



Dr. G. VIKRAM

Associate Professor

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Academic Background

Degree	University	Year
Ph.D	Karunya Institute of Technology and Sciences	2020
MBA	Bharathidasan University	2010
BE	Bharathiar University	2001

Specializations

- Operations Management
- Marketing Management
- Business Analytics

Experience

- Professional – 17 Years
- Academy – 6 Years

Courses Taught

- Operations Management
- Supply Chain Management
- Production Management
- Logistics
- Information systems
- Business Statistics
- Total Quality Management
- Business Analytics

Research Interest

- AI & ML in Operations Management
- Reinforcement Learning
- GenerativeAI
- Data Sciences
- Digital Marketing
- Quantum Biology

Certifications

- Certified as **Mastering the Integrated Program Management** by Stanford Advanced Project Management Institution in 2014-2015
- **“Agile Certified Scrum Master”** by Scrum Alliance and got certified in 2015
- **WILEY JIGSAW CERTIFIED** Advanced Analytics Professional – 2016

Details of Online courses: NPTEL-SWAYAM

- Completed the course on “Toyota Production System” offered by Indian Institute of Technology-Roorkee and funded by Ministry of HRD, Govt .of. India.
- Completed the course on “Business Analytics & Text Mining Modeling Using Python” offered by Indian Institute of Technology- Roorkee and funded by Ministry of HRD, Govt .of. India.

International Conference

2020: “AN EMPIRICAL ANALYSIS ON AUTOMOBILE INSURANCE POLICY SWITCHING BEHAVIOR OF CONSUMERS” presented at Virtual International Conference (VIC-PGTTPC -2020), Organized by ARIHANT COLLEGE, Indore (M.P.), India, Jointly Organized by University of Trunojoyo, Madura (Indonesia) & IDEI (Indonesia) In Collaboration of Global Research Foundation, Delhi (India).

Membership in Associations

CMAOI – Commerce and Management Association of India – Membership No : CMAOI/317 – Lifetime Membership

Most Recent Publication
• Quality Improvement of Civil Engineering Products Using Helpful Reviews From Social Media ▪ IJCIET ▪ OCT 2018 ▪ SCOPUS INDEXED
• Implementation Strategy of Social Helpful Reviews For Product Quality Improvements – A Special Reference To Engineering Products ▪ IJMET▪ DEC 2018 ▪ SCOPUS INDEXED
• Use of Social Feedback to Improve Product and Service Quality ▪ IJRTE ▪ MAR 2020
• An Improved Mutual Exclusion Mac Protocol for Mac Layer In Manet To Overcome Hidden And Exposed Terminal Problem – JTAIT – Feb 2024 - SCOPUS INDEXED
• Novel Congestion Control Mechanism to Improve Performance of Mobile Adhoc Network With Queue Model – JTAIT – Feb 2024 - SCOPUS INDEXED