

WORKSHOP

2PA, January 8, 2022, 7:00 pm to 7:40 pm
Session Chair: Dr. Santanu Das, Jaipuria Institute of Management Indore

Speaker: Suraj Shah
Ganpat University-CMSR

A workshop on Business Analytics – Emerging field with Research Opportunities in modern times

This workshop is designed for academicians, working professionals, researchers, scholars and practioners to sharpen their skills in the area of business analytics. It will be also helpful to them to upgrade their knowledge in the business analytics domain. There are various areas to be considered for business analytics such as Predictive Analytics, Descriptive Analytics, Prescriptive Analytics and many more. The workshop also aims to discuss various opportunities in the field of business analytics domain from research perspective along with mentioned areas. It will also help researchers and practioners to explore new areas for research in the field of business analytics.

***Dr. Suraj Shah** is educational professional with more than 8 years of teaching and research experience. He is presently associated with Ganpat University- Centre for Management Studies and Research as an Assistant Professor, Program coordinator (MBA- Business Analytics, MBA- International Business).*

Being a passionate researcher, he has presented more than 30 research papers in various international and national conferences. He has more than 15 publications in national and international journals and 7 book chapters and one book publication to his credit. He has been awarded more than ten Best Research Paper Awards at various national and International level Conferences. He was awarded prestigious President award for staff excellence- Early career Research in the year 2019 and Learning and Teaching Category in the year 2021 at Ganpat University.

He was also awarded a gold medal under “best research paper presenter category-west zone” at AIMS annual convention 2017, Pune. He has authored a book entitled “Cause Related Marketing- Insights from Consumer Behavior Perspective (ISSN-2320- 0901).

His area of interest includes Consumer Behavior, Business Analytics, Marketing Analytics, Research Methodology, Marketing Research and International business.