

Shilpi Yadav



Faculty of Operational Research, Artificial Intelligence & Statistics
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RESEARCH AND TEACHING INTERESTS

Operational Research, Artificial Intelligence, Deep Learning, Machine Learning, Neural Networking, Big Data, Quantitative Techniques, Business Statistics, Advanced Statistics, Business Analytics, Mathematical Programming, Data Mining & Text Mining

TEACHING EXPERIENCE

EMPI BUSINESS SCHOOL, NEW DELHI

Faculty of Operational Research, Artificial Intelligence (December, 2018 – Present)

Provide challenging course work, innovative capstone projects and stimulating exercises while utilizing active learning techniques and hands-on approach. Provide utilization of the latest technology and cultivate greater higher education skills such as communication along with quantitative and critical thinking. Managing an advising load of more than 200 students each year. Participate in several committees and work collaboratively on department assessments.

- *Member*, Contributed to committee charge of course manual of PGDM Program and designed the syllabus and curriculum for each course taught (2019-2020)
- Took online classes on zoom and webex during pandemic coronavirus for the students of EMPI (2020)
- *Coordinator*, Coordinated “**India’s First Women Botpreneur Training Programme**” on “**Learn-Make- Sell Bots**” in association with **Department of Science and Technology-Government of India, Automation Anywhere & Atal Incubation Centre-EMPI** from 18th February to 21st March 2020 at EMPI. DST funded project. Sessions on the BOT Training by Automation Anywhere at EMPI, BOT LAB.
- *Coordinator*, Conducted Elocution/ Speech Competition, Quiz Competitions, Strike a Job Competition, Business Plan Competition, Problem Solving and Analytical Skill Competition (2019-2020)
- Worked on the documentation of MOU’s with various organizations (2019-2020)
- *Coordinator*, Organized International Youth Festival on “Innovating Futures”.
“**India’s First New, Clean & Intelligent MOBILITY MISSION FESTIVAL**” on 8th & 9th November 2019 in association with **Atal Incubation Centre-EMPI Supported by AIM, NITI Aayog-Government of India, Ministry of Road Transport and Highways-Government of India, Nissan Motors & IBM** which comprises of events such as Hackathon, Mackeathon, Designathon, Pitchathon, Brandathon, Masterclass, Quizility etc. Coordinated with International participants for the event. Successfully handled meetings with the partners associations & AICTE’s Vice-Chairman for dissemination of information on the AICTE’s Website (2019)
- *Coordinator*, Organized a “**Peace Education Workshop**” by “The Prem Rawat Foundation” on 6th March 2019 at EMPI (2019)
- *Coordinator*, Organized “**Annual Day & Merit Award Ceremony**” on 7th April 2019 at EMPI (2019)
- *Coordinator*, Organized “**Renaissance Day & Merit Award Ceremony**” on 28th September, 2019 at EMPI (2019)
- *Coordinator*, Organized “**International Women’s Day**” on 8th March, 2019 at EMPI (2019)
- Developed course curriculum of Quantitative Techniques and taught Foundation Course Programme during the period 27th June to 10th July, 2019.
- Designed a document for “**Business Mind Program for International Executives**” conducted by EMPI Institutions (2019)
- Designed a document for “**Artificial Intelligence Blogging Competition**” conducted by EMPI Institutions (2019)
- Worked and designed a document for “**Executive Post Graduate Program in Strategic Management & Competitive Intelligence**” EMPI in association with Cognitrex (2019)
- Designed a document of “**PGDM in Pharma/Healthcare/Wellness Management**” (2019)
- Worked on the Mooc Courses for the students of Batch 2019-21 (2019)
- Worked on the Association of Universities in Asia and the Pacific(AUAP) Scholarship (2018)

BRAINFUSE, NEW YORK, UNITED STATES

Online Freelancer as Mathematics, Statistics and Operational Research Teacher (2015-2017)

- Delivered sessions with effective teaching and elaborative knowledge.
- Proficient in the use of new media such as internet to promote interactive learning.
- Created comprehensive lesson plans incorporating various latest teaching methods and techniques to actively engaged and understand the material.
- Promoted a focused and disciplined learning milieu for maximum efficiency and productivity.
- Handled multiple session at one go. Learned smart, quick and efficient methods of delivering sessions.

DEPARTMENT OF OPERATIONAL RESEARCH, UNIVERSITY OF DELHI

Research Assistant of Operational Research (Marketing Research & Quality Management) (2015-2016)

Taught **Marketing Management** and **Quality Management** while pursuing MPhil degree in the Department of Operational Research.

PROFESSIONAL EXPERIENCE

SSGN InfoTech LLP

Marketing and Business Representative (Feb 2018, September 2018)

Worked as a Marketing and Business Representative to execute marketing strategies, market research, brand positioning, public relations, promotional material design and delivering products and services to meet customer needs.

- Created partnership with major brands such as Dell, HP, Lenovo, Acer, Net gear, Seagate, Logitech, Microsoft, Cisco, Matrix, Quick heal, Polycom, Samsung and Panasonic.

EDUCATIONAL QUALIFICATION

M.PHIL. in OPERATIONAL RESEARCH

DEPARTMENT OF OPERATIONAL RESEARCH, UNIVERSITY OF DELHI with First Division with Distinction
78% (2014-October 2017)

Submission of **DISSERTATION** on the “**DIFFUSION OF INNOVATIONS IN THE PRESENCE OF NETWORK EXTERNALITIES**”.

KRA's of the Dissertation:

- Impact of Network Externalities on consumer's new product purchase intention.
- Networks have been established to ensure innovations are diffused successfully in community of adopters.
- Theoretical models and results have been derived in the adoption of the social network diffusion process.
- Data mining technique have been induced to devise the extension of the network pattern dynamics which has lead to influential economically.

MASTERS in APPLIED OPERATIONAL RESEARCH

SOUTH CAMPUS, DEPARTMENT OF OPERATIONAL RESEARCH, UNIVERSITY OF DELHI with **70% (2011-2013)**

Submission of a **PROJECT REPORT** on “**IMPROVING QUALITY AND PRODUCTIVITY OF PLASTIC BOTTLES FOR BLUE OCEAN SOLUTIONS**”.

KRA's of the Project Report:

- In depth analysis into the variations in the process and improvement shift to make bottling process smooth and efficient.
- Various techniques have been used as control charts, cause and effect diagram process capability indices Cp and Cpk to examine the process capability.
- Strategized for achieving the best quality services in designing the information flow incorporating Quality Control elements to fulfill the needs of the demands produced.

BACHELORS in OPERATIONAL RESEARCH AND COMPUTER SCIENCE

GARGI COLLEGE, UNIVERSITY OF DELHI (2008-2011)

12th STANDARD, CBSE

RYAN INTERNATIONAL SCHOOL, VASANT KUNJ, NEW DELHI (2006-2008)

10th STANDARD, CBSE**RYAN INTERNATIONAL SCHOOL, VASANT KUNJ, NEW DELHI (2004-2006)****RESEARCH GRANTS & FELLOWSHIP**

UGC Non-NET Fellowship (2014 to 2016)

SUBJECTS TAUGHT FOR PGDM (AT EMPI BUSINESS SCHOOL, NEW DELHI)

Operational Research
Artificial Intelligence
Data Mining & Text Mining Using Rapid Miner Software, Python
Business Analytics
Quantitative Techniques Using Advanced Excel
Web & Text Analytics Using Google Analytics
IBM SPSS Modeler, Cognos & Analytics & Watson
Machine Learning & Deep Learning
Multivariate Analysis
Business Statistics Using Advanced Excel
Marketing Research Using SPSS

COURSE OUTLINE PREPARED FOR PGDM (AT EMPI BUSINESS SCHOOL, NEW DELHI)

Operational Research
Business Statistics
Data Mining & Text Mining Using Rapid Miner Software, Python
Quantitative Techniques Using Advanced Excel
Web & Text Analytics Using Google Analytics
Marketing Research Using SPSS

IBM-ARTIFICIAL INTELLIGENCE CAPSTONE PROJECT SUPERVISION

- “Impact of Artificial Intelligence and Robotic Processes on Manufacturing Sector of Small Scale Industries (SSI) Trading Globally” Capstone Project (2020)
- “Sentiment Analysis of Instagram Posts Using Naïve Bayes Classifier for Machine Learning Language, Capstone Project (2020)
- “Logistics with Artificial Intelligence: Business to Business”, Capstone Project (2020)
- “Forex Market and its Driving Factors Including Customers Behavior for Future Global Crises Using Machine Learning (SVM) Algorithm”, Capstone Project (2020)

SUMMER INTERNSHIP MASTER’S STUDENT PROJECT SUPERVISION

- “Understanding the Market Landscape and Consumption Behavior for Pulse Candy” - SIP, Sep (2019)
- “Understanding the Market Landscape and Consumption Behavior for Filz Gum” – SIP, Sep (2019)
- “Project Report on Awareness of Mutual Funds among the People” – SIP, Sep (2019)
- “Perception of Retailers Towards FMCG Companies” – SIP, Sep (2019)
- “Comparative Analysis between the Legal Software of Supreme Court Cases and Chawla Publications’s Law Finder-SIP, Sep (2019)

DISSERTATION STUDENT SUPERVISION – THESIS TOPICS

- “Twitter Sentiment Analysis Using Real time data of Covid-19” Dissertation, May (2020)
- “Impact of Temperature on Covid-19 Pandemic” Dissertation, May (2020)
- “Volatility in Indian Stock Market: Role of Macro-Economic Factors” Dissertation, May (2020)
- “Block Chain and Crypto Economy” Dissertation, May (2020)
- “Comparison of Axis Bank with other Private Sector Banks” Dissertation, May (2020)
- “The effect of social media campaigning on Individual voters in India” Dissertation, May (2020)
- “Influence of Social Media on Travelling Industry” Dissertation, May (2020)
- “The Beneficence of BI to Strategic Management” Dissertation, May (2020)

FACULTY DEVELOPMENT PROGRAM

- **“Open Source Tools for Research”** conducted by **Ramanujan College, University of Delhi** under **Ministry of Human Resource Development** from 8th June – 14th June, 2020.
Tools Used – LaTeX, UCINET, Zotero
- Online Faculty Development Program on **“Artificial Intelligence”** conducted by **Sridevi Women’s Engineering College in collaboration with National Youth Council of India, Computer Society of India & Brainovision Solutions India Pvt. Ltd.** from 22nd May – 26th May, 2020.
Tools Used – Python
- **Faculty Development Programme on Machine Learning & its Applications”** conducted by **Electronics & ICT Academy, Indian Institute of Technology, Roorkee** from 4th May – 12th May, 2020.
Tools Used – Python

RESEARCH PUBLICATIONS

- Yadav, S., Chandan, V., Pratibha, Makkar, A. and Sama, L. (2020). Recognition of Pandemic virus Covid-19 using Inception-V3, International Journal of Advanced Science and Technology, Vol.29, No.12s, pp.1675-1679.
- Working on “Twitter-Real Time Sentiment Analysis of Behavioral Aspects Lockdown Phases During Covid-19” (2020)
- Development of the Background Paper on **“Petroleum Coal-Gas: Towards a Win-Win Strategy for Producer and Consumer”** for “World Petro Coal Congress 2019” held on 15th to 17th February, 2019 (2019)

OTHER CREDENTIALS

GREEN BELT SIX SIGMA QUALITY CONTROL COURSE

INDIAN STATISTICAL INSTITUTE (ISI), NEW DELHI (2012)

Submission of a **PROJECT REPORT** on **“ DELIVERY TIME REDUCTION FOR THE RESTAURANT USING SIX-SIGMA TECHNIQUES”**

KRA’s of the Project Report:

- By using the six sigma techniques, progressed in the reduction of the defect rate of delay in order deliveries and the average process cycle time of the restaurant.
- It carried out in 5 phases: Define, Measure, Analyze, Improve and Control which helped in differentiating the Importance of each phase.
- Usage of Statistical tool MINITAB to improvise their quality standard.

SEMINAR & CONFERENCES

- Attended **“9th CSR Conference- 2019”** on 1st August 2019.
- Attended **“World Petro Coal Congress 2019”**, knowledge partners with EMPI held on 15th to 17th February, 2019.
- Participant of One Day National Seminar on **“Academic Writing, Plagiarism and Citation”** in 2017.
- Attended **“International Conference on Management Cases (ICMC)”** at BIMTECH Campus in 2017.

LANGUAGES

- Python for Data Science & Machine Learning Bootcamp from Udemy (Pursuing)
- Tableau 2020 for Data Science from Udemy (Pursuing)
- SPSS, R
- MATLAB
- Rapid Miner
- Good knowledge of Microsoft Office Suite (Extensive Knowledge of Advanced Microsoft Excel)
- Ability to work with Mac OS
- Languages C++, C, HTML, Visual basic, DBMS, Java, SQL

PERSONAL DETAILS

- **Father’s Name** : Mr. Suresh Yadav
- **Date of birth** : 14th March 1991
- **Gender** : Female
- **Nationality** : Indian
- **Languages known** : English, Hindi and French
- **Permanent Address** : E-403 Sabka Ghar Apartment Plot no. 23, Sector-6, Dwarka, New Delhi-110075