

RAJHANS MISHRA

Assistant Professor (IIM Indore)

Academic Qualification

Degree/Certificate	Institute	Year
Fellow Program in Management (IT & Systems)	Indian Institute of Management Lucknow.	2008- 2013
B. Tech (Electronics Engineering)	Institute of Engineering and Rural Technology (IERT), Allahabad, India	2003-2007

Publications

Journal papers

- Mishra, R., Kumar, P., & Bhasker, B. (2015). A web recommendation system considering sequential information. *Decision Support Systems*, 75, 1-10.
- Mishra, R., Kumar, P., & Bhasker, B. (2014). An alternative approach for clustering web user sessions considering sequential information. *Intelligent Data Analysis*, 18(2), 137-156.
- Mishra, R., & Pradeep, K. (2012). Clustering web logs using similarity upper approximation with different similarity measures. *International Journal of Machine Learning and Computing*, 2(3), 219-221.

Working paper

- Rajhans Mishra and Satish Krishnan (2015). Mobile Penetration and its Relationship with Socio-Economic Factors: A Study on the Indian States, registered with SSRN (SSRN.2584013)

Book Chapter

- Vinay Awasthi and Rajhans Mishra (2014). Classification of information in a twitter stream in IEEE 2014 Indicon conf. 11-13 Dec, 2014 (Pune). proceedings published in IEEE database-[Book chapter] Print ISBN 978-1-4799-5362-2

- Rajhans Mishra (2013). A fuzzy approach for Multi Criteria Decision making in Web recommendation system for e-commerce. In the proceedings of 11th International conference on ICT & Knowledge Engineering (Nov., 2013) Published in IEEE database.
- Rajhans Mishra, Pradeep Kumar & Bharat Bhasker (2012): Rough Set Based Clustering in Dense Web Domain. 12th International conference on Intelligent system design and applications, Kochi, Nov. 27-29 2012 (published in IEEE database as proceedings)
- Rajhans Mishra, Pradeep Kumar & Bharat Bhasker (2011). A Design Framework for Recommender System by Incorporating Sequential Information. In the proceedings of The 13th International Conference on Information Integration and Web-based Applications & Services (iiWAS2011), Ho Chi Minh City (Vietnam) published in ACM digital library (as proceedings)

Conference papers

- Rajhans Mishra & Siddhartha Rastogi (2014). Web analytics for customer profiling and segmentation for e-commerce using sequential information in the 2014 INFORMS ANNUAL MEETING, held at San-Francisco (09-12 Nov., 2014)
- Siddhartha Rastogi & Rajhans Mishra (2014). Cigarette Packet Pictorial Warning: Is There Any Impact on Smokers, Quitters, and Non-Smokers in the 2014 INFORMS ANNUAL MEETING, held at San-Francisco (09-12 Nov., 2014)
- Satish Krishnan and Rajhans Mishra (2014).E-Government Maturity, Corruption in National Institutions, and National Sustainability in 9th Yale Great lakes International Management Conference held on 29th December, 2014 (Chennai)
- Rajesh Sharma & Rajhans Mishra (2013). A Framework for Continuous Assessment of IT Investment on Business Processes. Paper presented in the 11th International AIMS Conference held at IMT Ghaziabad (Dec 2013) and published in the Conference Proceedings.

- Rajhans Mishra, Pradeep Kumar & Bharat Bhasker (2012). Similarity Upper Approximation based Clustering using different Similarity Measures. Accepted for the presentation in The IADIS e-Society 2012 conference Berlin, Germany, 10 to 13 March 2012
- Rajhans Mishra & Soumya Kanti Ghosh (2011). e-District: Implementation of e- Governance in Uttar Pradesh. Presented and accepted for the International Case Conference, November 2011, Goa, India.
- Rajhans Mishra (2010). Incorporating fuzziness in unstructured data mining. In the proceedings of 3rd International Conference on Data Management (ICDM 2010, March 11-12, 2010).

Doctoral Consortium

- Rajhans Mishra, Pradeep Kumar & Bharat Bhasker (2011). Design of Recommender System Incorporating Sequential Information, presented at IIM Bangalore Doctoral Conference (IMRDC-2011) 11-12 Nov, 2011, Bangalore, India.
- Rajhans Mishra, Pradeep Kumar & Bharat Bhasker (2011). A Framework of Recommender System Incorporating Sequential Information Using Web Usage Data. In the Proceedings of Doctoral Colloquium of IIM Ahmedabad, 7-8 January, 2012, Ahmedabad, India.

Consultancy

- Data Analytics Training (along with Prof. Saurabh Chandra and Prof. Abhishek Mishra) to Officers of Central Board of Direct Taxes

Cases (registered with teaching note)

- Rajhans Mishra (2014). “Expand or Integrate at Sangam Corporation”. Registered at Indian Institute of Management, Indore.
- Rajhans Mishra (2014). “e-District: Implementation of e- Governance in Uttar Pradesh”. Registered at Indian Institute of Management, Indore.

Teaching Interests

- Business Analytics, Big Data, Data Mining, IT Strategy, Management Information Systems, e-Governance, e-Commerce, Text Mining

Research Interests

- Data Analytics, Recommender Systems, Management Information Systems, e – Governance, ERP.

Teaching Experience

- Assistant Professor at IIM Indore (03 May -2013 to till date)
- Visiting faculty IIM Ahmedabad: Taught a course titled *Internet Technology for Business* to PGP-1 students of IIM Ahmedabad from last week of August to mid of September 2012.
- Visiting faculty IIM Lucknow: Taught a course titled *Management Information Systems* to PGP -1 students of IIM Lucknow in academic year 2012-13.
- Worked as Lecturer on contract basis at Institute of engineering and rural technology, Allahabad from 20/08/2007 to 20/11/2007 in Electronics engineering department.