



Faculty Profile

1. Name: Dr. Neeru Chaudhary

2. Designation: Assistant Professor, Faculty of SRM IST Delhi NCR

3. Qualifications:

- Ph.D, (Statistics) 2008, H N B Garhwal University, Srinagar Garhwal
- M.Sc., (Statistics) 2002, H N B Garhwal University, Srinagar Garhwal
- M.B.A., 2010, Punjab Technical University
- B.Sc., 2000, H N B Garhwal University, Srinagar Garhwal

4. Brief Profile:

Dr. Neeru Chaudhary is an accomplished academician with over 20 years of teaching and research experience. She is currently serving as an Assistant Professor and holds a Ph.D. in Statistics from H.N.B. Garhwal University (2008). She has also earned an M.Sc. in Statistics, MBA, and B.Sc., reflecting strong interdisciplinary expertise. Dr. Chaudhary has made significant contributions in research with several Scopus and ABDC-ranked publications in areas such as AI in HR management, consumer behavior, sustainable energy, stress management, and environmental studies. She holds multiple national and international patents, including recent work on digital marketing displays and ICT for women empowerment. She has actively participated in numerous ICSSR, AICTE, and national conferences, FDPs, and workshops. She is also a contributor and co-editor of books related to education, MSMEs, and economic development.

5. Academic Research:

Publications:

- Chaudhary, N., Agarwal, S., & Singh, R. (2025). The sustainable energy management for Green Industry 4.0 using improved deep learning model. *International Journal of Environmental Sciences*, 11(3). <https://doi.org/10.64252/20580830>

- Das, S., Anuradha, & Chaudhary, N.. (2025). Pricing and prejudice: How promotional discounts affect consumer attitudes toward brands linked with marginalized identities. *Advances in Consumer Research*, 2(4), 1918–1931.
- Kumar, T., Choudhary, T., Chaudhary, N., & Siwach, A. (2025). To study the most recent causes of voluntary attrition by college professors teaching in management and engineering colleges of N.C.R. *IOSR Journal of Business and Management (IOSR-JBM)*, 27(1, Ser. 7), 57–63. <https://doi.org/10.9790/487X-2701075763>
- Anuradha, Agarwal, S., & Chaudhary, N. (2024). Navigating challenges and leveraging best practices: The role of artificial intelligence in modern HR management. *European Economic Letters*, 14(4), 732–739. Retrieved from <https://eelet.org.uk/index.php/journal/article/view/2164>
- Chaudhary, N. (2023, April 7–8). Gender and theatre. Paper presented at the National Seminar on Gender Justice and the Power of Equity, sponsored by ICSSR, Chaudhary Charan Singh University, Meerut, India.
- Chaudhary, N. (2023, August 5–6). NEP 2020: Rethinking education in contemporary India: Obstacles faced by teachers while using ICT in teaching. Presented at the National Seminar sponsored by ICSSR, Pt. Deen Dayal Upadhyay Management College, Meerut, India.
- Chaudhary, N. (2023, October 6–7). G20 Summit in India: Challenges and prospects [Paper presentation]. In ICTs’ place in the Indian educational system and its impact on students’ learning (National Seminar sponsored by NRC ICSSR, New Delhi). IFTM University, Moradabad, India.
- Chaudhary, N. (2023, April 7–8). Gender and theatre. Paper presented at the National Seminar on Gender Justice and the Power of Equity, sponsored by ICSSR, Chaudhary Charan Singh University, Meerut, India.
- Chaudhary, N. (2023, August 5–6). NEP 2020: Rethinking education in contemporary India: Obstacles faced by teachers while using ICT in teaching. Presented at the National Seminar sponsored by ICSSR, Pt. Deen Dayal Upadhyay Management College, Meerut, India.
- Chaudhary, N. (2023, October 6–7). G20 Summit in India: Challenges and prospects [Paper presentation]. In ICTs’ place in the Indian educational system and its impact on students’ learning (National Seminar sponsored by NRC ICSSR, New Delhi). IFTM University, Moradabad, India.

6. Conferences:

- Ruchi, N., Chaudhary, N., & Swati. (2025, August 30–31). Enhancing store sales forecasting accuracy with hybrid deep learning and LSSVM-based models. Paper presented at the 2nd IEEE International Conference on Information Technology,

Electronics and Intelligent Communication Systems (ICITEICS), Vemana Institute of Technology, Bengaluru, India.

- Chaudhary, N. (2025, July 14–19). Advanced research methodology [Faculty development program]. ABES Business School, Ghaziabad, India, in collaboration with Skyline University College, Sharjah, UAE.
- Chaudhary, N., & Anuradha. (2023, August 5–6). Obstacles faced by teachers while using ICT in teaching. Paper presented at the ICSSR-Sponsored National Seminar on NEP 2020: Rethinking Education in Contemporary India, Pt. Deen Dayal Upadhyaya Mahila College (Pt. DDUMC), Meerut, India.

7. FDP (Faculty Development Programmes) & Workshops:

- Presented a paper titled “Enhancing Store Sales Forecasting Accuracy with Hybrid Deep Learning and LSSVM-Based Models” at the 2025 IEEE 2nd International Conference on Information Technology, Electronics and Intelligent Communication Systems (ICITEICS), held on 30–31 August 2025 at Vemana Institute of Technology, Bengaluru.
- Participated in a Faculty Development Program (FDP) on “Advanced Research Methodology” conducted by ABES Business School, Ghaziabad, in collaboration with Skyline University College, Sharjah, UAE, held during 14–19 July 2025.

8. Patent Publication:

- International Patent 6425331: “Interactive Digital Marketing Display for Financial products,” Grant Date 28 February 2025.
- Indian patent 202341049586: “Role Of Information Communication Technology In Empowering Women Of India”, July 24, 2023

9. Membership:

- International Association of Engineers (IAENG) – Membership No. 536951

10. General Interests/ Hobbies: Listening to music, singing and cooking.