



# Dr. Deepa Priyanshu Om Prakash Agnihotri

**POSITION:** Lecturer

## Personal Data

Nationality |Indian

Date of Birth |

Department |Applied College Administrative Sciences Department

Official Email |dpriyanshu@iau.edu.sa

Office Phone No. |-

## Language Proficiency

Language	Read	Write	Speak
English	Yes	Yes	Yes
Hindi	Yes	Yes	Yes

## Academic Qualifications (Beginning with the most recent)

Date	Academic Degree	Place of Issue	Address
2022	Doctor of Philosophy (PhD)	Invertis University	India
2007	Master of Philosophy (M.Phil.)	MK University	India
2003	Master of Business Administration (MBA)	MD University	India
2001	Bachelor of Commerce (B. Com)	Kurukshetra University	India

## PhD, Master or Fellowship Research Title: (Academic Honors or Distinctions)

PhD	Measuring the effect of ISO 9000 Certification on Firm's Performance: A study of Delhi NCR region
Philosophy	Study of factors contributing towards the rise of the Retail Revolution in India
Master	Study of Working Capital Management at Indian Oil Corporation Limited, Panipat Refinery, India
Fellowship	



**Professional Record: (Beginning with the most recent)**

Job Rank	Place and Address of Work			Date
Lecturer (Administrative Sciences)	Imam Abdulrahman Bin Faisal University	Dammam, Saudi Arabia	KSA	From Feb, 2015, till date
Assistant Professor (Marketing/Business Administration) Dean of Student Affairs	Integrated Academy of Management and Technology Business School, India	Ghaziabad, Uttar Pradesh, India	India	August 2014- Feb 2015
Assistant Professor (Marketing/Business Administration)	Jaipuria School of Business	Ghaziabad, Uttar Pradesh, India	India	Nov 2011- July 2014
Lecturer, Assistant Professor	Integrated Academy of Management and Technology Business School, India	Ghaziabad, Uttar Pradesh, India	India	July 2008- Nov 2011
Lecturer	Geeta University formerly Geeta Institute of Management	Samalkha, Haryana, India	India	August 2007- July 2008
Lecturer	Hindu College	Sonipat, Haryana, India	India	Jan 2004- July 2024

**Administrative Positions Held: (Beginning with the most recent)**

Administrative Position	Office	Date
Member –Examination Committee	Administrative Science Department	August 2021- till date
Head, Annual Program Report Committee	Administrative Science Department	August 2021- till date
Member Quality and Academic Accreditation Committee	Administrative Science Department	August 2021- till date
Academic Advisor for the students	Administrative Sciences Department	August 2020- till date
Faculty Mentor for 3 lecturers	Administrative Sciences Department	Sept 2024- till date



## Scientific Achievements

### Published Refereed Scientific Researches

(In Chronological Order Beginning with the Most Recent)

#	Name of Investigator(s)	Research Title	Publisher and Date of Publication
1	S. Priyan, Reem Matahen, Deepa Priyanshu, Mahera Mouqdadi	Environmental strategies for a healthcare system with green technology investment and pandemic effects	Innovation and Green Development, 2024, 3(1), 100113
2	Thangaraja Arumugam, S. Shahul Hameed, Deepa Priyanshu, K. Ahamed Anis Fathima, J. A. M. Omeray Farook	Exploring Sustainable Supply chain through circular economy principles	Book Chapter Source Title: Expanding Operations Through Agile Principles and Sustainable Practices Release Date: December, 2024   Copyright: © 2025   Pages: 572 DOI: 10.4018/979-8-3693-6274-7
3	Thangaraja Arumugam, S. Shahul Hameed, J. S. Syed Mohamed Sadath, Deepa Priyanshu, S. Subbulakshmi	Agile marketing with ethical Technology, Artificial Intelligence and Internet of Things for sustainable customer engagement	Book Chapter Source Title: Expanding Operations Through Agile Principles and Sustainable Practices Copyright: © 2025   Pages: 16 DOI: 10.4018/979-8-3693-6274-7.ch006
4	Thangaraja Arumugam, S. Shahul Hameed, Deepa Priyanshu, P. K. Prajith, Renuga Krishnaraj	Leveraging Artificial Intelligence to enhance Customer Engagement and foster seamless interactions	Book Chapter Source Title: E-Commerce, Marketing, and Consumer Behavior in the AI Era Copyright: © 2025   Pages: 16 DOI: 10.4018/979-8-3693-5548-0.ch001
5	Indrajit Sinha Ray, Rajneesh Kler, Deepa Priyanshu, Mahera Mouqdadi, Manik Arora, Danish Ather	Predicting the Rate of Inflation in Uzbekistan using seasonal ARIMA model	International Journal of System Assurance Engineering and Management (Under Review) 2024 available on Research Square
6	Naina Chaudhary, Rajneesh Kler, Deepa Priyanshu, Mahera Mouqdadi, Sanjay Mishra, Danish Ather	Analysing the impact of Globalisation in Higher Education on Economic Growth: A comparative analysis of Developed and Developing Countries	International Journal of System Assurance Engineering and Management (Under Review) 2024 available on Research Square



7	Rubina Liyakat Khan, Deepa Priyanshu, Danish Ather, Haneen Allataifeh	An Implementation of Internet of Things-based Live Temperature and Humidity Monitoring System	Proceedings of 11th International Conference on System Modeling & Advancement in Research Trends (SMART) IEEE Feb 2023
8	V Shyamala Susan, V. Vivek, P. Muthusamy, Deepa Priyanshu, Arjun Singh, Vikas Tripathi	More Efficient Data Security by DEVELONV AES Hybrid Algorithm	Proceedings of International Interdisciplinary Humanitarian Conference for Sustainability (IIHC) IEEE March 2023
9	Deepa Priyanshu, Rubina Liyakat Khan, Reem Khaled Matahen, Danish Ather	Artificial Intelligence Optimization of Load Scheduling with Economic Load Dispatch in Industrial Power Generating Units	Proceedings of 11th International Conference on System Modelling & Advancement in Research Trends (SMART) IEEE Feb 2023
10	Rubina Liyakat Khan, Deepa Priyanshu	Internet of Things-Based Human Healthcare Monitoring System	<i>Soft Computing: Theories and Applications Springer June 2022</i>
11	Rubina Liyakat Khan, Deepa Priyanshu, Fatmah Saleh Alsulaiman	Implementation of Human Voice Controlled Robotic Car	Proceedings of 10th International Conference on System Modelling & Advancement in Research Trends (SMART) IEEE Jan 2022
12	Deepa Priyanshu, Shireen Banu, Mahera Maqdad	The Impeccable Potential with kids: Pester power: The study of Expatriates children in Saudi Arabia	INNOVATIONS Scopus Indexed Journal ISSN: 1965-0256 (E) 12674982 (P) Publication Issue: Number 64 April 2021 Article number: R 23223
13	Deepa Priyanshu, Dr. Rubina Liyakat Khan	Big data analytics - Pertaining technology 'vocate' to big data enhancing organisational capabilities	International Journal of Engineering Trends and Technology 2020 DOI- 10.14445/22315381/IJETT-V68I8P209S
14	Rubina Liyakat Khan, Navdeep Kaur Dandiwal, Deepa Priyanshu	Service learning and community engagement in community colleges in Saudi Arabia	International Journal of Innovative Technology and Exploring Engineering (IJITEE) ISSN: 2278-3075, Volume-8 Issue-6S, April 2019
15	Deepa Priyanshu, Rubina Liyakat Khan, Reem Khaled Matahen, Amna Jumaa Qazaq	Ascertaining the Consumer's Perception, Preference, and Perceived Satisfaction of Digital Payment	International Journal of Economics and Business Administration, Nov 2022 Volume X(Issue 3):41-52 DOI: 10.35808/ijeba/775



		Platform: Research Evidence from Saudi Arabia	
16	Deepa Priyanshu Mihira Maqdadi Shireen Banu	The Impeccable Potential with kids: Pester power: The study of Expatriates children in Saudi Arabia	April 2021 <a href="#">Innovations</a> 64(3):555-563

### Referred Scientific Research Papers Accepted for Publication

#	Name of Investigator(s)	Research Title	Journal	Acceptance Date

### Scientific Research Papers Presented to Refereed Specialized Scientific Conferences

#	Name of Investigator(s)	Research Title	Conference and Publication Date
1	Deepa Priyanshu, Reem Matahen, Ayeshah Almugahwi, Reem Alsulami	Evaluating the Impact of Green IT Practices on Operational Efficiencies in Sustainable Supply Chains	13 <sup>th</sup> International Conference on System Modelling & Advancement in Research Trends (SMART), Moradabad, India, 6 <sup>th</sup> Dec,2024
2	Deepa Priyanshu, Shireen Banu Mahboob Mahera Mouqdadi	Integrating Big Data Analytics for Enhancing Sustainability in Digital Supply Chain Networks	13 <sup>th</sup> International Conference on System Modelling & Advancement in Research Trends (SMART)Moradabad, India 6 <sup>th</sup> Dec,2024
3	Deepa Priyanshu, Abeer Rafi Alabdulraheem, Syed Mohamed Sadath, Najla Almuqbil	Optimizing AI-Driven Algorithms for Sustainable Supply Chains: Integrating IoT and Blockchain Technologies	4th International Conference on Technological Advancements in Computational Sciences" (ICTACS-2024), Tashkent, Uzbekistan
4	Deepa Priyanshu, Shireen Banu, Mahera Mouqdadi, Najla Muqbil, Maissa Chaibi, Ayeshah Almugahwi	Enhancing Supply Chain Management using IOT, Blockchain, and Emerging Technologies	International Conference on Technology-Enabled Economic Changes 2024, Tashkent, Uzbekistan
5	Deepa Priyanshu, Reem Matahen,	Fintech and Digital trust: Transforming Finance in the	International Conference on Technology-Enabled



	Buthiena Kharabsheh, Nesreen Aburaya, Shemseddine Barnat	Digital Supply Chain - Myth or Reality?	Economic Changes 2024, Tashkent, Uzbekistan
6	V Shyamala Susan; V. Vivek; P.Muthusamy; Deepa Priyanshu; Arjun Singh; Vikas Tripathi	More Efficient Data Security by DEVELONV AES Hybrid Algorithm	2022 International Interdisciplinary Humanitarian Conference for Sustainability (IIHC)
7	Deepa Priyanshu; Rubina Liyakat Khan; Reem Khaled Matahen; Danish Ather	Artificial Intelligence Optimization of Load Scheduling with Economic Load Dispatch in Industrial Power Generating Units	2022 11th International Conference on System Modelling & Advancement in Research Trends (SMART)
8	Rubina Liyakat Khan; Deepa Priyanshu; Fatmah Saleh AL Sulaiman	Implementation of Human Voice-Controlled Robotic Car	2021 10th International Conference on System Modelling & Advancement in Research Trends (SMART)

### Completed Research Projects

#	Name of Investigator(s) (Supported by)	Research Title	Report Date

### Current Researches

#	Research Title	Name of Investigator(s)
	The impact of SEO on the companies using digital marketing post COVID 19 with respect to Jordan and Saudi Arabia	Deepa Priyanshu, Rubina Khan, Syed Mohammad Sadath, Shireen Banu

### Contribution to Scientific Conferences and Symposia

#	Conference Title	Place and Date of the Conference	Extent of Contribution
1	13 <sup>th</sup> International Conference on System Modelling & Advancement in Research Trends (SMART)	Moradabad, India 6 <sup>th</sup> Dec,2024	Participant



2	4 <sup>th</sup> International Conference on Technological Advancements in Computational Sciences” (ICTACS-2024)	Tashkent, Uzbekistan 13 <sup>th</sup> Nov,2024	Participant
3	Gamification for Education	Imam Abdulrahman Bin Faisal University	Attendance
4	Empowering the Digital Generation: Transforming University Education for the Future	Imam Abdulrahman Bin Faisal University	Attendance
5	How to use AI Tool for Academic Writing .	Imam Abdulrahman Bin Faisal University	Attendance
6	University Education for Sustainability Building skills for Lifelong impact	Imam Abdulrahman Bin Faisal University	Attendance

### Membership of Scientific and Professional Societies and Organizations

- AIMA All India Management Association
- Institute For Educational Research and Publication IFERP

### Teaching Activities

#### Undergraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1	Digital Marketing Channels(MRKT 201)	Term 1 2025-26	3 Credit Hours 45 Contact Hours
2	Customer Relationship Management (MRKT 106)	Term 1 2025-26	3 Credit Hours 45 Contact Hours
3	Supply Chain Operations (SCM 201)	Term 1 2024-25	3 Credit Hours 45 Contact Hours
4	Warehouse and Inventory management (SCM 105)	Term 1 2024-25	3 Credit Hours 45 Contact Hours
5	Digital Supply Chain (SCM 109)	Term 2 2023-24	3 Credit Hours 45 Contact Hours
6	Retail Logistics (SCM 223)	Term 2 2023-24	3 Credit Hours 45 Contact Hours
7	Supply Chain Operations (SCM 211)	Term 1 2023-24	3 Credit Hours 45 Contact Hours
8	Digital Logistics (SCM 302)	Term 1 2023-24	3 Credit Hours 45 Contact Hours
9	Inventory & Warehouse Management (SCM 134)	Term 3 2022-23	3 Credit Hours 45 Contact Hours
10	Digital logistics (SCM 302,304)	Term 3 2022-23	3 Credit Hours 45 Contact Hours
11	Sales Management (MRKT 354)	Term 2 2022-23	3 Credit Hours 45 Contact Hours
12	Supply Chain Operations (SCM 206)	Term 2 2022-23	3 Credit Hours 45 Contact Hours
13	Distribution & Transport Management (SCM 304)	Term 1 2022-23	3 Credit Hours 45 Contact Hours
14	Digital Customer Relationship Mgt (MRKT 304)	Term 1 2022-23	3 Credit Hours 45 Contact Hours



## Brief Description of Undergraduate Courses Taught: (Course Title – Code: Description)

**Distribution and Transportation Operations (SCM 304 ):** This course concentrates on one of the most important functions of logistics and supply chain, which are distribution and transportation. It deals with all segments of transportation starting from its importance, its fundamental principles, its relationship with organizations, and its functions in a commercial environment. It also deals with the future of transportation and potential issues attached to it.

**Retail Logistics (SCM 110):** This course has been to aid an understanding of logistics management for organized retail business focusing on value creation, growth prospects, profitability, types and category Management. The course highlights the importance of all activities of retail supply chain and an understanding of concepts like retail logistics, retail locations and assortment management. It develops the student's ability to apply principles and practices of logistics management in real business applications of retail industry.

**Supply Chain Operations (SCM 201):** This course is meant to introduce students to the basics of Supply Chain operations management. It will focus on what supply chains are; their importance and the challenges faced by managers during the administration process. This course will also provide an insight on quality and capacity management, sales and operations planning on forecasting, Aggregate Planning, Managing Inventory throughout the Supply Chain and JIT/Lean Production.

**Warehouse and Inventory Management (SCM 105) :** This course provides an overview of the warehouse operations and inventor concepts. Inbound, internal and outbound processes will be discussed with convenient material handling equipment and technologies used for high warehouse management efficiency. This course will also introduce inventory control system to make decisions on stock purchases, production schedules and warehousing needs.

**Digital Supply Chain (SCM 109) :** This course is designed to present numerous technologies (AI, IOT, Analytics, and Block-chain), information systems and their usefulness in digitalization and automation of logistics and supply chain activities. It will equip students with a solid foundation of knowledge on which they can adopt to manage supply chain and logistical activities using electronic tools and internet capabilities

**Digital CRM (MRKT 304)** This course provides a comprehensive and balanced overview of customer relationship management. It presents information about what is CRM and what are the benefits it delivers, the context in which it is used, the technologies that are deployed and how it can be implemented. This course plans to impart a sound introduction to CRM, a comprehensive understanding of the processes involved, strong understanding of software components in different CRM systems, and practical applications of CRM in different sectors.

**Sales Management (MRKT 354)** The goal of the Sales Management course is to examine the elements of an effective sales force as a key component of the organization's total marketing effort. The course will extend student's understanding of marketing's reach and potential impact in achieving its overarching goals. Course objectives include understanding the sales process, the



relationship between sales and marketing, sales force structure, customer relationship management (CRM), uses of technology to improve sales force effectiveness, and issues in recruiting, selecting, training, motivating, compensating and retaining salespeople.

### Postgraduate

#	Course/Rotation Title	No./Code	Extent of Contribution (no. of lectures/Tutorials. Or labs, Clinics)
1			
2			

### Brief Description of Postgraduate Courses Taught: (Course Title – Code: Description)

1	
2	

### Course Coordination

#	Course Title and Code	Coordin ation	Co- coordin ation	Undergrad.	Postgrad .	From	To
1	Customer Relationship Management (MRKT 106)	*				2025	2026
2	Supply Chain Operations (SCM 201)	*		*		2024	2025
3	Digital Supply Chain (SCM 109)	*		*		2023	2024
4	Supply Chain Operations (SCM 211)	*		*		2023	2024
5	Digital Logistics (SCM 302)	*		*		2023	2024
6	Inventory & Warehouse Mgt (SCM 134)	*		*		2022	2023
7	Digital logistics (SCM 302,304)	*		*		2022	2023
8	Sales Management (MRKT 354)	*		*		2022	2023
9	Supply Chain Operations (SCM 206)	*		*		2022	2023
10	Distribution & Transport Management (SCM 304)	*		*		2022	2023



11	Warehouse and Inventory management (SCM 105)		*	*		2024	2025
12	Retail Logistics (SCM 223)		*	*		2023	2024
13	Digital Customer Relationship Mgt (MRKT 304)		*	*		2022	2023

### Guest/Invited Lectures for Undergraduate Students

#	Activity/Course Title and Code	Subject	College and University or Program	Date
1	Customer Service	How to deal with Difficult customers, types, strategies for dealing	Imam Abdulrahman Bin Faisal University	5-6 April 2022

### Student Academic Supervision and Mentoring

#	Level	Number of Students	From	To
1	Undergraduate	33	2024	2025
2	Undergraduate	65	2023	2024

### Supervision of Master and/or PhD Thesis

#	Degree Type	Title	Institution	Date

### Ongoing Research Supervision

#	Degree Type	Title	Institution	Date

### Administrative Responsibilities, Committee and Community Service (Beginning with the most recent)

#### Administrative Responsibilities

#	From	To	Position	Organization
1	2023	Till date	Examination Committee	IAU, Rakah
2	2021	Till date	Quality and Academic Accreditation Committee	IAU, Rakah
3	2021	Till date	Annual Program Report Committee	IAU, Rakah



4	2021	Till date	Academic Schedule Committee	IAU, Rakah
5	2024	Till date	Faculty Mentor	IAU, Rakah

### Committee Membership

#	From	To	Position	Organization

### Scientific Consultations

#	From	To	Institute	Full-time or Part-time

### Volunteer Work

#	From	To	Type of Volunteer	Organization
1	2021	Till date	Participant volunteer	Helping Hand Foundation, India
2	2022	Till date	Participant Volunteer	Social Life Help and Care Foundation, India

### Personal Key Competencies and Skills: (Computer, Information technology, technical, etc.)

1	Proficiency in Microsoft Office Suite (Word, Excel, PowerPoint, Outlook).
2	Competence in digital collaboration platforms (MS Teams, Zoom, Google Workspace).
3	Strong problem-solving, decision-making, and critical thinking abilities.
4	Skilled in project management, academic planning, and team collaboration.
5	Strong online teaching and e-learning content development skills.
6	Effective mentor and advisor with proven student engagement strategies.
7	Expertise in integrating technology into teaching to enhance learning outcomes.
8	Excellent presentation, lecturing, and public speaking skills.
9	Cross-cultural communication skills in diverse academic environments.
10	Over 10 years of experience in curriculum design, academic advising, and student assessment.
11	Actively contributed to community development initiatives by organizing educational workshops and collaborating with local organizations to promote social responsibility and lifelong learning.
12	Determined and dedicated to giving the precise output desired

Last Update

03/09/2025