



Shekhar Shukla

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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) Indore**, Indore, India
Certificate Program for Fintech and Financial Blockchain (January, 2021 to June, 2021)
- **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

- Blockchain Applications in Business, Governance and Society; Applications of AI/ML; Explainable AI; 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, Blockchain for Business, AI for Business, User Generated Content Analytics, Data Visualization, DBMS, Data Structures,

Publications (Journals and Book Chapters)

- 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, R. G., Agarwal, A., & Shukla, S. (2020). *Blockchain-Powered Smart Healthcare System*. **Handbook of Research on Blockchain Technology**, 245-270. Elsevier [Book Chapter]
- 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]

Selected Academic Conference Proceedings/Presentations

- 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, 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

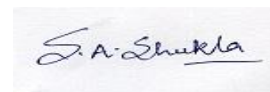
- To be furnished upon request

Declaration

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

Date: 05th May 2022

Place: Indore, India



Shekhar Shukla