

## **Dr. Amita Sharma**

More than 17 years of **PG** teaching and 10 years of **PhD** teaching  
B.Sc. (Mathematics, 2001), MBA(Marketing, 2003), PhD (Management, 2014),  
Post-Doctoral (Machine learning and Mental Health, 2019)

**Assistant Professor- Quantitative Management Techniques (Joined on  
09/06/2012)**

**Institute of Agri Business Management  
Swami Keshwanand Rajasthan Agricultural University, Bikaner**

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**<https://www.linkedin.com/in/dramitasharma-machinelearningexpert/>**

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### **Areas of Competence**

Data Science  
Operations Research  
Theoretical Modeling  
Business Analytics  
Machine Learning  
Deep Learning  
Supply Chain  
Food Quality Analysis  
Proficiency in MS Excel, SPSS, AMOS, R Studio and EViews

### **Present Association**

*June 2012-Present*

Assistant Professor (Quantitative Management Techniques) at Institute of Agri Business Management, S K Rajasthan Agricultural University, Bikaner (Raj).

#### **Roles**

1) **Teacher:** Teaching MBA and PhD students of Agri Business and Home Science

**MBA(Agri Business):** Teaching subjects related to Marketing and Decision Science like, Data Science in Agri Business, Research Methodology for Business Management, Operations Research, Production and Operations Management, Agri Supply Chain Management, Quality Management, International Trade & Sustainability Governance

**MSc & PhD (Home Science):** Statistical Methods and Data Processing

**PhD(Agri Business):** Research Methods- I & II, International Trade, Integrated Marketing Communication

2) **Research Guidance to MBA(AB), MSc(Agri Eco.), MSc(FN & Ext.), PhD(AB), PhD(Agri Extn), PhD(FN) & PhD(Ext.) Students:** Guided 90 MBA(AB) as major

and 100 as member, 5 MSc(Agri Eco.), 4 MSc(FN), 4 MSc.(Ext.) PG students and 5 PhD(AB) students ((i)Product Assortment and Distribution Mix for Global Brands of Gluten-Free Products in India and USA (ii) Entrepreneurship Development Model for Camel Milk in Rajasthan. (iii) Production and Marketing Opportunities for Cotton and Chickpea Grown with Integrated Pest Management for Sustainable Agriculture in Irrigated North Western Plain Zone (Zone 1B) of Rajasthan, (iv) Role of Big Data as a Service for Malt Barley (v). Export of Processed food Products from India to the European Union) as major advisor. Also guided 5 PhD (AB) students, 2 student of PhD (HSc Ext.) and 2 students of PhD (Agri Extension) as member of the advisory committee.

### 3) **Administrative Positions:**

Course Coordinator from June 2016  
In-Charge Student Section from May 2018 till date  
In-Charge Student Section and In-Charge Examination from July 2012 to May 2016  
In-Charge Scholarship from July 2012 till date  
DDO from May 2016 till date  
Hostel Warden from May 2018 till date  
BOM Member from 07/09/2021 (for one year)  
In charge Library (Since 2017)  
Member of Admission, Examination, Anti Ragging, Member of Anti Sexual Harassment committee since 20/06/2022  
Screening Committee 2017  
Screening Committee 2022  
Academic Management System (NAHEP)  
Member of various Committee at Institute level

### 4) **Coordinator:**

Faculty Trainer for PM Yuva Yojna of MSDE, GOI at IABM, SKRAU  
Coordinator of NPTEL Chapter at IABM, SKRAU, Bikaner  
Central coordinator of Spoken Tutorial Program of IIT Bombay  
Nodal Officer for Unnat Bharat Abhiyan of MHRD, GOI at SKRAU, Bikaner  
Coordinated one day activity at Kavni village on January 19, 2023  
Coordinated one day activity at Kavni village on January 31, 2024

### 5) **Projects (3):**

**Principal Investigator** of Rashtriya Krishi Vikas Yojna Project (2016 to 2019) on 'KrishiIQ: Digital dissemination of agricultural practices of cluster bean and gram in hyper arid partially irrigated western plain zone of Rajasthan'. Links to the website: [www.krishiIQ.in](http://www.krishiIQ.in) , Mobile App on Google

Playstore: Krishi IQ, YouTube channel: YouTube.com/KrishiIQ,  
FB page: fb.me/KrishiIQ

**Associated as other Scientist** with two ICAR Extramural Research Projects during 2016-17

1. 'Supply-Demand Analysis of Professional Agricultural Human Resource in Northern India'.
2. Future Requirement for Popularizing Agribusiness Education

## **Patent granted(2)**

A. Dr. Amita Sharma, Assistant Professor, IABM, SKRAU, Bikaner with nine other fellow inventors has been granted an **innovation patent** for their invention '**An IOT based precision soil fertility measurement system for organic farming**' by the Patent Office, Republic of South Africa from June 29, 2022 (Patent Number-2022-01589 on 29<sup>th</sup> Day of June, 2022)

B. Dr. Amita Sharma, Assistant professor, IABM, SKRAU, Bikaner with 12 other fellow inventors has been successfully granted the **German Patent** for the utility model of '**An Electronic Bee Monitoring System**' on March 19, 2024 by the President of the German Patent and Trademark Office, Federal Republic of Germany (Utility model no. 20 2024 101 364 on March 19, 2024)

## **International Exposure(2)**

Completed **Post Doc from Erasmus University, Rotterdam**, Netherlands during February 11, 2019- August 10, 2019

Attended '**International Workshop on Food Quality and Safety Assurance in Modern Food Production Systems**' organized by **Asian Productivity Organization** and implemented by the Thailand Productivity Organization from May 28 to 1 June, 2018 in **Bangkok, Thailand**. Presented Country Paper on 'Food Safety and Management System in India: A Review' from India.

## **Training/Workshops/Lectures**

Dr. Amita Sharma, delivered lecture on '**A Glimpse of Healthy Foods Startup Ecosystem in India**' in the Winter School on 'Strengthen the Millet Based Ecosystem to Cater Food Security Challenges on March 14, 2024.

Dr. Amita Sharma, delivered lecture on '**Digital tools in teaching & Class Room Management Skills**' in the Orientation Training Program organized for SMS in SKRAU, Bikaner on August 04, 2023 during July 21, 2023 to August 10, 2023.

Dr. Amita Sharma, delivered lecture on '**Statistical Techniques for Scientists**' in the Orientation Training Program organized for SMS in SKRAU, Bikaner on July 28, 2023 during July 21, 2023 to August 10, 2023.

Dr. Amita Sharma, delivered lecture on **‘Team Building’** in the One Day Awareness workshop on Development of entrepreneurship among agri graduates on 17<sup>th</sup> February, 2023 organized at DHRD, SKRAU, Bikaner.

Dr. Amita Sharma, delivered **‘IP Framework for ML/AI Products and Services’** in the program on "Women and IP: Accelerating Innovation and Creativity" organized by CIAH, ICAR, Bikaner on April 26, 2023.

Coordinated and organized National Agricultural Higher Education Project (NAHEP) sponsored Training program on **‘Data Driven Solutions for Business Using MS EXCEL and Power BI’** organized by Institute of Agri Business Management (IABM), SKRAU held at IABM, SKRAU during December 27-30, 2021

Coordinated National Agricultural Higher Education Project (NAHEP) sponsored Training program on **‘Renewable Resources based Opportunities in Agri Business’** jointly organized by Institute of Agri Business Management (IABM) and Department of Agri. Engineering, CoA, SKRAU held at IABM, SKRAU during December 23 & 24, 2021

Dr. Amita Sharma coordinated expert session, delivered by Dr. Shashikant Sharma, Group Director, ISRO on the topic **“Impact of Space technology on Agriculture”** on Nov 15, 2021

Dr. Amita Sharma, delivered online session on **‘Methods of data collection’** in the national workshop on ‘Designing Research in the Social Sciences’ jointly organized by BHU, Varanasi (UP), Agriculture University, Kota (Raj.) and Govt. College for Women, Thiruvananthapuram (Kerala) during September 23- 29, 2021

Delivered a lecture on **‘Camel milk marketing: Reworking 4Ps of Marketing’** in Interactive Meet on “Opportunities and constraints in camel production system and its sustainability for Livelihood security of camel herders” organised by NRCC, Bikaner on 3 August 2021.

Chaired the virtual session for Track 1- **Agriculture & Food Technology in International Conference** on Innovative Applications of Emerging Technologies and Management, 2021 (ICIAETM-2021) organized by Prestige Institute of Engineering Management & Research (PIEMR), Indore (MP) India during 9th -10th April 2021.

Co-coordinated National Agricultural Higher Education Project (NAHEP) sponsored Training program on **‘Renewable Energy for Sustainable Agriculture and Environmental Protection’** jointly organized by the Department of Agri. Engineering, CoA and Institute of Agri Business Management (IABM), SKRAU held at IABM, SKRAU during March 08- 10, 2021

Delivered online lecture on **‘R Applications of 3D Visualizations in Social Science Research’** on March 04, 2021 during training program on ‘Analytical Techniques for Social Science Research’ held during March 03-04, 2021 to PG students of Department of

Agricultural Economics, College of Agriculture, G. B. Pant University of Agriculture & Technology, Pantnagar (Uttarakhand).

Delivered lecture online on '**Business Analytics through Data Visualisation**' to first year students of PGDM in Virtual Symposium organised by Prestige Institute of Management and Research on October 21, 2020.

Organised Online Webinar on '**Success Mantra by IABM Alumni- Connecting the Dots...**' on July 25, 2020 at IABM, SKRAU

Organised Online Webinar on '**Trends & Opportunities in Agri Input Industry**' on July 16, 2020 at IABM, SKRAU

Organised six days training programme on '**Tools and Techniques for Data Analysis and Management**' under NAHEP in collaboration with ICAR-Indian Agricultural Statistical Research Institute, New Delhi. This training was coordinated by Dr. Amita Sharma, Assistant Professor, IABM, SKRAU and co-coordinated by Dr. N. K. Pareek, CoA, SKRAU, Bikaner during January 20- 25, 2020 at IABM, SKRAU.

Delivered lecture on '**Application of Neural Network in Plant Disease Detection**' in ICAR sponsored winter school on 'Digital Nutrigation or Resource Conservation in Arid Agro Ecosystem' organized during December 06- 26, 2019 at DHRD, SKRAU

Delivered lecture on '**How to use Google for Research**' in NAHEP sponsored 'Training on ICT Application for Academics' organized during November 21- 22, 2019 at CHSc., SKRAU

Delivered lecture on '**Digital Agriculture: New Frontiers**' in ICAR sponsored winter school on 'Soft and Entrepreneurial Skills for Development of Agricultural Sciences' is being organized during November 13- December 3, 2018 at IABM, SKRAU

Delivered lecture on '**Modern ICT Tools for Transfer of Fodder Technology**' in ICAR Winter School on 'Fodder Management Strategy for Sustainable Livestock Production under Climate Change Scenario' organised at IABM, SKRAU held from September 2- 22, 2018

Participated as expert and course coordinator in the **2nd BSMA meeting of ICAR** for revision of curriculum of Master's and Doctoral Degree Programme in Agri Business Management and Agricultural Economics held on September 17-18, 2018

Acted as '**Mentor and Member of Evaluation Committee**' for startup teams in Rajasthan Digifest 2018, Hackathon 5.0 organised by Department of Information Technology and Communications, Government of Rajasthan during July 25- 27, 2018 in Bikaner.

Acted as Mentor and delivered lecture on **Design Thinking of any startup/ business in Startup Oasis** and TEDSTART Program at ECB, Bikaner on December 21, 2017.

Delivered Lecture on “**Present Status of Camel Milk Trading and possible road map for future**” in interactive meet program for the topic ‘Prospects for Camel Milk Trade in India: Status, Issues and Opportunities’ organised by NRCC, Bikaner on July 5, 2017

Delivered Lectures on ‘**Introduction to R Package**’ in UGC sponsored Capacity Building Programme on ‘Research Methodology and Data Analytical Tools’ organised by JNVU, Jodhpur held from February 5-7, 2017

Delivered Lectures on ‘**Identification and Analysis of Different Marketing Sources for Agricultural Commodities**’ in ICAR Winter School on ‘Use of ICT in Education and Rural Development’ organised at DEE, SKRAU held from November 4- 24, 2016

Delivered Lectures on ‘**Basic Analysis of Statistical Data**’ in ICAR sponsored short course on ‘Training and Managerial Skills for Agricultural Professionals’ organised at DEE, SKRAU held from July 6-15, 2016

Workshop organised on ‘**Excel in MS EXCEL**’ from October 6-8, 2015 for SKRAU students

Workshop organised on ‘**Inferential Statistics: An Overview**’ from September 26-29, 2015

Workshop organised on ‘**Data Analytics**’ from September 15-19, 2015

Workshop on ‘**Poverty, Hunger, Food Security and Nutrition: From Concepts to Measurement**’ Jointly Organized by Indira Gandhi Institute of Development Research (IGIDR), Mumbai & Institute of Agri Business Management, SKRAU, Bikaner on March 19, 2015

Actively participated for training and development activities of ‘**ACABC**’ (conducted at IABM, SKRAU) run by Centre for Agri Entrepreneurship Development, MANAGE, Hyderabad in 2014

Training provided on ‘**Front Office Management**’ in PIE program organised by Rajasthan Patrika, Sriganganagar held in June 2007

## **Certifications**

UGC –NET (Management) for lectureship in June- 2004

Certification (6 months) in **PC Applications** from NIIT, New Delhi (2000)

Attended ‘**Quality Management**’ program at NIIT, Kota (2000)

**Macroeconomic Forecasting** from International Monetary Fund (2015)

**Introduction to R Programming** from Microsoft Corporation (2016)

**Text Analytics** from openSAP(2016)

**GIS and Agri-Essentials and Applications** from IIT Kanpur (2016)

Acquired '**Green Belt**' in Lean Six Sigma Certification programme organised by KPMG in India during March 31 to April 04, 2022

### **Professional Membership**

Member of **APO Alumni Association of India** ( AAA) from 2018

Life Member of **All India Agricultural Students Association** (AIASA)

Member of Review board of **Amity Journal of Agribusiness** from 2016

Reviewer of Bioinfo Publications for **International Journal of Agriculture Sciences** from 2016

**Life Membership** of Rajasthan Society of Extension Education, Udaipur from **May, 2024**

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### **Professional Training Programs Attended**

Successfully completed ICAR NAARM-MOOC course on '**Artificial Intelligence in Agriculture**' organized during March 01- 31, 2024.

Participated in the National Workshop on '**Structured Literature Review and Bibliometric Analysis**' conducted by MTC Global Leadership Institute, Bangalore, during December 12-13, 2023

Participated in the International Conference on '**Blended Learning Ecosystem for Higher Education in Agriculture**' organized by ICAR, New Delhi during March 21-23, 2023.

Participated in 5th International Conference on "**Communication and Computational Technologies (ICCCT 2023)**" organised in Hybrid Mode by Rajasthan Institute of Engineering and Technology, Jaipur on January 28-29, 2023. Presented paper titled "Deep Learning Model for Pneumonia Diagnosis from Pediatric Chest X-Ray Images.

Attended Online Workshop on '**Intellectual Property Rights (IPR) & Patents and Design filing**' organized by Mamasahab Mohol College, Pune-Entrepreneurship Development Cell (EDC) & Institution's Innovation Council (IIC) in association with Rajiv Gandhi National Institute of Intellectual Property Management (RGNIIPM) Government of India, Nagpur on 16th November, 2022.

A webinar on '**Understanding the Commodity Derivatives Market**' held in collaboration with NCDEX IPF Trust on March 26, 2022

Attended ICAR sponsored 21 days Winter School on '**Advances in Irrigation Technology and Nutrient Management in Arid Horticultural Crops**' from March 08 to 28, 2022 held at SKRAU, Bikaner

Attended Industrial Training online on '**Artificial Intelligence & Machine Learning Using Python**' organized by The National Small Industries Corporation Ltd. (NSIC),

Technical Services Centre (A Govt. of India Enterprises), Hyderabad during 19-07-2021 to 02-08-2021.

Attended webinar on '**Business Intelligence Analytics using Power BI**' by Faculty of Business Management, Marwadi Education foundation, Rajkot (Gujarat) on March 27, 2021.

Attended the webinar on the topic '**Understanding Data & Digital Footprint**' organized by 'We Think Digital' on 08-09-2020

Attended '**Prior-art Search with Google Patents**' Workshop conducted by Turnip Innovations on September 05, 2020.

Attended Online Continuing Education Programme on '**Big Image Data Processing using Deep Learning Techniques**' organized by Department of Computer Sci. and Engg. National Institute of Technology, Warangal (Telangana) during July 27 – 31, 2020

Attended webinar on '**Optimization in Inventory Management**' organized by Department of Mathematics, Assam University, Silchar on July 25 - 26, 2020

Attended National Webinar on '**Intellectual Property Rights in Agriculture Sector**' on July 17, 2020 organised by SKRAU, Bikaner under the aegis of ICAR- NAHEP

Attended Webinar on '**Trends & Opportunities in Agri Input Industry**' on July 16, 2020 at IABM, SKRAU

Attended Online Workshop on '**Digital Marketing**' organized by IABM, SKRAU, Bikaner during May 28- 30, 2020.

Attended one-week online FDP on '**Moodle Learning Management System**' organised by V. P. Institute of Management Studies and Research, Sangli in association with Spoken Tutorial IIT, Bombay during May 12- 17, 2020.

Attended Webinar on '**Opportunities in Food Processing in India**' organised by Solution Buzzy (India's Largest platform for manufacturing industries) on May 9, 2020.

Attended National Seminar on '**Holistic Approach for Enhancing Agricultural Growth in Changing Rural Scenario**' organised by Indian Society of Extension Education (ISEE) in collaboration with SKRAU, Bikaner during November 14-16, 2019

Attended one day training programme on '**Gender Sensitization at Work Place**' organized by DHRD, SKRAU, Bikaner on July 20, 2018

Attended 'International Workshop on **Food Quality and Safety Assurance in Modern Food Production Systems**' organized by Asian Productivity Organization and implemented by the Thailand Productivity Organization from May 28 to 1 June, 2018 in Bangkok, Thailand. Presented Country Paper on '**Food Safety and Management System in India: A Review**' from India. Total 23 participants from 13 countries participated in the workshop. News:



<http://www.apo-tokyo.org/news/news/bangkok-workshop-examines-modern-food-safety-strategies/>

Attended **‘Orientation Workshop on Unnat Bharat Abhiyan (UBA)’** on April 25, 2018 organised by IIT Delhi and MHRD in New Delhi

Attended **‘Policy Workshop on Big Data Analytics in Agriculture’** organized by National Academy of Agricultural Research Management, Hyderabad, Telangana February 08-09, 2018

Attended **PM Yuva Yojna (MSDE program)** training organized by NIESBUD, Noida, UP from September 4- 8, 2017

Attended **21 days** Summer School Training on **‘Advanced Analytical Tools for Decision Making in Agriculture’** in ICAR-National Institute of Agricultural Economics and Policy Research at New Delhi from July 10- 31, 2017

**NPTEL Awareness Workshop for SPOC-Local Chapters** IPEC, Ghaziabad with IIT-KANPUR January 31,2017

Attended Training cum Discussion on **‘Status and Scope of Organic Farming in Rajasthan’** organized by DHRD, SKRAU, Bikaner held from July 6-7, 2016

Attended **‘Digital Rajasthan Conclave’** organized by FICCI at Jaipur held on October 5, 2016

Attended 25<sup>th</sup> National Conference on **‘Natural Resource Management at Arid and Semi-Arid Ecosystem for Climate Resilient Agriculture and Rural Development’** during February 17-19, 2016, organized by Soil Conservation Society of India, New Delhi in collaboration with Swami Keshwanand Rajasthan Agricultural University (SKRAU), Bikaner

Attended **‘Personality Development’** workshop held during July 6-11, 2015, organized by Academic Staff College cum Distance Education Centre, SKRAU, Bikaner

Attended Refresher course on **‘Scenario Impact on Agriculture & Strategies for Mitigation’** held during February 18- March 10, 2013, organized by Academic Staff College cum Distance Education Centre, SKRAU, Bikaner

Attended **‘Orientation training program’** held during September 17-30, 2013, organized by Academic Staff College cum Distance Education Centre, SKRAU, Bikaner

Attended National Seminar on **‘Potential of Agribusiness in Rajasthan’** during March 19-20, 2013, organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai

Attended Orientation training program organized by Academic Staff College cum Distance Education Centre, SKRAU Bikaner on **‘Account, Income Tax and general establishment Rules’** held on July 9-10, 2012.

Attended Seminar on **‘Growth strategy and enhancement of competitiveness of manufacturing industry in India’** jointly conducted by Japanese Management Group, Japan and Confederation of Indian Industry, India at World Habitat Centre, New Delhi on 5 July 2007.

Attended 2 months **‘Faculty Training Program (FTP)’** at ICFAI head quarters, Hyderabad from 21 Feb’05 to 15 April’05

Participated in the Faculty Development Workshop on ‘**Delivery of Quality Education**’ at regional office, Jaipur in Sept’05

Attended interactive workshop on ‘**How to Manage Academic System**’ at ICFAI regional office, Jaipur in Oct’05

Interactive Workshop on ‘**Integrated approach to Operation Workout**’ at INC-JAIPUR

## **Curriculum Development**

Syllabus designed for 3 subjects (MBA-AB and PGDAIM)

Syllabus revised for 8 subjects (PhD, MBA)

Developed new course on ‘**Data Science in Agri Business**’ for MBA(AB)

Written two units for the subject ‘**Consumer Behaviour and Market Research**’, Course MP 601 (published in November 2014), Department of Management Studies, Vardhman Mahaveer Open University (VMOU), Kota. Unit 13-**Marketing Research Design** and Unit 16- **Data Analysis and Interpretation**. Reference <http://assets.vmou.ac.in/MP601.pdf>

Set Question Papers for MBA (AB), MBA, BBA, B.Com. Programs of other Universities/ Colleges

Reviewed Book of Oxford Publication for supply chain management

## **PUBLICATIONS**

### **(I) BOOK (2):**

- Sharma, S. C., **Sharma, A.** (2024). Processed Food Products Export. Indu Book Services Pvt Ltd (1 January 2024); INDU BOOK SERVICES PVT LTD
- Meena, S.S., **Sharma, A.** & Mathur, A. (Eds.) (2023) Agri Business-A Managerial Perspective. Jodhpur & Delhi: Scientific Publishers. ISBN:978-81-962469-3-8. eISBN:978-81-962469-4-5.

### **(II) RESEARCH PAPERS (46)**

- A. Masih, J., Majumdar, A., **Sharma, A.** (2024). What Does the Future Hold for Health Insurance Premiums in India: Insights from ARIMA Model. *Accountancy Business and the Public Interest*. ISSN: 1745:7718. Volume 30, Issue 07. (July)
- B. Vikas, Meena, S. S., **Sharma, A.**, Kumar, S., Verma, R. K. and Acharya, V. S. (2023). Quantitative Assessment of Post-Harvest Losses of Guava (*Psidium guajava*) in

Rajasthan. *Current Agriculture Research journal*, Vol. 11, No. (3), PP. 1030-1040. ISSN: 2347-4688.

- C. **Sharma, A.**, & Verbeke, W. J. (2023). Indicators of Aging: Evidence from Association Analysis of Self-Management Abilities and Blood Biomarkers. *Journal of Medicine and Medical Sciences*. Vol.14 (5) pp. 1-11, October, 2023. DOI: 10.14303/2141-9477.2023.56
- D. Panda, S., **Sharma, A.** (2023). Analyzing the factors influencing the adoption of Integrated Pest Management (IPM) technology in Cotton in Rajasthan. *Indian Journal of Agricultural Research*. doi :10.18805/IJARE.A-5924 (5.6)
- E. Meena, S.S., Navya Harathi, P., **Sharma, A.**, Vikash (2022). Price forecasting of Tomato by using moving average forecasting model, weighted moving average forecasting model, simple exponential smoothing forecasting model and ARIMA model. *Journal of Management & Entrepreneurship*. ISSN : 2229-5348 UGC Care Group 1 Journal Vol. 16, No.4 (II), October - December 2022 , 25-37.
- F. Sharma, S., **Sharma, A** (2022). Indian processed food export potential in the European Union and the World. *International Journal of Creative Research Thoughts (IJCRT)*, ISSN:2320-2882, Volume.10, Issue 9, pp.d963-d977, September 2022, Available at [:http://www.ijcrt.org/papers/IJCRT2209491.pdf](http://www.ijcrt.org/papers/IJCRT2209491.pdf)
- G. Panda, S., **Sharma, A.**, & Tyagi, S. (2022). Integrated Pest Management Technology as a Means to Cost Efficiency for Cotton Crop in Rajasthan, India. *Asian Journal of Agricultural Extension, Economics & Sociology*, 40(9), 53-63. <https://doi.org/10.9734/ajaees/2022/v40i930975> (May 24, 2022)(NAAS-4.86) (4.73)
- H. **Sharma, A.** (2022). Research Manual for PG and PhD Students. Institute of Agri Business Management, Swami Keshwanand Rajasthan Agricultural University, Bikaner.
- I. **Sharma A.** (2021). **Camel milk marketing**. Published in souvenir of Interactive Meet on “Opportunities and constraints in camel production system and its sustainability for Livelihood security of camel herders” organised by NRCC, Bikaner on 3 August 2021.
- J. Sharma, S. C., Mittal, R. **Sharma, A.**, Verma, V. (2021). Dragon fruit: A Promising crop with a growing food market that can provide profitable returns to farmers. *International Journal of Agricultural Science and Research (IJASR)*, ISSN (P): 2250-0057; ISSN (E): 2321-0087 Vol. 11, Issue 2, Dec 2021, 1–14 © TJPRC Pvt. Ltd (Impact Factor(JCC) : 9.1583, IBI Factor : 3.2)
- K. Sharma, S. C., **Sharma, A.**, Singh, R. P. (2021). India’s trade integration with top mushroom exporting countries: A pragmatic analysis by a panel dynamic gravity mode. *International Journal of Agricultural Science and Research (IJASR)*, ISSN (P): 2250–0057; ISSN (E): 2321–0087 Vol. 11, Issue 2, Dec 2021, 115–128 © TJPRC Pvt. Ltd (Impact Factor(JCC) : 9.1583, IBI Factor : 3.2)
- L. **Sharma, A.**, & Verbeke, W. J. (2021). Understanding importance of clinical biomarkers for diagnosis of anxiety disorders using machine learning models. *PloS one*, 16(5), e0251365. (May,2021)

- M. Manikandan, S., & **Sharma, A.** (2021). A study on big data analytics in malt barley production in Rajasthan. *The Pharma Innovation Journal* 2021; SP-10(4): 358-365
- N. Gaur J. K. and **Sharma, A.** (2021). Biomass Briquetting: An innovative step to combat air pollution by field burning. *Publication/NAHEP/2021/March 10*
- O. Panda, S. and **Sharma, A.** (2020). Choice-based conjoint analysis on evaluating consumers, willingness to pay for cotton grown with integrated pest management. *International Journal of Research in Business Management*, 8 (8), 1-8 (IMPACT: IJRBM) ISSN (P): 2347-4572; ISSN (E): 2321-886X, Vol 8, Issue 8, 1-8(AUGUST 2020)
- P. Pangarkar, D. J., Sharma, R., **Sharma, A.**, Sharma, M. (2020). Assessment of the Different Machine Learning Models for Prediction of Cluster Bean (*Cyamopsis tetragonoloba* L.Taub.) Yield. *Advances in Research*, 21(9): 98-105, 2020; Article no.AIR.60327ISSN: 2348-0394, NLM ID: 101666096 (August 2020, NAAS-4.8, International)
- Q. **Sharma, A.**, & Verbeke, W. J. (2020). Improving Diagnosis of Depression with XGBOOST Machine Learning Model and a large Biomarkers Dutch Dataset (n= 11,081). *Frontiers in Big Data*, 3, 15. <https://www.frontiersin.org/articles/10.3389/fdata.2020.00015/full>
- R. Singh, G., **Sharma, A.**, Singh, R. (2019). Marketing Efficiency of Camel Milk under Different Supply Chains in Rajasthan State of India. *International Journal of Current Microbiology and Applied Sciences*, ISSN: 2319-7706 (2019) 8(12): 1036-1046 (NAAS, 2019-5.38)
- S. Singh, G., **Sharma, A.**, Singh, R. (2019). A study of factors influencing the purchasing of the Camel milk by customers: A study of Rajasthan state. *International Journal of Education and Management Studies*, 9(3), 160-163.
- T. Singh, G., **Sharma, A.**, Singh, R. (2019). Emerging Commercial Importance of Camel Milk. *Indian Dairyman*, August 2019.
- U. Masih, J., Verbeke, W., Deutsch, J., Sharma, A., **Sharma, A.**, Rajkumar, and Matharu, P.S. (2019). Big Data Study for Gluten-Free Foods in India and USA using Online Reviews and Social Media. *Agricultural Sciences*, 10, 302-320. <https://doi.org/10.4236/as.2019.103026>  
Published in March, 2019
- V. Masih, J., Rajkumar, R., Matharu, P.S. and **Sharma, A.**, (2019). Market Capturing and Business Expansion Strategy for Gluten-FREE Foods in India and USA using PESTEL Model. *Agricultural Sciences*, 10, 202-213. <https://doi.org/10.4236/as.2019.102017>  
Published in February, 2019.
- W. Masih Jolly, **Sharma Amita** (2018). Study on Marketing Potential for Channels Involved in Marketing of Gluten-Free Food in India and USA. *International Journal of Agricultural Science and Research*. Vol-8, Issue-4, Edition: Aug 2018.

- X. Singh Gurbir, **Sharma Amita** and Singh Raghvendar(2018). Entrepreneurship Development Model for Camel Milk- A Study of Rajasthan State. *International Journal of Research in Applied, Natural and Social Sciences*. Vol. 6, Issue 5, May, 2018
- Y. Sharma Amita and Chhipa B. R. (2017). Famer Incubation Centre. *Agriculture Year Book 2017*.
- Z. Manikandan S and **Sharma Amita** (2017). A study on different farming systems for improving sustainable barley production in Rajasthan. *The Pharma Innovation*. 2017; 6(12): 490-493.
- AA. Masih Jolly, **Sharma Amita**, Sharma Ashish and Deutsch Jonathan (2017). ‘Study on Gap Estimation between Market Potential and Market share of Gluten-Free Market’. *International Journal of Current Microbiology and Applied Sciences*. ISSN: 23197706 Vol 6, Issue 4 (April), pp. 1,954-1,961.
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- OO. **Sharma, Amita** (2012). Use of SPSS in Preparing Data for Modeling. *Aditya International Journal of Modern Day Practices*. ISSN: 2277-730X, Vol.1 Issue 6.
- PP.**Sharma, Amita** (2012). Theoretical Modeling: Introduction. *Aditya International Journal of Research in Technology and Management*. ISSN: 2248-9665, Vol.2 Issue 3.
- QQ. **Sharma, Amita** (2013). Theoretical Modeling of Agriculture Production in Rajasthan. Published in proceedings of National Seminar on “Potential of Agribusiness in Rajasthan” organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai on 19-20<sup>th</sup> March,2013.
- RR. **Sharma, Amita** and Sharma, Madhu (2013). Arrivals of Agri Produce in Regulated Markets in Rajasthan. Published in Souvenir for National Seminar “Potential of Agribusiness in Rajasthan” organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai on 19-20<sup>th</sup> March,2013.
- SS.**Dr Amita Sharma** delivered lecture on topics ‘Mobile Technology as a tool of ICT’ & ‘Identification and Analysis of Different Marketing Sources for Agricultural Commodities’ in ICAR sponsored winter school on ‘Use of ICT in Education and Rural Development’ during November 4-24, 2016 at SKRAU, Bikaner. Same has been **published** in compendium.
- TT.**Dr Amita Sharma** delivered lecture on topic ‘Basic Analysis of Statistical Data’ in ICAR sponsored short course on ‘Training and Managerial Skills for Agricultural Professionals’ during July 6- 15, 2016 in SKRAU, Bikaner. Same has been **published** in compendium.

### III. Book Chapter (12)

**Sharma, A.** (2024). A Glimpse of Healthy Foods Startup Ecosystem in India. Published in Compendium of Lectures in the ICAR sponsored Winter School on Strengthen the Millet Based Ecosystem to Cater Food Security Challenges.

**Sharma, A.** (2023). Computer Vision Powered Tree Counting from Aerial Imagery: Real World Project'. (Ed.) Agri Business- A Managerial Perspective (pp. 76-85) Scientific Publishers: Jodhpur, ISBN No: 978-81-962469-3-8

**Sharma, A.** (2023). Deep Learning Model for Pneumonia Diagnosis from Pediatric Chest X-Ray Images Proceedings of International Conference on Communication and Computational Technologies: ICCCT 2023. Springer Verlag, Singapore. ISSN 2524-7565 Algorithms for Intelligent Systems ISBN 978-981-99-3484-3, ISSN 2524-7573 (electronic) ISBN 978-981-99-3485-0 (eBook) <https://doi.org/10.1007/978-981-99-3485-0>

**Sharma, A., Tyagi, S.,** (2020) Chapter published in 'Women and Diversity' Serial Publishing House, Delhi on '**Violence against Women in India**', **E-Book ISBN 978-93-88892-80-3, Print ISBN 978-93-88892-79-7 pg no 485- 494**

Singh, R., **Sharma, A.** (2023). Role of weather forecasting services in farm management and socio-economic development in Rajasthan. Proceedings of International Conference on "Emerging Paradigms and Practices in Management, Entrepreneurship and Innovation" held at RNB Global University, Bikaner, Rajasthan on Nov. 4, 2022. Rigi Publication. ISBN: 978-93-95773-08-9 Pg. No. 306-313

Kumar, C. S., Meena, S.S., **Sharma, A.** (2023). Artificial Intelligence based on Crop Health Image Model for Forecasting Crop Pests and Diseases in Kuppam Andhra Pradesh. Proceedings of International Conference on "Emerging Paradigms and Practices in Management, Entrepreneurship and Innovation" held at RNB Global University, Bikaner, Rajasthan on Nov. 4, 2022. Rigi Publication. ISBN: 978-93-95773-08-9 Pg. No. 275-280

**Sharma, A.** (2018). Book chapter published in 'Eminent Innovations' on '**SMART City: Working Development Model**'. ISBN No. 978-81-89435-49-3 (EDITION 2018)

**Sharma, A.** (2018). Book chapter published in 'Modern Innovations' on '**In Search of Energy Unlimited**'. ISBN No. 978-81-89435-47-9

**Sharma, A.** (2017). Chapter published in 'Training and Managerial Skills for Agriculture' (Yash Publishing House, Bikaner) on 'Basic Analysis of Statistical Data' ISBN: 978-81-86882-41-3, pg. no. 281-291

**Sharma, A.** (2016). Book chapter published on '**Qualitative and Quantitative User Analysis of Mobile Agriculture & Rural Development (m-ARD) Apps**. Natural Resource Management in Arid and Semi Arid Ecosystem for Climate Resilient Agriculture, Soil Conservation Society of India, New Delhi on Pp 452, ISBN: 978-81-909228-6-9(2016)

**Sharma, A.** (2016). Book chapter published on '**A Study of Market Potential and Controlled Atmospheric Storage Space Analysis of Apple in Himachal Pradesh and NCR Delhi Region**' with two authors. National Seminar on "Financing and Sustaining Rural Agribusiness Enterprises- A bottom of Pyramid Approach" during November 18-19, 2016 at Hyderabad. Pp 159, ISBN: 978-81-932824-5-8.

**Sharma, A.** (2016). Book chapter published on ‘**Potato Cold Storage Space Analysis & Funding Market Potential: An Overview**’ with one author. 2<sup>nd</sup> Edition of Cold Chain Logistics in Horticulture & Agriculture. 3<sup>rd</sup> Agro Supply Chain Conference held on 7<sup>th</sup>- 8<sup>th</sup> October, 2016 at University of Petroleum & Energy Studies, Dehradun. Pp 208, ISBN: 978-1-63535-684-7

## **EDITORIAL COMMITTEE MEMBER**

**Editorial Board member** for SKRAU News Letter/Annual Report of SKRAU and Other publications from 15/12/2022.

**Edited and Compiled** Compendium of lectures on ‘**Renewable Energy for Sustainable Agriculture and Environmental Protection**’ for the Training program sponsored by National Agricultural Higher Education Project (NAHEP) and jointly organized by Department of Agri. Engineering, CoA and Institute of Agri Business Management (IABM), SKRAU held at IABM, SKRAU during March 08- 10, 2021

**Editorial member** of Self Study Report, 2019 of Swami Keshwanand Rajasthan Agricultural University, Bikaner.

**Edited and Compiled** Technical Compendium of 2<sup>nd</sup> National Agricultural Convention on ‘**Agricultural Skill Development for Doubling Farmers Income (ASDFI)**’ held at Rajasthan University of Veterinary and Animal Sciences, Bikaner (Raj) organised by All India Agricultural Students Association on October 7, 2017

## **Awards & Achievements**

Received **Best Teacher Award** at the university level from Hon’ble Vice Chancellor of SKRAU, Bikaner on September 05, 2023.

Won the **Best Paper Award** for the research paper titled ‘**India’s trade integration with top mushroom exporting countries: A pragmatic analysis by a panel dynamic gravity mode**’ in the International Conference on Innovative Applications of Emerging Technologies and Management, 2021 (ICIAETM-2021) organized by Prestige Institute of Engineering Management & Research (PIEMR), Indore (MP) India during 9th -10th April 2021.

Won the **Most Innovative Research Award** for the research paper titled ‘**Dragon fruit: A Promising crop with a growing food market that can provide profitable returns to farmers**’ in the International Conference on Innovative Applications of Emerging Technologies and Management, 2021 (ICIAETM-2021) organized by Prestige Institute of Engineering Management & Research (PIEMR), Indore (MP) India during 9th -10th April 2021.



**Best Research Paper award on** ‘Informational Technology for Sustainable Development: Past, Present and Future’ in the National Seminar on ‘Holistic Approach for Enhancing Agricultural Growth in Changing Rural Scenario’ organised by Indian Society of Extension Education (ISEE) in collaboration with SKRAU, Bikaner during November 14-16, 2019

**Best Paper Certificate** from *International Journal of Civil, Structural, Environmental and Infrastructure Engineering Research and Development* (ISSN (Online): 2249-7978; ISSN (Print): 2249-6866; Impact Factor (JCC) : 7.9858; Index Copernicus Value (ICV) : : 60.2; NAAS Rating: 4.15; on Research Paper Title ‘Demand Forecasting through Market Potential for Gluten-free Food Industry in India and USA’.

**Appreciation Award** by Hon’ble Vice Chancellor of Swami Keshwanand Rajasthan Agricultural University, Bikaner for the year 2015-16 on August 15, 2016

**Best Paper Award** for Research Paper in 25<sup>th</sup> National Conference on ‘Natural Resource Management at Arid and Semi-Arid Ecosystem for Climate Resilient Agriculture and Rural Development’ during February 17-19, 2016, organized by Soil Conservation Society of India, New Delhi in collaboration with Swami Keshwanand Rajasthan Agricultural University (SKRAU), Bikaner

Awarded with **Merit Certificate** at Secondary Level from **Ministry of HR & Development (Govt. Of India)**

Presented research paper as Lead Paper on **Theoretical Modeling of Agriculture Production in Rajasthan** during National Seminar on “Potential of Agribusiness in Rajasthan” organized by IABM-SKRAU, Bikaner and Indian Society of Agriculture Marketing, Nagpur, sponsored by NABARD, Mumbai on 19-20<sup>th</sup> March, 2013

## Digital Initiative

### A. Artificial Intelligence (AI) Model deployment:

1. Bike sharing demand prediction model  
<https://amitasharma.shinyapps.io/BikeSharing/>
2. Natural Language Processing model for speech recognition  
<https://amitasharma.shinyapps.io/CustomerLytics/>
3. Multi crop land allocation optimization app  
<https://amitasharma.shinyapps.io/DashboarPlusExample/>

### B. Blog: [thinking AI \(thinking-ai.netlify.app\)](https://www.netlify.app/thinking-ai)

### C. V LOG

1. YouTube.com/KrishiIQ
2. <https://www.youtube.com/watch?v=PJFzgd3kvy0>

### D. Reporting Dashboards

1. Title: World Covid updates Dashboard in R Flexdashboard

Link: [https://rpubs.com/ASAKS/COVID\\_dash](https://rpubs.com/ASAKS/COVID_dash)

2. Title: Exploratory Factor Analysis in R Flexdashboard

Link: <https://rpubs.com/ASAKS/FactorAnalysisInR>

3. Title: Introduction to Machine Learning in R Flexdashboard

Link: <https://rpubs.com/ASAKS/Intro2MachineLearning>

4. Title: Logistic and Stepwise Regression in R Flexdashboard

Link: <https://rpubs.com/ASAKS/LogisticStepwiseRegression>

5. Title: Regression Analysis in R Flexdashboard

Link: <https://rpubs.com/ASAKS/RegressionAnalysis>

6. Title: Customer Churn Analytics in R Flexdashboard

Link: <https://rpubs.com/ASAKS/CustomerChurnAnalytics>

7. Title: Human Resources Attrition Automation in R Flexdashboard

Link: [https://rpubs.com/ASAKS/HRAutomation\\_Attrition](https://rpubs.com/ASAKS/HRAutomation_Attrition)

8. Title: Survival Analysis in Medical Studies in R Flexdashboard

Link: <https://rpubs.com/ASAKS/SA>

9. Title: Indian Agriculture Exports Regions 2019-2020 in R Flexdashboard

Link: <https://rpubs.com/ASAKS/AgriExportsRegions>

10. Title: Forecasting Nifty50 with facebook Prophet in R Flexdashboard

Link: <https://rpubs.com/ASAKS/ForecastingNifty50>

11. Title: Indian Agriculture (1979-2015) in R Flexdashboard

Link: <https://rpubs.com/ASAKS/IndianAgriculture1997-2015>

12. Title: World Suicide Report Dashboard

Link: [https://www.linkedin.com/posts/dramitasharma-machinelearningexpert\\_worldhealthorganisation-powerbi-analytics-activity-6785193509554053120-8sF1?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dramitasharma-machinelearningexpert_worldhealthorganisation-powerbi-analytics-activity-6785193509554053120-8sF1?utm_source=share&utm_medium=member_desktop)

13. Title: Sales Vs Budget Dashboard

Link: [https://www.linkedin.com/posts/dramitasharma-machinelearningexpert\\_powerbi-dashboard-for-comparing-sales-vs-activity-6769978998253531136-TVPC?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dramitasharma-machinelearningexpert_powerbi-dashboard-for-comparing-sales-vs-activity-6769978998253531136-TVPC?utm_source=share&utm_medium=member_desktop)

14. Title: Rmarkdown Shiny Integration

Link: [https://www.linkedin.com/posts/dramitasharma-machinelearningexpert\\_rmarkdown-together-with-shiny-creates-awesome-activity-6769977080202489856-V45s?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dramitasharma-machinelearningexpert_rmarkdown-together-with-shiny-creates-awesome-activity-6769977080202489856-V45s?utm_source=share&utm_medium=member_desktop)

15. Title: Sales Dashboard

Link: [https://www.linkedin.com/posts/dramitasharma-machinelearningexpert\\_here-is-a-demo-of-sales-dashboard-prepared-activity-6769975228765392896-TYwh?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dramitasharma-machinelearningexpert_here-is-a-demo-of-sales-dashboard-prepared-activity-6769975228765392896-TYwh?utm_source=share&utm_medium=member_desktop)

16. Title: Sales Dashboard

Link: [https://www.linkedin.com/posts/dramitasharma-machinelearningexpert\\_salesdashboardvideo-activity-6767413970870575104-XeIF?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dramitasharma-machinelearningexpert_salesdashboardvideo-activity-6767413970870575104-XeIF?utm_source=share&utm_medium=member_desktop)

17. Indian Economy: A Snapshot (1999-2014) Dashboard in MS Excel

Link: [https://www.linkedin.com/posts/dramitasharma-machinelearningexpert\\_economy-indianeconomy-dashboard-activity-6765696932565327872-1rDg?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dramitasharma-machinelearningexpert_economy-indianeconomy-dashboard-activity-6765696932565327872-1rDg?utm_source=share&utm_medium=member_desktop)

18. Using Machine Learning for Pneumonia Diagnosis from Pediatric X Ray images

Link: [https://www.linkedin.com/posts/dramitasharma-machinelearningexpert\\_pediatric-pneumonia-chest-x-ray-activity-6666278884520136704-zBDp?utm\\_source=share&utm\\_medium=member\\_desktop](https://www.linkedin.com/posts/dramitasharma-machinelearningexpert_pediatric-pneumonia-chest-x-ray-activity-6666278884520136704-zBDp?utm_source=share&utm_medium=member_desktop)

### **Extracurricular Activities**

Member of the committee (Literary Events) for Inter Collegiate Youth Festival organised during April 07- 09, 2024 by DSW, SKRAU

Member of *Krishi Haat* organised on December 24, 2022.

Member of the **Convocation committee 2023**.

Coordinated for **Hindi Week 2020** held at SKRAU, Bikaner

Convener of **Abhivyakti' 2020** (Management Fest) held at IABM, SKRAU, Bikaner

Convener of **Annual Function, 2017** held at IABM, SKRAU, Bikaner

Convener of **Abhivyakti' 2017 & 2016** (Management Fest) held at IABM, SKRAU, Bikaner

Editorial Committee Member of publication of **Mela Smarika, 2017**

Convener of **Jai Kisan and Jai Vigyan Week** held from December 23-29, 2016

Convener of **Krishi Shikha Diwas** on December 3, 2016

Actively participated and coordinated as member in **Convocation, Examinations, Krishi Mela** etc events held in University

National Technical **Advisory Committee member** of 2<sup>nd</sup> National Agricultural Convention on Agricultural Skill Development for Doubling Farmers Income organised by All India Agricultural Students Association (AIASA), Rajasthan

Editorial Committee Member of publication of proceedings of National Seminar '**Potential of Agribusiness in Rajasthan**' organized by IABM-SKRAU, Bikaner in 2013

Participated for anchoring and received certificate of appreciation in National Conference held at SKRAU in association with Green India clean Environment Society on '**Perspectives and Challenges towards Environmental Sustainability**' from December 11-13, 2015

Convener of **Annual Function, 2008** in ICFAI National College, Sriganaganagar

Participated in **Block Literacy Samiti** Programme.

Won prizes in Inter-School **Chess** and **Essay** Competitions

(Amita Sharma)