



## Shekhar Shukla

Faculty, Information Systems Area, Indian Institute of Management (IIM) Indore

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## Work Experience

- **Indian Institute of Management (IIM) Indore**, Indore, India  
Assistant Professor, Information Systems Area (May 2022 to present)
- **S. P. Jain Institute of Management and Research**, Mumbai, India  
Assistant Professor, Information Management Area (July 2018 to April 2022)
- **Mu-Sigma Business Solutions**, Bangalore, India  
Descriptive and Predictive Analytics Solutions for Retail, Pharma and Technology  
Business Analyst (October, 2011 - December, 2012) and Senior Business Analyst (January, 2013 - May, 2013)

### Visiting Faculty Assignments

- **Indian Institute of Management (IIM) Lucknow**, Lucknow, India  
Certificate Program for Leadership in the Digital Era (July, 2021)
- **National Railway Transportation Institute Vadodara, India**  
Course on Analytical Tools for Data Structuring and Visualization for MBA and M.Sc. Program (September, 2021 to October, 2021)
- **Jindal Global Law School, Sonipat, India**  
Session on Emerging Technology for CJS: A case of AI and Blockchain (2021 and 2020)

## Education

- **Indian Institute of Management (IIM) Lucknow**, Doctoral/Fellow Program in Management (2013-2018)
- **Visveswaraiah Technological University (VTU)**, Belgaum, Karnataka, Bachelor of Computer Engineering (2007-2011)

## Areas of Research Interest

- Indian Knowledge System for Information Systems ; Metaverse and Blockchain Applications in Business, Governance and Society; Applications of AI/ML; Explainable AI; Gen AI; Quantum Reality; Emerging Technologies; Criminal Justice System; Sustainability aspects of Emerging Technologies; Decision Analysis; Fuzzy Logic and Applications; Scenario Analysis

## Areas of Teaching Interest

- Taught UG/PG/Executive/Doctoral level courses/modules on Management Information Systems, Indian Knowledge System for Information Systems, Metaverse and Blockchain for Business, AI, XAI and Gen AI for Business, DBMS, Data Structures, Algorithms and Programming Languages, Emerging Technologies for Management Research: Concepts and Applications

## Publications (Journal Papers)

- Shrivastava, V., & Shukla, S. (2025). *Illuminating themes of ecovillages by leveraging participatory modeling: A convergent Gen-AI and Fuzzy Cognitive Maps approach*. **Journal of Environmental Management**, 385, 125650. [Clarivate Impact Factor 2024: 8; Scopus Cite Score 2020-23: 13.7; ABDC: A]
- Shrivastava, V., & Shukla, S. (2025). *FARM-VSS: A web-based visualizer and summarizer suite with Gen-AI-enabled interpretation for Fuzzy association rule mining*. **SoftwareX**, 30, 102154. [Clarivate Impact Factor 2023: 2.4; Scopus Cite Score 2020-23: 5.5; SJR: A\*]
- Shrivastava, V., & Shukla, S. (2025). *Impute-VSS: A comprehensive web-based visualization and simulation suite for comparative data imputation and statistical evaluation*. **SoftwareX**, 30, 102130. [Clarivate Impact Factor 2023: 2.4; Scopus Cite Score 2020-23: 5.5; SJR: A\*]
- Shrivastava, V., & Shukla, S. (2025). *FCM-VSS: An AI powered secured fuzzy cognitive maps management toolkit for visualization, simulation and summarization*. **SoftwareX**, 29, 102058. [Clarivate Impact Factor 2023: 2.4; Scopus Cite Score 2020-23: 5.5; SJR: A\*]
- Shukla, S. & KC, S. (2023). *Leveraging Blockchain for sustainability and supply chain resilience in e-commerce channels for additive manufacturing: A cognitive analytics management framework-based assessment*. **Computers and Industrial Engineering** [Clarivate Impact Factor 2021: 7.18; Scopus Cite Score 2021: 9.7; ABDC: A]
- Sonje, S, Pawar, R. & Shukla, S. (2021). *Assessing Blockchain-Based Innovation for the “Right to Education” Using MCDA Approach of Value-Focused Thinking and Fuzzy Cognitive Maps*. **IEEE Transactions on Engineering Management** [Clarivate Impact Factor 2020: 6.146; Scopus Cite Score 2020: 4.3; ABDC: A ; ABS: 3]
- Shukla, S. & Dubey, A. (2021). *Celebrity selection in social media ecosystems: a flexible and interactive framework*. **Journal of Research in Interactive Marketing** [Clarivate Impact Factor 2020: 4.018; Scopus Cite Score 2020: 6.2; ABDC: B]
- Sabarigirisan, R., Biswas, A., Rohatgi, R., KC, S., & Shukla, S. (2021). *Leveraging blockchain based decentralized apps for the Tokyo Olympics amid the COVID-19 pandemic: A value-focused thinking-based assessment and ideation*. **First Monday** [Scopus Cite Score 2019: 2.9; ABDC: B]
- Pawar, R., Sonje, S. & Shukla, S. (2020). *Food Subsidy Distribution System through Blockchain Technology: A Value Focused Thinking approach for Prototype Development*. **Information Technology for Development** [Clarivate Impact Factor 2019: 2.733; Scopus Cite Score 2019: 4.8; ABS: 2]
- Shukla, S. (2020). *Infodemic amid the COVID-19 pandemic: Leveraging Blockchain for trusted Information Ecosystems*. **First Monday** [Scopus Cite Score 2019: 2.9; ABDC: B]
- Parekh, J., Jaffer, A., Bhanushali, U & Shukla, S. (2020). *Disintermediation in medical tourism through blockchain technology: an analysis using value-focused thinking approach*. **Journal of Information Technology and Tourism** [ABDC: B]
- Shukla, S., Mohanty, B. K., & Kumar, A. (2020). *Strategizing SCM-M interface using DeLone and McLean Model of IS Success and Fuzzy Cognitive Maps: Perspectives on E-commerce Success*. **Journal of Electronic Commerce in Organizations** [Scopus Cite Score 2019: 0.8; ABDC: B; ABS: 1]
- Shukla, S., Mohanty, B. K., & Kumar, A. (2019). *A fuzzy approach to prioritise DEA ranked association rules*. **International Journal of Business Intelligence and Data Mining** [Scopus Cite Score 2019: 0.9]
- Shukla, S., Mohanty, B. K., & Kumar, A. (2018). *Strategizing sustainability in e-commerce channels for additive manufacturing using value-focused thinking and fuzzy cognitive maps*. **Industrial Management & Data Systems** [Clarivate Impact Factor 2019: 3.3; Scopus Cite Score 2019: 7.9; ABDC: A; ABS: 2]

## Publications (Book Chapters)

- Shukla, R. G., Agarwal, A., & Shukla, S. (2020). *Blockchain-powered smart healthcare system* in the *Handbook of research on blockchain technology* (pp. 245-270) published by Academic Press of Elsevier (<https://www.sciencedirect.com/book/9780128198162/handbook-of-research-on-blockchain-technology#book-description> )
- Shrivastava, V., & Shukla, S. (2025). **Examining Metaverse-Driven Medical Education Systems: A Triple Bottom Line Assessment and alignment with Sustainable Development Goals** for the book *Metaverse and Sustainability: Business Resilience towards Sustainable Development Goals* published by Springer as a part of the book series: “World Sustainability Series” (<https://link.springer.com/book/9783031895449#publish-with-us> )

## Selected Academic Conference Proceedings/Presentations

- Shrivastava, V and Shukla, S. (2025). *CREAC-based Recursive Summarization of POCSO Documentation: An LLM-driven Approach*. Paper accepted for presentation at **1st AIS India Chapter, India Conference on Information Systems (INCIS)** to be held at **IIM Calcutta** from March 7-9, 2025.
- Shrivastava, V and Shukla, S. (2025). *Vectorizing Judicial Texts: A Novel Approach for Analysing POCSO Judgments using Text Embeddings and Transformers*. Paper presented at **2nd IEEE International Conference on Artificial Intelligence, Blockchain, and Internet of Things, (AIBThings)** on Sept 7-8, 2024 organized by **Central Michigan University (CMU), USA**
- Shukla, S. (2023). *Metaverse and Digital Twin: Addressing a Decision Analysis Dilemma*. Paper presented at **ICONIEA 2024** conference organized by **IIT Kharagpur** from Feb 16-18, 2024
- Shukla, S. (2023). *A value-focused thinking-based approach for assessing Blockchain-based transformation in Food Security*. Paper presented at **ICONIEA 2024** conference organized by **IIT Kharagpur** from Feb 16-18, 2024
- Shukla, S. (2023). *A fuzzy approach for metaverse design elicitation*. Paper presented at **IEEE 12th International Conference on Intelligent Data Acquisition and Advanced Computing Systems** on Sept 7-9, 2023 organized by **Dortmund University of Applied Sciences and Arts Dortmund, Germany**
- Shukla, S. (2023). *Blockchain design elicitation for healthcare: A VFT-based approach*. Paper presented at **IEEE 12th International Conference on Intelligent Data Acquisition and Advanced Computing Systems** on Sept 7-9, 2023 organized by **Dortmund University of Applied Sciences and Arts Dortmund, Germany**
- Shukla, S. (2023). *Metaverse and Marketing: Addressing a marketers decision analysis dilemma*. Paper presented at **ICRMT Conference** organized jointly by **IIM Jammu and Deakin University, Jammu, India** (**Also received Best Paper Award for the same**)
- Shukla, S. (2023). *Enterprise Blockchain for trusted food security: a stakeholder centric value focused approach for prototype development*. Paper presented at **ICRMT Conference** organized jointly by **IIM Jammu and Deakin University, Jammu, India**.
- Shukla, S. (2023). *An interactive fuzzy approach for decision analysis in Metaverse*. Paper presented at **ICVARS Conference** organized jointly by **ACM Society, Sydney, Australia**

- Shukla, S. (2022). *A fuzzy approach for enterprise blockchain selection in Supply Chain*. Paper presented at **SOM Conference** organized by **IIM Indore**, Indore, India.
- Shukla, S., & Vaidya, A. (2018). *A sequential application of Decision Tree and Logistic Classifier for Liver Disease Prediction*. Paper presented at **ICBAI Conference** organized jointly by **IIM Bangalore and IISc Bangalore**, Bangalore, India.
- Shukla, S., Mohanty, B. K., & Kumar, A. (2017). *A Multi Attribute Value Theory approach to rank association rules for leveraging better business decision making*. **Procedia computer science**, 122, 1031-1038.
- Shukla, S., & Kumar, A. (2016). *Fuzzy Association Rule Mining Framework for Product Selection in E-Commerce*. Paper presented at **Inform's Annual Meeting**, Nashville, USA.

## Doctoral Consortium and Summer School

- Doctoral Consortium, SJMSOM , **IIT Bombay** 2017
  - Received **Best Paper Award** for paper titled “*Synergies of Data Mining and MCDM: A perspective from product selection problem in e-commerce*”
- Doctoral Consortium on Teaching at **ISB Hyderabad** jointly organized by **ISB-IIM Bangalore** 2017
- **12th MCDA/M Summer School** in July 2016: A joint event of the International Society on Multiple Criteria Decision Making and the EURO Working Group on Multi Criteria Decision Aiding
  - **Selected** among **50 participants globally**
  - **Sir Dorabji Tata Trust Scholarship** under Travel Grant Category
  - **Scholarship** from **International Society on MCDM**
  - Also, received **Master’s Level Course Certificate** on **Advanced topics in Management Engineering** with **GRADE A** (Highest Grade Category) from **Universidade Federal de Pernambuco, Recife, Brazil** in July 2016

## Academic Services

- Reviewer for IEEE Transactions on Engineering Management, International Journal of Information Management, Computers and Industrial Engineering, Journal of Business Research, European Journal of Operational Research, Australasian Journal of Information Systems, Journal of Enterprise Information Systems, European Journal of Industrial Engineering

## Technical Skills

- Programming languages: Proficient in programming with C/C++, SAS, R, Python, VBA
- Hands on experience on tools like SPSS, MS Excel, Minitab, JMP, Diviz, Camtasia, FITradeoff, Tableau, Rapid Miner, Mental Modeler
- Problem Structuring using Value Focused Theory, Cognitive Analytics Management Framework, Bridge Analysis

## References

- To be furnished upon request

## Declaration

I hereby declare that all the details furnished above are true and authentic, to the best of my knowledge and belief.

**Date:** 14<sup>th</sup> May, 2025

**Place:** Indore, India

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