




Dr Adarsh Anand

Title	Dr.	First Name	ADARSH	Last Name	ANAND	
Designation		Assistant Professor				
Address		Department of Operational Research University of Delhi Delhi - 110007				
Phone No. Office		+91-11- 27666672				
Residence Mobile		0-9650290291				
e-mail		adarsh.anand86@gmail.com				
Education Qualifications						
Degree		Institution			Year	
Ph.D		Department of Operational Research, University of Delhi “A Study of Innovation Adoption & Warranty Analysis in Marketing and Successive Software Releases”			2013	
M.Phil		Department of Operational Research, University of Delhi “Study of Diffusion in Franchising and Multi-Generation Software”			2010	
PG		Department of Operational Research, University of Delhi			2009	
UG		Shyam Lal College, University of Delhi			2007	
Career Profile						
<p>April 2013-till date: Assistant Professor, Department of Operational Research, University of Delhi</p> <p>Aug 2011- April 2013: Assistant Professor (Ad-hoc), Department of Operational Research, University of Delhi</p> <p>May 2010-Aug 2011: University Teaching Assistant, Department of Operational Research, University of Delhi</p>						
Administrative Assignments						
<ul style="list-style-type: none"> ▪ Organizing Secretary, Workshop on Business Analytics and Intelligence on 25th Feb 2017, Department of Operational Research, DU. ▪ Member, AMC Committee, Department of Operational Research, for 2015-2016. ▪ Observer, JEE main examination, 2015. ▪ Member, Program Committee, International Conference on Futuristic Trends in Computational 						

<p>Analysis and Knowledge Management, Amity University, Greater Noida Campus, A-BLAZE-2015.</p> <ul style="list-style-type: none"> ▪ Member, Anti-Smoking Committee, Department of Operational Research, University of Delhi for 2014-2015. ▪ Member, Faculty of Mathematical Sciences, University of Delhi, under the provision of Statute 9(3) (iv)-Lecturer's category (December 2014-December 2017). ▪ Session Chair, Mathematical Modeling, 3rd International Conference on Reliability, Infocom Technologies and Optimization held in Amity University, Noida, 2014. ▪ Member, Program Committee, Mathematical Modeling, 3rd International Conference on Reliability, Infocom Technologies and Optimization held in Amity University, Noida, 2014. ▪ Teacher-in-charge in Department of Operational Research, University of Delhi, South Campus for Swachcha Bharat Abhiyan, 2014-2015. ▪ Teacher-in-charge in Department of Operational Research for an Educational Tour of Jaisalmer and Jodhpur where students visited BORANA Stainless Steel Submersible Pumps Industry, 2013. ▪ Member, Organizing Committee for the Workshop conducted in Department of Operational Research, August 2013. ▪ Member of Purchase Committees in Department of Operational Research. ▪ Deputy Superintendent for Final Semester Examination held in Department of Operational Research, 2013-2014. ▪ Member, M.phil Committee, Department of Operational Research (2013-2015). ▪ Member, Organizing Committee, National Conference on Recent Trends in Operations Research, Delhi, NCRTOR-2013 ▪ Joint Secretary, Organizing Committee, 6th International Conference on Quality, Reliability, Infocom Technology and Industrial Technology Management, held at University of Delhi, 2012. ▪ Member of World Lung Foundation that is working towards making Delhi University a Tobacco Free Zone, 2007-2009. ▪ Active participant of 'RENDEZVOUS 2007-The Alumni Meet' conducted for the first time in the history of Department of Operational Research, University of Delhi.
Areas of Interest / Specialization
Innovation Diffusion Modeling in Marketing and Software Reliability Growth Modeling
Subjects Taught
<ul style="list-style-type: none"> • Marketing Management • Marketing Research • Software Reliability • Queuing Theory • Linear Programming • Mathematical Programming • Total Quality Management (Statistical Quality Control) • C++
Research Guidance
<p>Ph.D</p> <ul style="list-style-type: none"> • Mohini Agarwal, Modeling Awareness Based Innovation Adoption in Marketing & Economic impact of Software Patching, 2018 • Subhrata Das: under progress

- **Gunjan Bansal:** under progress
- **Navneet Bhatt:** under progress

M. phil

- **Navneet Bhatt,** Software Reliability Monitoring using Statistical Process Control: A Study, **2015**
- **Gunjan Bansal ,** Innovation Diffusion Modeling for successive generations of Technologies: A Conceptual Study, **2015**
- **Jasmine Kaur,** A Study of Software Patching & its impact on Optimal Release Time, **2017**
- **M. S Irshad,** Modelling View count dynamics in Social Media: A Study for You Tube Videos, **2017**
- **Arushi Singh Rawat,** A Study of Innovation Adoption and Optimal Entry Timing for Multi-Generational Products, **2018**
- **Anurag Kumar,** under progress
- **Sumita,** under progress

Publications Profile

Research Papers published in International/National Academic Journals

1. **Anand, A.,** Agarwal, M., Aggrawal, D., Singh, O. (**2018**). Innovation Diffusion Modeling considering the time lag between awareness and eventual adoption. *Journal of Advances in Management Research-An Emerald Insight*, Vol.15 (1), 4-16.
2. Aggrawal, N., Arora, A., **Anand, A.,** (**2018**). Modeling and characterizing viewers of You Tube Videos. *International Journal System Assurance and Engineering Management (IJSAEM)*.
3. **Anand, A,** Agarwal, M, Aggrawal, D., Singh, O., (**2018**). Queuing Theory based innovation diffusion modeling incorporating change in adoption rate. *International Journal of Mathematics in Operational Research (IJMOR)*, 12(1), 102116, **ISSN online:** 1745-7653, **ISSN print:** 1745-7645.
4. Bhatt, N., **Anand, A.,** Yadavalli, V.S.S., Kumar, V. (**2017**). Modeling and Characterizing Software Vulnerabilities. *International Journal of Mathematical, Engineering and Management Sciences (IJMEMS)*, Vol. 2(4), 288-299.
5. **Anand, A.,** Bansal, G. (**2017**). Interpretive Structural Modelling for attributes of Software Quality. *Journal of Advances in Management Research-An Emerald Insight*, Vol.14 (3), 256-269.
6. Agarwal, M., Aggrawal, D., **Anand, A.,** Singh, O. (2017). Modeling Multi-generation Innovation Adoption based on Conjoint effect of Awareness Process. *International Journal of Mathematical Engineering and Management Sciences*, Vol. 2(2), 74-84.
7. **Anand, A.,** Bansal G. (2016). Predicting Customer's Satisfaction (Dissatisfaction) using Logistic Regression. *International Journal of Mathematical Engineering and Management Sciences*, Vol.

1(2), 75-86.

8. **Anand, A.**, Agarwal, M., Aggrawal, D., Singh, O. (2016). Unified Approach for Modeling Innovation Adoption & Optimal Model Selection for the Diffusion Process. Accepted for publication in *Journal of Advances in Management Research-An Emerald Insight*, Vol.13 (2), 154-178.
9. **Anand, A.**, Singh, O., Agarwal, M., Garmabaki, A.H.S. (2016). Studying Product Diffusion based on Market Coverage. Accepted for publication in *Journal of Marketing Analytics*, 1-12.
10. **Anand, A.**, Agarwal, M., Tamura, Y., Yamada, S. (2016). Economic Impact of Software Patching and Optimal Release Scheduling. *Quality and Reliability Engineering International*, DOI: 10.1002/QRE.1997.
11. **Anand, A.**, Bhatt, N. (2016). Vulnerability Discovery Modeling and Weighted Criteria Based Ranking. *Journal of the Indian Society for Probability and Statistics*, 1-10.
12. Aggrawal, D., Bansal, G., **Anand, A.**, Pasic, L. (2016). Types of Customers surrounding a brand: A classification based on correspondence analysis. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 19(1), 5-17.
13. Aggarwal, R., Singh, O., **Anand, A.**, Yadavalli, V.S.S. (2016). Market expansion based Innovation Diffusion Modeling and Optimal timing for changing management Strategy. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 19(1), 27-35.
14. **Anand, A.**, Singh, O., Aggarwal, R., Aggrawal, D. (2016). Diffusion Modeling based on Customer's Review and Product Satisfaction", *International Journal of Technology Diffusion*, 7(1), 20-31.
15. Bansal, G., **Anand, A.**, Aggrawal, D., Agarwal, M. (2016). Competitive Diffusion based Modeling Framework for adoption of Product Lines. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 19(1), 43-54.
16. Deepika, **Anand, A.**, Singh, N., Dutt, P. (2016). Software Reliability Modeling based on in-house and Field Testing. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 19(1), 43-54.
17. **Anand, A.**, Aggarwal, R., Singh, O., Aggrawal, D. (2016). Understanding Diffusion Process in the context of product disadoption. *Theoretical bases of Economics and Management; St Petersburg State Polytechnical University Journal. Economics*, 240(2), 7-18.
18. **Anand, A.**, Deepika, Singh, O. (2016). Incorporating Features Enhancement Archetype in

- Software Reliability Growth Modeling and Optimal Release Time Determination. *International Journal of Computer Applications (IJCA)*, 139(4), 1-6.
19. Kumar, A., **Anand, A.**, Garg, P.K., Agarwal, M. (2015). Optimal Release Time Decision from Fuzzy mathematical Programming Perspective. *International Journal of Pure and Applied Mathematics*, 103(2), 359-376.
20. Das, S., **Anand, A.**, Singh, O., Singh, J. (2015). Influence of Patching on Optimal Planning for Software Release and Testing Time. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 18(4), 81-92.
21. Singh, O., Aggrawal, D., **Anand, A.**, Kapur, P.K. (2015). Fault Severity Based Development of Multi-Release SRGM with Testing Resources. *International Journal System Assurance and Engineering Management (IJSAEM)*, 6(1), 36-43.
22. Agarwal, M., **Anand, A.**, Aggrawal, D. (2015). Profit Determination Based on Infusion and Diffusion Process: A Sequential Approach. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 18(4), 111-119.
23. **Anand, A.**, Singh, O., Das, S. (2015). Fault Severity Based Multi up-gradation Modeling considering Testing and Operational Profile. *International Journal of Computer Applications (IJCA)*, 124(4), 9-15.
24. Aggrawal, D., **Anand, A.**, Singh, O., Kapur, P.K. (2015). Modeling Successive generations for Products-In-use and Number of products sold in the Market. *International Journal of Operations Research (IJOR)*, 24(2), 228-244, ISSN online: 1745-7653, ISSN print: 1745-7645.
25. Singh, G., **Anand, A.**, Bansal, G., Singh, J., Kapur, P.K. (2015). An Interactive Approach to understand Youth's Perception towards Mobile Phones: A Case Study. *Amity International Journal of Engineering and Management (AIJEM)*, 1(1), 73-82.
26. Singh, J., **Anand, A.**, Kumar, A., Khatri, S.K. (2014). A Discrete Formulation of Successive Software Releases Based on Imperfect Debugging. *MIS Review Journal*, 20(1), 45-59.
27. **Anand, A.**, Bhatt, N., Aggrawal, D., Paptic, L. (2014). Statistical Process Control and Software Reliability Trend: An Analysis Based on Inter Failure time Data. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 17(4), 15-26.
28. Kapur, P.K., **Anand, A.**, Sachdeva, N. (2014). Profit Estimation for product under warranty: An Evaluation Based on Customer's Expectation and Satisfaction. *International Journal of Reliability, Quality and Safety Engineering (IJRQSE)*, 21(6), 1450029-1450045.
29. **Anand, A.**, Singh, O., Aggrawal, D., Singh, J. (2014). An Interactive Approach to determine

- Optimal Launch Time of Successive Generational Product. *International Journal of Technology Marketing (IJTMKT)*, 9(4), 392–407.
30. Singh, O., **Anand, A.**, Aggrawal, D., Singh, J. (2014). Modeling Multi up-gradations of Software with Fault Severity & Measuring Reliability for each Release. *International Journal System Assurance and Engineering Management (IJSAEM)*, 5(2), 195-203.
31. Aggrawal, D., Singh, O., **Anand, A.**, Agarwal, M. (2014). Optimal Introduction Timing Policy for a Successive Generational Product. *International Journal of Technology Diffusion (IJTD)*, 5(1), 1-16, **ISSN (printed):** 1947-9301. **ISSN (electronic):** 1947-931X
32. Aggrawal, D., **Anand, A.**, Singh, O., Singh, J. (2014). Profit Maximization by Virtue of Price & Warranty Length Optimization. *Journal of High Technology Management Research (JHTMR)*, 25, 1-8, **ISSN:** 1047-8310
33. Singh, O., **Anand, A.**, Aggrawal, D., Papic, L. (2014). Uncertainty Based Fault Removal Phenomenon and Successive Software Releases Planning. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 17(1), 5-17.
34. **Anand, A.**, Aggrawal, D., Das, S., Dhiman, D. (2013). Computation of Discrepant Faults using Flexible Software Reliability Growth Modeling Framework. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 16(2), 15-27.
35. **Anand, A.**, Kapur, P.K., Singh, O., Sachdeva, N. (2013). Optimal Warranties and Two Dimensional Innovation Diffusion. Available at
SSRN: <http://ssrn.com/abstract=2267825> or <http://dx.doi.org/10.2139/ssrn.2267825>
36. Singh, O., **Anand, A.**, Kapur, P.K., Aggrawal, D. (2012). Consumer Behavior Based Innovation Diffusion modeling using Stochastic Differential Equation incorporating change in adoption rate. *International Journal of Technology Marketing.(IJTMKT)*, 7(4), 346-360, **ISSN online:** 1741-8798, **ISSN print:** 1741-878X
37. Kapur, P.K., Kumar, U., Sachdeva, N., **Anand, A.** (2012). Optimal Price and Warranty Length. *Communications in Dependability and Quality Management-An International Journal, Serbia*, 15(1), 5-13.
38. Singh, O., Kapur, P. K., **Anand, A.** (2012). A Multi Attribute Approach for Release time and Reliability Trend Analysis of a software. *International Journal of System Assurance and Engineering Management (IJSAEM)*, 3(3), 246-254, **ISSN:** 0975-6809 (print version)
39. Kapur, P.K., Pham, H., Kumar, V., **Anand, A.** (2012). Dynamic Optimal Control Model for Profit Maximization of Software Product under the Influence of Promotional Effort. *Journal of*

High Technology Management Research, 23(2), 122-129.

40. Kapur, P.K., Singh, O., **Anand, A.** (2012). Two Dimensional Software Reliability Modeling and Related Allocation Problems using Genetic Algorithm. *Journal of Life Cycle Reliability and Safety Engineering*, 1(2), 44-60.
41. Kapur, P. K., Singh, G., Singh, O., **Anand, A.** (2012). Assessing Diffusion Process in context of Customer Behaviour based on Fluctuation in Adoption rate. *International Journal of Mathematical Modeling Simulation and Applications (IJMMSA)*, 5(1), 01-10, ISSN/ISBN-0973 – 8355

Research Papers published/presented in International/National Conference Proceedings

1. Singh, O., **Anand, A.**, Kapur, P.K., Mittal, R. (2015). Managing Launch Time of Successive Industrial Technologies. *In proceedings of Quality, Reliability, Infocom Technology and Industrial Technology Management. 2012 6th International Conference*, (pp. 256-270).
2. **Anand, A.**, Aggarwal, D., Singh, O., Singh, J. (2015). Bass Model incorporating change in the adoption rate: A study in discrete environment. *In proceedings Quality, Reliability, Infocom Technology and Industrial Technology Management. 2012 6th International Conference*, (pp. 211-223).
3. Goswami, D.N., Kapur, P K., Kumar, A., **Anand, A.** (2015). Testing-Domain based SRGM for Distributed environment Incorporating Two types of Imperfect Debugging. *In proceedings of Quality, Reliability, Infocom Technology and Industrial Technology Management. 2012 6th International Conference*, (pp. 317-327).
4. **Anand, A.**, Singh, O., Aggarwal, R., Kapur, P.K. (2015). Customer Behavior Dependent Diffusion Process & Optimal Model Selection using Distance Based Approach. *In Proceedings of 1st International Conference on Futuristic Trends in Computational Analysis and Knowledge Management*, (pp. 711 – 716).
5. **Anand, A.**, Aggrawal, D., Agarwal, M., Aggarwal, R. (2015). A Discrete Innovation Diffusion Model Incorporating Change in the Adoption Rate. *In Proceedings of 1st International Conference on Futuristic Trends in Computational Analysis and Knowledge Management*, (pp 73-79).
6. **Anand, A.**, Agarwal, M., Das, S., Kapur, P.K. (2015). Optimal Release Time Decision from Fuzzy Programming Perspective. *Presented at National Conference on Recent Trends and Developments in Statistics (NCRTDS 2015)*.

7. **Anand, A.**, Singh, O., Agarwal, M., Aggarwal, R. (2015). Convolution of Awareness and Adoption Modeling Innovation Diffusion. *Presented at National Conference on Recent Trends and Developments in Statistics (NCRTDS 2015)*.
8. **Anand, A.**, Singh, O., Kapur, P.K, Das, S. (2014). Modeling Conjoint Effect of Faults Testified from Operational Phase for Successive Software Releases. *In proceeding of 5th International DQM conference on life cycle engineering and management (ICDQM-2014), Serbia*, ISBN 978-86-86355-17-1 (pp-83-94).
9. **Anand, A.**, Singh, O., Agarwal, M., Aggarwal, R. (2014). Modeling adoption process based on awareness and motivation of consumers. *In Reliability, Infocom Technologies and Optimization (ICRITO) (Trends and Future Directions), 2014 3rd International Conference on* (pp. 1-6). IEEE.
10. **Anand, A.**, Kapur, P. K., Agarwal, M., & Aggrawal, D. (2014). Generalized Innovation Diffusion Modeling & Weighted Criteria Based Ranking. *In Reliability, Infocom Technologies and Optimization (ICRITO) (Trends and Future Directions), 2014 3rd International Conference on* (pp. 1-6). IEEE.
11. Singh, O., **Anand, A.**, Aggrawal, D., Agarwal, M. (2014). Utility Based Assessment of Attributes for Software Quality. *In proceeding of 5th International DQM conference on life cycle engineering and management (ICDQM-2014), Serbia*, ISBN 978-86-86355-17-1 (pp-95-110).
12. Singh, O., Kapur, P.K, Singh, J.N.P, **Anand, A.** (2013). Optimal Release time of software: An integrated approach. *In proceeding of 4th International DQM conference on life cycle engineering and management (ICDQM-2013), Serbia*, (pp-148-161).
13. Singh, O., Singh, J., **Anand, A.**, Singh, I. (2012). Software Metrics and Reliability. *In proceedings of 6th National Conference; INDIACom 2011, Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi*, (pp 251-254).
14. Kapur, P.K, Singh, G., **Anand, A.**, Sachdeva, N. (2012). Managing Multi Generations of Technologies: State of the Art. *Presented at 14th International Business Horizon (INBUSH), Amity University, Noida, UP, India*.
15. Singh, O., Kapur, P.K., **Anand, A.**, Kumar, J. (2012). A Software Reliability Growth Model Embodying Features Intensification. *Presented at 14th International Business Horizon (INBUSH), Amity University, Noida, UP, India*.
16. Singh, O., Kapur, P.K., **Anand, A.**, Singh, J. (2012). Stochastic Differential Equation Based Modeling for Multiple Generations of Software. *In proceedings of 4th International Conference on Quality, Reliability and Infocom Technology (ICQRIT-2009), Trends And Future Directions*,

Narosa Publications (pp 122-131).

17. Singh, O., Kapur, P.K., **Anand, A.** (2011). A Stochastic Formulation of Successive Software Releases with faults Severity. *In proceedings of The IEEE International Conference on Industrial Engineering and Engineering Management (IEEM), Singapore*, (pp136-140).
18. P.K.Kapur, **Anand, A.**, Singh, O. (2011). Modeling Successive Software Up-gradations with Faults of different Severity. *In Proceedings of the 5th National Conference; INDIACom 2011, Eds. Prof M. N. Hoda, Bharati Vidyapeeth's Institute of Computer Applications and Management, New Delhi* (pp 351-356)
19. Singh, O., Kapur, P.K., **Anand, A.**, Kaur, G. (2011). Stochastic Differential Equation Based Modeling for Multiple Generations of Software and Optimal Release Planning. *In proceedings of 5th International Conference on Quality, Reliability and Infocom Technology (ICQRIT-2011), Trends and Future Directions, Kathmandu, Nepal*, SN-19, pc-19.
20. Kapur, P.K., **Anand, A.**, Kaur, G., Aggarwal, A.G. (2011). Profit Maximization and Determination of Optimal Adoption Time and Price for a Product under Warranty. *In proceedings of 5th International Conference on Quality, Reliability and Infocom Technology (ICQRIT), Trends and Future Directions, Kathmandu, Nepal*, SN-13, pc-13.
21. Singh, O., Kapur P.K., **Anand, A.** (2011). A Dynamic Potential Adopter Diffusion Model Incorporating Change in the Adoption Rate. *Proceedings of the International Congress on Productivity, Quality, Reliability, Optimization and Modeling (ICPQROM-2011), Allied Publishers Pvt. Ltd., New Delhi* (pp 593-604)
22. Singh, O., **Anand, A.**, Kapur, P.K., Singh, J. (2010). Mathematical Modeling of Multi-Up-gradations in Software Considering Faults severity. *Presented at International Conference on Development and Applications of Statistics in Emerging Areas of Science and Technology (ICDASEAST), Jammu.*

Book Chapters

1. **Anand, A.**, Das, S., Aggrawal, D., & Klochkov, Y. (2017). Vulnerability Discovery Modelling for Software with Multi-versions. *In Advances in Reliability and System Engineering* (pp. 255-265). Springer International Publishing.
2. **Anand, A.**, Bhatt, N., Aggrawal, D., & Papic, L. (2017). Software Reliability Modeling with Impact of Beta Testing on Release Decision. *In Advances in Reliability and System Engineering* (pp. 121-138). Springer International Publishing.

Conference & Workshop Participation

- International Conference on Recent Advances in Optimization Theory and Applications (RAOTA), **2016**.
- **Secretary, Organizing Committee**, 7th International Conference on Quality, Reliability and Information Technology and Business Operations (Trends and Future directions), University conference hall, University of Delhi, **2015**.
- National Conference on Recent Trends and Developments in Statistics (NCRTDS), Rohtak, **2015**
- International Conference on Futuristic Trends in Computational Analysis and Knowledge Management, Amity University, Greater Noida Campus, A-BLAZE-**2015**
- 3rd International Conference on Reliability, Infocom Technologies and Optimization held in Amity University, Noida, **2014**.
- 2nd International Conference on Reliability, Infocom Technology and Optimization” (ICRITO), Amity University, Noida, **2013**.
- National Conference on Recent Trends in Operations Research NCRTOR, Delhi, **2013**.
- **Joint Secretary, Organizing Committee**, 6th International Conference on Quality, Reliability, Infocom Technology and Industrial Technology management, University of Delhi, **2012**.
- 14th International Business Horizon (INBUSH), Amity University, Noida, **2012**
- 5th International Conference on Quality, Reliability and Infocom Technology (ICQRIT), Trends And Future Directions, Kathmandu, Nepal, **2011**
- International Congress on Productivity, Quality, Reliability, Optimization and Modeling (ICPQROM), ISI, New Delhi, **2011**
- The 5th National Conference; INDIA Com 2011, Bharati Vidyapeeth’s Institute of Computer Applications and Management, New Delhi, **2011**
- National Conference on Mathematical and Statistical Modeling in Innovative Areas, BITS-MESRA, Ranchi, **2011**
- International Conference on Development and Applications of Statistics in Emerging Areas of Science and Technology (ICDASEAST), Jammu, **2010**
- 4th International Conference on Quality, Reliability and Information Technology (Trends and Future directions), University conference hall, University of Delhi, **2009**
- Winter Workshop on IR Spectroscopic Techniques, Indian Society of Analytical Scientists, Delhi Chapter, **2006**.

Computer Skills

OS	Windows(Xp, Seven)
Typography	Microsoft Office
Programming	C/C++
Scientific	MAPLE

Research Projects (Major Grants/Research Collaboration)

- Modeling Up-gradations and Release Time Problems of Software & Successive Generations of Technologies in Marketing: **Co-Principal Investigator, DU-DST PURSE-II Grant. 2014-2018**.
- Innovation Diffusion Based on Unified Approach & Multiple Generations of Technologies: **Principal Investigator, R & D Research Project sponsored by University of Delhi. 2014-2015**.
- On Studying Innovation Adoption for Consecutive Generations in Marketing and Successive

Software Releases: **Principal Investigator, R & D Research Project sponsored by University of Delhi. 2013-2014.**

Project Work

- **“Operational Research as a tool to identify Consumer’s preference for mobile phones”**-A Project completed for UGC Sponsored Refresher Course in Mathematical Sciences conducted by Centre for Professional Development in Higher Education (CPDHE), UGC-ASC, University of Delhi, **2015**
- **“Operational Research as a tool to understand Consumer’s Brand Switching Behaviour”**- A Project completed for UGC Sponsored Orientation Programme (OR-76) conducted by Centre for Professional Development in Higher Education (CPDHE), UGC-ASC, University of Delhi, **2014**
- **STAR DEN ENTERTAINMENT NETWORK LTD**, Okhla, Delhi in the area of Marketing Research, **2008**.
 - Worked on to see the brand image of star den network channels among the viewers
 - Analyzed the viewer-ship behavior towards Star Den channels through market survey
 - Suggested the organization to expand their market in a better way through Factor analysis & SWOT analysis

Awards and Distinctions

- **2017 Highly Commended Award** by Journal of Advances in Management Research for the article “Unified Approach for Modeling Innovation Adoption & Optimal Model Selection for the Diffusion Process”
- Certified with **Best Paper Award** in International on Quality Assurance Engineering and Interdisciplinary Research (ICQAEIR 2017) by Peter the Great St. Petersburg Polytechnic University, Russia, August 23-25, **2017**
- Certified with **Best Paper Award** under the track **General Management** in International Management Conference (IMC-2016) on Business and Economy: Growth, Governance and Globalization” by Fortune Institute of International Business, New Delhi, **2016**
- Conferred with **International Research Excellence Award** for Contributions as *Young Promising Researcher in field of Innovation Diffusion Modeling in Marketing* during 7th International Conference on Quality, Reliability, Infocom Technology and Business Operations ICQRITBO’, **2015**.
- Conferred with Amity Award for **Best Academician Research Paper** Presentation on the occasion of International Business school Conference IBSCON 2014 by Amity International Business School, Amity University, UP
- Awarded as **Young Promising Researcher** in the Field of Software Reliability and Technology Management by Society for Reliability Engineering, Quality and Operations Management (SREQOM), **2012**.
- Rajiv Gandhi National Fellowship, University Grants Commission, New Delhi, **2010-2011**.
- Qualified CSIR-NET (National eligibility Test) for lecturership held in June-**2010**.
- Secured 3rd rank in M.Phil. Course work in **2010**.
- Certified course on Statistical Package for social sciences (SPSS), **2008**
- Certified course on Computer Applications (March –August) **2008**.
- Secured overall 3rd rank in B.Sc (G) (I+II+III) in college, **2007**

Associations With Professional Bodies

Editorial Service

- **Guest Editor**, Special Issue “*Recent Trends of Modelling in Reliability, Quality and Technology Management*”, International Journal of Mathematical Engineering and Management Sciences, Vol. 2(1), **2017**.
- **Guest Editor**, Special Issue “*Innovation Diffusion Process & Some Recent Trends in Network Modelling*”, Communications in Dependability and Quality Management-An International Journal, Vol 19 (1), **2016**.
- **Guest Editor**, Special Issue “*Advances in Reliability Engineering and Optimization*”, Communications in Dependability and Quality Management-An International Journal, Vol 18 (4), **2015**.
- **Associate Editor**, International Journal of System Assurance and Engineering Management (Springer)
- **Editorial Review Board**, Amity Journal of Operations Management- An International, Biannual, Refereed Journal of Operations Management
- **Editorial Board Member**, International Journal of Mathematical Engineering and Management Science

Membership

- **Life Member**, Society for Reliability Engineering, Quality and Operations Management (SREQOM)

Other Activities

- Participated in three week (21 days) UGC Sponsored Refresher Course in Mathematical Sciences conducted by Centre for Professional Development in Higher Education (CPDHE), UGC-ASC, University of Delhi from November 26, 2015 to December 16, 2015 and obtained “A” grade
- Participated in four week (24 days) UGC Sponsored Orientation Programme (OR-76) conducted by Centre for Professional Development in Higher Education (CPDHE), UGC-ASC, University of Delhi from June 9, 2014 to July 5, 2014 and obtained “A” grade

Extra Curricular Activities

- Founding member of the Chemistry Society in college, where I worked as its secretary for 2 consecutive years under the guidance of my professors.
- Served as a coordinator in college Fest throughout graduation.
- Captaincy in inter college CRICKET tournament-2006 under University of Delhi
- Won bronze medal in inter college HOCKEY tournament-2006 under University of Delhi
- Active member of NSS

(Dr Adarsh Anand)