

**Curriculum Vitae
in formato
Europeo**

***European
Curriculum Vitae
Format***

**Informazioni personali
*Personal information***

Nome e Cognome
Name and surname

Yash Chawla

Attuale
Amministrazione di
appartenenza
*Current
Administration*

***Department of Operations Research and Business Intelligence, Faculty of
Management, Wrocław University of Science and Technology***

Attuale responsabilità
*Current occupation or
position held*

Assistant Professor of Innovation and Marketing Management

Contatti
Contacts

yash.chawla@pwr.edu.pl

**Esperienza lavorativa
*Work-experience***

Ruolo, tipologia di contratto, datore di lavoro

Role, type of contract, employer

2020 – now

***Assistant Professor (full time) - Innovation and Marketing Management,
Department of Operations Research and Business Intelligence, Wrocław
University of Science and Technology, Poland.***

Other positions held:

- Emerging Technologies and Business Intelligence (ETBI) Series General
Chair***
- Business Intelligence Curriculum - Advisory Board Member***
- Dean's Representative – Faculty of Management.***

- Member - Academic Iuvenum (The Young Researcher's Academy).
- International Jury Member - European LEM Prize 2021
- 2019 - now **Assistant Editor** (Voluntary), *Operations Research and Decisions*, A quarterly scientific journal published since 1991.
- 2022 - 2023 **R&D Communications Advisor** (Consulting Contract) - DAC.digital, Poland
- 2018 - 2020 **Academic Teacher & Researcher** (Full time), Department of Operations Research and Business Intelligence, Wrocław University of science and Technology, Poland
- 2017 - 2017 **Visiting Faculty** (Part Time), School of Liberal Arts and Education, Navrachna University, Vadodara, India
- 2015 - 2017 **Head** (Full time), Public Relations & Professional Development, RK University, Rajkot, India.
- 2012 - 2015 **Lecturer** (Full time), Department of Mechanical Engineering, Parul University / Parul Group of Institutions, Vadodara, India.
Other positions held:
 - Head – Public Relations & Skill Enhancement (July 2015– September 2015).
 - Head – Department of Events & Media Relations (June 2013 - June 2015).
 - Head- Students' Council (March 2013 – September 2015).
 - Coordinator – Entrepreneurship Development Cell (March 2013 – September 2015)
- 2011 - 2012 **Assistant Professor** (full time), Department of Mechanical Engineering, Bhagwant University, Ajmer, India.
Other positions held:
 - Officer-in-charge of Media and Publicity
 - Executive officer Aviation*Altri incarichi*
Other assignments
- 2020 - 2021 **Business Feasibility Consultant**, White Swan Family Office, Sweden.
- 2015 - 2021 **Social Media Strategist & Advisor**, Match My Talent – An online Platform that links performing artists and industry clients
- 2020 - 2021 **Marketing & Branding Advisor**, Sky Blue Education, Poland.
- 2017 - 2018 **Social Media Strategy Consultant**, LORE – A online fashion jewellery store based in Poland and operates in Europe and UK.

Social Media & Content Consultant, Parul University, one of the largest private universities in India. Major concentration towards increasing Social Media Influence of Teachers and Administrators of the University.

	<p>Social media Advisor, Streat – A app for Street Hawkers founded in Gujarat, India.</p> <p>Content Development Advisor & Mentor, Rawal Infocom's App – RContacts – An AutoUpdating Digital Identity Mobile Application and a website.</p>
2016 - 2018	<p>Marketing Consultant, Glinks International – A Middle East-based Multinational working in Overseas Education and Relocation, with offices in 12+ countries.</p> <p>Expert Trainer cum Consultant, EQUATE (Effective Quality Upgradation Assistance for Technical Education) – A Delhi-based organisation founded by superannuated MHRD</p> <p>Officials who have contributed to building the higher education ecosystem of India. Topics: Social Media and Design Thinking in Higher Education.</p>
2015 - 2017	<p>Social Media Advisor, Market Mastro – An App based startup in the field of Boolean Commodity Trading.</p> <p>Consultant - Design Thinking Application in Product Development, Middle East Based consumer Electronics design firm, UAE.</p>
Istruzione e formazione Education and training	<p>Laurea e post lauream Graduate and postgraduate</p> <ul style="list-style-type: none">- Ph.D. with Distinction, Wroclaw University of Science and Technology, Poland. 2020. <i>Specialization: Management & Quality Sciences (Marketing & Innovation Management). The thesis was nominated for the Polish Prime Minister's award for Outstanding Doctoral Thesis</i> <i>Thesis title: Social Media Management for Consumer Awareness and Acceptance of Smart Meters.</i>- Master of Technology, Rajasthan Technical University, India. 2017. <i>Specialization: Renewable Energy Technology</i> <i>Thesis Title: Simulating the behavior of the VARIM process (Vacuum Assisted Resin Injection Moulding) for large wind turbine blades.</i>- Master of Business Administration, Alagappay University, India. 2012 <i>Specialization: International Business</i> <p>Laurea Degree</p> <ul style="list-style-type: none">- <i>Teachers' Course on Educaton for Sustainable Development, Abo Akademi, Finland. 2019.</i>

	<p><i>Project: Development of Curriculum with the integration of Education for Sustainable Development.</i></p> <p>- <i>Bachelor of Technology with Honors, Rajasthan Technical University, India</i></p> <p><i>Specialization: Mechanical Engineering</i></p> <p><i>Project: Modified and scaled F20 Tiger Shark aircraft (Flying scaled model propelled by an IC engine and propellor).</i></p> <p>- <i>Bachelor of Computer Applications, Alagappa University, India</i></p> <p><i>Specialization: Computer Applications</i></p>
Madrelingua Mother tongue	Hindi
Altre competenze Linguistiche Other languages	English (C2), Gujarati (C1)
Allegati	<p><i>All. 1: Competenze nell'utilizzo delle tecnologie (preferibilmente per parole chiave)</i></p> <p><i>All. 2: Partecipazione a convegni e seminari (preferibilmente aggregati per argomento e ore complessive)</i></p> <p><i>All. 3 Redazione di pubblicazioni (elenco o link all'editore)</i></p>
Attachments	<p><i>All. 1: Skills in the use of technologies (preferably for keywords)</i></p> <ul style="list-style-type: none"><i>• Social media platforms and tools</i><i>• Renewable energy technologies</i><i>• Energy management systems</i><i>• Information and communication technologies (ICT)</i><i>• Data analytics and data visualization tools</i><i>• Marketing automation software</i><i>• Sustainable development technologies and practices</i><i>• Circular economy frameworks and technologies</i><i>• Innovation management software</i><i>• Online collaboration and project management tools</i><i>• Teaching and learning technologies</i><i>• Research and development tools and methodologies</i> <p><i>All. 2: Participation in conferences and seminars (preferably by topic and total hours).</i></p> <p><i>https://p.wz.pwr.edu.pl/~chawla.yash/Conf</i></p> <p><i>All. 3 Publications (list or link to publisher)</i></p> <p><i>https://p.wz.pwr.edu.pl/~chawla.yash/Publ#top</i></p>

**Modello
informativa
sintetica,
informazioni sul
trattamento**

Ai sensi dell'art. 13 del Regolamento (UE) 2016/679, si informa la S.V. che questa Università è titolare del trattamento dei dati personali dalla S.V. conferiti e che il trattamento stesso sarà effettuato nel rispetto del citato regolamento europeo ai fini dell'assolvimento degli obblighi di pubblicazione di cui al d.lgs. 33/2013. I dati potranno essere utilizzati e conservati esclusivamente per gli adempimenti di legge correlati all'affidamento dell'incarico. Il conferimento dei dati è obbligatorio a tali fini. I dati saranno trattati dall'Università, in qualità di titolare, nel rispetto delle disposizioni del Regolamento (UE) 2016/679 con le modalità previste nell'informativa completa pubblicata sul sito dell'Università. La S.V. è informata che potrà comunque ed in qualsiasi momento, ai sensi degli artt. 15 ss. del Regolamento (UE) 2016/679, verificare i propri dati personali raccolti dal Titolare e farli correggere, aggiornare o cancellare rivolgendosi al Responsabile della protezione dei dati (inserire dati di contatto del DPO). La S.V. è informata che in caso di inosservanza del Regolamento (UE) 2016/679 potrà rivolgere reclamo al Garante per la protezione dei dati personali";

**Summary
information
model,
information on
treatment**

Pursuant to art.13 of European Regulation 2016/679, we inform you that this University is the owner of the processing of your personal data and the same processing will be carried out in compliance with the aforementioned European Regulation for the purposes of fulfilling the disclosure requirements referred to in Legislative Decree 33/2013. Data may be used and stored exclusively for the legal obligations related to the award of the contract.

Provision of data is required for these purposes. Data will be processed by this University, as Data Controller, in compliance with the provisions of European Regulation 2016/679 in the manner provided by the complete information published on the University website. We inform you that you may check your personal data collected by the Data Controller, and have them rectified, updated or deleted in any case and at any time, by contacting the Data Processing Officer (enter contact details of the DPO) according to articles 15 ff. of European Regulation 2016/679. We inform you that in case of non-compliance with European Regulation 2016/679 you may address a complaint to the Personal Data Protection Authority.

**Modello alert su
limitazione della
finalità nel riutilizzo**

I dati personali ivi pubblicati sono "riutilizzabili solo alle condizioni previste dalla normativa vigente sul riutilizzo dei dati pubblici (direttiva comunitaria 2003/98/CE e d. lgs. 36/2006 di recepimento della stessa), in termini compatibili con gli scopi per i quali sono stati raccolti e registrati, e nel rispetto della normativa in materia di protezione dei dati personali

**Model alert on
purpose limitation
in re-use**

Personal data published therein are "reusable only under the conditions provided by current legislation on the reuse of Public Data (EU Directive 2003/98/CE and Legislative Decree 36/2006 implementing it), in a manner that is compatible with the purposes for which they were collected and recorded, and in compliance with the legislation on personal data protection".