

# DR. PRERNA MANIK MAHINDROO

| Email: [prernamahindroo@somaiya.edu](mailto:prernamahindroo@somaiya.edu) | Mobile: 09833722553 | DOB: 21<sup>st</sup> January, 1987 | Marital Status: Married |

| Address: A-804, Kabra Centroid, Near McDonald's, CST Road, Kalina, Santacruz (E), Mumbai-400098 |

## Career Objectives

- Contribute through teaching & research and add value to self and others
- Make learning an interesting and fulfilling experience with focus on application

## Academic Profile

Degree	Institution	Year of Passing	Marks (%)	Rank in	
				College	University
Ph.D.	Department of Operational Research, <b>University of Delhi</b> , Delhi	2015	Soft Computing Approach for Optimization Models in Marketing		
M.Phil.	Department of Operational Research, <b>University of Delhi</b> , Delhi	2010	90.80		2 <sup>nd</sup> in Part I (course work)
M.Sc. Operational Research	<b>St. Stephen's College</b> , University of Delhi, Delhi	2009	87.25	1 <sup>st</sup> (Both yrs.)	2 <sup>nd</sup> (Both yrs.)
B.Sc. (H) Mathematics	<b>S.G.T.B Khalsa College</b> , University of Delhi, Delhi	2007	92.11	1 <sup>st</sup> (All 3 yrs.)	11 <sup>th</sup> (Final Result)
HSC (CBSE)	<b>DAV Public School</b> , Sreshtha Vihar, Delhi	2004	80.4		

## Ph.D. **Area - Operational Research in Marketing**

**Department of Operational Research, University of Delhi**

Nov. 2010 – Jan. 2015

- **Area of Research:** Soft Computing Approach for Optimization Models in Marketing
- **Approach Used:** Differential Evolution, Control Theory, Goal Programming Approach
- **Software Used:** LINGO, Developer C++, Mathtype, SPSS, MS – Excel

## Professional Experience

**4 Years**

### **K J Somaiya Institute of Management**

July 2019 – Till Date

Assistant Professor (Sr. Sc.)

- Teaching - Business Statistics, Operations Research, Research Methods and Quantitative Techniques in Management. Also involved in various institutional building activities.
- Co-Chairperson – International Business Analytics Conference, organized by K J Somaiya Institute of Management, India.
- PhD Guide – Somaiya Vidyavihar University

### **K J Somaiya Institute of Management**

August 2014 – June 2019

Assistant Professor

- Teaching - Business Statistics, Operations Research, Research Methods and Quantitative Techniques in Management. Also involved in various institutional building activities.
- Member (organizing committee) – SIMSR Global Supply Chain Management Conference, organized by K J Somaiya Institute of Management, India.
- Member (organizing committee) – POMS International Conference 2019 India, organized by K J Somaiya Institute of Management in collaboration with National Institute of Industrial Engineering (NITIE) and Production and Operations Management Society (POMS) India Chapter.

• **K J Somaiya Institute of Management**

February 2013 – August 2014

**Academic Associate**

Teaching - Business Statistics and Quantitative Techniques in Management.

• **Chetana's R K Institute of Management Studies and Research**

December 2012 - January 2013

**Assistant Professor**

Guided students for the project "To Study and Analyse Various Factors Affecting Energy Conservation" presented in 5<sup>th</sup> National Conference on Synergies: Emerging Challenges & Opportunities in Energy Management, organized by the institute.

• **Department of Operational Research, University of Delhi**

May 2010 - May 2012

**University Teacher Assistant (UTA)**

Taught & took practicals for M.Sc. Operational Research students for Java, C++, Data Base Mgmt. Sys. (DBMS)

**M.Phil. Dissertation**

**Area - Operational Research in Marketing**

- **Dissertation Title:** Application of Diffusion in Prescription Drugs and Software

**Industrial Project**

**Nestle India Ltd., Gurgaon**

- **Project Title:** Studying Consumer Buying Behavior towards Nestle Chocolates
- **Project Duration:** 6 Months – As part of M.Sc. 2<sup>nd</sup> year curriculum
- **Analysis Done:** SWOT Analysis, Factor Analysis, Sampling and other statistical tests
- **Software Used:** SPSS, MS – Excel

**Summer Internship**

**J K Tyre & Industries Ltd., Delhi**

- **Project Title:** ABC Analysis in Planning and Logistics
- **Project Duration:** 45 Days – During M.Sc. in 2008
- **Software Used:** MS – Excel

**Courses Undertaken**

- Introduction to Big Data - an online non-credit course, authorized by University of California San Diego and offered through **Coursera**, May 15-29, 2021.
- **Workshop** on LOCF- Train the Trainers Learning Outcomes based Curriculum Framework organized by, Somaiya Vidyavihar University, April 22-23, 2021.
- **Workshop** on Bibliometric Analysis, conducted by K J Somaiya Institute of Management, April 22-23, 2021.
- **Workshop** on Writing a Journal Article, conducted by K J Somaiya Institute of Management, April 15, 2021.
- **Workshop** on Digital Disruption & Innovation - Unlocking Digitally Enabled Growth Potentials, conducted by K J Somaiya Institute of Management, April 8, 2021.
- **Workshop** on Basics of Tableau, conducted by K J Somaiya Institute of Management, March 26, 2021.
- **Workshop** on Introduction to Mediation, Moderation and Conditional Process Analysis, conducted by K J Somaiya Institute of Management, March 23-25, 2021.
- **Workshop** on Advanced Data Analytics-Techniques in Qualitative Research using Atlas.ti, conducted by K J Somaiya Institute of Management, December 3-6, 2020.
- **Workshop** on Structural Equation Modelling-AMOS with Emphasis on MarkTech 2.0, conducted by K J Somaiya Institute of Management, October 14-16, 2019.
- **Workshop** on Qualitative Research Methods and Application Using Data Analysis Tools, conducted by K J Somaiya Institute of Management, April 10-12, 2019.
- **Training Program** – Reference Management conducted by Somaiya Initiatives for Research & Consultancy (SIRAC), August 11, 2018.
- **Workshop** on Connection as Life Energy Nonviolent Communication – Level 1, conducted by Paradigms Unlimited, August 4-5, 2018.

- **Online Certification Course** on Avoiding Plagiarism - International Version developed by Epigeum Online Course System by Oxford University Press (UK), June 29, 2018.
- **Workshop** on Advanced SPSS, AMOS and R, jointly conducted by K J Somaiya Institute of Management and SPSS Asia Pvt. Ltd., January 12-14, 2017.
- **Faculty Development Program** on Data Analysis using R, organized by K.J. Somaiya Institute of Management Studies and Research, February 12-13, 2015.
- **Faculty Development Program** on Research Fundamentals and Data Analysis, organized by K.J. Somaiya Institute of Management Studies and Research, December 16-18, 2014.
- **Workshop** on Marketing Analytics for Developing Effective Marketing Strategies, organized by K.J. Somaiya Institute of Management Studies and Research, September 18-19, 2014.
- **Management Development Program** on Blue Ocean Strategy, organized by Guru Nanak Institute of Management Studies, August 31 – September 1, 2013.
- **Personality Development Program** on How to Mentor, organized by Samaroh Event Management Pvt. Ltd., April 12-13, 2013.
- **Faculty Development Program** on Research Methods using SPSS & AMOS, organized by K.J. Somaiya Institute of Management Studies and Research, April 1-3, 2013.
- Completed **Landmark Forum & Advanced Course, based on model of transformative learning, in 2012**
- **IT courses from Delhi University Computer Centre** – (1) Web Page Designing (2) SPSS

### Courses Conducted

- Business Statistics for INS HAML A 56<sup>th</sup> SLT LOG in AY 2021-21.
- Business Statistics for INS HAML A 53<sup>rd</sup> SLT LOG in AY 2018-19.
- Operations Research and Quantitative Techniques for INS HAML A LLMC-34<sup>th</sup> batch Phase 2 in AY 2015-16.

### Associate Editor

- Business Perspectives and Research (BPR) – An UGC approved and Scopus Indexed biannual refereed journal with (ISSN - 2278 – 5337)

### Reviewer

- 1<sup>st</sup> International Business Analytics Conference on “Future of Business Analytics: Trends in 2020 and Beyond” Organized by K J Somaiya Institute of Management, **2021**.
- EuroMed Academy of Business Conference on “Business Theories and Practices around the World”, **2020**.
- 7<sup>th</sup> International HR Conference on, “Leadership in Changing Times” Organized by K J Somaiya Institute of Management, **2020**.
- POMS International Conference 2019 India on “Supply Chain Management in the New Environment of Industry 4.0”, **2019**.
- 6<sup>th</sup> International HR Conference on “Demystifying Teams” Organized by K J Somaiya Institute of Management, **2019**.
- Business Perspectives and Research (BPR) – An UGC approved and Scopus Indexed biannual refereed journal with (ISSN - 2278 – 5337), **2018**.

### List of Conference Proceedings Edited

- *Future of Business Analytics: Trends in 2020 and Beyond*, Chief Editor Kirti Arekar; Editors Nilakantan Narasinganallur, Rinku Jain, Sanjiwani Kumar, Shweta Dixit, Prerna Manik Mahindroo, Suvechcha Sengupta, Perfect Solutions & Stationery, Mumbai, India, **March 2021**. ISBN: 978-81-951906-3-8.
- *Supply Chain in the New Environment of Industry 4.0*, Editors J. S. Lamba, Rinku Jain, Prerna Mahindroo and Rahul Mulay, Publisher Grid, Delhi, India, **December, 2019**. ISBN: 978-93-81751-93.
- *Supply Chain for Industry 4.0*, Editors J. S. Lamba, Rinku Jain, Rahul Mulay and Prerna Mahindroo, Publisher Grid, Delhi, India, **December, 2018**. ISBN: 978-93-81715-15-4.

- *Supply Chain Management 2020 – Ocean of Opportunities*, Editors J. S. Lamba, Dirk H. Hartel, Rahul Mulay, Rinku Jain and Prerna Mahindroo, M2W Media Publishers, Delhi, India, **December, 2016**. ISBN: 978-93-81715-25-3.
- *Redefining Boundaries Supply Chain Perspectives*, Editors J. S. Lamba, Rahul Mulay, Rinku Jain and Prerna Mahindroo, M2W Media Publishers, Delhi, India, **December, 2015**. ISBN: 978-93-81715-16-1.
- *De-Risking the Supply Chain in Global Environment*, Editors J. S. Lamba, Rahul Mulay, Rinku Jain and Prerna Mahindroo, M2W Media Publishers, Delhi, India, **December, 2014**. ISBN: 978-93-81715-09-3.

## List of Research Papers

### a) Research Papers Published/To Appear in Peer Reviewed Journals

- **Manik Prerna**, Gupta Anshu, Jha P.C. and Govindan Kanan, “A Goal Programming Model for Selection and Scheduling of Advertisements on Online News Media”, *Asia-Pacific Journal of Operational Research*, 33(2), 1650012 (1-41), **2016**. (*C Category Journal*)
- **Manik Prerna**, Gupta Anshu and Jha P.C., “Multi Stage Promotional Resource Allocation for Segment Specific and Spectrum Effect of Promotion for a Product Incorporating Repeat Purchase Behavior”, *International Game Theory Review*, 17(2), 1540021(1-21), **2015**. (*B Category Journal*).
- Jha P.C., **Manik Prerna**, Chaudhary Kuldeep and Cambini Riccardo, “Optimal Pricing and Promotional Effort Control Policies for a New Product Growth in Segmented Market”, *Yugoslav Journal of Operations Research*, 25(1), pp. 73–91, 2015.
- Jha P.C., **Manik Prerna**, Gupta Anshu, “Dynamic Promotional Allocation for Multi-Products in Segmented Market under First and Repeat Purchase Behaviour”, *International Journal of Advanced Intelligence Paradigms*, 5(1/2), pp. 83–102, **2013**.
- Jha P.C., **Manik Prerna**, Gupta Anshu, “Dynamic Promotional Resource Allocation for Segment Specific and Spectrum Effect of Promotion for a Product Line Incorporating Repeat Purchase Behavior”, *American Journal of Operations Research*, 3(3), pp. 350-362, **2013**.
- Singh Yogender, **Manik Prerna**, Chaudhary Kuldeep, “Optimal Production Policy for Multi-Product with Inventory-Level-Dependent Demand in Segmented Market”, *Yugoslav Journal of Operations Research*, 23(2), pp. 237–247, **2013**.

### b) Research Papers Published in Refereed Proceedings/Presented in Conference

- **Mahindroo P. M.** and Sengupta S., “Impact of Film Critics Influencer on the Factors Affecting Audience Decision Making”, in Arekar K. et al. (Eds.), *Future of Business Analytics: Trends in 2020 and Beyond*, pp. 32-42, **2021**. ISBN: 978-81-951906-3-8.
- Nilakantan N. S., Kingsley Ganendran, **Mahindroo Prerna**, “The Sharing Economy in India: Case of a Combined Bus and Auto-Rikshaw Transportation System”, in Lamba J. S., Jain R., Mahindroo P and Mulay R. (Eds.), *Supply Chain in the New Environment of Industry 4.0*, pp. 50-52, Publisher Grid, Delhi, **2019**. ISBN: 978-93-81751-93.
- Nilakantan N. S., **Mahindroo Prerna**, Gambhire Gorakshnath, Nagpal Akshay, “Vehicle Route Optimization for ISKCON Food Program”, in Lamba J. S., Jain R., Mulay R. and Mahindroo P (Eds.), *Supply Chain for Industry 4.0*, pp. 166-175, Publisher Grid, Delhi, **2018**. ISBN: 978-93-81715-15-4.
- Nilakantan N. S., **Mahindroo Prerna**, “Quantitative Modeling of Box office Collections of New Bollywood Movies”, in Khanna M., Jacob I., Khanna V. and Rai K. (Eds.), *Experiential Marketing*, pp. 172-179, Excel India Publishers, Delhi, **2016**. ISBN: 978-93-85777-19-6.
- Raj S. V., Nilakantan N. S., **Mahindroo Prerna**, “Quantitative Modeling in Supply Chain Management”, in Lamba J. S., Mulay R., Jain R. and Mahindroo P (Eds.), *Redefining Boundaries Supply Chain Perspectives*, pp. 67-77, M2W Media Publishers, Delhi, **2015**. ISBN: 978-93-81715-16-1.

- **Manik Prerna**, Gupta Anshu and Jha P.C., “A Goal Programming Model for Advertisement Selection on Online News Media”, in Babu B. V., Nagar A., Deep K., Pant M., Bansal J. C., Ray K. and Gupta U. (Eds.), *Advances in Intelligent and Soft Computing*, Vol. 236, pp. 1401-1419, Springer, **2014**. Online ISBN 978-81-322-0487-9.
- **Manik Prerna**, Chaudhary Kuldeep, Singh Yogender, Jha P.C., “Optimal Promotional Effort Control Policy for Segment Specific New Product Growth”, in Bansal J.C., Singh P.K., Deep K., Pant M. and Nagar A. (Eds.), *Advances in Intelligent and Soft Computing*, Vol. 202, pp. 347-358, Springer, **2013**. Online ISBN 978-81-322-1041-2.
- **Manik Prerna**, Gupta Anshu, Jha P.C., “Dynamic Promotional Resource Allocation for Multi-Products in a Segmented Market”, in Kumar S., Juyal S.L., Deshpande P.P., Kumar R. (Eds.), *Handbook of Management and Behavioural Science* Vol. VII, pp. 585-602, Wisdom Publications, Delhi, **2012**.
- **Manik Prerna**, Gupta Anshu, Jha P.C., “Differential Evolution Approach to Promotional Effort Allocation in Segmented Market for Multi-Period Promotion Strategies in a Planning Horizon Incorporating Repeat Purchase”, in Deep K., Nagar A., Pant M. and Bansal J.C. (Eds.), *Advances in Intelligent and Soft Computing*, Vol. 131, pp. 913-924, Springer, **2012**. Online ISBN 978-81-322-0491-6.
- Chaudhary Kuldeep, **Manik Prerna**, Bali Shivani, “Dynamic Testing Resource Allocation of Modular Software System for SRGM Incorporating Testing Efficiency Using Differential Evolution”, in Deep K., Nagar A., Pant M. and Bansal J.C. (Eds.), *Advances in Intelligent and Soft Computing*, Vol. 130, pp. 1011-1023, Springer, **2012**. Online ISBN 978-81-322-0491-6.
- **Manik Prerna**, Gupta Anshu, Jha P.C., “Promotional Effort Allocation in Segmented Market Incorporating Multi-Period Promotion Strategies in a Planning Horizon”, in Mishra B.K. (Ed.), *Proceedings of the National Conference on Mathematical and Statistical Modeling in Innovative Areas*, October 19-20, 2011, pp. 32-41. **2011**.
- Singh Yogender, Chaudhary Kuldeep, **Manik Prerna**, Jha P.C., “Optimal Advertising and Pricing Policy for Two Generation Durable Product”, in Mishra B.K. (Ed.), *Proceedings of the National Conference on Mathematical and Statistical Modeling in Innovative Areas*, October 19-20, 2011, pp. 73-80, **2011**.
- Chaudhary Kuldeep, **Manik Prerna**, Jha P. C., “On the Development of Successive Release of Software Using Stochastic Differential Equation—A Theoretical Framework”, in Hoda M.N. (Ed.), *Proceedings of the 5<sup>th</sup> National Conference on Computing For Nation Development*, March 10-11, 2011, pp. 323-326, **2011**.
- Gupta Anshu, **Manik Prerna**, Aggarwal Sugandha, Jha P.C., “Optimal Advertisement Planning on Online News Media”, in Handa S.S., Shankar U. and Chakraborty A.K. (Eds.), *Proceedings of International Congress on Productivity, Quality, Reliability, Optimization and Modelling*, Vol. 2, pp. 963-978, Allied Publishers Pvt. Ltd., New Delhi, **2011**.
- **Manik Prerna**, Gupta Anshu and Jha P.C., “Multi Stage Promotional Resource Allocation for Segment Specific and Spectrum Effect of Promotion for a Product Incorporating Repeat Purchase Behavior”, Presented in International Symposium on Applied Optimization and Game-Theoretic Models, organized by Indian Statistical Institute Delhi Centre, India, January 9-11, **2013**.
- **Manik Prerna**, Singh Yogender and Jha P.C. “Joint Optimization of Price and Promotional Effort Control Policies for Segment Specific New Product Growth”, Presented in International Conference on Optimization Modelling and Applications, organized by Operational Research Society of India, Delhi Chapter, Department of Operational Research, University of Delhi, Delhi, India, November 29-December 01, **2012**.
- Chaudhary Kuldeep, **Manik Prerna**, Jha P.C., “The Dynamic Advertising and Price Policy of Two Generation Product”, Presented in International Conference on Development and Applications of Statistics in Emerging Areas of Science & Technology, Department of Statistics, University of Jammu, Jammu, India, December 8-10, **2010**.

## Session Chair in Conferences

- POMS International Conference 2019 India, organized by K J Somaiya Institute of Management in association with National Institute of Industrial Engineering (NITIE) and Production and Operations Management Society (POMS), India, December 13-14, 2019.
- SIMSR Global Supply Chain Management Conference, organized by K J Somaiya Institute of Management, India, December 14, 2018.
- SIMSR Global Supply Chain Management Conference, organized by K J Somaiya Institute of Management, India, December 16, 2017.

## Participation in Conferences

- 1<sup>st</sup> **International** Business Analytics Conference, organized K J Somaiya Institute of Management, India, March 27, 2021.
- **POMS International** Conference 2019 India, organized by K J Somaiya Institute of Management in association with National Institute of Industrial Engineering (NITIE) and Production and Operations Management Society (POMS), India, December 13-14, 2019.
- **SIMSR Global** Supply Chain Management Conference, organized K J Somaiya Institute of Management, India, December 14, 2018.
- **SIMSR Global** Supply Chain Management Conference, organized by K J Somaiya Institute of Management, India, December 16, 2017.
- **SIMSR Global** Supply Chain Management Conference, organized by K J Somaiya Institute of Management, India, December 16, 2016.
- 11<sup>th</sup> **SIMSR Global** Marketing Conference, organized by K J Somaiya Institute of Management, India, January 13-15, 2016.
- **SIMSR Global** Supply Chain Management Conference, organized by K J Somaiya Institute of Management, India, December 11, 2015.
- **International** Symposium on Applied Optimization and Game-Theoretic Models, organized by Indian Statistical Institute Delhi Centre, India, January 9-11, 2013.
- 2<sup>nd</sup> **International** Conference on Soft Computing for Problem Solving SocProS - 2012, The Institute of Engineering and Technology, JK Lakshmipat University, Jaipur, India, December 28-30, 2012.
- **International** Conference on Optimization Modelling and Applications, organized by Operational Research Society of India, Delhi Chapter, Department of Operational Research, University of Delhi, Delhi, India, November 29-December 01, 2012.
- **Training Programme** on Optimization and Its Applications, organized by Department of Operational Research, University of Delhi, Delhi, India, November 26-December 01, 2012.
- 5<sup>th</sup> **International** Conference of Management and Behavioural Sciences, organized by Society of Management and Behavioural Sciences, Haridwar, Uttarakhand, India, June 23-24, 2012.
- **National** Conference on Mathematical and Statistical Modeling in Innovative Areas, Department of Applied Mathematics, Birla Institute of Technology, Mesra, Ranchi, India, October 19-20, 2011.
- **International** Congress on Productivity, Quality, Reliability, Optimization and Modelling, organized jointly by ISI, QCI and DRDO, Indian Habitat Centre, Delhi, India, February 7-8, 2011.
- **International** Conference on Development and Applications of Statistics in Emerging Areas of Science & Technology, Department of Statistics, University of Jammu, Jammu, India, December 8-10, 2010.

## Personal Description

- **Strengths:** Communication skills, Teamwork, Analytical skills, Perseverance, Passion for learning
- **Hobbies:** Listening/Singing Hindi songs and Dancing
- **Languages known:** English, Hindi, Punjabi