


Ramanujan College

FACULTY PROFILE

FIRST NAME	Dr. Aakash	MIDDLE NAME (if any)		PHOTOGRAPH (ATTACH BELOW) 
LAST NAME	.			
DEPARTMENT	Department of Operational Research			
DESIGNATION	Assistant Professor (Operational Research)			
GENDER	Male			
DATE OF BIRTH (DD/MM/YYYY)	16/04/1992			
LANGUAGE PROFICIENCY	Hindi, English			
ADDRESS	54-New Alok Colony, Gali Number-1, Meerut Road, Hapur-245101			
MOBILE	+918979759507; +916398629382			
EMAIL	Askash@ramanujan.du.ac.in ; aakash.du.or50@gmail.com			
EDUCATIONAL QUALIFICATIONS:				
DEGREE	INSTITUTION		YEAR	
B.Sc. (H) (Computer Science)	Shaheed Sukhdev College of Business Studies (SSCBS), University of Delhi, Dr. K.N. Katju Marg Rohini, Sector 16, PSP Area IV, New Delhi, Delhi-110089		2012	
M.Sc. (Operational Research)	Department of Operational Research, University of Delhi, Delhi-110007, India		2014	
M. Phil. (Operational Research)	Department of Operational Research, University of Delhi, Delhi-110007, India		2017	

Ph.D. (Operational Research)	Department of Operational Research, University of Delhi, Delhi-110007, India	2021

CAREER PROFILE: TEACHING EXPERIENCE

- Currently working as Assistant Professor on Regular Basis in Ramanujan College, University of Delhi, G-18B, CR Park Main Rd, Block H, Kalkaji, New Delhi, Delhi 110019 from 11-07-2023.
- Worked as Assistant Professor on Regular Basis in Amity Global Business School, Amity University, Sector-125, Noida, Uttar Pradesh, India from 01-11-2022 to 10-07-2023.
- Worked as Assistant Professor on Regular Basis in IMS Ghaziabad, National Capital Region, Grand Trunk Rd, Industrial Area, Lal Kuan, Ghaziabad, Uttar Pradesh 201009 (NBA Accredited & AIU) from 01-12-2021 to 31-10-2022.
- Worked as Assistant Professor on Regular Basis in Delhi Institute of Advanced Studies (DIAS) NAAC Accredited 'A' Grade Institute (Approved by AICTE and Affiliated with G.G.S. Introduction University, Delhi) Plot No.6, Sector-25, Rohini, Delhi-110085 from 01-09-2021 to 30-11-2021.
- Worked as Lecturer on Regular Basis in Raj Kumar Goel Engineering College (RKGEC), UPTU from 01-03-2015 to 31-08-2015.

CAREER PROFILE: INDUSTRY EXPERIENCE

N/A

ADMINISTRATIVE ASSIGNMENTS: (List any administrative roles or responsibilities you have held)

- Member of the Canteen Committee at Ramanujan College.
- Member of the Sports Committee at Ramanujan College.
- Member of the Student Welfare Committee at Ramanujan College.
- I have previously worked as a member of Cleanliness Committee at Ramanujan College.
- I have previously worked as a member of Media Cell at Ramanujan.
- I have previously worked as a sub coordinator of AABHAR Club at IMS Ghaziabad, GT Rd, Lal Kuan, Ghaziabad, Uttar Pradesh-201009.
- I have previously worked as convener of IT Club at Amity Global business School, Amity University, Noida.
- I have also worked as a Placement Cell Coordinator at Delhi Institute of Advanced Studies (DIAS) approved by AICTE and affiliated with GGSIP University.

AREAS OF INTEREST / SPECIALIZATION: (Highlight your specific areas of interest or fields of specialization within your subject area)

- His research interests encompass a wide array of topics, including Operational Research, Online Marketing, Marketing Management, Artificial Intelligence, Machine Learning, Online Marketing, Software Reliability, Multi-Criteria-Decision-Making-Technique (MCDM), Data Envelopment Analysis (DEA), Mathematical Programming, Structural Equation Modeling (SEM), Partial Least Square (PLS) based Modeling, Clustering, segmentation, Text Analytics, Traditional Statistics, Modern Statistics, Modeling, and Optimization in Consumer Buying Behavior, and Soft Computing techniques.

SUBJECTS TAUGHT: (List all the subjects you have taught)

- Mathematics for Computing-I
- Mathematics for Computing-II
- Probability for Computing
- Discrete Mathematics
- Engineering Mathematics-I
- Engineering Mathematics-II
- Statistics for Business Decision Making (SBDM)
- Quantitative Technique Optimization (QTO)
- Numerical Optimization
- Operational Research
- Computer Graphics
- Digital Marketing
- Digital Empowerment
- Computers for Managers (CFM)
- E-commerce
- Operation Management
- Management information System (MIS)
- Information Technology for Managers
- Information System Management (ISM)
- Information System and Decision Support System for Management
- Advance Digital Marketing- II
- Database Management System (DBMS)

COURSE DEVELOPMENT: (Mention any courses you have developed or contributed to designing)

- I have written two chapters of Self Learning Material (SLM) for School of Open Learning (SOL), University of Delhi (Course: Data Analytics; Subject Name: Optimization in Analytics; Units: 1 & 2).
- I have written one chapter for Online MBA at School of Open Learning (SOL), University of Delhi (Course: MBAFT-7705; Subject Name: Technology, Innovation, and New Product Management; Units: 1).

RESEARCH GUIDANCE: (Provide details on research supervision, indicating the number of doctoral and postgraduate students guided)

N/A

PUBLICATIONS PROFILE: RESEARCH PAPERS (List your published research papers, including the title, journal, and year)

- **Aakash**, Tandon, A., & Gupta Aggarwal, A. (2023). Measuring online reviewer efficiency and ranking: A DEA based approach. Journal of Quality Assurance in Hospitality & Tourism, 24(2), 211–236. doi: <https://doi.org/10.1080/1528008X.2022.2029665> (Indexed in ABDC-B, ESCI, Scopus, etc. Impact Factor: 3.3)
- **Aakash**, A., & Gupta Aggarwal, A. (2022). Assessment of Hotel Performance and Guest Satisfaction through eWOM: Big Data for Better Insights. International Journal of Hospitality & Tourism Administration, 23(2), 317–346. <https://doi.org/10.1080/15256480.2020.1746218> (Indexed in ABDC-B, ESCI, Scopus, etc. Impact Factor: 3.5)
- **Aakash**, A., Tandon, A., & Gupta Aggarwal, A. (2021). How features embedded in eWOM predict hotel guest satisfaction: an application of artificial neural networks. Journal of Hospitality Marketing & Management, 30(4),486-507. doi: <https://doi.org/10.1080/19368623.2021.1835597> (Indexed in ABDC-A, SSCI, Scopus, etc. Impact Factor: 12.5)
- Tandon, A., **Aakash**, A., Aggarwal, A. G., & Kapur, P. K.(2021). Analyzing the impact of review recency on helpfulness through econometric modeling. International Journal of System, Assurance Engineering and Management, 12, 104–111. doi: <https://doi.org/10.1007/s13198-020-00992-x> (Indexed in ESCI, Scopus, etc. Impact Factor: 2.0)
- **Aakash**, A., & Aggarwal, A. G. (2020). Measuring the Effect of EWOM Readability and Sentiment on Sales: Online Cellphone Reviews. International Journal of Business Analytics, 7(4), 24-42. doi: <https://doi.org/10.4018/IJBAN.2020100103> (Indexed in ESCI, Scopus, etc.)
- Tandon, A., **Aakash**, A., & Aggarwal, A. G. (2020). Impact of EWOM, website quality, and product satisfaction on customer satisfaction and repurchase intention: moderating role of shipping and handling. International Journal of System Assurance Engineering and Management, 11, 349–356. doi: <https://doi.org/10.1007/s13198-020-00954-3> (Indexed in ESCI,Scopus, etc. Impact Factor: 2.0)
- Aggarwal, A. G., & **Aakash**. (2020). Analyzing the Interrelationship between Online Reviews and Sales: The Role of Review Length and Sentiment Index in Electronic Markets. International Journal of Internet Marketing and Advertising, 14(4), 361–376. doi: <https://doi.org/10.1504/IJIMA.2020.10032719>(Indexed in ABDC-C, Scopus, Academic OneFile (Gale), Google Scholar, etc. Impact factor: 1.1)
- **Aakash**, A., &Jaiswal, A. (2020). Segmentation and Ranking of Online Reviewer Community: The Role of Reviewers' Frequency, Helpfulness, and Recency. International Journal of E-Adoption, 12(1), 63-83. doi: <https://doi.org/10.4018/IJEA.2020010106> (Indexed in ESCI, Google Scholar, etc. Impact factor: 0.9)
- Aggarwal, A. G., & **Aakash**. (2018). A Multi-attribute Online Advertising Budget Allocation Under Uncertain Preferences. IngenieríaSolidaria, 14(25), 1-10. doi: <https://doi.org/10.16925/v14i0.2225> (Indexed in ESCI, Google Scholar, etc.)

- Aggarwal, A. G., & **Aakash**. (2018). Multi-criteria-based prioritisation of B2C ecommerce website. International Journal of Society Systems Science, 10(3), 201-222. doi: <https://doi.org/10.1504/IJSSS.2018.093940> (Peer Reviewed Journal indexed in: Academic OneFile (Gale), Google Scholar, etc.)

PUBLICATIONS PROFILE: BOOK CHAPTERS (List your published book chapters, including the title, publisher, ISBN and year)

- Anand, S., Bibyan, R., **Aakash** (2022). Modelling of Non-linear Multi-objective Programming and TOPSIS in Software Quality Assessment Under Picture Fuzzy Framework. In: Aggarwal, A.G., Tandon, A., Pham, H. (eds) Optimization Models in Software Reliability. Springer Series in Reliability Engineering (pp 323–339). Springer, Cham. https://doi.org/10.1007/978-3-030-78919-0_14
- **Aakash, A.**, Aggarwal, A. G., & Aggarwal, S. (2020). Analyzing the Impact of e-WOM Text on Overall Hotel Performances: A Text Analytics Approach. In Loureiro, S. M., & Kaufmann, H. R. (Ed.), Exploring the Power of Electronic Word-of-Mouth in the Services Industry (pp. 240-264). Hershey, PA: IGI Global. doi: <http://doi:10.4018/978-1-5225-8575-6.ch014>
- **Aakash, A.**, & Aggarwal, A. G. (2019). Role of EWOM, Product Satisfaction, and Website Quality on Customer Repurchase Intention. In J. Carvalho, & E. Sabino (Eds.), Strategy and Superior Performance of Micro and Small Businesses in Volatile Economies (pp. 144-168), Hershey, PA: IGI Global. doi: <https://doi.org/10.4018/978-1-5225-7888-8.ch010>
- Sharma, H., **Aakash, A.**, & Aggarwal, A. G. (2019). A Hybrid Pythagorean Group Decision Making Model for Website Selection. In Vatansever, K., & Akgül, Y. (Ed.), Multi-Criteria Decision-Making Models for Website Evaluation (pp. 64-102). Hershey, PA: IGI Global. doi: <http://doi:10.4018/978-1-5225-8238-0.ch004>
- Sharma, H., **Aakash, A.**, & Aggarwal, A. G. (2019). The Role of Website Quality and Social Ties EWOM in E-Services Adoption. In Akgül, Y. (Ed.), Structural Equation Modeling Approaches to E-Service Adoption (pp. 268-298). Hershey, PA: IGI Global. doi: <http://doi:10.4018/978-1-5225-8015-7.ch014>
- Sharma, H., **Aakash, A.**, & Aggarwal, A. G. (2019). A Supervised Guest Satisfaction Classification with Review Text and Ratings. In Memon, Q. A., & Khoja, S. A. (Ed.), Data Science Theory, Analysis and Applications (pp. 267-284). Boca Raton: CRC Press. doi: <https://doi.org/10.1201/9780429263798-12>

PUBLICATIONS PROFILE: OTHERS (Mention any other relevant publications details)

- **Aakash**, Aggarwal A.G. (2020) An Analysis of EWOM Text that Contribute to EWOM Helpfulness. In: Kumar A., Paprzycki M., Gunjan V. (eds) ICDSMLA 2019. Lecture Notes in Electrical Engineering, vol 601. Springer, Singapore. doi: https://doi.org/10.1007/978-981-15-1420-3_97.
- Aggarwal, A. G., & **Aakash**. (2017). An Innovative B2C E-commerce Websites Selection using the ME-OWA and Fuzzy AHP. In: Jaiswal A., Solanki V. K., Lu Z. J., Rajput, N. (eds) Proceedings of the First International Conference on Information Technology and Knowledge Management, New Delhi, India, December 22-23, 2017. Annals of Computer Science and Information Systems, 14, 13-19. doi: <https://doi.org/10.15439/2017KM37>.

CONFERENCE / WORKSHOPS/ REFRESHER/ FDP/ TRAINING ORGANIZED

- I have worked as a resource person in the **FDP- 102 Title: Python: Essentials, Programming and Analytics** held from **27th Oct to 3rd Nov 2022** in **online mode** organized by **University of Delhi** in collaboration with **Guru Angad Dev-Teaching Learning Centre of the Ministry of Education (PMMMNTT scheme)** based on **Skill Enhancement Courses (SECs)** introduced by **Delhi University** from the **academic session 2022-23**.
- I have worked as a resource person in the **WEBINAR Title: Role of Artificial Intelligence in Management** held on **5th May 2023** in **online mode** organized by **Dr. Akhilesh Das Gupta Institute of Technology & Management, Approved by AICTE and Affiliated to GGSIPU** in the **Department of Artificial Intelligence and Data Science**.

CREATION OF ICT MEDIATED TEACHING LEARNING PEDAGOGY AND CONTENT

N/A

CONFERENCE/WORKSHOPS/TRAINING ATTENDED AS FACULTY MEMBER

- **Four-Week Faculty Induction/Orientation Programme**
 - **Title:** "Faculty in Universities/Colleges/Institutes of Higher Education"
 - **Organizer:** Ramanujan College, University of Delhi, Delhi-110019.
 - **Dates:** 2nd December 2023 to 31st December 2023
 - **Year:** 2023
 - **Organized by:** TLC, Ramanujan College
- **One Day Induction Program**
 - **Title:** "NEP 2020: PEDAGOGICAL IMPERATIVES OF HIGHER EDUCATION"
 - **Dates:** 01st December 2023
 - **Year:** 2023
 - **Organized by:** University of Delhi
- **Refresher Course**
 - **Title:** "Shrimad Bhagvad Gita: Enllightenment and Relevance"
 - **Organizer:** Ramanujan College, University of Delhi, Delhi-110019.
 - **Dates:** 22nd December 2023 to 10th January 2024
 - **Year:** 2023-24
 - **Organized by:** BHARATAM, TLC, Ramanujan College, University of Delhi, Delhi-110019.

INVITED LECTURES AS RESOURCE PERSON AND PAPER PRESENTATIONS:

- **Aakash**, Aggarwal A.G., (2019). Analysis of EWOM text that contribute to EWOM helpfulness. Presented at the International Conference on Data Science, Machine Learning & Applications held on 29-30 March, CMR Institute of Technology, Kandlakoya Village, Medchal Road, Hyderabad, Telangana.
- **Aakash**, Aggarwal A.G., (2018). Impact of EWOM, Website Quality and Product Satisfaction on Customer Satisfaction and Repurchase intention: Moderating Role of Shipping and Handling. Presented at the 9th International Conference on Quality, Reliability, Infocom technology and Business Operations (Future Trends and Directions) held on 27-29 Dec, University of Delhi, Delhi.
- Aggarwal, A. G., & **Aakash**. (2017). An Innovative B2C E-commerce Websites Selection using the ME-OWA and Fuzzy AHP. Presented at the International Conference on Information Technology and Knowledge Management, Delhi.
- **Aakash** & Aggarwal, Anu G. (2017). The impact of Online Reviews and Customer Ratings on the Sales. Presented at the International Conference on Digital Revolution in Business: Convergence and Integration Organized by University Business School, Panjab University, Chandigarh, held at ICSSR Complex, Panjab University, Chandigarh.
- Nidhi Nijhawan, Aggarwal, Anu G., & **Aakash**. (2016). Reliability Growth Analysis for Multi- Release Open Source Software Systems with Change Point. Presented at the 49th Annual Convention of Operational Research Society of India (ORSI) and International Conference on Analytics in Operational Research held at BIMTECH, Greater Noida.

RESEARCH PROJECTS (MAJOR GRANTS/RESEARCH COLLABORATION)

- **Designation:** Co-PI
Funding Agency: Institutes of Eminence (IoE)
Title: Understanding managerial response decision towards online customer reviews for UPI payment apps: A text analytics approach
Duration: 1 year (2024-2025)
Description: In this study, we propose to analyze the review datasets of a number of frequently used UPI payments apps by people in India, extract the key features through text analytics techniques, understand the opinions of the customers, perform sentiment analysis and build a number of machine learning based prediction models.
- **Designation:** Co-PI
Funding Agency: Institutes of Eminence (IoE)
Title: Analyzing the Customer Behavior towards Refurbished Mobile Phones: Insights using Big Data Analytics
Duration: 1 year (2023-2024)
Description: The main goal of this project is to address the restrictions posed by existing models in analysing customer satisfaction using the real life review dataset of refurbished mobile phones.
- **Title:** Customer Satisfaction Towards Ford Cars: A General Outlook (Marketing Research Project).
Company: Harpreet Ford Motors Pvt Ltd.
Environment: SPSS, MS Excel, Windows.

Duration: Six months (During 2014).

Description: To understand the perception of customers from the services provided by the and the level of satisfaction derived from these services, I conducted a marketing research study to classify customers into groups using SPSS, for understanding their behaviour in terms of major factors effecting the satisfaction derived from the Ford's Services.

- **Title:** Bluetooth Security Manager.

Duration: Three month (During 2011).

Description: The Bluetooth specification includes security features at the link level. It supports authentication and encryption. However it has many limits. This paper introduces the service-level enforced security mode of Bluetooth. And then, we investigate the method of how to realize this mode by using Bluetooth Security Manager. Five classifications of different service security levels and three classifications of different device security levels are defined to provide the manager more free management. We implemented an access control strategy at the service level. By adopting this measure, we can ensure the more security for Bluetooth services.

AWARDS AND DISTINCTIONS:

N/A

ASSOCIATION WITH PROFESSIONAL BODIES:

N/A

OTHER ACTIVITIES: (Include any additional relevant activities or brief profile or contributions not covered in the above sections.)

- Dr. Aakash is currently employed as an Assistant Professor of Operational Research on regular basis at the Department of Computer Science, Ramanujan College, University of Delhi, located at CR Park Main Road, Block H, Kalkaji, New Delhi-110019. Previously, he held positions as an Assistant Professor (Operations & IT) at Amity University in the Amity Global Business School, Amity Campus, Express Highway Road, Noida, Uttar Pradesh, and as an Assistant Professor (Operations & IT) and Assistant Editor of the IMS Group Journal at IMS Ghaziabad, Grand Trunk Rd, Industrial Area, Lal Kuan, Ghaziabad, Uttar Pradesh. He also served as an Assistant Professor (Operations & IT) and Faculty Placement Advisor at the Delhi Institute of Advanced Studies (DIAS), affiliated with Guru Gobind Singh Indraprastha University (GGSIP), Delhi, and as an Operations and Information Technology Lecturer at Raj Kumar Goel Engineering College (RKGEC), affiliated with Abdul Kalam Technical University (AKTU) (formerly Uttar

Pradesh Technical University). Dr. Aakash pursued full-time research in the Department of Operational Research at the University of Delhi, Delhi, from September 2015 to August 2021. Additionally, he interned at BT Data & Surveying Services India Pvt. Ltd., Noida, Uttar Pradesh. With over eight years of industry, research, and teaching experience, he has made significant contributions in these domains.

- He earned his Ph.D. from the Department of Operational Research, University of Delhi, Delhi, in 2021. His research interests encompass a wide array of topics, including Machine Learning, online marketing, software reliability, multi-criteria-decision-making-technique (MCDM), Data Envelopment Analysis (DEA), mathematical programming, Structural Equation Modeling (SEM), Partial Least Square (PLS) based Modeling, Clustering, segmentation, text analytics, traditional statistics, modern statistics, modeling, and optimization in consumer buying behavior, and soft computing techniques. His work has been published in esteemed Tier-I journals such as the Journal of Hospitality Marketing & Management, International Journal of Hospitality & Tourism Administration, Journal of Quality Assurance in Hospitality & Tourism, International Journal of System Assurance Engineering and Management, International Journal of Internet Marketing and Advertising, International Journal of Business Analytics (IJBAN), International Journal of E-Adoption (IJEA), International Journal of Society Systems Science, Annals of Computer Science and Information Systems, and Ingeniera Solidaria. Furthermore, he has presented his research at various international conferences and contributed chapters to publications by prominent publishers like CRC Press, Springer, and IGI Global. Dr. Aakash is frequently invited to serve on the editorial review boards of international journals focused on hospitality and tourism. He is actively engaged as a trainer and keynote speaker in workshops, Management Development Programs (MDPs), and Faculty Development Programs (FDPs).
- **Google Scholar Profile Link:** https://scholar.google.com/citations?user=N4u_yV8AAAAJ&hl=en
- **Research Gate Profile Link:** https://www.researchgate.net/profile/Aakash_Aakash6
- **ORCID:** <https://orcid.org/0000-0002-3900-4215>