Dr. Sahil Raj

Mobile: +91-7589000078   **Email**: dr.sahilraj47@gmail.com

- **PROFESSIONAL QUALIFICATION:**

- Ph.D. in Information Systems (Punjabi University)

- Masters of Business Administration (Information Technology)- (Punjabi University)

- Bachelors of Engineering (BE)- (Punjabi University)

- **WORK EXPERIENCE-**   **Total experience of 18 years**

- **PRESENT DESIGNATION -** Assistant Professor and Coordinator of Certificate Course of Business Analytics

- **ALLIFIATION-**   MBA Department (School of Management Studies), Punjabi University (STATE UNIVERSITY), Patiala, Punjab, India

- **RESEARCH AREAS**   Guiding Doctoral Research Projects in the area of Artificial Neural Networks, Decision Tress, Big Data Analytics and Management Information Systems.

- **Editor** –   Contemporary Issues in Global Business Research Across Emerging Countries- monograph Book published by McGraw-Hill-2017

    Defining the frontiers of Global Business Research Across Countries- Monograph Book published by McGraw- Hill-2018

    Advancements in Global Business Research Across Emerging Countries- monograph Book published by McGraw-Hill-2019

    Special Issue of Journal
    Journal for International Business and Entrepreneurship Development (ABDC)- 2019- Under Process

- **Expert Speaker-** AGBA International Conference held Kenya-2017 and Thailand-2018

- **Workshops-** Imparted training on Big Data with Hadoop and Data Analytics with R at premier institutes like Thapar University and DAV University

- **Principal Investigator**-   ICSSR (Indian Government Agency) Major Project on Tourism Analytics Based on Big Data

- **Adapter** -   Management Information System by Laudon and Laudon (Indian Edition- 2019)
                Management Information System by Laudon and Laudon (Indian Edition-2018)

- **INTERNATIONAL PROJECTS**   *Contributed in following PEARSON GLOBAL EDITIONS:*

- Management Information System by Laudon and Laudon (USA Edition-2018)
- Management Information System by Laudon and Laudon (USA Edition-2017)
- Management Information System by Laudon and Laudon (USA Edition-2016)
- Using MIS, 7/e by Kroenke and David
- Processes, System and Information: An Introduction to MIS, 2/e by Kroenke and McKinney
- Corporate Computer Security, 4/e by Boyle and Panko
- Introduction to Information Systems by Wallance
- Business Data Networks and Security, 9th Edition by Raymond Panko and Julia Panko
- Business Analytics by Evans
- System Analysis and Design by Kendall and Kendall
- Modern Database Management System by Hoffer, Venktaraman, Topi
- Essentials of System Analysis and Design by Valacich
- Modern System Analysis and Design by Hoffer
- MIS by Laudon and Laudon (South-East Asian Edition)

- **BOOKS**   **Authored books on following subjects:**

- Business Analytics on Cengage Publication, ISBN Number- 978-   8131527887

- Management Information System on Pearson Publication, ISBN - Number- 978-93-325-8767-0

- Predictive HR Analytics on Taylor and Francis

- Strategic Information System In Action: A Case Study of Punjab State Power Corporation Limited on LAP, ISBN Number- 978-3659177484

- Modeling HR Information System on LAP, ISBN Number- 978-3844389241

- **Subjects Taught**
  - Management Information System
  - Business Analytics
  - Big Data Analytics
  - Business Statistics
  - System Analysis and Design

- **Membership**
- Academy of Global Business Advancement
- Punjab Commerce and Management Association
- New Mahek Cultural Forum

- **RECENT PUBLICATIONS IN JOURNALS**:

➢ Tourism as a Pathway to Livelihood Diversification: Evidence from Biosphere Reserves, Ethiopia, Tourism Management – ABDC (A*)- https://doi.org/10.1016/j.tourman.2020.104159

➢ Social Media Use at Workplace: Towards Topology Development & Investigation of Dominant Use Motive by Academicians"- Journal of Information, Communication & Ethics in Society, Volume 18 Issue 2, ABDC (B)- DOI 10.1108/JICES-08-2019-0093

➢ Determinants of environmental conservation in Lake Tana Biosphere Reserve, Ethiopia, Vol 5, Issue 7, 2020, Heliyon- Elsevier- https://doi.org/10.1016/j.heliyon.2019.e01997

➢ The trustworthiness of travel and tourism information sources of social media: perspectives of international tourists visiting Ethiopia, Heliyon 6 (2020) - https://doi.org/10.1016/j.heliyon.2020.e03439

➢ The relationship between tourist satisfaction and post-travel behaviour: Evidence from international tourists visiting Ethiopia, African Journal of Hospitality, Tourism and Leisure, Volume 9(1) - (2020)- ISSN: 2223-814X

➢ Determinants of key facets of job satisfaction in the banking sector: applying SMART PLS and Artificial Neural Networks - Journal for Global Business Advancement - (Scopus Indexed)- 2019 Vol.12 No.2, pp.298 – 323, 10.1504/JGBA.2019.100767

➢ Tourism Analytics: Social Media Analytics framework for promoting Asian Tourist destinations using Big Data Approach: Journal for Global Business Advancement (JGBA) Vol-11, No.1, 2018 (Scopus Indexed)- **DOI**: 10.1504/JGBA.2018.093204

➢ Sentiment Analysis of Swachh Bharat Abhiyan, Journal of Business Analytics and Intelligence, Volume 3 Issue 1, 2015, https://www.academia.edu/32390913/Sentiment_Analysis_of_Swachh_Bharat_Abhiyan

➢ Developing Integrated Information System to Enhance Employee Performance, Global Business And Management Research, An International Journal, Year 2011, https://www.questia.com/library/journal/1G1-260061470/developing-an-integrated-information-system-to-enhance

➢ ICT Innovations and E-Service Delivery: An Exploratory Study, Asian Pacific Journal of Research in Business Management, Oct 2011, http://skirec.org/wp-content/uploads/2017/01/3-SAHIL-RAJ-ICT-INNOVATIONS-AND-E-1.pdf

- **RESEARCH PAPERS PRESENTED IN CONFERENCES**

➢ Determining The Destination Image of Punjab: A Social Media Perspective, July 2-4, 2019, AGBA's 16th World Congress, IIT, Delhi

➢ Content Analysis of Online Hotel Reviews, July 2-4, 2018, AGBA's 15th World Congress, NIDA, Bangkok, Thailand

➢ Tourism Analytics of Popular Sites in Punjab using R and Hadoop, 11th ISDSI International Conference

27-30 Dec, 2017, IIM, Tiruchirappali

- Identifying factors of Job Satisfaction in Bank employees using SMART PLS and ANN, 11th ISDSI International Conference, 27-30 Dec, 2017, IIM, Tiruchirappali

- Devising Google Glass Marketing Strategies using Social Media Analytics, 14th Annual World Congress November, 2017, AGBA, Eldoret, Kenya

- Building Predictive Selection Screening and turnover System based on Individual Differences for Indian Software Engineers Using Artificial Neural Networks, 14th Annual World Congress, 23-25 November, 2017, AGBA, Eldoret, Kenya

- Modelling the Relationship of Consumer Perception towards Change in Logo, Conference on Brand Management, Conference on Brand Management, April 16-17, 2016, Indian Institute of Technology (IIT), New Delhi

- Digital Divide, National Seminar on Governance in the 21st Century, 30th March, 2016, Department of Public Administration, Punjabi University, Patiala

- Impact of Demographic Factors on Online Purchase Frequency- A Decision Tree Approach, 3rd International Conference on Computing for Sustainable Global Development, 16-18th March, 2016, Bharati Vidyapeeth Institute of Computer Applications and Management

- User Content Analysis of Tourism Industry of Indonesia, 13th Annual World Congress, on Business and Entrepreneurship Development in a Globalized Era, 26-27th November, 2016, AGBA 13th Annual World Congress

- Consumer Innovativeness, Purchase Behavior and Innovations – A Study on Mobile Phone, UGC Sponsored National Seminar on Entrepreneurship: The Road Ahead, 8-9 March, 2016, School of Management Studies, Punjabi University, Patiala

- Social Media Analysis of Malala Fund, an organization of Malala Yousafzai, 7th International Conference, 11-12 Dec, 2015, Women's Studies Centre, Punjabi University, Patiala

- Study of Predictive Analytics: Fuzzy Logic and ANFIS and its applications in Finance, 3rd National Conference on "Emerging Trends in Business: Challenges and Opportunities, 24th November, 2015, Chandigarh University

- New Marketing Analytical Tool: Twitter Analysis of Apple I-phone 6 &6 Plus, Contemporary Issues in Management, 14th Nov, 2014, School of Management Studies, Punjabi University, Patiala

- Who Defaults: Application of Fuzzy Logic in Credit Risk Assessment for Indian Commercial Banks, Second International Conference on Business Analytics and Intelligence, Indian Institute of Management (IIM), Bangalore, 18-20 Dec, 2014

- Development of Distribution Network Information System (DNIMS)- Case of PSPCL, International

Conference on Computing Sciences, 15-16th November, 2013, Lovely Professional University

➢ Predicting Who Leaves: Using Individual Differences To Predict Attrition in IT Industry, 1st International Conference on Business Analytics and Intelligence,11th to 13th December 2013, IIM Bangalore

- **Community Service-**
➢ Joint Secretary of New Mahek Cultural Forum- The main activity to preserve the rich culture of India. We organize classical musical concerts, poetry concerts so that young generation can listen and admire the rich cultural heritage

➢ Along with other two colleagues, I run an NGO that help to provide some financial help to needy students

- **Professional Honors and Awards-**
➢ AGBA Vice President for Global Publications- 2017

➢ AGBA- Distinguish Session Chair Award-2018

➢ AGBA- Distinguish Global Scholar Award-2019