



P Sashikala, PhD, **Operations & IT**, [sashikala@ibsindia.org](mailto:sashikala@ibsindia.org)

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### **Education**

Ph. D. in Statistics (Osmania University, Hyderabad), 1998  
M.Phil. in Statistics (Osmania University, Hyderabad), 1994  
MBA Madurai Kamraj University, 2003  
MSc in Statistics Mysore University, 1990  
BSc (Maths, Physics, Statistics) Osmania University, 1988

**Research interests-** Statistics, Operations Research, Supply Chain Management, Business Analytics, MIS

### **Certification**

Six Sigma Green Belt from International Academy for Certification and Training

### **External Funding**

Funding on the Research Project of the ICSSR entitled “Factors Affecting the Food wastage in Post Harvesting of fruits and Vegetables: A Comparative study along the Supply Chain across the State Telangana and West Bengal.”

### **Internal Funding**

- 1) An empirical study on Insurance Products for Marginalised Women in the states of Telangana and Andhra Pradesh
- 2) Investigating the Proliferation and Success of Flagship Child Immunization Program Undertaken by Government of India: An empirical Comparison between Telangana and West Bengal

### **Selected publications**

- 1) Sensitivity Analysis of Optimal Capacity Acquisition under Demand Uncertainty for a Multi-Resource Firm: Complementarity and Substitution Effects. **Vijai, J.P.** and **Sashikala, P.** (2016). *International Journal of Applied Management Science*, 8(3), 246-270.  
<http://www.inderscience.com/info/inarticletoc.php?jcode=ijams&year=2016&vol=8&issue=3>  
[Indexed in ABDC-"C" Category; Listed in SCOPUS]
- 1)
- 2) Factors Influencing Retail Investor’s Trading Behavior in Indian Equity Market  
Sashikala P.1 & Girish G. P.2 *International Journal of Business and Management*; Vol. 10, No. 11; 2015 ISSN 1833-3850 E-ISSN 1833-8119 Published by Canadian Center of Science and Education ABDC -C

- 3) **Research** paper titled "*Renewable Energy Certificate Trading through Power Exchanges in India*" **has been published** in *International Journal of Energy Economics and Policy*, Vol. 5, No. 3, (July 2015 Issue), pages 805-808. The Journal is Indexed in **SCOPUS and ABDC 'C'** Category. The journal has been consistently figuring in Q1 Quartile of SCI Mago Journal Ranking powered by Scopus for the past 3 years under Economics, Econometrics and Finance (miscellaneous) as well as Energy (miscellaneous) category.

<http://www.scimagojr.com/journalsearch.php?q=21100281302&tip=sid&clean=0>

The **Source Normalized Impact per Paper (SNIP)** as given by **Scopus** for 2014 is **0.642**

<http://www.scopus.com/source/sourceInfo.url?sourceId=21100281302&origin=resultslist>

- 4) Research Paper entitled "**ERP Project stakeholders**" is published in the **International Journal of Applied Engineering Research (IJAER)**. **Scopus listed, 2015**

INDEXING: SCOPUS, EBSCOhost, GOOGLE Scholar, JournalSeek, J-Gate etc.

- 5) Research paper "**Customer Retention in the Indian Banking Sector - Managing Customer Churn**" is published in the **International Journal of Applied Engineering Research (IJAER), 2015**

INDEXING: SCOPUS, EBSCOhost, GOOGLE Scholar, JournalSeek, J-Gate etc.

- 6) Role of Software Reliability Models in Performance Improvement and Management in *Journal of Software Engineering and Applications(JSEA)*. Vol 5, No:9, Sept2012, pages737-742, Colorado State University, USA
- 7) A Study of the Effect of Demographics on the Choice of Investments and Ability to take Risk in Developing Countries published in the *International Journal of Applied Accounting and Finance* Dec 2010.
- 8) A Paper Entitled "Competitive Advantage Using Is Outsourcing- A Framework" Published In The *ICFAI Journal Of Systems Management*. March 2010.
- 9) A paper entitled "Tackling Uncertainty with Supply Chain Event Management through Fuzzy Logic" published is published in *Supply Chain Management: Research & Practices*. June 2009.

- 10) A paper entitled "Fixed Width Confidence Interval of Conditional Mode" published in the *Journal of Institute of Math and Statistics - Japan*, 2002 (Scopus, published by Springer)

- 11) A paper entitled "Recursive Nonparametric Estimator of Conditional Mode" published in the *Aligarh Journal of Statistics - India*, 2001(Scopus))

### **Academic experience**

- 1) Associate Professor, ICFAI Business School, Hyderabad(Dec 2008- till date)
- 2) MEMBER FACULTY - ICFAI BUSINESS SCHOOL - HYD[OCT-2004 To DEC 2009]

### **Other professional experience:**

- 1) Coordinator – BBA Program, IBS Hyderabad Aug 2011- July 2015

- 2) Coordinator - ICFAI PhD program OCT-2004 TO DEC 2009
- 3) Chief Supervisor Examinations, ICFAI Business School, Gurgaon (New Delh Jun-2003 to Oct-2004.

### **Achievements**

- 1) Guided two PhD scholars at IFHE University, Hyderabad. One scholar completed PhD in the area of Health Care Supply Chain and the other in Supply chian
- 2) Published **Thirty** research papers in national and international journals. And Presented Nine research papers in National and International conferences
- 3) Consulting Editor for the IUP Journal of Computational Mathematics, a peer reviewed quarterly journal till 2011
- 4) CONDUCTED A TRAINING PROGRAM ON STATISTICS AND DATA ANALYSIS AT GMR HYDERABAD INTERNATIONAL AIRPORT, 23<sup>RD</sup> APRIL 2010.
- 5) CONDUCTED A TRAINING PROGRAM ON SPSS AT NATIONAL REMOTE SENSING AGENCY (NRSA) HYDERABAD, 31<sup>ST</sup> MARCH – 4<sup>TH</sup> APRIL 2008.
- 6) CONDUCTED SAS TRAINING PROGRAM FOR GE MONEY, INDIA
- 7) CONDUCTED TWO SESSIONS ON STATISTICS AS PART OF THE TRAINING PROGRAM FOR ARMY PERSONNEL