

Mahima Gupta
 +91-9176644099, +91-8800939379
mahima.gupta@iimamritsar.ac.in,
19.mahima@gmail.com



Work Experience

Indian Institute of Management Amritsar (September 2017 - Present): Assistant Professor in Quantitative methods & Operations Management

Institute of Management and Technology Ghaziabad (December 2015 – August 2017): Assistant Professor in Operations & Decision Sciences Area.

Great Lakes Institute of Management (April 2014 - November 2015): Assistant Professor in Operations Research and Information Area.

Education

Year	Degree/Specialization	Institute	%/CGPA
2014	Fellow Program in Management (Decision Sciences)	Indian Institute of Management Lucknow	7.20/10
2009	Masters of Science (M.Sc.) (Operational Research)	Department of Operational Research, University of Delhi	82.6%
2007	Bachelors of Science (B.Sc.) (Mathematics)	Hindu College, University of Delhi	80.6%

Publications

International Journals

- Mahima Gupta, Tripti Ghosh Sharma & Vinu Cheruvil Thomas (2021) Network’s reciprocity: a key determinant of information diffusion over Twitter, **Behaviour & Information Technology**, DOI: [10.1080/0144929X.2021.1927187](https://doi.org/10.1080/0144929X.2021.1927187) (Taylor and Francis Publication, Impact Factor, 1.781)
- S. Srinivasan, M. Gupta and V. Jayaraman (2021), "Deconstructing corporate value creation: evidence from Indian Information Technology enabled Service (ITeS) companies", **Benchmarking: An International Journal**, DOI: <https://doi.org/10.1108/BIJ-10-2020-0553> (Emerald Publication, Rated B in ABDC ranking)
- Mahima Gupta (2018) “Consensus building process in group decision making - an adaptive procedure based on group dynamics”, **IEEE Transactions on Fuzzy Systems**, 26(4), 1923-1933. (IEEE Publication, Impact Factor 9.518)
- Mahima Gupta and B.K. Mohanty (2016), “An Algorithmic Approach to Group Decision making problems under Fuzzy and Dynamic Environment”, **Expert Systems With Applications**, 15, 118-132. (Elsevier Publication, Impact Factor 5.452)
- Mahima Gupta and B.K. Mohanty (2016), “Finding the numerical compensation in multiple criteria decision-making problems under fuzzy environment”, **International Journal of Systems Science**, 48 (6), 1301-1310. (Taylor & Francis Publication, Impact Factor 2.149)
- Mahima Gupta and B.K. Mohanty (2016), “Attribute partitioning in Multiple Attribute Decision Making Problems for a Decision with a Purpose –a Fuzzy Approach”, **Journal of Multi-Criteria Decision Analysis**, 23, Issue 3-4, 160-170. (Wiley Publication, Rated B in ABDC ranking)
- Mahima Gupta and B.K. Mohanty (2015), “Multi-stage multi-objective production planning using linguistic and numeric data-a fuzzy integer programming model”, **Computers & Industrial Engineering**, 87, 454-

464. (Elsevier Publication, Impact Factor 4.135)

- B.K. Mohanty and Mahima Gupta (2015), “Product selection in E-commerce under Fuzzy Environment: A MADM Game Theoretic Model”, *International Game theory Review*, 15(1). (World Scientific Publication, **Rated B in ABDC ranking**)

Book Chapter

- Group Decision Making in Fuzzy Environment – An Iterative Procedure Based on Group Dynamics, in *Granular Computing and Decision-Making: Interactive and Iterative Approaches, 2015*, 319-339 **Springer International publishing.**

Conferences

- Presented a paper on “Aggregating Information from Reviews: A Hesitant Fuzzy Linguistics Term Set Approach”, 23rd International Conference on Management Science in Decision Making, **World Academy of Science, Engineering and Technology**, Singapore (Online), Mar 29-30, 2021
- Presented a paper on “Group Decision Making Under HFLTS Multiple Criteria and Dynamic Environment”, 50th NEDSI Annual Conference 2021 (Online), **NEDSI**, Mar 26-27, 2021
- Presented a paper on “Selection of Learning Management System Vendors: Fuzzy Multiple Criteria Decision-Making Approach”, DSI 2020 Annual Conference (Online), Nov. 21-23, 2020, **Decision Sciences Institute**
- Presented a paper on “Optimizing Indian Food Grain Storage & Distribution – A multiple objective approach”, 13th Annual ISDSI Conference 2019, **Indian Institute of Management Sambalpur.**
- Presented a paper on “Consensus Building in Group Decision Making: A Fuzzy Inference System based Iterative Procedure”, *International Conference on Recent Advances in Optimization Theory and Applications 2016*, **University of Delhi**, India.
- Presented a paper on “Group Decision Making: A Fuzzy Inference System Based Optimization Procedure”, **EURO-2015**, University of Strathclyde, Glasgow, UK.
- Presented a paper on “Opinion mining using internet reviews: a Fuzzy MADM approach”, *Workshop on Applied Optimization Models and Computation -2015*, **Indian Statistical Institute**, Delhi, India.
- Presented a paper on “Products selection in E-Commerce-A Fuzzy logic based game theoretic approach”, *International Symposium On Applied Optimization and Game Theoretic Models-2013*, **Indian Statistical Institute**, Delhi, India.
- Presented a paper on “Ranking of portfolios in uncertain environment”, **IDRBT Doctoral Colloquium-2012**, Hyderabad, India.
- Presented a paper on “Group Decision Making in fuzzy environment”, **IEEE Computational in Financial Engineering-2012**, Newyork, USA.
- Presented a paper on “Fuzzy Based recommender System in E-Commerce: A Multiple Attribute Decision Making Model”, *IMR Doctoral Conference-2011*, **IIM Bangalore**, India.
- Presented a paper on “Fuzzy Logic based recommender system-an integrated multiple attribute decision making”, *International Conference on Advances in Modeling, Optimization and Computing- 2011*, **IIT Roorkee**, India.

Work in Progress

- Multi-echelon agri-food supply chain network design integrating operational and strategic objectives: A case of Public Distribution System in India (second stage review)
- E-governance: Infrastructure to Utilization; a two-stage, multi-period DEA approach (Under Review)
- Risk Assessment of Vaccine Supply Chain – Fuzzy MCDM Approach (To be communicated)
- Capturing the Information Value of Online Reviews- An Integrated Text Mining and Optimization Approach (To be Communicated)

Teaching

- Data Mining and Predictive Analytics with R, Business Statistics/Quantitative Methods, Operations Research for MBA students
- Modules on Decision Making, Advanced Model Building and Exploratory Data Analysis with R in Executive Program in Data Analytics for HPCL officials
- MDP Session on Managing Risk and Uncertainty in Decisions for Six Day LDP “Leading in the Next Normal” for IOCL officials
- MDP Session on Effective Classroom Management-Trends and Challenges, for “School Leadership for Changing Time” for CBSE Principal

Administrative Position

Member BOG IIM Amritsar, April 2020-Present

Chairperson MBA IIM Amritsar, April 2020-Present

Faculty Chairperson-Executive Program in Data Analytics for HPCL, Aug 2020- June 2021

Chairperson OM-QT, April-2021-Present

Chairperson Students’ Affairs, November 2017-March 2020

Industry Internship

- **IBM (May 2012-July 2012)**
Developed a taxonomy and contextual metrics for the automated analysis in service delivery.
- **Tata Consultancy Services (TCS) (Apr 2010-May 2010)**
Developed a methodology to estimate accuracy of a natural language system using ‘Rough Set’ theory.
- **Central Railways Information System (Indian Railways) (Oct 2008-Mar 2009)**
Developed an algorithm to estimate the capacity of a railway track and estimated the capacity of railway network in **Tiruchirapalli division**.

Academic Achievements

- Secured 3rd rank in M.Sc. Applied Operations Research in DU in 2009.
- Awarded the South Campus Endowment Scholarship by South Campus, DU in 2007.
- Attained 3rd rank in B.Sc. Mathematics Hons., Hindu College, DU in 2007.