

SONALI SHANKAR

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ACADEMICS

Indian Institute of Technology Delhi (*January 2017 – February 2022, Thesis Submitted*)

PhD, Bharti School of Telecommunication Technology & Management

CGPA: 8.22/10.00

Related coursework: Evolutionary Optimization (CLL785), Business Intelligence (MSL856), Statistics for Management (MSL719), IT Consulting & Practices (MSL838), Digital Marketing (MSL885), Social Media & Business Research Practices (MSL894), Information Systems Management (MSL713).

Amity University Uttar Pradesh (*August 2010 – May 2014*)

Master of Technology, Wireless Communication

CGPA: 8.59/10.00

Related coursework: Artificial Intelligence, Stochastic Methods, Data Warehousing & Mining, Information Theory, Java, Computer Communication Networks.

Amity University Rajasthan (*August 2010 – May 2014*)

Bachelor of Technology, Electronics & Communication

CGPA: 8.33/10.00

Uttam School for Girls (C.B.S.E.) (*May 2010*)

Senior School Examination (Mathematics, Physics, Chemistry)

Marks Obtained: 89.4%

Campus School (I.C.S.E.) (*May 2008*)

Secondary School Examination (Mathematics, Science, English etc.)

Marks Obtained: 83.4%

SELECTED FELLOWSHIPS AND AWARDS

Commonwealth Split-Site PhD Fellowship (One of the most prestigious fellowship at International level) **2019**

University Scholarship for M. Tech

08/2014 – 06/2016

Merit Scholarship for B. Tech

01/2011 – 05/2014

Achieved 1st prize to top 8th semester with 9.7/10 SGPA in Bachelor's

2014

Institute Travel Awards

2017, 2018 (twice)

Senior Research Fellowship for Ph.D.

01/2019 – present

Junior Research Fellowship for Ph.D.

01/2017 – 01/2019

Awarded with the IEEE membership

2015

Awarded with IET membership

2011

PUBLISHED/PRESENTED WORK

- Shankar, S., Punia, S. and Ilavarasan, P.V. (2021), "Deep learning-based container throughput forecasting: a triple bottom line approach", *Industrial Management & Data Systems*. <https://doi.org/10.1108/IMDS-12-2020-0704>. Vol. 121 No. 10, pp. 2100-2117. **(ABDC A)**
- Shankar, S., Ilavarasan, P. V., Punia, S., & Singh, S. P. (2019). Forecasting container throughput with long-short-term-memory networks. *Industrial Management and Data Systems*. Vol. 120 No. 3, pp. 425-441. <https://doi.org/10.1108/IMDS-07-2019-0370>. **(ABDC A)**

- **Shankar, S., Punia, S., Singh, S. P., & Dong, J.** (2021). Trajectory of research on maritime transportation in the era of digitization. *Benchmarking: An International Journal*. Vol. 29 No. 1, pp. 194-216. <https://doi.org/10.1108/BIJ-05-2020-0272> **(ABDC B)**
- Sanguri, K., **Shankar, S., Punia, S., & Patra, S.** (2022). Hierarchical container throughput forecasting: The value of coherent forecasts in the management of ports operations. *Computers & Industrial Engineering*, 173, 108651. <https://doi.org/10.1016/j.cie.2022.108651> **(ABDC A)**
- Punia, S., & **Shankar, S.** (2022). Predictive analytics for demand forecasting: A deep learning-based decision support system. *Knowledge-Based Systems*, 258, 109956. <https://doi.org/10.1016/j.knosys.2022.109956> **(ABDC A)**

Work-in-progress

- **Shankar, S., Kalra, K. & Ilavarasan, P. V** (2023). Big Data Analytics for Food Delivery App Using Unstructured Data from Social Media. (*Book Chapter, accepted*)
- **Shankar, S., Ilavarasan, P. V.** Social Media Affordances and Collective Engagement of Container Logistics Industry during Covid19. (*Presented at MIS Quarterly Virtual Author Development Workshop and submitted for Book Chapter, accepted*)
- **Shankar, S., Ilavarasan, P. V., & Thapa, D.K.** Actualization of Blockchain Technology in Container Logistics Industry for Emerging Economies. (*Submitted to ABDC A*)
- **Shankar, S., Sharma, D., & Ilavarasan, P. V.** Freemium for B2B Industry in an Emerging Economy: Consumer-Side Perspective. (*To-be-Submitted to ABDC A*)
- **Shankar, S., & Ilavarasan, P. V.** Social Media for Supply Chain Management. (*Submitted to ABDC A*).
- **Shankar, S., & Kesharbani, N.** Information Systems Strategies for Sustainable Business Practice. (*To-be-submitted to ABDC A**)

SELECTED INTERNATIONAL/NATIONAL CONFERENCES (PUBLISHED/PRESENTED):

- **S. Shankar** and M. M. Singh, "Modeling Blockchain For Different Industries in Developing Economy," 2024 11th International Conference on Signal Processing and Integrated Networks (SPIN), Noida, India, 2024, pp. 446-450, doi: 10.1109/SPIN60856.2024.10511321
- Singh, M. M., & **Shankar, S.** (2024, March). Modeling Blockchain For Manufacturing Industry in Developing Economy. In *2024 International Conference on Recent Innovation in Smart and Sustainable Technology (ICRISST)* (pp. 1-6). IEEE. (10.1109/ICRISST59181.2024.10921745)
- **Shankar, S. & Kesharbani, N.** (2023). How does IS strategy drive sustainable business practices? – Role of IT capabilities from a Resource-based perspective. *Strategic Management Forum 2023*, IIM Tiruchirappalli, India.
- **Shankar, S., Kalra, K., & Vigneswara Illavarasan, P.** (2022, December). Big Data Analytics for Food Delivery App Using Unstructured Data from Social Media. In *Congress on Smart Computing Technologies* (pp. 173-183). Singapore: Springer Nature Singapore. (10.1007/978-981-97-8096-9_14)

- **Shankar, S., Attri, S., & Ilavarasan, P.V.** (2021). What makes MNC's B2B Freemium Model for Start-ups work in Emerging Market?: Insights from India. *ICEBA 2021 7th International Conference on E-Business and Application*. Proceedings publish in *ACM (Association for Computing Machinery) digital library*.
- **Shankar, S., & Ilavarasan, P.V** (2019). Application of Deep Learning for Throughput Forecasting in Container Supply Chain. *Annual International Conference of Society of Operations Management, 2019*, IIT Kanpur, India.
- **Shankar, S., Ilavarasan, P.V, & Singh, S. P.** (2019). Portfolio of time series forecasting models to predict container throughput at the port. *INFORMS Annual Meeting 2019*, Seattle, Washington, USA.
- **Shankar, S., Ilavarasan, P.V, & Singh, S. P.** (2019). The content analysis on the 40 years of literature on ocean transportation. *INFORMS Annual Meeting 2019*, Seattle, Washington, USA.

SELECTED TEACHING/RESEARCH EXPERIENCE

Jindal Global Business School, O.P. Jindal Global University

Joined as an Assistant Professor in the area of *Information Systems and Analytics* in July 2022.

- **Course Instructor** in course *Introduction to Machine Learning*
- **Course Instructor** in course *Business Process Mining*
- **Course Instructor** in course *Management Information Systems* [Feedback 6.3/7]
- **Course Instructor** in course *Introduction to Spreadsheet Modeling* [Feedback 6.81/7]
- **MDP** on *Artificial Intelligence based Financial Forecasting* for CAG (Comptroller and Auditor General of India) officers.
- **MDP** on *Predictive Analytics* for CAG officers.

Department of Management Studies, IIT Delhi

- **Teaching Assistant** in course MSL713, *Information Systems Management* (class of 90-110 MBA students)
- **Teaching Assistant** in course MSV820, *Contemporary Issues in IT Management* (Class of 30-60 MBA/PhD students)
- **Teaching Assistant** in course *Organization and People Management* (Class of 90-110 MBA/B.Tech students)
- **Teaching Assistant** in course MSL894, *Social Media and Business Research Practices* (Class of 30-50 MBA regular/executive students)
- **Teaching Assistant** in course MSL724, *Business Communication* (Class of 60-110 PhD/B.Tech students)
- **Head Coordinator for** *Communication Workshops for Research writing* (Class of 20 PhD students)
- **Reviewer** for the journal, *International Journal of Systems Assurance Engineering and Management*
- **Reviewer** for the journal, *Maritime Technology and Research*

Selected Invited Lectures/Presentations

- Invited Lecture (3 hours), *Selected Topics in Operations Management*, in the course of Prof. Zach Zacharia, Lehigh University, USA (2018)
- Research presentation, *Collaborative Decision Making in Container Supply Chain*, with Prof. Chris Hicks and Prof. Jingxin Dong, Newcastle University, UK (2017)

RELEVANT INTERNATIONAL CERTIFICATIONS AND MEMBERSHIP

- *Session chair* (2023) in the session titled, “Global Strategies, Value Chains, Supplier Networks and Internationalisation” at the Academy of International Business South Asia Conference, January 2023
- *Session chair* (2023) in the session titled, “MNC Management” at the Academy of International Business South Asia Conference, January 2023
- *Session Moderator* (2020) in INFORMS Annual Meeting, Houston, USA
- Certification on *Information System Theories* (2019) by Prof. Devinder Thapa, University of Agder, Norway
- Certification on *Big Social Media Data Analytics* (2018) by Prof. Erik Cambria, NTU Singapore.
- Certification on *Smart Manufacturing 4.0* (2018), Dr. Ananth Sessan, Fifth Generation Technologies, Canada.

Member of Professional Societies: Institute for Operations Research and the Management Sciences (INFORMS), USA, Production and Operations Management Society (POMS), USA, and Society of Operations Management (SOM), India, Institute of Electrical and Electronics Engineering (IEEE), Institution of Engineering and Technology (IET).

EXPERTISE IN DATA SCIENCE AND ANALYTICS

Research experience on working with machine and deep learning algorithms, text mining, social media analytics, data science, and data modeling.

Skills: R (High), Python (Medium), C++ (Medium), Java (Medium), C (Low)

Software: SPSS (High), Excel (High), Tableau (High), LINDO/LINGO (Medium).

PERSONAL VITAE

Date of Birth: March 03, 1993

Permanent Address: Sonali Shankar D/O Mr. Gauri Shankar, DD-104 Avantika, Ghaziabad-201001, Uttar Pradesh, India.

Languages

Hindi (Native)

English

French

Fluent in Reading, Writing, and Speaking

Fluent in Reading, Writing, and Speaking

Reading, Writing, and Speaking, Intermediate level

(Studied as foreign language in graduation and post-graduation)

REFERENCES

Prof. P. Vigneswara Ilavarasan (Professor)

Department of Management Studies, IIT Delhi

evignesh@gmail.com, vignes@iitd.ac.in, Contact: +91 9910230407

Prof. Sushil Punia (Assist. Prof.)

Vinod Gupta School of Management, IIT Kharagpur

spunia@vgsom.iitkgp.ac.in, Contact: +91 9643264474

Prof. Devinder Thapa (Professor)

University of Agder, Norway

Devinder.thapa@uia.no

Prof. Malay Ranjan Tripathy (Professor)

Amity University, Noida (U.P)

mrtripathy@amity.edu, Contact: +91 9868054021