



ALKA VAIDYA
Associate Professor

Address:
NIBM PO
Pune 411048

www.nibmindia.org
Phone: 020-26716207
Email: alka@nibmindia.org

Areas of Interest

- Data Analytics
 - Cyber Security
 - Digital Payments
 - Blockchain Applications in Banking
-

Education

- PhD, Pune University
 - MCM, Pune University,
 - BSc, Physics, Pune University
 - Passed Certified Information Systems Audit (CISA)
-

Employment

National Institute of Bank Management (1996-till date)
Associate Professor

National Institute of Construction Management and Research (1993-1996)
Faculty Member and Computer Centre in-Charge

CIBATUL LTD. (1992-1993)
Trainee, Programmer

Research Publications

- Digital Banking – The New Normal that is here to stay, NIBM-Vista, Jul-Sep 2020
- Customer Segmentation Analytics in Banks: K-Means Clustering Approach, NIBM Working Paper, 2015
- Big Data Analytics: Potential Applications in Indian Banks, NIBM Working Paper, 2014

- Application of Predictive Modelling in Customer Attrition Analysis in banks, NIBM Working Paper, 2013
 - Data Mining Applications in Banking: A Literature Review and Classification : NIBM Working Paper, 2012
 - Modelling Customer Behaviour in Banks for Target Marketing : A Data Mining Approach : NIBM Working Paper, 2011
 - A Bridge too Far? Convoluting with VBA for Operational Risk VaR: NIBM Working Paper, 2010.
 - Data Quality for Decision Support- The Indian Banking Scenario, (with H Diwakar) International Workshop on managing data quality in collaborative system (in conjunction with DASFAA), 19-21 March 2008
 - Customer profiling for business advantage using an Indian bank data (with H Diwakar) International Conference on Computer and Communication Engineering, Malaysia, ICCCE 2008. 578-583
 - Information Analysis for Enabling Optimal Utilization of Service Delivery Channels in Indian Banks, (with H Diwakar), International Conference on Computer and Information Science, USA, May 2008, [ACIS-ICIS 2008](#): 146-151
 - Human Resource Data Marts in Banks, Principals' Conference in NIBM, 2004
 - Application of OLAP Techniques to Asset Liability Management in Indian Banks, (with H Diwakar, A Saha), AIMS international conference, December 2003, IIM Bangalore
-

Executive Training

- Artificial Intelligence in Banking Business
 - Cyber Security
 - Certification Programme in IT and Cyber Security
 - Information Systems Audit
 - Digital Payments
 - Blockchain Technology in Banking
 - Data Warehousing and Business Intelligence Systems
-

Courses offered in PGDM

- Spreadsheet based Data Analysis
 - IT Operations and Management
 - Advanced Spreadsheet Modelling
 - Business Analytics using R
-

Consulting Experience

- Risk Management for HDFC Credila Financial Services
- Study on Impact of Partial Credit Guarantee Scheme for SIDBI
- Survey of Merging Bank Customers of Indian Bank

- Evaluating NABARD's IT Security Policy
 - Improving ALM functions in Peerless GFIC
 - Technology Roadmap for State Bank of Saurashtra
 - Technology Roadmap for Bassein Catholic Co-op Bank Ltd
 - Management Information and Decision Support Systems for Asset Liability Management for Central Bank of India, Punjab and Sind Bank, Allahabad Bank
-

Committees Represented

NIBM Committees

- IT Committee, Convener
 - Website Committee, Convener
 - POSH-ICC Committee, Chair
 - PGDM Committee, Member
 - NIBM On-line Certification Course, Member
-

Lectures/Talks delivered at:

- College of Agricultural Banking (CAB)
- Vaikunth Mehta National Institute of Cooperative Management (VAMNICOM)
- National Academy of Defense Financial Management (NADFM)
- Vishwakarma Institute of Management (VIM)