

Dr. Vidya Bai G
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Professional Objective

To be a highly competent and consistent professional. I believe in performance with perfection. Want to be the best performer in my field of work and would like to grow with the growth of the Institution.

Summary of Experience

About 21 years of academic experience in analytical subjects such as Mathematics, Statistics, Research Methodology & Optimization techniques and administration of BE, B.Sc., BBA, MBA, M.Sc., MSW and M. Com Program with 4 years' consultancy experience as Statistician.

1	July 2017 to till date	<p>Department of Commerce, MAHE, Manipal. Responsibilities:</p> <ul style="list-style-type: none"> ▪ Program Coordinator for M. Com (Dec 2017-Dec 2021) ▪ Project Coordinator, Department of Commerce, MAHE (Nov 2017 - July 2019). ▪ Student Research Forum Coordinator, Department of Commerce (September 2017 to May 2019) <p>Subjects Handled: Fundamentals of Actuarial Science, Prescriptive Analytics, Quantitative Techniques for Business, Research Tools and Techniques, Optimization methods in Management Science, Calculus</p>
2	Aug 2010 to Jun 2017	<p>Shree Devi Institute of Technology, Mangaluru. Responsibilities:</p> <ul style="list-style-type: none"> ▪ Head, Department of Engineering Mathematics ▪ Student Welfare Officer. <p>Subjects Handled: Engineering Mathematics for BE, Business Analytics and Quantitative techniques for MBA</p>
3	July 2007 to Aug 2009	<p>T. John Institute of Management & Science, Bangalore. Responsibilities: Teaching and Administration</p> <p>Subjects Handled: Subjects related to Mathematics & Statistics, Operations Research, Research Methodology, Marketing for MBA</p>
4	Sept 2001 to Mar 2005	<p>St. Aloysius College, Mangaluru. Subjects Handled: Subjects related to Mathematics, Statistics and Operations Research for B.Sc, M.Sc & MSW</p>
5	Jun 1997 to Aug 2001	Consultant as Statistician

6	Sept 1994 to Feb 1997	Besant Women’s College, Mangaluru. Subjects Handled: Subjects related to Statistics and Operations Research for B.Sc.
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Educational Synopsis

Course	Year	Institution/University	Specialisation
PhD	2017	Mangalore University	Studies on Modeling and Analysis of Financial Time Series
MBA - (64%)	2010	Annamalai University	General Management
PGDCA - (77%)	2001	Mangalore University	DBMS
M. Sc. - Statistics (55.44%)	1994	Mangalore University	Operations Research Econometrics
B.Sc. -(62.4%)	1992	Mangalore University	Mathematics, Statistics, Physics.

Publications:

1. Published a paper on “Exploring the sustainable effect of mediational role of brand commitment and brand trust on brand loyalty: an empirical study” in *Economic Research-Ekonomska Istraživanja*, March 2022, DOI: 10.1080/1331677X.2022.2048202. (SCOPUS-Q1)
2. Published a paper on “ Exploring the antecedents of institutional effectiveness: a case study of higher education universities in India “ in *Economic Research-Ekonomska Istraživanja*, August 2021, DOI: 10.1080/1331677X.2021.1959367 (SCOPUS-Q1)
3. Published a paper on “Impact of Covid-19 on deferred Retirement Planning and Adjournment of Retirement” in *Shodhsamhita: Journal of Fundamental & Comparative Research* **Vol. VII, No. 10(I):** 2021 (UGC CARE)
4. Published a paper on “Cataloguing of Coronary Heart Malady Using Machine Learning Algorithms” in 2021 *Fourth International Conference on Electrical, Computer and Communication Technologies (ICECCT)* | 978-1-6654-1480-7/21/\$31.00 ©2021 IEEE | DOI: 10.1109/ICECCT52121.2021.9616913. (SCOPUS)
5. Published a paper on “ A Financial Application Of Game Theory Perspective To Indian MSME’s: An :A Priori Evidenced Study “ in *Journal of Positive Psychology & Wellbeing* (Scopus Indexed), 2021, **Vol. 5**, No. 3, 358 –368.
6. Published a paper on “Time Complexity Reduction and Code Optimization Built on the Base of Algebraic Equation Using Progression” in *International Journal of Advanced Research in Dynamic Control Systems* (Scopus Indexed), **Vol.12**, Issue 1, in 2020. (SCOPUS-Q3)

7. Published a paper on “Business intelligence appraisal based on customer behaviour profile by using hobby based opinion mining in India: a case study” in *Economic Research-Ekonomiska Istraživanja* (Scopus Indexed, web of Science), **Vol.33**, Issue 1, in 2020. **(SCOPUS-Q1)**
8. Published a paper on “Socio-Economic Analysis of Indian Poverty using IEQ Methods and Satisfaction Calculus Approach” in *GEDRAG & ORGANISATIE REVIEW* (Scopus Indexed), **Vol.33**, Issue 3, in 2020.
9. Published a paper on “ Are global Exchange Traded Fund pretentious on exchange rate fluctuation? A study using GARCH model” in *Investment Management and Financial Innovations*, Volume 17, Issue 4, in 2020. **(SCOPUS-Q3)**
10. Published a paper on “Financial Market Investment Decisions: Parametric and Nonparametric Approach” in *Palarch’s Journal Of Archaeology Of Egypt/Egyptology* (Scopus Indexed), 17(7) in 2020.
11. Published a paper on “Humanitarian Logistics: A key factor in Disaster Management” in *International Journal of Management and Business Research* (Scopus Indexed), **Vol.9**, Issue 3, in August 2019.
12. Published a paper on “3D Intraoral Scanner based on Piezo Laser Mechanism with Digital Image Processing” in *International Journal of Advanced Research in Dynamic Control Systems* (Scopus Indexed), **Vol.11**, Issue 7, in 2019. **(SCOPUS-Q3)**
13. Published a paper on “Estimating Value at Risk in Financial Assets; A Parametric and Non Parametric Approach” in *International Journal of Mathematical Archive*, **Vol.4**, Issue 4, in 2013.
14. Published a paper on “Portfolio Analysis-Diversification Techniques; An Empirical Evaluation of Alternative Financial Portfolio Models” in *Global Journal of Management Science and Technology*, **Vol.1**, Issue 10, in 2012.
15. Published a paper on “Non parametric analysis of Financial Data” in the *proceedings of the Seminar on New Trends in Applied Statistical Methodology*, *Nirmala Academic and Research Publications, Nirmala College, Muvattupuzha*, in 2010.

Presentations:

1. Presented a paper on “Cataloguing of Coronary Heart Malady Using Machine Learning Algorithms” in 2021 Fourth International Conference on Electrical, Computer and Communication Technologies (ICECCT, 2021) held at Velalar College of Engineering & Technology, Erode, Tamil Nadu, India, during 15-17 September 2021.
2. Presented a paper on “Financial Market Investment Decisions: Parametric and Non-Parametric Approach” at the *International Conference, held at Manipal International University, Malaysia*, 27-28 March 2019.
3. Presented a paper on “Portfolio Analysis-Diversification Techniques; An Empirical Evaluation of Alternative Financial Portfolio Models”, *at the International Conference on Actuarial Statistics, Bio Statistics and Stochastic Modeling (INCABS 11), Department of Statistical Sciences, Kannur University, Kannur, Kerala, India*. 10-14 January 2011.

4. “Nonparametric Regression analysis of Financial Data”, *presented at National Seminar on New Trends in Applied Statistical Methodology, Department of Statistics, Nirmala College, Muvattupuzha, Kerala, India. February 25-27, 2010.*

Grant Received

Received a Grant of 1,50,000/- from the Department of Industries and Commerce, Government of Karnataka, under the affiliation of Manipal Academy of Higher Education in 2020, to conduct a series of workshop on **“Fostering the Entrepreneurial Spirit Among Creative and Innovative Youth Through Industry – Academia Interface with Government Mediation”**

Role: Principal Investigator of the Project.

Patents Published and Awarded

1. **Patent Applied** with Controller General of Patents, Designs & trade Marks, Indian: System and method for Human Resource Management to improve services of Supermarket using computerized online platform. It has been published in April 2021.
2. **Patent Granted:** Australian Government: System for secure authentication and inter-communication among networked IOT devices. Awarded in May 2021

Academic Certifications:

1. Completed Coursera course in August 2019 on **“Design Thinking for the Greater Good: Innovation in the Social Sector”**, an online course authorized by University of Virginia.
2. Completed Coursera course in August 2019 on **“Block chain 360: A State of the Art for Professionals”**, an online course authorized by EIT Digitals.
3. Completed Coursera course in November 2020 on **“Business English: Management and Leadership”**, an online non-credit course authorized by Arizona State University.
4. Completed Coursera course in Nov 2020 on **“Food & Beverage Management”**, an online non-credit course authorized by University Bocconi.
5. Attended one-week Faculty Development Programme on **“Insights on Writing Research Proposals and Funding Opportunities”** organized by St. Joseph Engineering College, Mangaluru, Karnataka from 20th to 24th July 2020.
6. Attended and completed the course **“Statistical Analysis of Big Data using R”** with Grade ‘A’ conducted by **GIAN**, a wing of **MHRD**, Government of India, held at Department of Statistics, Mangalore University, India from 03/12/2018 to 08/12/2018.

Recognitions:

1. Membership: MISTE (Member of Indian Society for Technical Education, AICTE) since 2012.
2. **BOS Member**, Commerce Stream, MAHE, Manipal for the period 2017-2019.
3. Received Research Co guide ship of MAHE in February 2021.

4. **Plenary Speaker for interdisciplinary Conference** on Healthcare and Technical Research held at **Manipal Academy of Higher Education, Manipal, Karnataka**, during 29 – 31 October, 2018.
5. Session Chairperson at the 1st International Conference on Commerce and Pharma Management held on 27–28 September, 2018 at **Manipal Academy of Higher Education, Manipal, Karnataka**.
6. Session Chairperson at the 2nd International Conference on Commerce and Pharma Management held on 17–18 September, 2021 at **Manipal Academy of Higher Education, Manipal, Karnataka**.
7. Resource Person for the research workshop on “Research Tools & Statistics” held at Department of Commerce on 8th and 9th March 2019, organized by center for Business Analytics.
8. Has added value as a **Resource Person** for the workshop titled ‘Empowering Evidence Based Research – Fundamental Approach’ held from 27 – 30 October 2017 at Department of Commerce, Manipal Academy of Higher Education, Manipal, Karnataka.
9. Session Chairperson at the National Conference on **Digital India** held on 13 October, 2017 at Manipal Academy of Higher Education, Manipal, Karnataka.

Workshops and Seminars attended

1. Attended a webinar on “Open Source Tools for Data Analysis in Social Sciences” organized by department of Commerce in July 2020
2. Attended a webinar on “Increasing Research Impact “organized by Taylor and Francis Group in June 2020.
3. Participated in the workshop on “Essentials of Problem Based Learning” held at CCEID, MAHE, Manipal on 26th February 2019.
4. Participated in Research Awareness programme level 1 and level 2 organized by Directorate of Research Manipal Academy of Higher Education, Manipal, Karnataka on August 7th and August 14th 2018.
5. Attended National level 4 day’ workshop on” Introduction to Therapeutic Counselling for Engineering Teachers” held at NMAMIT, Nitte on 25th to 28th July 2011.
6. Attended a workshop on “Effective teaching of Engineering Mathematics” held at Brindhavan College of Engineering, Bangalore on 29th of July 2010.
7. Participated effectively in the “Round-Table on growing market in the automobile sector- New initiations in Marketing” held at T John Institute o Management and Science on 27th November 2008.
8. Participated as a delegate in the workshop on recent advances in Bio-Statistics held on 11th February 2010 at Manipal University, Manipal

November 25, 2022
Manipal

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