

MBA - Faculty Profile



Prof. Subhrodipto Basu Choudhury

MBA, Finance and Operations

M. Tech, Power Systems Engineering

Assistant Professor

SCMS-PG DSU

Brief Profile

Prof. Subhrodipto Basu Choudhury is an Assistant Professor specializing in Business Analytics, Data Science, and Operations Management, with a strong interdisciplinary foundation in AI-driven decision systems, econometrics, and supply chain analytics. Brings multi-domain teaching capability across MBA/PGDM and Engineering programs, integrating tools such as R and Power BI into Outcome-Based Education (OBE) frameworks. Active researcher with 10+ publications (2024–2026) across AI applications, analytics, and management domains, with a growing focus on high-impact journal targeting and applied analytics research. Experienced in NAAC accreditation processes, academic coordination, and research mentoring, contributing to institutional quality enhancement and student learning outcomes

Teaching

- Operations Specialization Subjects, Operations Management, Introduction to Business Analytics, AI

Publications

- **Research Papers**

- "A Brief Overview on Lingula Species" (2024), *UPJZ*, [10.56557/upjoz/2024/v45i184489](https://doi.org/10.56557/upjoz/2024/v45i184489)
- "Study of application of AI in Small Scale Industry" (2025), *IBMRD Journal* – <https://doi.org/10.17697/ibmrd/2025/v14i1/174295>
- "A Comparative Study of Large Cap, Mid Cap, and Small Cap Mutual Funds" (2025), *IBMRD Journal* – <https://doi.org/10.17697/ibmrd/2025/v14i1/174294>
- "Six Sigma Methodology and Control Charts" (2025) – *IJBAR* – [ijabr15092025442101print.pdf](https://doi.org/10.17697/ibmrd/2025/v14i1/174294)
- "Implication of AI in Natural Disaster Management" (2025), *IJBTR* – [15042025161102.pdf](https://doi.org/10.17697/ibmrd/2025/v14i1/174294)
- "Managing attrition in organisations through the use of AI" (2025), *IJBMR* – doi.org/10.37391/IJBMR.130201

- “Utilising artificial intelligence to mitigate employee attrition in organizational settings” (2025), *IBMRD Journal*, <https://doi.org/10.17697/ibmrd/2025/v14i2/174488>
- “Innovation in Strategy for Public Policy” (2025), *IJSRCSEIT*, <https://doi.org/10.32628/CSEIT251117122>
- “Optimizing Digital Experiences to Reduce Internet Addiction: A Business Analytics Perspective on User Interface Design” (2025), *IJRDET*, [IJRDET 1125 85.pdf](https://doi.org/10.32628/IJRDET.1125.85.pdf)
- “A Comparative Analysis of Financial Expenses in Supply Chain Management: Case Studies of Amazon, Swiggy, and BlueDART” (2026) – CNS & E Journal, <http://doi.org/10.63015/3ai-2495.2.6>
- Reimagining HRM in India: How Six Sigma Adoption Impacts Quality Management and Workforce performance”, *IUP Journal of Operations Management*, <https://doi.org/10.71329/IUPJOM/2026.25.1.23-42>
- Evolution of Energy Utilisation in India in Energy 5.0” (2026) – *Sri Balaji Society’s The Balajian Journal of Management and Research*, [Evolution in Energy Utilisation in the Era of Industry | Sri Balaji Societys The Balajian Journal of Management Research-Volume 3 Issue 1](https://doi.org/10.32628/BalajianJournal/2026.25.1.23-42)
- **Book Chapters**
- A Machine Learning Approach for Altering Diabetes Foot Ulcer Diagnosis (2025) – Nova Science Publisher, [Machine Learning-Based Decision Support Systems for Diabetic Foot Ulcer Care – Nova Science Publishers](https://doi.org/10.32628/BalajianJournal/2026.25.1.23-42)
- The Changing Role of Banks in the Financial System: Social Versus Conventional Banks and the Role of Banks in Framing the Public Policy of the Nation (2026) – DOI: <https://doi.org/10.52305/BKXE5215>
- Impact of UPI evolution in Indian tourism business (2026) – [Book - Reimagining Tourism Finance: Technology, Sustainability, and Global Innovation | Bentham Science](https://doi.org/10.32628/BalajianJournal/2026.25.1.23-42)
- **Conference Paper Presentations**
- EATEERE 2018 – Circuit Defect Detection, SMU Sikkim – Published
- ICMTET 2024 – AI-Based Histopathology, ISBMCOE Pune – Published
- NGSC 2024 – Supply Chain Innovation, IIM Jammu – Abstract Published
- ICHRMS 2025 – AI in HRM, IFHE University – Presented
- ICBF 2025 – Mutual Fund Insights, IFHE – Presented
- ICMBFT 2025 – Marketing in Banking, IIM Sambalpur – Published
- Digit’s 2024 – AI in Public Policy, Woxsen University, Hyderabad – Presented
- Math-CIGAI 2025 – Supply Chain Risk Models, KL University – Presented
- WMC 2025 – Quiet Quitting, IIM Ranchi – Presented
- IHRC 2025 – Work-place well-being, IIM Jammu – Presented
- ISDSI 2025 – Energy C Industry 5.0, IMI Kolkata –Presented
- Making and Unmaking Facts (MUF) 2026, IIM Calcutta- Presented
- HRIC 2026 – DEI in organizational structure, IIM Bengaluru – Presented

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