of Technology	Other
2	Innovative Smart Solution - Knowledge & Intellectual	BW BusinessWorld	Award / Prize
3	Distinguished women in Management	Venus international Foundation	Award / Prize
4	Order of Merit award for Academic Program on Smart Cities	BW BusinessWorld	Award / Prize
5	Kyoto Design Lab Innovation Prize	Design4Health conference held at Art & Design Research Centre, Sheffield Hallam University, Sheffield, England	Award / Prize
6	First Position in the new ventures category	IIM Ahmedabad - International Case Masters competition	Award / Prize

References:

1. Mr. Vijay Chandok, MD, ICICI Securities, M: 9833531179, email : vijay.chandok@icicisecurities.com
2. Dr. Bala Krishnamoorthy, Associate Dean, School of Business Management, NMIMS University, M: 9820500882, email : bala.krishnamoorthy@sbm.nmims.edu