Name of the Faculty Member

Campus (Tura/Shillong)

Tura Designation **Associate Professor**

Department **Faculty of Management Studies**

Qualification/s

B.Sc.in Statistics (Mathematics, Economics), M.Sc. in Statistics (Econometrics & OR), B.Ed., TET, DCA, Data Science Courses,

Ph.D. (Statistics)

Dr. Shonahar Ali

Discipline Statistics and Mathematics

Academic Experience in Years Outside ICFAI University In ICFAI University Meghalaya

Meghalaya

4+ 15+

Courses Taught For UG and PG: Mathematics, Statistics & their allied papers and

Research Methodology.

Econometrics and Operations Research Specializations

Research Interests

Dr. Shonahar Ali is a versatile statistician who applies advanced quantitative methods across multiple disciplines. His expertise spans Data analysis, forecasting, machine learning, regression analysis, factor analysis, Testing of Hypothesis etc. Dr. Ali teaches Mathematics &statistics and related subjects in management, IT, commerce, and economics departments, demonstrating the broad applicability of statistical techniques. His work focuses on using these methods to uncover insights in business, technology, finance, and economic behavior. By teaching research methodology and statistics to diverse student groups, Dr. Ali helps future professionals in various fields understand how to leverage data for effective decision-making. His interdisciplinary approach bridges complex statistical theory with practical applications, contributing to more data-driven strategies across management, IT, commerce, and economics

Publications

Books authored/edited

✓ Ali, S. (2022) FLOOD FREQUENCY ANALYSIS OF ASSAM, MAHI PUBLICATION, Ahmedabad -380007, India.

Chapters published in Books

- ✓ Ali, S. and Rashid, M.A. (2024). Chapter-1.1, Impact of Consumer Reviews and Ratings on the Purchase Decisions: Business Dynamics: Exploring the New Horizon, Edited by Dr. Md. Abdur Rashid, Barasha Bhuyan, Geetika Kalita . Published by Mahaveer Publications, Dibrugarh, Assam
- ✓ Ali, S. and Rashid, M.A. (2023). Chapter-3, An Analytical Study on Indian Startup Ecosystem , Entrepreneurship and Startups: A RESEARCH EXPEDITION, Edited by Dr. Md. Abdur Rashid, Mithu Deb and Sujit Sikidar, GLOBAL PUBLISHING HOUSE INDIA.
- ✓ Ali, S.and Rashid, M.A. (2022). Chapter-1, A Critical

- Assessment of Joseph Schumpeter's Theory of Entrepreneurship, Entrepreneurship: A Mission and A Livelihood (1-9), Edited Dr. Md. Abdur Rashid and Prof. Sujit Sikidar by Sunmarg Publishers & Distributors, New Delhi, India.
- ✓ Ali, S.and Rashid, M.A. (2023). Area, Production, and Yield of Arecanut in Garo Hills: Dossier of Economics, Business and Management, Edited by Dr. Md. Abdur Rashid and Prof. Sujit Sikidar

Publications in Seminar Proceedings Volume

✓ Analysis of Annual Peak Flood Discharge Data by Log Pearson Type III Distribution of the River Krishnai of Assam, International Conference on Advancements in Research and Development (ICARD) 2020, International Research Journal on Advanced Science Hub (IRJASH). e-ISSN:2582-4376.

International Journal Publications

- ✓ Ali,S. and Kashyap, M.P(2019) Performance of Generalized Pareto Distribution With Threshold and Parameter Estimation selection for the River Krishnai of Assam using Annual Peak Flood Data. International Journal of Research and Analytical Reviews (IJRAR),6(2),(170-182)
- ✓ Ali, S. and Kashyap, M.P (2018) Flood Frequency Analysis by Gumble Distribution for Krishnai River of Assam. *International Advanced Research Journal in* Science, Engineering and Technology, 5 (10), (110-114)

National Journal Publications

- ✓ Ali, S. &Kashyap,M.P.(2019) Annual Peak Flood Frequency Analysis by Log-normal Distribution for the River Krishnai of Assam. Journal of Emerging Technologies and Innovative Research,6(6),(858-865)
- ✓ Ali, S.and Rashid, M.A. (2022) Mobile Handset Brand Preference: Empirical Evidence from Meghalaya, Journal of Emerging Technologies and Innovative Research,9(8),(g25-g32)

Seminar Paper Presentations

- ✓ Exploring Customer Contentment, Brand Perception, and Loyalty: Insight from Hotel Polo Orchid, Tura.
- ✓ Analysis of Annual Peak Flood Discharge Data by Log Pearson Type III Distribution of the River Krishnai of Assam, International Conference on Advancements in Research and Development (online) (ICARD) 2020, on 29th and 30th August2020.
- ✓ Estimation of Flood Return Period by Log-Normal Distribution for the River Krishnai of Assam, National Conference on Green, Sustainable and Ecology Sciences & 64th Annual Technical Session of Assam Science Society during June 28-29, 2019 organized by Cotton University, Assam, India.
- ✓ 4.Fitting of Normal distribution to Pear Flood Flow Data
 of the Krishnai River of Assam, International
 Multidisciplinary Research Conference on Biodiversity,
 Climate Change, Physical and Life Sciences

Seminars Attended

- ✓ Actively engaged for organizing the Seminar on the Topic "The Age of The Gazzles" held on 23 rd September, 2015 at The ICFAI University, Meghalaya::Tura.
- ✓ Actively engaged for organizing the one-day Food Festival "held on 24 th September, 2016 at The ICFAI University, Meghalaya: Tura.

Workshops Attended Participated

- ✓ Participated in the Workshop on Case Study Methodology organized by IBS Case Research Centre, Hyderabad at ICFAI University, Meghalaya on June 22-24, 2015.
- ✓ Participated in the National Workshop on (held on 14th November, 2015) "Resource Endowment and Its Allocation in North East India" organized by Dept. of Commerce, Gauhati University (GU) in association with Dept. Of Commerce & Economics, USTM.
- ✓ Participated in the 3 days Workshop on (26th to 28th November2015) Dimensions on Quality of Higher Education & Allied Quantitative Techniques jointly organized by the SQC and OR Unit, Indian Statistical Institute, Kolkata and Department of Statistics, Assam University at Assam University, Silchar.

- ✓ Attended 3 days National workshop (6th to 8th January, 2016) on Data Analysis with Statistical Tools organized by Department of Business Administration, University of Science and Technology, Meghalaya (USTM) at USTM.
- ✓ Undergone 10 days (24th May –June2, 2016) Research Methodology course in Social Sciences for Ph D Students Sponsored by ICSSR-NERC, Shillong; Organized by Department of Management, NEHU, Tura Campus.
- ✓ Participated 7 days (05-11 December2016) Workshop on "Application of Statistics in Social Sciences and Official Data" Organized by Department of Management, NEHU, Tura Campus in collaboration with Sampling and Official Statistics Unit, Indian Statistical Institute(ISI), Kolkata.
- ✓ Participated 2 days National Workshop Ecological and Agricultural Practices with Statistical Methodology and R- Software, jointly organized by Agricultural & Ecological Research Unit, Indian Statistical Institute, Kolkata & Department of Management ,NEHU, Tura , Meghalaya.
- ✓ Underone ICSSR, New Delhi Sponsored 10 days (April 17-26,2017) Research Methodology Course for Ph D Students in Social Sciences; Organized by Placement & Counselling Cell & Department of Management, NEHU, Tura Campus, Meghalaya.
- ✓ Attended 3 days (January 10-12, 2019) workshop on "Data Analysis Using R" organized by NERIM, Guwahati, Assam.
- ✓ Participated in the one week online International workshop on Research Methodology, organized by the Department of Commerce, Assam University, Silchar, 13th July to 18th July 2020.
- ✓ Participated in the online workshop "Statistical Analysis Using R and R studio" from June 29 to July 3, 2020 organized by Department of Management Studies, Bodoland University.
- ✓ Participated in the 4 days SEM Workshop facilitated by Continuing Research Educations from 27th to 30th April-2022.
- ✓ Participated in 3 days online workshop on SEM with AMOS organized by Faculty of Management of &

- Commerce, ICFAI University Tripura from24th -26th May2021.
- ✓ Participated in online 7 days workshop on "Statistical Analysis & Basics of Research Using Excel" organized by National Press Association on June 12-18,2021.
- ✓ Participated in two days International Level of Workshop on EFA and CFA – Exploratory Factor Analysis & Confirmatory Factor Analysis held on 13-14th April 2024 organized by R Square Academy.
- ✓ A Four Day Online National Level Workshop on "Introduction to Data Analysis Using R" SHURPARAKA EDUCATIONAL & MEDICAL TRUST'S Moinnuddin B. Harris college of Arts, from 5th August to 8th August2020
- ✓ A Two day National Level E-Workshop on" Performing Statistical Data Analysis Using MS Excel" organized by the Faculty of Humanities and Science, Dr.M.G.R. Educational & Research Institute, Adayalam pattu Phase-II Campus, Chennai; from 18th to19th August2020
- ✓ Participated and Successfully completed a national level 5 day online Interactive FDP on Web apps & E-Content Development for digital learning conducted by Institute of Advanced Studies in Education (IASE) Tamilnadu from 25-29 May ,2011.

✓ Attended an Orientation program on NAAC Accreditations © Documentations (2 hours) conducted by ARCNET India and CliMed Research Solutions, India

,0n 29 OCTOBER 2023.

- ✓ Participated webinar on "How to do master dissertation Using Secondary Data "organized by Ernakulam Chapter of Kerala Economic Association in online mode on 23rd November,2023.
- ✓ Participated in Webinar on "ICT Tools for Teachers in Educations -2020" in International Conference on Advancements in Research and Development (online) (ICARD 2020 online, on 30.08.2020)
- ✓ Participated in Webinar on "Big Data in Healthcare Concept and Architecture" presented by Prof. Sunitha V in International Conference on Advancements in Research and Development (online) (ICARD 2020 online

Webinars Attended

- on 30th August2020)
- ✓ Participated in Webinar on "Recent Advances in Deep Learning" presented by Dr. Pokkuluri Kiran Sree in "International Conference on Advancements in Research and Development(ICARD 2020 online 29th August 2020)"
- ✓ Participated on International Webinar on" Role of MSMEs in Rural Economic Development "Organized by International Social Science Research Association ,SETU & Global Association for MSMEs & SDGs Research in Developing Countries on September 03,2022.
- ✓ Attended Five Day Lecture Series on "CONTEMPORARY ISSUES IN COMMERCE" conducted by the Department of Commerce, USTM, from 10th July, 2020 to 14th July, 2020 through online mode.
- ✓ Participated in the International Web Conference on Recent Advances in Science (IWCRAS2020) held on 30th and 31st of July 2020.
- ✓ Actively participated in the "World Mental Health Day Program- Themed: Mental Health is a Universal Human Right" organized by the NSS Unit at ICFAI University Meghalaya, Tura.

Lectures Attended

FDP's/Refresher Attended

Course

- ✓ Successfully completed the course (3 Credits,12 week)
 Business Analytics and Data Mining Modeling Using R
 (Jan-Apr 2018)in the department of Management,
 Indian Institute of Technology Roorkee (Management
 (NPTEL Online Certification ,FDP)
- ✓ Successfully completed the course (2 Credits,8 week)
 Introduction to R software (Aug-Sep 2018) in the
 department of Computer Science & Engineering at
 Indian Institute of Technology Roorkee(NPTEL Online
 Certification ,FDP, Approved by AICTE, MHRD Govt. Of
 India)
- ✓ Successfully completed the course (2 Credits,8 week)
 "Data Science for Engineers" (September-14 December
 20,2020) in the department of Computer Science &
 Engineering at Indian Institute of Technology
 Roorkee(SWAYAM -NPTEL & IIT Madras NPTEL Online
 Certification ,FDP, Approved by AICTE, MHRD Govt. Of
 India)
- ✓ Successfully completed the course (4weeks, September-14 December 20, 2020, 2 Credits,) "Python for Data Science" in the department of Computer Science & Engineering at Indian Institute of Technology Roorkee(SWAYAM -NPTEL & IIT Madras NPTEL Online Certification ,FDP, Approved by AICTE, MHRD Govt. Of India)
- ✓ Successfully completed the course (September-14 December 20,2020,3 Credits,8 weeks),)" Applied Optimization for Wireless, Machine Learning, Big Data" in the department of Computer Science & Engineering at Indian Institute of Technology Roorkee(SWAYAM NPTEL & IIT Madras NPTEL Online Certification ,FDP, Approved by AICTE, MHRD Govt. Of India
- ✓ Successfully completed 5 days FDP on NAAC Accreditation process and documentation, organized by CliMed Research solutions and Accreditations, ARCNET INDIA from 30/10/2023 to 03/11/2023.
- ✓ Participated in the Two weeks online FDP on Entrepreneurship held from 15th to 27th June ,2023 organized by Food Science and Technology Section , Department of Applied Biology ,USTM, Sponsored by Department of Science and Technology , Govt. of India,

New Delhi.

- ✓ Attended 5 days FDP on Empowering Management Scholars: Fostering Research Competencies" from September 19 ,2023 to September 23,2023,organized by Faculty of Commerce and Management , Assam down town University.
- ✓ A Two Week Online Certificate Program with Intensive Hands-on Training on R- PROGRAMMING organized by the Faculty of Humanities and Science, Dr.M.G.R. Educational & Research Institute, Adayalam pattu Phase-II Campus, Chennai; from 14th September to 25September2020
- ✓ Successfully completed One- Week online FDP on "Applicability of Mathematical Sciences in Emerging World" organized by Department Applied Science & Humanities, Faculty of Science ,Invertis University, Bareilly(U.P.) in association with "The National Academy of Sciences"," International Academy of Physical Sciences" and "Mathematical Sciences Institute" 28th July to 02nd August2020.
- ✓ Attended the national e-workshop on Technological Tools and Their Management in Online Teaching organized by Mahatma Jyotiba Phule Rohilkhand University, Bareilly, (U.P.), India, August 14-21, 2020.
- ✓ Participated in International FDP on Data Analysis and Machine Learning held during 21-25 March2022 and jointly organized by Mizoram University and NEHU, India.
- ✓ Attended FDP on "Motivating the Motivators" from 3rd
 to 7th July 2017 organized by ICFAI University
 Meghalaya. Tura.
- ✓ Actively Participated in the FDP conducted by the ICFAI, Tripura, held at the university during June 7-12, 2010.
- ✓ Actively Participated in the FDP conducted by the ICFAI, Tripura, held at the university during June 22-28, 2020
- ✓ Invited to deliver a lecture on ANOVA & ANCOVA during 14th to 15th March 2024 a training program on "Data Analysis Using R Software "organized by Department of Basic Science, College of Community Science, Central Agricultural University, Tura.
- ✓ Acted as a Resource person in "National Seminar on

Guest Lectures Delivered

Machine Learning & Its Applications" organized by Department of Information Technology; ICFAI University Meghalaya, Tura from 9th November to 10th November 2022. (2 days program)

- ✓ Invited as a Resource person to train school teachers under DIET, Govt. of Meghalaya. Tura (10 days Program)
- ✓ Acted as a Resource person in the Skill Development Program on "MS EXCEL —AN ANALYTICAL TOOL" organized by Department of Information Technology; ICFAI University Meghalaya, Tura from 12th February to 16th February 2018. (5 days program)

Other Details in relation to academics, if any

- ✓ Invited as Reviewer of Int. J. of Innovation Management (IJIM)
- ✓ Invitations as a question paper setter from another university.
- ✓ Software/ Language Known for Data Analysis: Excel Data Analysis Tool pack, SPSS and R