

Curriculum –Vitae

DR. NIDHI NAGAR

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PROFESSIONAL EXPERIENCE

More than 18 years of experience in teaching Statistics, Quantitative Techniques, Research Methodology, Operations Research, Marketing Research and related areas.

Current Engagement

- Convener (Statistics), CSJMU
- Assistant Professor, Department of Statistics, D.A.-V. College, Kanpur

Past Engagements

- Assistant Professor (Quantitative Techniques) in Institute of Management Sciences, University of Lucknow
Taught Quantitative Techniques in Business Decisions/Operations Research/Research Methodology/Marketing Research/ Business Statistics at post graduate/undergraduate level
- Lecturer (Statistics), Mahila Vidyalaya P.G. College, Lucknow

Other Assignments

- IGNOU Academic Counselor-Management Programme
- Jaipuria Institute of Management, Lucknow Campus (Visiting Faculty)
- Institute of Engineering & Technology, Lucknow (Visiting Faculty)
- Institute of Development Studies, University of Lucknow (Visiting Faculty)
- Amity Institute of Biotechnology, Amity University, Lucknow Campus (Visiting Faculty)
- IIPM, Lucknow Campus (Visiting Faculty)

RESEARCH GUIDANCE

- PG Dissertation of M.A. /M.Sc. students

PROFESSIONAL CONSULTANCY

- i. Resource person for Faculty Development Program on the Theme ‘Research Methodology in Entrepreneurship Development’ organized by Department of Commerce (Centre of Excellence, Govt. of U.P.), University of Lucknow (3-9 March 2022)
- ii. Resource person for Faculty Development Program on the Theme ‘Entrepreneurship Reserach’ organized by Department of Commerce (Centre of Excellence, Govt. of U.P.), University of Lucknow (5-18 January 2021)
- iii. Resource person for two-day workshop on Research Methodology at Avadh Girls Degree College, Lucknow (May 2019)

- iv. Resource person for one-week Faculty Development Program (FDP) on “Advanced Research Methodology with SPSS and AMOS” organized by PSIT, Kanpur (June, 2015)
- v. Resource person for the five day FDP on “Research Methodology for Management Research” organized by PSIT, Kanpur (June, 2014)
- vi. Resource person for Communication Skills for Sales Representatives at Analytica Equipments (India) Pvt. Ltd. (May 2013)
- vii. Resource person for the one day FDP on “Research Methodology for Management Research” organized by IIPM, Lucknow (May, 2012)

PUBLICATIONS

Patent-04

- i. Machine Learning based big data analytics of patients suffering from cancer, Published on 11.03.22 Nagar N.
- ii. Machine Learning based Approach to Predict Air-Pollution in Smart City, Published on 06.05.22 Nagar N.
- iii. Deep Learning based approach to conduct Epidemiology study on Covid 19 affected geographical location of a country, Published on 16.09.2022 Nagar N.
- iv. Statistical Analysis of Numerical Solution of Linear and Non-Linear Algebraic Equations

Book Authored-05

- i. Nagar N.: LINKAGE BETWEEN FRACTIONAL CALCULUS & STATISTICAL DISTRIBUTION THEORY, Nikhil Publication; 1/e(2021) ISBN-978-93-91339-06-7
- ii. Nagar N., Avanih Kumar Gupta, Kavish Sharma: BUSINESS MATHEMATICS, Thakur Publication; 1/e (2022) ISBN-978-93-5480-162-4(for BBA, II Sem as per Common Minimum Syllabus of NEP for all State Universities of U.P.)
- iii. Nagar N., Chowdhary A. & Sharma R.: BUSINESS STATISTICS, Thakur Publication; 1/e (2022) ISBN-978-93-5480-012-2 (for BBA, I Sem as per Common Minimum Syllabus of NEP for all State Universities of U.P.)
- iv. Nagar N. & Dwivedi S.K.: RESEARCH METHODOLOGY, Thakur Publication; 1/e (2012) ISBN-978-93-82249-22-1(for BBA III)
- v. Singh A.K. & Nagar N.:BUSINESS STATISTICS, Thakur Publication; 1/e (2013) ISBN-978-93-82249-83-2 (for BBA II)

Article in Edited Book

- i. Published an article “A Statistical Antidote to Stress” in the book ‘Approaches to Stress Management in Modern Era’ ISBN: 978-81-93608-876 published by Anu Books, an International Publisher (2018)

Journal Papers

- i. Paper titled “Relationship between Employee Engagement and Organisational Culture of the Educational Institutions: An Empirical Analysis” published in OPUS: Organization People & US (Peer Reviewed journal, indexed in EBSCO, i-scholar and ICI), Volume 8, Issue 1, June 2017, ISSN: 0973-9866
- ii. Paper titled “Modeling Knowledge Accumulation using Fractional Calculus Approach” published in International Journal of Advanced Science and Technology, 29(04), 2020, 11553-11557, ISSN: 2005-4238 (Scopus Indexed)
- iii. Paper titled “Predictive Analysis of Music Preferences of Indian Customers based on their personality: A mixed methods approach” published in OPUS: Organization People & US (UGC approved journal-49913), Volume 8, Issue 1, June 2017, ISSN: 0973-9866

- iv. Paper titled “Application of Fractional Differ-integration Operators to Generalized M-Series” published in Volume 2, Issue 12, 2015 of International Journal of Modern Sciences and Engineering Technology (IJMSET),ISSN 2349-3755(E) pp.41-48
- v. Paper titled “On Application of Generalized Mittag-Leffler Type Function” published in International Journal of Engineering and Management Sciences, VOL.6 (1) 2015: 49-51(ISSN 2229-600X)
- vi. Paper titled “A note on the Growth Model of Population and Mittag-Leffler Function” published in Applied Science Periodical, Vol. XVII, No. 4, pp.149-152. ISSN 0972-5504.
- vii. Paper titled “Analyzing the gap in customer perceived service quality dimensions: An empirical study of private banks in Lucknow” published (full) in the proceedings of National Conference on Innovative Ideas in Engineering and Management held at Manav Bharti University, Solan ,H.P.(during June 8-9, 2012) page no:279-283

Significant Presentations

- i. Best Paper Award for “ Cluster based approach towards a sustainable future: A roadmap for progressive SMEs” presented at 2nd International Conference (NIC 2021) on Resilience for Sustainability: Revisiting Management Practices and Strategizing for the Future by School of Management & Liberal Studies, The NorthCap University, Gurugram
- ii. “An Empirical Study on Religious Orientation and Spiritual Well-being” presented at Wellness Con-2019, International Conference on Wellness at CSJMU
- iii. “Mediating Role of Green Marketing Information in forming the Environmentally Conscious Behaviour” presented at Indian Institute of Management, Kashipur during the International Conference on Sustainable Management, 2018
- iv. “Measuring the quality of relationships in Indian mobile telecommunication services: An empirical study’ presented in the International Conference in Marketing, held at Indian Institute of Management Lucknow (Noida campus) on January 12, 2012.
- v. “Impact of store branding on perceived quality, loyalty, satisfaction” Presented at 5th Conference on excellence in research and education at IIM, Indore.

PARTICIPATION IN WORKSHOPS, CONFERENCES AND SEMINAR

PAPER PRESENTATIONS (Last five years)

Year	Title	Organizers’ details
2018	International Conference on Sustainable Management (ICSM-2018) Presented paper titled “ Mediating Role of Green Marketing Information in forming the Environmentally Conscious Behavior ” Abstract published in conference proceedings	Indian Institute of Management, Kashipur
2018	National Conference on Smart Materials: Energy and Environment for Smart Cities (NSES-2018) Presented a paper titled “ Application of Fractional Calculus Operators to study parameters of statistical distribution based on Generalized M-series ” Abstract published in e-souvenir, ISSN 2250-0480	Amity University, Gwalior
2018	Ist National Conference on Relevance of Vedic Mathematics in Schools & Colleges Contributed article titled “ Reviving Vedic Mathematics: Presenting the Old Wine in a New Bottle ” Abstract published in souvenir	Department of Mathematics, D.A-V. College, Kanpur in collaboration with Vedic Maths Forum India (Sponsored by CSIR, New Delhi)

2018	<p>International Conference on New Frontiers in Mathematics and Symposia on I-function and its Applications & Mathematics in Data Science Presented a paper titled “Some Applications of Vedic Mathematics Techniques in the Digital Era”</p>	<p>School of Mathematics & Allied Sciences, Jiwaji University, Gwalior and The Mathematical Consortium (India) ; on occasion of silver jubilee celebrations of Gwalior Academy of Mathematical Sciences</p>
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SWAYAM COURSE/WORKSHOP/FDP/CAPACITY BUILDING PROGRAM

Year	Title	Organizers’ details
2005	Workshop on Markov Chain Monte Carlo: Theory, Applications & Computations	Department of Statistics, Bangalore University
2010	National Workshop on Analytical Techniques for Research	R.A. Podar Institute of Managements, University of Rajasthan, Jaipur & Indian Commerce Association
2010	FDP on Enhancing Management’s Students Learning Abilities through Faculty Exchange Programme at Local Level	Institute of Environment & Management
2011	FDP on Structural Equation Modeling with SPSS/AMOS	JIM, Jaipur
2012	One-day FDP on A Paradigm Shift: Innovative Teaching Practice in Management Education	Motilal Rastogi School of Management ,Lucknow
2012	Two day FDP on Enhancing Interactivity in Marketing Classrooms	Jaipuria Institute of Management, Lucknow
2012	One-day Workshop on Implementation of RTI Act 2005 conducted by Mr. Venkatesh Nayak	Lucknow Management Association
2013	Two- week Capacity building Program, sponsored by ICSSR	GIRI Institute of Developmental Studies, Lucknow
2017	One-day ‘Netradaan Evam Netra Suraksha Karyashala’	Organized by Smadrishti Kshamta Vikas Evam Anusandhan Mandal (SAKSHAM -Kanpur Chapter) under its CAMBA
2017	One-day FDP on “Strategies for Impactful Research”	Jaipuria Institute of Management, Lucknow
2017	One-day Workshop on Yoga, Meditation and Naturopathy	Department of Psychology, P.P.N. College, Kanpur
2018	Two day National Workshop on “Divyangta: Vartman Paripekshya Me Chunautiya”	Organized by Smadrishti Kshamta Vikas Evam Anusandhan Mandal (SAKSHAM -Kanpur Chapter)
2019	MDP in Cyber Security and Social Media Safety	Rukmini Devi Institute of Advanced Studies, New Delhi

2020 (8 weeks)	Data Mining	NPTEL
2019 (12 weeks)	Business Analytics & Data Mining Modelling using R	NPTEL
2020 (12 weeks)	Qualitative Research Methods and Research Writing	NPTEL

MEMBERSHIP OF PROFESSIONAL/ACADEMIC BODIES

1. Lifetime member of Indian society for Probability and Statistics
2. Lifetime Member of The Indian Science Congress Association
3. Lifetime Member of Bharat Ganita Parisad
4. Member of Commerce and Management Research Association

PROFESSIONAL SKILLS

- Working knowledge of Statistical Softwares e.g. MS–Excel, R and SPSS

AREAS OF INTEREST

- Quantitative Techniques & Statistics
- Research Methodology
- Operations Research
- Marketing Research
- Data Analytics

Other Contributions

Voluntary records audio books for Visually Impaired people since August 2016 at Rehabilitation Society for Visually Impaired (R.S.V.I.) Lucknow