



Dr. Anuj Tripathi is currently serving as Associate Professor of Decision Science and AI at IILM University, Gurugram, where he contributes to teaching, curriculum design, assessment planning, program coordination, and accreditation-related academic responsibilities. He is an academic and industry practitioner whose work integrates

decision science, business analytics, artificial intelligence, and digital transformation within contemporary management education. His academic engagements extend across doctoral supervision, research mentoring, interdisciplinary collaboration, and faculty contributions through associations in India, the United States, the United Kingdom, and Malaysia.

His profile is further strengthened by over 16 years of leadership experience in global SaaS, agentic AI, enterprise technology sales, customer success, and strategic market development, enabling him to connect academic frameworks with current industry practice across North America, EMEA, and Asia. His teaching and mentoring interests include information technology, digital marketing, AI for business, machine learning, blockchain, data analytics, product and project management, strategic innovation, leadership, and quantum computing for business. He also works closely with research methodology, ethical compliance, outcome-based education, and technology-enabled learning environments that support both scholarly rigor and industry readiness for MBA, PGDM, and doctoral learners.

Educational Qualification

- One-year Executive Programme in Leadership and Management from Indian Institute of Management, Calcutta (2024)
- Doctor of Philosophy (Ph.D.) in Management (2021) - Amity Business School, Amity University, India (Thesis Title: Impact of Business Intelligence Solution Implementation on Business Operations & Strategic Decision).
- Master of Business Administration (MBA) in Marketing Management and International Business (2013) from Maharshi Dayanand University, Rohtak, India.
- Post-Graduate Program in Management (2013) from NBA School of Business, New Delhi, India.
- Bachelor of Technology (B.Tech.) in Electronics & Communication Engineering (2010) from Uttar Pradesh Technical University, Lucknow, India.

Research and Scholarly Publication

SCOPUS PUBLICATION

1. Tripathi, A., Bagga, T., et al. (2024). Business Intelligence Solution Implementation Challenges: A Comparative Analysis of service-based Start-ups, Small & Medium and Large Enterprise. *Environment and Social Psychology*, 9(9), 2864 <https://doi.org/10.59429/esp.v9i9.2864>
2. Tripathi, A., & Tiwari, G. (2022). Quantum Computing for Enhanced Computational Intelligence in Business Decision-making. *International Journal of Computational Intelligence in Control*, 14(1), 583–588. ISSN: 0974-8571
3. Tripathi, A., & Bagga, T. (2020, June). Leveraging Work from Home for Business Continuity during COVID-19 Pandemic—with reference to BI solution Adoption. *Indian Journal of Economics and Business*, 19(1), 19–34.
4. Tripathi, A., Bagga, T., & Aggarwal, R. K. (2020). Strategic Impact of Business Intelligence: A review of Literature. *Prabandhan: Indian Journal of Management*, 13(3), 35–48 <https://doi.org/10.17010/pijom/2020/v13i3/151175>
5. Vishnoi, S. K., Tripathi, A., & Bagga, T. (2019). Intelligent Automation, Planning & Implementation: A review of Constraints. *International Journal on Emerging Technologies*, 10(1a), 174–178 (Scopus).
6. Tripathi, A., Tiwari, G., & Bagga, T. (2025, March). From Bits to Qubits: A strategic Research Framework for India's Quantum Computing Excellence. In *International Conference on Sustainable Computing & Intelligent Systems (ICSCIS-2025)*
7. Jain, N., Bagga, T., & Tripathi, A. (2022, November). I-ERP Intelligent System Modelling and Interfacing: Excel with SAP HANA. In *2022 International Conference on Computing, Communication, and Intelligent Systems (ICCCIS)* (pp. 479–483). IEEE
8. Vishnoi, S. K., Bagga, T., & Tripathi, A. (2021, Sep). Exploring Technology and Organizational Capability from the Perspective of Marketing Intelligence. In *2021 9th International Conference on Reliability, Infocom Technologies and Optimization (Trends and Future Directions)* (pp. 1–7). IEEE
9. Tripathi, A., Bagga, T., Sharma, S., & Vishnoi, S. K. (2021, Jan). Big data-driven Marketing enabled Business Performance: A Conceptual Framework of Information, Strategy and Customer Lifetime Value. In *Proceedings of the 11th International Conference on Cloud Computing, Data Science & Engineering* (pp. 315–320). IEEE. <https://doi.org/10.1109/Confluence51648.2021.9377156>

BOOK CHAPTERS

1. Tripathi, A., Tiwari, G. (2025). Cybersecurity in the Quantum Era. In Revolutionizing Sustainable Food Production with Quantum Computing. Jenny Stanford Publishing Pte. Ltd., Singapore
2. Tripathi, A., Garg, V., Vargis, B. K., & Agrawal, C. P. (2022). Blockchain-enabled Secured Medical Supply Chain Management. In Designing intelligent healthcare systems, products, and services using disruptive technologies and health informatics (pp. 189–209). CRC Press. <https://doi.org/10.1201/9781003217107>.

OTHER PUBLICATIONS

1. Tripathi, A., Tiwari, G., & Gupta, V. (2025). Comparative Analysis of Quantum Programming Environments in India: Insights for usability and adoption in India. International Journal of All Research Education and Scientific Methods (IJARESM), 13(2), 501–515.
2. Bagga, T., & Tripathi, A. (2017). Customer Interaction Analytics: Concepts, Applications and Scope. International Journal of Applied Business and Economic Research, 15, 65–75.
3. Tripathi, A., & Bagga, T. (2020, April). Leading Business Intelligence (BI) Solutions and Market Trends. In the International Conference on Innovative Computing and Communication (ICICC 2020). SSRN <https://ssrn.com/abstract=3568414>.