

BHUVANESH PAREEK

Indian Institute of Management, Indore
Madhya Pradesh, India

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Research Interests

Applied Bayesian Modeling, Discrete Choice Models, Survival Analysis, Joint Modeling, Business Analytics and Predictive Analytics.

Teaching Interests

Quantitative Methods, Business Statistics, Operation Research, Bayesian Statistics, Data Analytics.

Education

Fellow Program in Management **2011 – 2014**
Department of Quantitative Methods & Information Systems
Indian Institute of Management Bangalore, India
THESIS TITLE : “*Essays on Multinomial Choice Models & Its Application in Business Analytics*”.

M.Sc. (integrated) Mathematics & Scientific Computing **2003 – 2008**
Department of Mathematics & Statistics
Indian Institute of Technology Kanpur, India

Professional Experience

Indian Institute of Management, Indore, India **2014 – Current**
Assistant Professor, in Operation Management & Quantitative Techniques Area

Indian School of Business, Hyderabad, India **2010 – 2011**
Research Associate

Citigroup, Global Decision Management, Bangalore, India **2008 – 2010**
Business Analyst

Honours and Awards

Director’s Merit Award for academic excellence, IIM Bangalore, 2011-2012.
Full Graduate Scholarship, IIM Bangalore, 2011-2016.
Super Star Award for best performance, Citigroup GDM-AAS, Bangalore, 2009.

Publications

Pareek, B., Kundu, D. and Kumar, S. (2009)
“On Progressively Censored Competing Risks Data For Weibull Distributions”
Computational Statistics & Data Analysis, vol. 53, pp. 4083-4094.

Farcomeni, A., **Pareek, B.**, Ghosh, P. (2015).
Invited Discussion on the paper “Joint Modeling of Survival and Longitudinal Non-Survival Data: Current Methods and Issues”, By Gould et al. Statistics in Medicine, vol. 35, pp. 2198-2199 .

Working Papers

Pareek, B., Ghosh, P, Sinha, R., Wilson, H., Macdonals, E., and Bains, P.
“The Impact of Paid and Earned Media on Consumer Choice: A Real-Time Experience Tracking Approach”.

Pareek, B., Liu, Q., and Ghosh, P.,
“A Bayesian Modeling of Patient Requests and Physicians’ Prescriptions Choices for drugs.”

Pareek, B., Venkataraman, S., Ghosh, P., and Chintagunta, P.K.,
“Real Time Spatial Temporal Modeling for Automobile On-net Search Demand.”

Pareek, B., Brown, S. and Ghosh, P.,
“A Joint Model for the Hospital Admission for Ageing Population”.

Programming Skills

R, WinBUGS, JAGS, STAN, Mathematica, $\text{\LaTeX} 2_{\epsilon}$, C++, SQL, Java.

Conference & Workshops

- “The Impact of Paid and Earned Media on Consumer Choice: A Real-Time Experience Tracking Approach”. ICADABAI, IIM Ahmedabad, 2015.
- “The Impact of Paid and Earned Media on Consumer Choice: A Real-Time Experience Tracking Approach”. Decision Sciences, NUS Business School, National University of Singapore, Singapore. (Invited Talk, 2013).
- “The Impact of Paid and Earned Media on Consumer Choice: A Real-Time Experience Tracking Approach”. Industrial & Management Engineering Department, IIT Kanpur, India. (Invited Talk, 2013).
- “The Impact of Paid and Earned Media on Consumer Choice: A Real-Time Experience Tracking Approach”. Decision Sciences, IIM Lucknow, India. (Faculty Seminar, 2013).
- “A Bayesian Modeling of Patient Requests and Physicians’ Prescriptions Choices for drugs”. Presented at BCSI 2013, Singapore Management University. Singapore. (Invited Talk, 2013).
- “A Bayesian Modeling of Patient Requests and Physicians’ Prescriptions Choices for drugs”. Presented in ISBA Regional Meeting, Varanasi, India 2013.
- Attended workshop on Bayesian Theory and Applications (IWCBT), Banaras Hindu University, India, 2013.