

CURRICULUM – VITAE

MASOOD HUSAIN SIDDIQUI

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PROFESSIONAL EXPERIENCE

TEACHING EXPERIENCE

About 26 yrs. of teaching experience in Statistics, Econometrics, Business Analytics, Predictive Analytics, Machine Learning, Decision Sciences, Operations Research & Advanced Operations Research, Research Methodology, Marketing Research and related areas.

- Working as **Professor, Dept. of Statistics, University of Lucknow, Lucknow** (since January 8th, 2022)
 - Teaching & Research
 - **Director, Incubation Cell, University of Lucknow** since January 21st, 2022)
- **Jaipuria Institute of Management, Lucknow (July 1st, 2005 – January 7th, 2022)**
 - **Professor** – Decision Sciences & Business Analytics, Jaipuria Institute of Management, Lucknow (October 1st, 2013-January 7th, 2022)
 - Jaipuria Institute of Management, Lucknow is AICTE approved, NAAC-UGC accredited (Grade ‘A’), AIU accredited, NBA accredited].
 - Teaching Statistics, Business Analytics, Decision Sciences, Operations Research & Advanced Operations Research, Research Methodology, Marketing Research to PGDM students (Joined JIML as Sr. Lecturer in July-2005, Assistant Professor in July 2008, Associate Professor in October 2010 and Professor in October, 2013).
 - Administrative Responsibilities:
 - Pan-Area Chair (Decision Sciences & Business Analytics) and Chair (Faculty Development), Chair (IQAC) June 2020-Januray 2022.
 - Dean (Research & Development). Responsible for research & publications and faculty development (2016-20).
 - Chairperson- Centre for Learning Innovations & Case-Development (CLIC): Responsible for Case-Development & Case-Research and developing Teaching Innovations (2015-19).
 - Chairperson-PGDM Programme (June 2012-May 2014).
 - Member of NAAC, AIU, NBA & NIRF Coordination Committee since 2012.
- **Lecturer** - Dept. of Statistics, Lucknow Christian P.G. College, Lucknow (Accredited by NAAC–UGC as Grade ‘A’ P.G. College). Taught Mathematical Statistics to Undergraduate students (May-1999 to June-2005).
- **Visiting Faculty** – Dept. of Business Administration (LUMBA), University of Lucknow. Taught Marketing Research, Operations Research and Research Methodology to M.B.A. /M.E.B. students (July-2001 to June-2005).
- **Visiting Faculty** – Institute of Developmental Studies, University of Lucknow. Taught Operations Research, Quantitative Methods, Marketing Research and Advanced Marketing Research to MBA (ME) and MBE students (May-1999 to June 2018).
- **Visiting Faculty** – Institute of Integral Technology (Integral University), Lucknow. Taught Operation Research to B.Tech. VII semester (Computer Science) and B.Tech. V semester (Mechanical) students (July-2001 to March-2002).
- **Academic Counselor** – Management Programme, IGNOU – Study Center-2701 (JNDC, Lucknow) and Study Center-2720 (LCC, Lucknow) (July-2001 to March-2005).

ADMINISTRATIVE EXPERIENCE

- Worked as Statistical Officer (Gazetted), Dept of Horticulture & Food Processing (Hills), Govt. of U.P. (July-1996 to May-1999). Nature of the job was planning, monitoring and evaluation of departmental schemes and projects, preparation of plans and reports. Awarded Honorariums, each year (1997 and 1998), for excellent works.

RESEARCH EXPERIENCE

- Research Fellow of CSIR-UGC for the period 1994-96.

• THESIS GUIDANCE:

- “Identifying Service Quality Dimensions in Life Insurance sector in National Capital Region (NCR), India and measuring their Relative Importance”, under Gautam Buddha Technical University, Lucknow. Thesis accepted and Ph. D. awarded in July-2012.
- “Green Consumer Behaviour in FMCG: A Study of Green Consumers in Lucknow City” under Sai Nath University, Ranchi. Thesis accepted and Ph. D. awarded in April-2016.
- “Effect of Relationship Marketing Strategies on Customer Perceived Service Quality: A Study on Banks” under AIMA and Aligarh Muslim University. Ph. D. awarded in October-2017.
- “Detailed Study of Innovations & Adoption in B2n Business” under Sri Satya Sai University of Technology & Medical Science, Ph. D. awarded in January-2021.
- “Designing A Balanced Scoreboard to Curb Crimes Against Women: A Study of U.P. Police” under Amity Business School, Amity University, Lucknow. Ph. D. awarded in December-2021.
- “Redesigning Marketing Strategies to Combat e-Commerce Effect: A Study of Fashion Brick & Mortar Retail Industry” under Amity Business School, Amity University, Lucknow. Ph. D. awarded in January-2022.
- “Technology Adoption by grocery Channels in India –A Model for Digitised Store Operation”, under Amity Business School, Amity University, Lucknow. Ph. D. awarded in January-2022.
- “Online Marketing & Social Area Marketing: New Paradigm”, under Shri Jagdish Prasad Jhabarmal Tibrewala University, Jhunjhunu. Synopsis accepted in January-2019.
- “A Multi Method Investigation of the Dynamics of Perceived Scarcity Effects on Consumer Preference in the Context of Online Shopping”, under AIMA-AMU PhD Programme in Business Administration, Aligarh Muslim University & AIMA. Synopsis accepted in November-2019.
- “Efficient implementation of Data Management and Manipulation strategies in information systems”, under Dept. of Statistics, Amity Institute of Applied Sciences, Amity University. Synopsis accepted in December-2020.
- External Expert-Research Development Council, Integral University, Lucknow.

• PROJECTS:

- Performance measurement, efficiency comparison and measuring employees’ satisfaction of various branches of ICICI in Lucknow.
- Application of Soft Operations Research for improving the efficiency of various systems in Charbagh (Lucknow) Railway Station.
- Developing and managing the Servicescape of shopping malls.
- Developing marketing plan for the products of small and medium enterprises. A project of SIDBI.

• FDPs:

- Resource Person/Invited Speaker to more than 350 FDPs/MDPs.
 - FDPs at Ramanujan College, University of Delhi, Dept. of Statistics-University of Lucknow, Academic Staff College-University of Lucknow & Kumaon University-Nainital, Faculty of Commerce & Management- University of Lucknow, IMS-University of Lucknow, IDS-University of Lucknow, Urban

Center- University of Lucknow, Giri Institute of Development Studies-Lucknow, Baba Bhimrao Ambedkar University-Lucknow, Integral University-Lucknow, Aligarh Muslim University, T. M. Bhagalpur University, MGKV University-Varanasi, Khwaja Moinuddin Chisti University, BBD University-Lucknow, Ramswarup University-Lucknow, KNIT-Sultanpur, Amity University-Lucknow, HBTU-Kanpur, KMC University, SMS Lucknow, Ramswaruo University, Lucknow, IILM Lucknow, Univeristy of Mumbai, SIMSREE Mumbai, ASCI Hyderabad, HBTU Kanpur, GLA University Mathura etc.

- Invited Speaker on “Statistics Day” organized by National Sample Survey Organization (NSSO), Ministry of Statistics & Programme Implementation, Govt of India.
 - Resource Person for ten Workshops and Training Sessions for UPP Officers, Organized by the ‘Bureau of Police Research & Development, New Delhi (BPR&D)’ and ‘U. P. Police Technical Services HQ’ for UP Police Officials.
 - Involved in various FDPs taken by Jaipuria Institute of Management, Lucknow.
 - Resource person in number of FDPs = 300+.
 - Resource Person for AICTE ATAL FDP & STTP: IPS Indore, Ramanujan College (DU, Delhi), Jaipuria-Jaipur, Aligarh Muslim University, Aligarh, University of Mumbai etc.
- Expert Member: Selection Committee for Faculty Members, Dept. of Business Administration, University of Lucknow.
 - Expert Member: Selection Committee for Faculty Members, Dept. of Statistics & Operations Research, Aligarh Muslim University (AMU), Aligarh.
 - Expert Member: Selection Committee for Faculty Members, Dept. of Business Administration, Integral University, Lucknow.
 - Member, Board of Studies, Dept. of Statistics & Operations Research, Aligarh Muslim University (AMU) (Since 2014).
 - Subject Matter Expert- Board of Studies, School of Management, BBD University, Lucknow (Since 2014).
 - External Expert-Research Development Council, Integral University, Lucknow.
 - External Member of Faculty Board of the Faculty of Management & Research, Integral University, Lucknow since 2016.
 - Associate Examiner-Institute of Actuaries of India.
 - Member- Association on Indian Management Scholars (AIMS), Indian Society of Probability and Statistics (ISPS).
 - International Reviewer- Journal of Communication Management, Tourism Management (Elsevier Journal), Tourism Review, International Journal of E-Business Research, AIMS International Journal of Management, International Journal of Contemporary Hospitality Management, International Research Journal: Educational Research etc.
 - Editorial Board Member- Journal of Applied Statistics & Machine Learning, E3 Journal of Business Management and Economics and Prime Journals: Business Administration and Management.

ACADEMIC QUALIFICATION

- Ph.D. (Mathematical Statistics) (year-2004) from University of Lucknow.
- M.Sc. (Mathematical Statistics) from University of Lucknow, securing 73% aggregate and III position in University of Lucknow.
- Qualified Joint CSIR-UGC. National Level Test for Junior Research Fellowship and Eligibility for Lectureship in Mathematical & Statistical Science.
- Throughout first division (High school to Post Graduation). Fifth position in UP in High school (UP Board). A number of Scholarships were awarded.

PUBLICATIONS

BOOKS:

- Co-Author: “Statistics for Management- Levin, Rubin, Siddiqui & Rastogi”, 8th Edition, ISBN: 978-93-325-8118-0 (Pearson Publications).
- Co-Author: “Statistics for Management- Levin, Rubin, Rastogi & Siddiqui”, 7th Edition, ISBN: 978-81-317-7450-2 (Pearson Publications).

BLOGS:

- <https://www.mygreatlearning.com/blog/analysis-of-variance-anova/>, (Great Learning Blogs on the econtent of the topics: 'ANOVA: What is Analysis of Variance, Examples, Types and Assumptions' on May 11th, 2020)
- <https://www.mygreatlearning.com/blog/hypothesis-testing-in-r-with-examples-and-case-study/> (Great Learning Blogs on the e-content of the topics: 'Hypothesis Testing in R- Introduction Examples and Case Study' on April 24th, 2020)

RESEARCH PAPERS:

- **Total number of citations: 528 with h-index: 11 and i10-index: 12, as on June-2022 (Google Scholar: <https://scholar.google.co.in/citations?user=kZojsKkAAAAAJ&hl=en>).**
- **Orcid id: <https://orcid.org/0000-0002-4049-9307>**
- **Scopus id: 35312320700**
- “Impact Assessment of Covid19 on Digital Payment: An Indian Perspective”, International Journal of Business Process Integration and Management (IJBPIIM), (Accepted and will be published in 2022) (Scopus & WOS Indexed) ISSN: (Print): 1741-8763 (Online): 1741-8771
- “Investigating Smartphone Brand loyalty for Millennials and Gen Z: A Customer Value Perspective”, International Journal of Technology and Human Interaction (IJTHI) (IGI Global Publication), 2022, (Accepted, will be published in IJTHI, Volume 19, Issue 3.) (Scopus & WOS Indexed). ISSN: (Print): 1548-3908 (Online): 1548-3916
- “The Bigger Fall: Covid-19 vs Global Financial Crisis (08-09) Impact on Indian MSMEs”, in Journal of Positive School Psychology, Vol. 6, No. 2, 2022, 2570-84 (Scopus Indexed).
- “Choice of Management Education and Proposed Model for Perceived Differences between Post Graduate Diploma in Management (PGDM) and Masters in Business Administration (MBA) in India”, Psychology and Education, Vol. 58, Issue 5, 2021, 1717-28 (Scopus Indexed). ISSN: 1553-6939
- “A study of Commuter’s Shift Behaviour Towards New Age Convenient Transport Services”, FIIB Business Review, Vol. 10, Issue 2, 2021, 172-180. DOI: 10.1177/23197145211016738 (Scopus Indexed). ISSN: (Print): 2319-7145 (Online): 2455-2658
- “Examining the Impact of Team Based Learning on Personality: its Managerial Implications and Outcomes”, Journal of Content Community & Communication, Vol. 13 Year 7, June-2021, 181-98. (Scopus & UGC Care Indexed). ISSN: (Print): 2395-7514 (Online):2456-9011
- “An Analytical Approach to Deciphering Customer Perception with Reference to Online Shopping”, Journal of Critical Reviews, Vol 7, Issue 19, 2020, 7315-26 (Scopus Indexed).
- “Application of Balance Score-Card in Police Organization: A Literature Review”, Test Engineering and Management, Vol. 82, 4618-28, Jan-Feb 2020 (Scopus Indexed).
- "An Analytical Study of the Service Gap vis-à-vis Law Enforcement Agencies: As Perceived by Women", International Journal of Public Sector Performance Management, Vol. 6, No. 4, 2020 526-48 (Scopus Indexed). (Impact Factor-1.10) (WOS/UGC Care List)
- “A Customer Perception Study with respect to Whatsapp: An Analytical Approach”, IASSI Quarterly: Contributions to Indian Social Science, Vol. 37, Issue no. 3, 2018, 362-72. (UGC Care List)
- “Impact of Advertising Intensity on Market Risk of a Firm: A Study of the Indian Consumer Goods Sector, *Global Business Review*, Vol. 13, No. 6, 2020, 1376-86 (Scopus Indexed) (Impact Factor-1.10) (WOS/UGC Care List)
- “Assessing the Quality of Healthcare Services: A Servqual Approach”, *International Journal of Healthcare Management*, Vol. 13, Issue no. S1, 2020, 133-144 (Scopus Indexed). (Impact Factor-1.69) (WOS/UGC Care List)

- “A Study of Non-Farm Activities Undertaken by SHGs and Potential Mapping for Strengthening the Marketing Channels for their Produce in Uttar Pradesh, India”, *Śodha Pravāha*, Vol. 8, No. 2, 2018, 74-82.
- “Perception about Crime against Women and Role of Law Enforcement Agencies as per Females: An Empirical Study”, *IOSR Journal of Humanities & Social Science (IOSR-JHSS)*, Vol. 22, Issue 9, Ver. 16, 2017, 65-78.
- “Customer Loyalty Programs in Changing Retail Environment”, *Adhyayan - A Journal of Management Sciences*, Vol. 7, No. 1, 2017, DOI: 10.21567/adhyayan.v7i1.8108
- “Segmenting Emerging Markets based on Consumer Responses towards Social Network Advertising”, *International Journal of Indian Culture and Business Management*, Vol 15, No. 3, 2017, 255-277 (Category C as per ABDC). (Impact Factor-0.03) (WOS/UGC Care List)
- “Grocery Retailing in India: Online Mode versus Retail Store Purchase”, *International Business Research*, Vol 9, No 5, 2016, 180-195. (Impact Factor-0.86)
- “Green Marketing and Forming of Green Strategies”, *International Journal of Scientific and Innovative Research*, Vol 2, Issue 2, 2014, 65-74.
- “e SUVIDHA – A Citizens’ Perception Study”, *Metamorphosis: A Journal of Management Research*, Vol. 11, Issue 1, 2013, 64-81.
- “Marketing of SME Product: A Relationship Approach”, *ASCI Journal of Management*, Vol. 42, No. 2, 2012, 76-106.
- “Designing Effective Mobile Advertising with Specific Reference to Developing Markets” in “Strategy, Adoption, and Competitive Advantage of Mobile Services in the Global Economy”, Lee I. (Ed.), IGI Publication, July 2012, pp. 299-324. (Scopus Indexed).
- “Tourist Preferences using Conjoint Analysis”, in “Tourism & Hospitality: Issues & Development, 2011, pp. 33-53. (Scopus Indexed).
- “Application of Soft Operations Research for Enhancing the Servicescape as a Facilitator”, *Vikalpa: The Journal for Decision Makers*, Vol. 36, No. 1, 2011, 33-49. (Scopus Indexed). (Impact Factor-0.7658)
- “Proposing a Hierarchical Utility Package with reference to Mobile Advertising”, *International Journal of E-Business Research (IJEER)*, Vol. 7, No. 1, 2011, 71-92. (Impact Factor-1.11) (WOS/UGC Care List) (Scopus Indexed)
- “Performance Evaluation of Various Tourist Centers using Data Envelopment Analysis”, *ASCI Journal of Management*, Vol. 40, No. 1, 2010, 31-51
- “Analyzing customer satisfaction with service quality in life insurance services”, *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 18, No. 3/4, 2010, 221-238. (Impact Factor-0.679) (Scopus Indexed)
- “An analytical study of complaining attitudes: With reference to the banking sector”, *Journal of Targeting, Measurement and Analysis for Marketing*, Vol. 18, No. 2, 2010, 119-137. (Impact Factor-0.679) (Scopus Indexed)
- “Measuring The Customer Perceived Service Quality for Life Insurance Services: An Empirical Investigation”, *International Business Research (a CCSE Journal)*, Vol. 3, No.3, 2010, 171-187. (Impact Factor-0.86)
- “An Empirical Investigation of Customer Preferences in Mobile Services”, *Journal of Targeting, Measurement and Analysis for Marketing*, Volume 18, No. 1, 2010, 49-63. (Impact Factor-0.679) (Scopus Indexed)
- “An Empirical Study of Tourist Preferences Using Conjoint Analysis”, *International Journal of Business Science & Applied Management (IJBSAM)*, Vol. 5, No.2, 2009, 1-16. Link- <http://www.business-and-management.org/>. (Impact Factor-0.79) (Scopus Indexed).
- “Branding of U.P. Tourism Services: An Empirical Approach”, *AIMA-Journal for Management Research (AJMR)*, Vol.-3, No. 4/4, 2009, Link- <http://aima-ind.org/ejournal/>.
- “Effectiveness of Mobile Advertising: The Indian Scenario”, *Vikalpa: The Journal for Decision Makers*, Vol. 33, No 4, 2008, 47-59. (Impact Factor-0.7658)
- “Servicescape of Shopping Mall- a Hierarchical Framework”, *AIMS International Journal of Management*, Vol. 2, No 3, 2008, 215-235. (Impact Factor-2.031)

- “The Impact of Servicescape on Quality Perception and Repatronage Intentions of Customers with specific reference to Shopping Malls”, *AIMA-Journal for Management Research (AJMR)*, Vol.-1, Issue 4/4, 2007, Link- <http://aima-ind.org/ejournal/>.
- “SODA and Cognitive Mapping-A Paradigm Shift”, *Samadhan*, Vol. 7, 2006, 55-60.

PRESENTATION OF RESEARCH PAPERS IN NATIONAL & INTERNATIONAL CONFERENCES/ SEMINARS

- “Detecting Diseases using Voice Biomarkers: A Statistical based ML Approach” in the “International Virtual Conference on Statistics and Data Science: Theory and Practice for Progress and Prosperity-2021” and “41st Annual Convention of Indian Society for Probability and Statistics (ISPS)”, organized by Department of Statistics, University College of Science, Osmania University, Hyderabad and Indian Society for Probability and Statistics on March 11-13, 2022.
- “New Paradigm to Efficiency Modelling in Tourism Sector: A Multimethodology Approach” in the “8th International Conference on Business Analytics and Intelligence-2021(ICBAI-2021)”, organized by Department of Management Studies. Indian Institute of Science, ORSI. IIMB and Analytics Society of India on December 20-22, 2021.
- “Analytical Modelling of the Performance Management System of Indian Police through BSC” in the “2021 Annual International Conference on Interdisciplinary Research in Applied Mathematics, Management & Technology (IRAMMT)”, organized by American Institute of Management and Technology (AIMT), USA, a subsidiary of The Global Knowledge Foundation (GKF), Inc., USA, on June 20-21, 2021
- “Investigating Smartphone Brand loyalty for Millennials and Gen Z: A Customer Value Perspective” in NASMEI-2019 Conference on December 19-20, 2019 at Great Lakes Institute of Management, Chennai.
- Chaired the Session “Human Capital Reforms” at National Conference on Reforms of Indian Economy: Paradigm Shift in Development, held on March 29-30, 2019 organized by SGNGD College Lucknow.
- “Assessment of Non-Farm Activities Undertaken by SHGs and Potential Mapping for Strengthening the Marketing Channels of Products” in ‘First Asia-Pacific Conference on Managing Business Sustainability’ held on October 20-21, 2017 at Hotel Park Royal, Singapore.
- “A Customer Perception Analysis with Reference to Online Shopping” in the ‘7th IIMA Conference on Marketing in Emerging Economies’ held on January 11-13, 2017 at IIM-Ahmedabad.
- “A Collaborative Business Model for the Artisan Products: A Multimethodology Approach”, in the 8th Indian Subcontinent Decision Sciences Institute Region (ISDSI) International Conference (ISDSI-2015), held on Jan. 2-4, 2015 at Hotel Hyatt, Pune. *This research paper has got ‘Best Research Paper Award’.*
- “E Suvidha- A Citizen Perception Study”, in the International Conference in Marketing on Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead (IIML Marconference 2012) held on Jan 13-14, 2012 at Indian Institute of Management, Lucknow, Noida Campus.
- “An Empirical Investigation of Customer Preferences Structure for Life Insurance Services”, the Fifth Great Lakes-NASMEI Marketing Conference, held at Great Lakes Institute of Management, Manamai.
- “Marketing of SME Products: A Relationship Approach” in the International Conference on Challenges to Inclusive Growth in the Emerging Economies (SMF Conference-2010) held at Indian Institute of Management, Ahmedabad. The conference was organized by Strategic Management Forum of India and IIM-A.
- “Productivity Assessment of Tourism Sector: An Analytical Approach” in the International Conference on Decision Sciences in Managing Global Services (ISDSI-2010) held on Dec 28-31, 2010 at Management Development Institute (MDI), Gurgaon. The conference was organized by Indian Subcontinent Region Decision Sciences Institute (ISDSI) and Management Development Institute (MDI), Gurgaon.

- “Understanding Perceived Service Quality and Customer Satisfaction in Life Insurance Industry” in the International Conference on Decision Sciences in Managing Global Services (ISDSI-2010) held on Dec 28-31, 2010 at Management Development Institute (MDI), Gurgaon. The conference was organized by Indian Subcontinent Region Decision Sciences Institute (ISDSI) and Management Development Institute (MDI), Gurgaon.
- “Managing Customer Satisfaction and Service Quality in Indian Life Insurance Service: An Empirical Investigation” in the Fourth Great Lakes-NASMEI Marketing Conference (2010) held at Great Lakes Institute of Management, Manamai.
- “Designing Tourism Packages Incorporating Tourists’ Perspectives: A Conjoint Analysis Approach” in the 3rd International Conference on Global Interdependence and Decision Sciences (ISDSI-2009) held on Dec 28-30, 2009 at Administrative Staff College of India, Hyderabad. The conference was organized by Indian Subcontinent Decision Sciences Institute Region (ISDSI) and Shailesh J Mehta School of Management, IIT-Bombay.
- “Incorporating Group Decision Making in Public Systems Domain: A Case of Indian Railways” in the 3rd International Conference on Global Interdependence and Decision Sciences (ISDSI-2009) held on Dec 28-30, 2009 at Administrative Staff College of India, Hyderabad. The conference was organized by Indian Subcontinent Decision Sciences Institute Region (ISDSI) and Shailesh J Mehta School of Management, IIT-Bombay.
- “Application of Soft Operations Research for Enhancing the Servicescape as a Facilitator” in The 11th Annual Convention of Strategic Management Forum-2008 held on May 8-10, 2008 at IIT-Kanpur. The conference was organized by Strategic Management Forum of India and IIT-Kanpur.
- “Incorporating Soft Operations Research in Strategic Management” in The 10th Annual Convention of International Strategic Management Forum (SMF-2007) held on May 10-12, 2007 at Shailesh J Mehta School of Management, IIT-Bombay. The conference was organized by Strategic Management Forum of India and Shailesh J Mehta School of Management, IIT-Bombay.
- “SODA and Cognitive Mapping-A Paradigm Shift” in the Seventh International Conference on Operations & Quantitative Management (ICOQM-VII-2006) on Aug 3-5, 2006 at Jaipur.
- “Problem Structuring Methods (PSMs): A New Paradigm of Managerial Decision” in National Seminar on Contemporary Trends in Management-2006, held on Jan 28, 2006 organized by ICFAI National College, Lucknow.

Certifications:

- Machine Learning by Stanford University (Andrew Ng, Coursera), 2021
- Machine Learning with Python, Cognitive Class (IBM Developer Skills Network), 2021
- Python for Data Science, Cognitive Class (IBM Developer Skills Network), 2020
- Marketing Research & Analysis, NPTEL Online Certification (IIT Rorkee)
- IBM CE: Big Data Analytics, IBM Career Education, 2018
- IBM CE: Cognitive Analytics (Watson Analytics), IBM Career Education, 2017
- IBM CE: Predictive Analytics & Modeling (IBM SPSS Modeler), IBM Career Education, 2017
- IBM CE: Descriptive Analytics (Cognos Analytics), IBM Career Education, 2017

SOFTWARE KNOWLEDGE

Working knowledge of Softwares e.g. SPSS, Python, Lisrel, R, AMOS, Process-Macros etc.

AREAS OF INTEREST

- Statistics: Mathematical Statistics, Applied Statistics
- Multivariate Data Analysis.
- Business Analytics, Data Sciences, Predictive Analytics, Prescriptive Analytics
- Python for Data Science
- Machine Learning.
- Research Methodology & Business Research Methods.
- Operations Research & Advanced Operations Research.

- Econometrics.
- Marketing Research.

PERSONAL DETAILS

Sex : Male
Date of Birth : 14-02-1968
Marital Status : Married
Father's Name : Late A. H. Siddiqui
Nationality : Indian