



Mayuri Shah

Teaching and Research Associate

Gujarat Maritime University

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A Statistical Modeller with over 5 years of experience utilizing statistical software such as SPSS, R, AMOS, and SmartPLS for impactful data analysis and interpretation.

Areas of Specialization:

- E-Commerce Marketing
- Statistical Modelling
- Data Analytics
- Social Media Marketing

Education:

- Doctor of Philosophy in Management, S.P. University, Vallabh Vidyanagar, Pursuing
- Master of Business Administration in Operations and Marketing, Rourkela Institute of Management Studies, Rourkela, 2016
- Bachelors of a Business Administration, Rourkela Institute of Management Studies, Rourkela, 2014

Professional Experience:

- **Teaching and Research Assistant, Gujarat Maritime University, Gandhinagar (Nov 2020– Present)**
 - Teaching faculty for statistics/operations and communication subjects.
 - Member of faculty board for finalization of MBA curriculum.
 - Coordinating with Director - GMB for various events and FDP/EDP.
 - Handling research for operations using model creation, review of literature and data analysis.
 - Guiding students in preparing and presenting research papers using SmartPLS, SPSS and AMOS.
- **Research Assistant - Marketing, Mudra Institute of Communication, Ahmedabad (MICA) (Aug 2019 – Oct 2020)**
 - Collaborated with Prof. Sunita Mall as a research assistant on multiple marketing projects.
 - Contributed to the creation of marketing cases, literature review, and analysis of field-related marketing data.
 - Managed and prepared data for analysis using R, SPSS, and AMOS for data randomization, cleaning, and restructuring.



- Presented results through data visualization and presentations.
- Served as a class coordinator, overseeing exams and evaluations for the class.
- **Research Associate - Marketing, Indian Institute of Management, Ahmedabad (IIM-A) (Sep 2018 – Aug 2019)**
 - Collaborated with Prof. Subhadip Roy as a research associate in the marketing area.
 - Contributed to the project "Effect of celebrity co-creation on consumer attitudes".
 - Assisted in various projects related to tourism, energy sector, and mobile wallet.
 - Managed and prepared data for analysis by utilizing data randomization, cleaning, and restructuring techniques.
 - Conducted model creation, literature review, and data analysis using SmartPLS, SPSS, and AMOS.
 - Presented results through data visualization and presentations.

Recent Publications:

- ‘Analysis of the social media: A Study on the Customers’ Perception towards Communication through Social Networking Sites’ – Under Review.
- ‘Assessment of Indian E-Commerce Website Quality - GREY AND RIDIT APPROACH’, (2020), *Studies in Indian Place Names*.
- ‘An analysis of the dimensions of retail service quality using SVM, Neural Networks and Decision tree’ in national forum using R and Weka (2019), *International Journal of Operations and Quantitative Management*.
- ‘Perception towards personal care products: An empirical study among youth’ using SPSS, (2017), *Strategy, The Journal for Management Development*.

Academic Work:

- Participated in EDP ‘Insights in Maritime, Ports & Logistics - a Global perspective’ conducted by GMU in association with Erasmus UPT & STC International, Rotterdam, Netherlands (2021).
- Participated in a Workshop on Case Teaching and Writing conducted by AIMA in collaboration with AICTE (2020).
- Participated in Online Faculty Induction Training/Orientation Programme for Faculty in Universities/Colleges/Institutions under the Ministry of Education sponsored Pandit Madan Mohan Malaviya National Mission on Teachers and Teaching (PMMMNTT) (2020).
- Participated in Faculty Development Program on ‘Structural Equations Modelling using SmartPLS software (2020).
- Participated in 14-day National Faculty Development Program on “Data Analysis for Research in Social Sciences” organized by Ramanujan College (University of Delhi), sponsored by Ministry of Human Resource Development (MHRD) (2020).
- Participated in National Level Conference on ‘Creativity and Sustainability’ and attended a workshop on ‘Writing and Publishing Compact Cases’ (2020).



- Participated in workshop on “Unstructured big data analytics for research using python” in MICA (2019).
- Awarded ‘Best Paper Presentation in National Seminar’ conducted at RIMS on ‘Emerging Trends in Management and IT’ (2016).
- Participated in Business Standard SIP Competition for a quality SIP project. (2015).

Date: April 17th, 2023