CURRICULUM VITAE

Dr. Alekh Gour

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Area of Interest:

Machine Learning, Business Analytics, Advance Business Analytics, Digital Transformations, Big Data, Healthcare Analytics, Social Media Analytics, Health IT, Soft Computing, Statistics, Uncertainty Analysis and Decision Science.

Educational Background:

Examination	Department/Branch	Name of College	Year
PhD	Mathematics, Bioinformatics & Computer Application	MANIT, Bhopal (M.P)	2018
M.TECH	Mathematics, Bioinformatics & Computer Application	MANIT, Bhopal (M.P)	2013
B.E	Computer Science & Engineering	RGTU, Bhopal (M.P)	2010

Work Experience:

Designation	Institute	Period From	Period To	Total Experience
Assistant Professor (Lecturer)	PDPSCT, Chhatarpur	July 2010	June 2011	01 Year
Assistant Professor	MANIT, Bhopal	July 2013	Dec 2013	6 Month

Assistant Professor	MANIT, Bhopal	January 2014	June 2014	6 Month
Assistant Professor	MANIT, Bhopal	July 01, 2014	August 06, 2014	1 Month 7 days
Assistant Professor	Goa Institute of Management	Jan 18, 2018	June 30, 2021	03 year 06 Month
Associate Professor	Goa Institute of Management	July 01, 2021	August 14, 2024	03 year 1 Month
Associate Professor	SP Jain Institute of Management & Research	August 16, 2024	January 24, 2025	06 Months
Associate Professor	IIM Sirmaur	January 27, 2025	Till Date	

Position Held:

- **Placement Chair (PGDM BDA) at GIM,** Goa (May 2020-June 2023)
- Member of **Centre for Excellence in Research (CER)** at GIM, Goa (Dec 2019-August 2024)
- **Member of Management Development Programme (MDP)** team at GIM, Goa (May 2018- August 2024)
- Coordinator Give Goa Health (Field based CSR activity of GIM) (May 2018- July 2020)
- **Hostel Warden** at GIM Goa (July 2023- August 2024)

Paper Published:

- Upadhyay, S., Upadhyay, N., & Gour, A. (2024). Voices in the storm: Analyzing MakeMyTrip's crisis communication during COVID-19 through a multivocality lens. *Journal of Contingencies and Crisis Management*, *32*(1), e12521. **[Scopus Q1]**
- Gour, A., Aggarwal, S., & Kumar, S. (2022). Lending Ears to Unheard Voices: An Empirical Analysis of User-Generated Content on Social Media During a Humanitarian Crisis, *Production and Operations Management Society (POMS)* **[FT-50]**
- Upadhyay, S., Upadhyay, N., Gour, A., & Mehra, P. (2022). Examining WHO's Crisis Communication in Issue Arenas during COVID-19: A Socio-semantic Network Analysis. *International Journal of Strategic Communication*, *16*(4), 599-619. **[ABDC-B]**

- Gour, A., Aggarwal, S., & Erdem, M. (2021). Reading between the lines: analyzing online reviews by using a multi-method Web-analytics approach. *International Journal of Contemporary Hospitality Management.* **[ABDC-A][SCI, SCOPUS] [JCR Impact factor: 5.66]**

- Aggarwal, S., & Gour, A. (2020). Peeking inside the minds of tourists using a novel web analytics approach. Journal of Hospitality and Tourism Management, 45, 580-591. **[ABDC-A][SCI, SCOPUS] [JCR Impact factor: 3.4]**

- Gour, A., & Pardasani, K. R. (2020). Type II fuzzy set-based data analytics to explore amino acid associations in protein sequences of Swine Influenza Virus. Applied Soft Computing, Elsevier, 88, 105856. **[SCI, SCOPUS] [JCR Impact factor: 4.873]**

- Gour, A., & Pardasani, K. R. (2019). Soft Fuzzy Set Approach for Mining Frequent Amino Acid Associations in Peptide Sequences of Dengue Virus. Proceedings of the National Academy of Sciences, India Section A: Physical Sciences, Springer 88(4), 529-538. **[SCI, SCOPUS][JCR Impact factor: 0.754]**

- Mujwar, S. et al., & Gour, A. (2019). Drug Repurposing Approach for Developing Novel Therapy. Assay and drug development technologies, 17(7), 298-309. **[SCI, SCOPUS] [JCR Impact factor: 1.4]**

- Gour, A., & Pardasani, K. R. (2018). Statistical and Soft Fuzzy Set Based Analysis of Amino Acid Association Patterns in Peptide Sequence of Swine Influenza Virus. Advanced Science, Engineering and Medicine, 10(2), 137-144. **[SCOPUS]**

- Gour, A., & Pardasani, K. R. (2017) Weighted Soft Set Approach for Mining Frequent Amino Acid Associations in Peptide Sequences of Swine Influenza Virus. International Journal of Life Science and Pharma Research, 8(1), 41-49. **[E-SCI]**

Paper Presented:-

- 17th Annual Conference of GAME & National Symposium on Computational Mathematics and information technology at Guna (December 7-9, 2012)

- Paper presented in National Conference on "Emerging trends in computational science" at MANIT Bhopal (March 8-9, 2013)

- Presented paper in National Seminar on "Managing Big Data Challenges and Opportunities" at Jaipuria Institute of Management, Indore (April 6, 2013).

- Paper presented and awarded fellowship for training of M .P. Young Scientist in 29th Young Scientist Congress at M.P. Council of Science and Technology during February 28- March 01, 2014.

- Paper presented and awarded fellowship for training of Young Scientist in 30th M .P. Young Scientist Congress at M.P. Council of Science and Technology during February 28- March 01, 2014.

- Paper presented in 18th Annual cum 3rd International Conference of Vijnana Parishad of India and International Symposium on Computational Biology at MANIT Bhopal (December 11-14, 2015)

- Presented paper in "Finance and Business Analytics" conference organized by Adam Smith Business School of the University of Glasgow and Bayes Business School at Lefkada, Greece (June12-13, 2023)

Lectures Delivered:

- Delivered a lecture in "National Workshop of Bioinformatics" at MANIT Bhopal on Data Mining tools and technique (May 13-17, 2013).

- Delivered two expert lectures in Hands-on-Training in Bioinformatics on Introductory technique on Data Mining, ANN and dynamic programming at Barkatullah University, Bhopal on October 21, 2013

- Delivered three lectures in "Training Programme on Bioinformatics" at MANIT Bhopal on Association Rule Mining technique (Sep 04-18, 2013).

- Delivered expert lecture in Hands-on-Training in Bioinformatics "Bioinformatics and structural bioinformatics" at Barkatullah University, Bhopal on September 08-14, 2014

- Delivered two expert lectures in Hands-on-Training in Bioinformatics organized at Department of Biotechnology and Bioinformatics Centre, Barkatullah University, Bhopal during May 19- June 10, 2014.

- Delivered three expert lectures in Hands-on-Training in Bioinformatics "Bioinformatics and structural bioinformatics" at Barkatullah University, Bhopal on September 29 - October16, 2015.

- Delivered three lectures and conducted two labs in "Training Programme on Bioinformatics" at MANIT Bhopal (August 17- Sep 01, 2015).

- Delivered two expert lectures in Hands-on-Training in Bioinformatics in "Facts of Bioinformatics to Life Science" organized at Department of Biotechnology and Bioinformatics Centre, Barkatullah University, Bhopal during July 18 - August 03, 2016.
- Delivered on expert lectures on "Machine learning theory and application" in one day workshop on Big Data Analytics at Naval War College 24th June 2019.
- Delivered multiple session on "Machine learning" in five day workshop on "Data analytics and Artificial Intelligence" at Naval War College for officers of Indian Army, Navy and Airforce during 21-25 October 2019.
- Delivered expert lecture on "Predictive Analytics and Forecasting" in Management Development Program on 'Advancements in Supply Chain in Healthcare' for executives of Johnson & Johnson (J&J) on 7th March, 2020.

Internship and workshops:

- Undergone Summer Training at "Soham Software", Indore (M.P) in ASP.NET.
- National Workshop on "Molecular modeling for drug designing" at SVNIT, Surat (March 13 -17, 2012)
- National workshop on "Intelligent computing technique in data mining" at MANIT, Bhopal (January 14 - 18 , 2013)
- Two days workshop on MATLAB at MANIT Bhopal (February 27-28, 2013)
- Short term course on Numerical Method for Science & Technology at MANIT Bhopal (March 21-22, 2013)
- "National Workshop of Bioinformatics" at MANIT Bhopal (May 13-17, 2013)
- 3rd IFIP International Conference on Bioinformatics at MANIT Bhopal (September 23-26, 2013)
- Short term course on Finite Element Modelling with MATLAB at MANIT, Bhopal (May 06-10, 2013)
- Short term Training Programme on Hands on Big Data with HADOOP at MANIT Bhopal (November 01-05, 2015)
- Workshop on Financial Planning at MANIT Bhopal (21 December 2015)
- Faculty Development Programme on "Machine Learning using Business Application" at IIM Bangalore (October 08-12, 2018)

- FDP on Research Design & Statistical Data Analysis by IIM Kozhikode (Jan 19-23, 2020)

Programme Organized/Coordinated:

- Worked as co-coordinator in Maffick 2013 at MANIT Bhopal during March 22-24,2013
- Coordinated 2 days MDP on Supply Chain Management for executive of Colorcon July 2018.
- Organized 2 days open MDP on Supply Chain Management at Goa Institute of Management (28-29 November 2019)
- Organized 3 days MDP on Data analytics for Advance Research at Goa Institute of Management (18-20 Feb 2020)

Awards:

- **Professor of the year 2020 at GIM by InsideIIM.**

- Awarded **Young Scientist Award** in 30th M .P. Young Scientist Congress at M.P. Council of Science and Technology during February 28- March 01, 2014.

- Secured first prize in poster presentation competition in National Seminar on "Managing Big Data Challenges and Opportunities" at Jaipuria Institute of Management, Indore (April 6, 2013).