DR PRERNA MANIK MAHINDROO

| Email: prernamahindroo@somaiya.edu | Mobile: 09833722553 | DOB: 21st 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 a focus on application

Academic Profile

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

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. 2nd 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

Professional Experience — 16 Years

- **K J Somaiya Institute of Management** — **February 2013 – Till Date**

Associate Professor — **July 2024 – Till Date**

Assistant Professor (S. G.) — **July 2022 – June 2024**

- Teaching – Application Based Analytics, Business Statistics, Decision Science. Also involved in various institutional building activities.
- Programme Director – (PGDM) – Executive – Operations and Supply Chain Management Programme for Godrej & Boyce.
- PhD Co-coordinator at K J Somaiya Institute of Management

Assistant Professor (Sr. Sc.) **July 2019 – June 2022**

- Teaching – Application Based Analytics, Social Media Analytics, 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.

Assistant Professor **August 2014 – June 2019**

- 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.

Academic Associate **February 2013 – August 2014**

- 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 5th 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 practical for M.Sc. Operational Research students for Java, C++, Data Base Mgmt. Sys. (DBMS).

PhD Guide

- Recognized PhD Guide at Somaiya Vidyavihar University.

Courses Undertaken

- Global Colloquium on Participant-Centered Learning at Harvard Business School, July 26 – 31, 2026.
- AI Tools Workshop organized by be10X on May 24, 2026.
- **Faculty AI Masterclass** in Google for Education AI Implementation Program 2026, January 14, 2026.
- **FDP** on Experimental Design and Text Analytics, organized by T A Pai Management Institute (TAPMI), Manipal, October 14 – 16, 2025.
- **FDP** on Write to Win: The Art of Grant Proposal Writing, organized by K J Somaiya Institute of Management, September 26 – 27, 2025.

- **FDP** on Empowering Educators through Generative AI: Enhancing Effectiveness in Teaching, Learning and Research, organized by K J Somaiya Institute of Management, August 19 – 23, 2025.
- **FDP** on Structural Equation Modelling (SEM) using SmartPLS, organized by K J Somaiya Institute of Management, April 21 – 25, 2025.
- **Workshop** on Content Analysis for Qualitative Research, organized by K J Somaiya Institute of Management, January 8 – 10, 2025.
- **Workshop** on Bibliometric Analysis and Systematic Review, organized by K J Somaiya Institute of Management, January 8 – 10, 2025.
- **Workshop** on Advanced Mediation and Moderation Analysis, organized by K J Somaiya Institute of Management, January 8 – 10, 2025.
- **FDP** on Creating Safe Workplaces: Prevention of Sexual Harassment (POSH) at Work, organized by Faculty & Staff Development Centre, Somaiya Vidyavihar University, November 28, 2024.
- **Training** on Developing the Future Workforce: Designing an AI & Analytics Curricula by SAS, October 25, 2024.
- **Faculty Development Program** on Generative AI for Educators: Revolutionizing Education, organized by Faculty & Staff Development Centre, Somaiya Vidyavihar University, September 23 – 27, 2024.
- **International Faculty Development Program** on AI And Gen AI with Industry Application, organized by MIT Academy of Engineering, The National Institute of Engineering, Narasaraopeta Engineering College, and Matrusri Engineering College in Collaboration with ExcelR Edtech Pvt. Ltd., July 16 – 22, 2024.
- **Faculty Development Program** on Teaching Excellence for Management Faculty, organized by Faculty & Staff Development Centre, Somaiya Vidyavihar University, June 17 – 19, 2024.
- **Faculty Development Program** on Case-Writing, organized by Faculty & Staff Development Centre, Somaiya Vidyavihar University, February 9, 2024.
- **Faculty Development Program** on Sharpening the Grant Writing Skills for Funded Research, organized by Faculty & Staff Development Centre, Somaiya Vidyavihar University, January 8, 2024.
- **Faculty Development Program** on Case-Teaching, organized by Faculty & Staff Development Centre, Somaiya Vidyavihar University, December 22, 2023.
- **Workshop** on Mediation, Moderation and Conditional Process Analysis: A Regression-Based Approach, conducted by SkillsEdge, November 1-3 and 6-7, 2023.
- **Faculty Development Program** on Shaping a Data Science Curriculum, conducted by SAS, October 9-13, 2023.
- **Workshop** on Getting Started with SAS and Open Source, conducted by SAS, September 5, 2023.
- **Workshop** on Machine Learning with SAS, conducted by SAS, September 4, 2023.
- **Workshop** on Research Methodology and Academic Writing with Hands-on SPSS, conducted by EdMaestro, September 4-8, 2023.
- **Workshop** on Manuscript-Writing and High-Quality Publishing, conducted by SkillsEdge, August 23-25 and 28-29, 2023.
- **Workshop** on Predictive and Prescriptive Analytics using Open Source Software(s), conducted by K J Somaiya Institute of Management, March 20-22, 2023.
- **Workshop** on Netnography and Digital Ethnography, conducted by K J Somaiya Institute of Management, February 7-8, 2023.
- **Workshop** on Big Data Analytics for Qualitative Research in DEI, conducted by K J Somaiya Institute of Management, January 16-17, 2023.
- **Workshop** on Mixed-Methods Research in Social Sciences, conducted by K J Somaiya Institute of Management, November 25-26, 2022.
- **Workshop** on Developing and Testing Mediation, Moderation and Moderated Mediation Models in Management Research, conducted by K J Somaiya Institute of Management, October 12-14, 2022.
- **5 Days Workshop** on Comprehensive Time Series Forecasting, conducted by IIM Shillong, August 27 – September 10, 2022.
- **Workshop** on Data-Driven Storytelling, conducted by K J Somaiya Institute of Management, February 25, 2022.

- **Workshop** on Quantitative and Qualitative Approaches to Theory Building, conducted by K J Somaiya Institute of Management, February 3-5, 2022.
- **Workshop** on Data Analysis in Python using STATCRAFT-P, January 29, 2022.
- **Workshop** on Qualitative Research using NVivo, conducted by K J Somaiya Institute of Management, January 22-25, 2022.
- **Workshop** on Panel Data Analysis, conducted by K J Somaiya Institute of Management, January 21, 2022.
- **FDP** on Journal Citation Reports Organized by Clarivate, June 15-17, 2021.
- **FDP** on Applications of Statistical Methods for Research in Management and Behavioral Sciences: Hands-on Training using R, Organized by NMIMS, Navi Mumbai, June 11-13, 2021.
- **FDP** on Shaping a Data Science Curriculum, conducted by SAS, June 7-11, 2021.
- 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

FDP/MDP Conducted

- Facilitated module on Case Studies & Real World Applications, under the Faculty Improvement Programme (FIP) on Digital Transformation and Innovative Strategies in Research for VMV College in association with the Department of Business Management, PG Department of Commerce, RTM Nagpur University on 30th January 2026.
- Facilitated 15-hour module on Financial Intelligence and Insights for Motilal Oswal, January 2026.
- Facilitated module on Operations Research for Junior Managers of Godrej and Boyce, 7th & 9th July 2025.
- Facilitated module on Business Analytics for Senior Managers of Godrej and Boyce, 11th & 14th July 2025.
- Facilitated module on Business Statistics for Managers of J B Pharma, December 15, 2024.
- Facilitated module on Time Series Forecasting for Senior Managers of Aker Solutions, October 11, 2024.
- Facilitated module on Business Analytics for Senior Managers of Godrej and Boyce, February 10-11, 2023.
- FDP on Research Methods conducted at S.I.E.S College of Commerce and Economics, January 23, 2023.
- Business Analytics for Senior Managers at Mahindra and Mahindra Ltd. (Auto Division), May 14, 2022.
- Business Statistics for INS HAMLA 60th SLT LOG, July 5-6, 2022.
- Business Statistics for INS HAMLA 58th SLT LOG, July 12-14, 2021.
- Business Statistics for INS HAMLA 56th SLT LOG, September 15 & 17, 2020.
- Business Statistics for INS HAMLA 53rd SLT LOG, January 16, 2019.
- Operations Research and Quantitative Techniques for INS HAMLA LLMC-34th batch Phase 2, January 27-29, 2016 and February 1, 2016.

PhD Courses Taught

- Statistics and Research Methodology for PhD Programme at K J Somaiya Institute of Management.
- Statistics and Research Methodology for PhD Programme at K J Somaiya Institute of Dharma Studies.

Projects Undertaken

- Thematic analysis and visualization for Coffee Table Book for Careers and Conversations sessions at K J Somaiya Institute of Management.
- Feedback analysis for MBA Programme using sentiment analysis for K J Somaiya Institute of Management.
- Dow Chemicals - Conducted several FGDs with MBA students to understand their career choice preference towards the chemical industry. Comprehensive report submitted, 2023.
- Project Lead - Forecasting Project for Godavari Biorefineries Ltd. From 22nd August 2022 to 1st December 2022.

Funded Research Projects

- INR 1,50,000 funded research project titled "Impact of Microfinance on Enhanced Wellbeing of Self-help Group Women in pre and post Covid Scenario" under Somaiya Vidyavihar University, carried out for the period November 2021 to May 2023.

Media Articles

- Shared insights on the revival of RimZim through the article 'The return of the original' in an article published in Financial Express (India).
- Authored an article on ‘The Intersection of AI, Business Analytics and Leadership’ in CII YI Magazine, K J Somaiya Institute of Management.
- Shared thoughts on 'How To Overcome Failure Syndrome And Turn Setbacks Into Stepping Stones' in an article published in The Free Press Journal Media. https://bit.ly/40Ju1s9
- Shared thoughts on ‘Unlocking Productivity with the Pomodoro Technique’ in an article published in The Free Press Journal Media. https://bit.ly/4h6BGYw

- Authored article Hygiene breaches at Blinkit warehouse highlight critical issues in the quick-commerce industry' in ET BrandEquity. https://bit.ly/4cmaP8b
- Shared thoughts on 'Not work-life balance, but work-life synergy makes happier employees' in an article published in YourStory Media. https://bit.ly/3KjQLao

Webinars

- **Moderated** the webinar on "Strategies for Success: Staying Ahead with the Latest Trends in MBA Education" in collaboration with Shiksha on December 4, 2023.
- **Moderated** the webinar on "Power of Data Science and Analytics in Management Careers" in collaboration with IMS on December 20, 2022.

Associate Editor 2020-2025

- Business Perspectives and Research (BPR) – a 'C' Category (ABDC list), UGC approved, and Scopus-indexed (Q2) biannual refereed journal by Sage Publications. (ISSN - 2278 – 5337)

Reviewer

- EuroMed Academy Conference - Asia Chapter, 20th to 22nd January **2027**, Mumbai India.
- 19th Annual Conference of the EuroMed Academy, 23rd to 25th September **2026**, Paphos, Cyprus.
- Reviewer Board - Journal of Academic Trends and Innovation Research.
- Samavaya Conference held at K J Somaiya Institute of Management from 8th to 10th January **2025**.
- Technology and Societal Impact Conference organized by S P Jain Institute of Management & Research, **2025**.
- Asian Journal of Economics, Business and Accounting (Indexing: Publons, Google Scholar, Index Copernicus ICV: 95.33), **2024**.
- Journal of Cleaner Production (Indexing: ABDC 'A' Category, Scopus), **2024**.
- Letters in Spatial and Resource Sciences (Indexing: Scopus and UGC CARE), **2023**.
- Journal of Economics, Management and Trade (Indexing: Ebsco, Proquest, Index Copernicus, Google Scholar, NAAS - 4.93 (2020)), **2023**.
- 3rd International Business Analytics Conference Organized by K J Somaiya Institute of Management, **2023.**
- 5th International Conference on Challenges in Emerging Economies (ICCEE), organized by K J Somaiya Institute of Management, **2022**.
- 2nd International Business Analytics Conference Organized by K J Somaiya Institute of Management, **2022**.
- FIIB Business Review, Sage Publications, **2021.**
- Business Perspectives and Research (BPR) – An UGC approved and Scopus Indexed biannual refereed journal with (ISSN - 2278 – 5337), **2021**.
- 4th International Conference on Challenges in Emerging Economies, organized by General Management Area, K. J. Somaiya Institute of Management, Mumbai, India, **2021**.
- 1st 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**.
- 7th 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**.
- 6th 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**.

Editor - Special Issue

- Special issue: 2nd International Business Analytics Conference, Model Assisted Statistics and Applications, IOS Press, Vol. 17(4), Eds. Shweta Dixit Kadam, **Prerna Manik Mahindroo**, J. D. Jayaraman, Sanjiwani Kumar, Rinku Jain and Suvechcha Sengupta, **2022**. DOI 10.3233/MAS-220401

List of Conference Proceedings Edited

- *Analytics Everywhere: Unleash the Power of Data*, Editors Prerna Manik Mahindroo, Rinku Jain, Sanjiwani Kumar, Suvechcha Sengupta, Shweta Dixit and Barsharani Maharana, Perfect Solutions & Stationery, Mumbai, India, **April 2023**. ISBN: 978-81-957782-5-6
- *2nd International Business Analytics Conference Proceedings*, Editors Shweta Dixit, Prerna Mahindroo, Rinku Jain, Sanjiwani Kumar, Suvechcha Sengupta and Barsharani Maharana, Perfect Solutions & Stationery, Mumbai, India, **April 2022**. ISBN: 978-81-951906-7-6
- *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/Under Review

- Do Artificial Intelligence Recommendations Replace Consumers' Own Product Evaluation? Coexistence and Complementarity in Two Generation Z Consumer Samples. **Submitted.** *International Journal of Consumer Studies, ABDC (A Category), Scopus (Q1), Wos (Q1).*
- Does Shareholder Activism Drive Firm Value and Performance through ESG? Evidence from the Energy Sector. **Accepted**. *EuroMed Asia Conference, 2026.*
- From Influence to Intention: Health Preferences and Sustainable Cosmetics Purchase among Gen Z in India and the USA. ***(WIP).***
- Weaving Rich Tapestry of Narratives on Heritage Textiles: Can National Pride and Sustainable Manufacturing Practices Enhance the Narrative and Buying? ***(WIP).***
- Paranjpe, R., **Mahindroo, P. M.**, & Jain, R. (2026). Microfinance and women's empowerment: sequential mediation of economic and social outcomes on decision-making ability. *Journal of Global Entrepreneurship Research*, *16*(1). https://doi.org/10.1007/s40497-026-00536-w
  (Web of Science (ECSI - Q3))
- Jain, R., Paranjpe, R., **Mahindroo, P.**, & Arekar, K. (2024). Impact of family values & upbringing on sibling relationships: Moderating role of wealth inheritance. *The Social Science Journal*, 1–18. https://doi.org/10.1080/03623319.2024.2432197

(*C Category Journal, Web of Science - Q3, Scopus Indexed – Q1*)

- Jain, R., Paranjpe, R., **Mahindroo, P. M.**, & Arekar, K. (2022). Impact of microfinance on enhanced wellbeing of self-help group women in post-COVID scenario. *Model Assisted Statistics and Applications*, *17*(4), 265–271. https://doi.org/10.3233/mas-220407

(*C Category Journal, Scopus Indexed - Q4, Web of Science, Scopus Indexed – Q4*)

- **Manik, P.**, Gupta, A., Jha, P. C., & Govindan, K. (2016). A goal programming model for selection and scheduling of advertisements on online news media. *Asia-Pacific Journal of Operational Research*, *33*(02), 1650012(1-41). https://doi.org/10.1142/s0217595916500123

(*C Category Journal, Scopus Indexed - Q3, Web of Science, Scopus Indexed – Q4*)

- **Manik, P.**, Gupta, A., & Jha, P. C. (2015). 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(02), 1540021(1-21). https://doi.org/10.1142/s0219198915400216

(*B Category Journal, Scopus Indexed - Q4*)

- Jha, P. C., **Manik, P.**, Chaudhary, K., & Cambini, R. (2015). Optimal pricing and promotional effort control policies for a new product growth in segmented market. *Yugoslav Journal of Operations Research*, *25*(1), 73–91. https://doi.org/10.2298/yjor130217035j

(Scopus Indexed)

- Jha, P. C., **Manik, P.**, & Gupta, A. (2013). Dynamic promotional allocation for multi-products in segmented market under first and repeat purchase behaviour. *International Journal of Advanced Intelligence Paradigms*, 5(1/2), 83-102. https://doi.org/10.1504/ijaip.2013.054675

(Scopus Indexed)

- Jha, P. C., **Manik, P.**, & Gupta, A. (2013b). 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*, *03*(03), 350–362. https://doi.org/10.4236/ajor.2013.33032
- Singh, Y., **Manik, P.**, & Chaudhary, K. (2013). Optimal production policy for multi-product with inventory-level-dependent demand in segmented market. *Yugoslav Journal of Operations Research*, *23*(2), 237–247. https://doi.org/10.2298/yjor130220023s

(Scopus Indexed)

b) <u>Research Papers Published in Refereed Proceedings/Presented in Conference</u>

- **Mahindroo, P. M.** & Jain, R. (2025). Green Purchase Intention of Generation Z for Cosmetic Brands in Online Retailing in Indian Context. Presented at Samavaya Conference held at K J Somaiya Institute of Management from 8th to 10th January 2025.
- Mahindroo, N. & **Mahindroo, P. M.**, (2023). Transforming Suffering into Thriving: A Mixed Methods Research on Impact of Vipassana Mindfulness Meditation on Professionals During the Pandemic. Presented in Paper Development Workshop in Organization and Management Studies organized by S P Jain Institute of Management and Research (SPJIMR) & PRME India Chapter on 8th and 9th December 2023.
- Didwania, D., Agarwal, P., **Mahindroo, P. M.**, & Singhavi, C. (2023). Factors influencing consumer behavior towards quick commerce delivery services. In P. M. Mahindroo, R. Jain, S. Kumar, S. Sengupta, S. Dixit, & B. Maharana (Eds.), *Analytics everywhere: Unleash the power of data* (pp. 352-363). Perfect Solutions & Stationery, Mumbai, India. ISBN: 978-81-957782-5-6
- Mahindroo, N., & **Mahindroo, P. M.** (2023). Demystifying impact of sustained practice of vipassana mindfulness meditation on well-being in healthy professionals. In P. M. Mahindroo, R. Jain, S. Kumar, S. Sengupta, S. Dixit, & B. Maharana (Eds.), *Analytics everywhere: Unleash the power of data* (pp. 308-325). Perfect Solutions & Stationery, Mumbai, India. ISBN: 978-81-957782-5-6

- **Mahindroo, P. M.**, & Rastogi R. (2023). Generation z and brand loyalty towards apparel brands. In P. M. Mahindroo, R. Jain, S. Kumar, S. Sengupta, S. Dixit, & B. Maharana (Eds.), *Analytics everywhere: Unleash the power of data* (pp. 292-307). Perfect Solutions & Stationery, Mumbai, India. ISBN: 978-81-957782-5-6
- Sengupta, S., Mishra, A., Bhattacharya, S. S., & **Mahindroo P. M.** (2023). Developing agile and lean strategies in managing vaccine distribution. In P. Chauhan (Eds.), *Future of Healthcare Strategies and Policies for Care-Delivery and Wellbeing* (pp. 73-76). Perfect Solutions & Stationery, Mumbai, India. ISBN: 978-81-957782-4-9
- Jain, R., Paranjpe, R., **Mahindroo, P. M.**, & Arekar, K. (2022). Impact of microfinance on enhanced wellbeing of self-help group women in post-covid scenario. in S. Dixit, P. M. Mahindroo, R. Jain, S. Kumar, S. Sengupta, & B. Maharana (Eds.), *2nd International Business Analytics Conference Proceedings* (pp. 70-76). Perfect Solutions & Stationery, Mumbai, India. ISBN: 978-81-951906-7-6
- Saraf, A., Bir, K., & **Mahindroo, P. M**. (2022). Is cloud kitchen the future of restaurants in the post-covid world? In Dixit S., Mahindroo P., Jain R., Kumar S., Sengupta S. & Maharana B. (Eds.), *Proceedings of 2nd International Business Analytics Conference*, pp. 60-69, Perfect Solutions & Stationery, ISBN: 978-81-951906-7-6
- **Mahindroo, P. M**., & Sengupta, S. (2021). Impact of film critics influencer on the factors affecting audience decision making. In K. Arekar, N. Narasinganallur, R. Jain, S. Kumar, S. Dixit, P. M. Mahindroo, & S. Sengupta (Eds.), *Future of Business Analytics: Trends in 2020 and Beyond* (pp. 32-42). Perfect Solutions & Stationery, Mumbai, India. ISBN: 978-81-951906-3-8
- Nilakantan, N. S., Ganendran, K., & **Mahindroo P.** (2019). The sharing economy in India: case of a combined bus and auto-rikshaw transportation system. In J. S. Lamba, R. Jain, P. Mahindroo, & R. Mulay (Eds.), *Supply Chain in the New Environment of Industry 4.0* (pp. 50-52). Publisher Grid, Delhi, India. ISBN: 978-93-81751-93
- Nilakantan, N. S., **Mahindroo, P.**, Gambhire, G., & Nagpal A. (2018). Vehicle route optimization for ISKCON food program. In J. S. Lamba, R. Jain, R. Mulay, & P. Mahindroo (Eds.), *Supply Chain for Industry 4.0* (pp. 166-175) Publisher Grid, Delhi, India. ISBN: 978-93-81715-15-4
- Nilakantan, N. S., **Mahindroo, P.** (2016). Quantitative modeling of box office collections of new Bollywood movies. In M. Khanna, I. Jacob, V. Khanna, & K. Rai (Eds.), *Experiential Marketing* (pp. 172-179), Excel India Publishers, Delhi, India. ISBN: 978-93-85777-19-6
- Raj, S. V., Nilakantan, N. S., & **Mahindroo, P.** (2015). Quantitative modeling in supply chain management. In J. S. Lamba, R. Mulay, R. Jain, & P. Mahindroo (Eds.), *Redefining Boundaries Supply Chain Perspectives* (pp. 67-77), M2W Media Publishers, Delhi, India. ISBN: 978-93-81715-16-1
- **Manik, P.**, Gupta, A., & Jha, P. C. (2014). A goal programming model for advertisement selection on online news media. In *Advances in intelligent systems and computing*, 236, 1401–1419. https://doi.org/10.1007/978-81-322-1602-5_143
- **Manik, P**., Chaudhary, K., Singh, Y., & Jha, P. C. (2012). Optimal promotional effort control policy for segment specific new product growth. In *Advances in intelligent systems and computing*, 202, 347–358. https://doi.org/10.1007/978-81-322-1041-2_30
- **Manik, P.**, Gupta, A., & Jha, P. C. (2012). Dynamic promotional resource allocation for multi-products in a segmented market. In S. Kumar, S. L. Juyal, P. P. Deshpande, & R. Kumar (Eds.), *Handbook of Management and Behavioural Science* (Vol. VII, pp. 585-602), Wisdom Publications, Delhi.
- **Manik, P.**, Gupta, A., & Jha, P. C. (2012). Differential Evolution approach to promotional effort allocation in segmented market for multi-period promotion strategies in a planning horizon incorporating repeat purchase. In Springer eBooks, 131, 979–991. https://doi.org/10.1007/978-81-322-0491-6_90
- Chaudhary, K., **Manik, P.**, & Bali, S. (2012). Dynamic testing resource allocation of modular software system for SRGM incorporating testing efficiency using differential evolution. In *Advances in intelligent and soft computing*, 130, 1011–1023. https://doi.org/10.1007/978-81-322-0487-9_93

- **Manik, P.**, Gupta, A., & Jha, P. C. (2011). Promotional effort allocation in segmented market incorporating multi-period promotion strategies in a planning horizon. In B. K. Mishra (Ed.), *Proceedings of the National Conference on Mathematical and Statistical Modeling in Innovative Areas* (pp. 32-41), October 19-20, 2011.
- Singh, Y., Chaudhary, K., **Manik P.** & P. C. Jha (2011). Optimal advertising and pricing policy for two generation durable product. In B. K. Mishra (Ed.), *Proceedings of the National Conference on Mathematical and Statistical Modeling in Innovative Areas* (pp. 73-80).
- Chaudhary, K., **Manik, P.**, & Jha P. C. (2011). On the development of successive release of software using stochastic differential equation–a theoretical framework. In M. N. Hoda (Ed.), *Proceedings of the 5th National Conference on Computing for Nation Development* (pp. 323-326).
- Gupta, A., **Manik, P.**, A, S., & Jha P. C. (2011). Optimal advertisement planning on online news media. In S. S. Handa, U. Shankar, & A. K. Chakraborty (Eds.), *Proceedings of International Congress on Productivity, Quality, Reliability, Optimization and Modelling* (Vol. 2, pp. 963-978). Allied Publishers Pvt. Ltd., New Delhi.
- **Manik, P.**, Gupta, A. & Jha, P. C. (2013). 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, P.**, Singh, Y., & Jha, P. C. (2012). 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, K., **Manik, P.**, & Jha, P. C. (2010). 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/Panelist

- Samavaya Conference held at K J Somaiya Institute of Management from 8th to 10th January 2025.
- Panelist for Development of Corporate Citizenship Project evaluation organized by S P Jain Institute of Management and Research (SPJIMR) held on 26th April 2024.
- 2nd International Healthcare Management Conference, organized by K J Somaiya Institute of Management, India, January 29, 2022.
- 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.

Awards and Recognitions

- **Best Teaching Faculty Award** for Academic Year 2025-26 by K J Somaiya Institute of Management.
- **Best Paper Award: Winner** for the paper titled "Demystifying impact of sustained practice of vipassana mindfulness meditation on well-being in healthy professionals" by Mahindroo, N. and **Mahindroo P. M.**, 3rd **International** Business Analytics Conference, organized K J Somaiya Institute of Management, India, March 23, **2023**.

- **Best Paper Award: Runners Up** for the paper titled "Factors influencing consumer behavior towards quick commerce delivery services" by Didwania, D., Agarwal, P., **Mahindroo P. M.** and Singhavi, C., 3rd **International** Business Analytics Conference, organized K J Somaiya Institute of Management, India, March 23, **2023**.
- **Best Paper Award: Runners Up** for the paper titled "Impact of microfinance on enhanced wellbeing of self-help group women in post-covid scenario" by Jain, R., Paranjpe, R., **Mahindroo P. M.** and Arekar, K., 2nd **International** Business Analytics Conference, organized K J Somaiya Institute of Management, India, April 9, **2022**.
- **Best Paper Award: Winner** for the paper titled "Dynamic promotional resource allocation for multi-products in a segmented market" by **Manik, P.**, Gupta, A., and Jha, P.C., 5th **International** Conference of Management and Behavioural Sciences, organized by Society of Management and Behavioural Sciences, Haridwar, Uttarakhand, India, June 23-24, **2012**.

Participation in Conferences

- Samavaya Conference held at K J Somaiya Institute of Management from 8th to 10th January 2025.
- Paper Development Workshop in Organization and Management Studies, organized by S P Jain Institute of Management and Research (SPJIMR) & PRME India Chapter on 8th and 9th December 2023.
- 3rd **International** Business Analytics Conference, organized K J Somaiya Institute of Management, India, March 23, 2023.
- 3rd **International** Health Care Management Conference, organized K J Somaiya Institute of Management, India, January 28, 2023.
- 2nd **International** Business Analytics Conference, organized K J Somaiya Institute of Management, India, April 9, 2022.
- 1st **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.
- 11th 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.
- 2nd **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.
- 5th **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