

Profile Page



Name : Dr Ajay Gupta
Designation : Associate Professor
Department : Industrial & Production Engg.
Qualification : Ph.D. Industrial & Production Engineering (Dr. B. R. Ambedkar NIT Jalandhar)
M. Tech. Industrial Engineering (Dr. B. R. Ambedkar NIT Jalandhar)
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B. Tech. Industrial Engineering (GNDU Amritsar)
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Research Interests :

Operations Management
Operations Research
Theory of Constraints
MIS
Materials Management
Marketing Management
Statistics

Journal Publications :

Year	Journal	Publication
2019	International Journal of Six Sigma and Competitive advantage, Volume 11, No 1, pp 23-41	Rajeev Trehan, Ajay Gupta, Mohit Handa “Implementation of Lean Six Sigma Framework in a Large Scale industry: A case study”
2019	Uncertain Supply Chain Management, Issue 7. (Scopus Indexed), pp- 289-310	Gandhi, S.K., Sachdeva, A. and Gupta, A. (2019), “Supplier service quality in supply chains of Indian SMEs: A dual direction dyadic perspective”
2018	Journal of Project Management, vol 4, pp 81-96	Gandhi, S.K., Sachdeva, A. and Gupta, “Reduction of Rejection of Cylinder blocks in a casting unit : A six sigma DMAIC perspective”
2018	International Journal of Waste resources. Volume 8, issue 3, 2018	Somvir Arya, Dr. Ajay Gupta, Dr. Arvind Bhardwaj “Electronic Waste Management Approaches : a Pilot study in Northern Indian states”

2018	Management Science letters No. 8, 991-1014. (Scopus Indexed)	Gandhi, S.K., Sachdeva, A. and Gupta, A. (2018), “ Impact of Service Quality & Satisfaction on employee loyalty: An empirical investigation in Indian SMEs”
2018	Journal of Advances in Management Research, issue 8, pp 455- 474	Gandhi, S.K., Sachdeva, A. and Gupta, A. (2018), “Impact of Service Quality on Satisfaction and loyalty at Manufacturer –Distributor Dyad: insights from Indian SMEs”
2017	VIVECHAN International Journal of Research, vol. 8, issue 1, 2017, pp 13-28, ISSN No. 0976-8211	Rohit Sharma, Anish Sachdeva, Ajay Gupta “ Lean manufacturing and organizational performance: A systematic review of the state of art literature”
2017	ICFAI Journal of Operations Management	Rohit Sharma, Anish Sachdeva, Ajay Gupta “Commonality amongst various Lean Manufacturing techniques : An investigation in Indian Automobile industry”
2017	International Journal of Advanced Research in Quality Control Management, Vol. 2(1&2), pp. 18-26, issue 1, 2017, ISSN No. 0976-8211	Surjit Gandhi, Anish Sachdeva, Ajay Gupta “Industry-Specific Service Quality Models- A Review in context of Indian SMEs”
2017	J Adv Res Qual Control Mgmt 2017; 2(4):(1-14).	Gandhi SK, Sachdeva A, Gupta A. Developing A Service Quality Scale From Distributor Perspective Working with Small & Medium Manufacturing Enterprises
2017	J Adv Res Servi Mgmt 2017; 4(3) : 1-13.	Gandhi SK, Sachdeva A, Gupta A. Developing a Scale to Measure Distributor Service Quality in Indian Small and Medium Manufacturing Enterprises
2017	Journal of Industrial Engineering and Advances Volume 2 Issue 3, 2017, pp. 1-10	Surjit Gandhi, Anish Sachdeva, Ajay Gupta. Treat Employees like Customers for an Achievement Culture: An Intrinsic Service Quality Perspective from Indian SMEs
2016	Universal Journal of Management, vol. 4(12), pp 670-677, 2016	Gupta Ajay “Modified Theory of Constraints Heuristics (MTOCh1) Keeping Complete Shipment as Constraints”
2016	International Journal of Lean Enterprise Research Vol. 2, No 2, 2016, pp 133-145	Gaurav Garg, Ajay Gupta, Rahul S. Mor, Rajeev Trehan (2017), “Execution of Single Minute Exchange of Die in Cardboard Box Manufacturing Company: A Case Study”
2015	Journal of basic and applied engineering research, vol 2, issue 4, Jan-March 2015, pp 278-281, issn no. 2850-0077, Krishi Sanskriti publications	Surinder Paul, Ajay Gupta, Rahul Kapoor “Analysis and validation of sand casting process using Procast”
2015	International journal of Scientific and Engineering Research. Vol 6, issue 5, May 2015, ISSN 2229-5518 pp 28-35	V Rao, Ajay Gupta, Amit Kumar “ CFD Based heat transfer analysis of solar air heater duct provided with artificial roughness”
2014	International Journal of Science and Research, vol 3, issue 5, pp 523-528	Sharma Rohit, Kalra Parveen, Gupta Ajay “ Simulation of robotized MIG welding using Robostudio”
2011	WASET Journal, vol.75, 2011, pp 134-138, ISSN No. 2010-376X	Gupta Ajay, Bhardwaj Arvind, Kanda Arun, “Theory of Constraints- Lessons for academicians and practicing managers from The Goal II”
2010	WASET Journal, vol. 70, 2010, pp 687-693, ISSN No. 2010-376X	Gupta Ajay, Bhardwaj Arvind, Kanda Arun, “Fundamental concepts of Theory of Constraints- an emerging Philosophy”
2010	WASET Journal, vol. 69, 2010, pp 103-106, ISSN No. 2010-376X	Bhardwaj Arvind ,Gupta Ajay, Kanda Arun, “Drum-Buffer-Rope- the technique to plan and control the production using Theory of Constraints”
2010	VIVECHAN International Journal of Research, vol. 1, 2010, pp 40-48, 0976-8211	Gupta Ajay, Bhardwaj Arvind , Kanda Arun, Sachdeva Anish, “Theory of Constraints based approach to effective change management

Conference Publications :

Year	Conference	Publication
2018	5th International Conference on Production and Industrial Engineering (CPIE 2018), Bangkok, Thailand,	S. K. Gandhi, Ajay Gupta, "Service Quality Through the Lens of SAP-LAP Methodology: A Case Study"
2017	International conference on computing, communication and Automation, 2017	Gurjinder Singh, Ramesh Kumar Sunkaria, Ajay Gupta "Modified Quaternion Encryption for DICOM Image"
2016	of 4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Gupta Ajay and Tripathi, Shubham (2016), "Artificial intelligence techniques for load forecasting in power sector: A literature review"
2016	4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Gandhi S. K., Sachdeva, A. and Gupta, A. (2016), "Reinventing service quality models in supply chains of Indian SMES"
2016	4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Sharma, Rohit., Sachdeva, A. and Gupta, A. (2016), "Lean manufacturing practices and organisational performance: A review"
2016	4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Singh, Shivdev, Gupta, A., and Sharma, V.S. (2016), "Tribological, Mechanical and Machining Properties of Aluminium Matrix Hybrid Composites: A Review" In Proceedings
2016	14th International Conference on Humanizing Work and Work Environment HWWE-2016, NIT, Jalandhar, Punjab (India), 8-11 Dec., 2016.	Gandhi S. K., Sachdeva, A. and Gupta, A. (2016), "The measurement of service quality: a critique of SERVQUAL"
2016	4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Pal Surinder, Gupta, A., and Sutaria M. (2016), "Investigation and Analysis of Gate Valve using Auto-Cast"
2016	4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Arya Somvir, Gupta, A., and Bhardwaj, A. (2016), "The Exploration of Human Health Problems and Management of E-Waste"
2016	4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Bhateja Pranshu, Gupta, A., and Kumar Sanjeev (2016), "To Study the Machining Characteristics of Cryogenically Treated Die Steels using EDM Process"
2016	4th International Conference on Production and Industrial Engineering (CPIE 2016), NIT, Jalandhar, Punjab (India), 19-21 Dec., 2016.	Singh, Manoj K., Gupta, A., and Trehan Rajeev (2016), "Investigation of process parameters for improvement of surface roughness and MRR of Inconel 625 by Grey-Taguchi methodology during AWJM"
2015	International Conference of Advance Research and Innovation (ICARI-2015) pp. 123-125.	S. K. Gandhi, Anish Sachdeva, Ajay Gupta, 'Building a Blue Print for Service Quality for Indian Small & Medium Manufacturing Enterprises'
2013	International Conference on production and Industrial Engineering- 2013, NIT Jalandhar, 29/03/13 – 31/03/13	Gupta Ajay, Bhardwaj Arvind, "Late night discussions :- A bank of knowledge on various Management issues from Goldratt's site"
2013	International Conference on Sustainable Manufacturing and Operations Management, Mauritius, 26/06/13 – 28/06/13	Gupta Ajay, Bhardwaj Arvind, "Theory of Constraints based approach to Marketing Management"
2013	International Conference on Sustainable Manufacturing and Operations Management, Mauritius, 26/06/13 – 28/06/13	Gupta Ajay, Bhardwaj Arvind, Balkar Singh "Determination of optimal location for dominant constraint in multi-constraint scenario"

2013	2nd international conference on Production and Supply Chain Management, Rome (Italy), 07/11/13 – 09/11/13.	Gupta Ajay “Modified Theory Of Constraints Heuristics (MTOCh1) Keeping Complete Shipment as Constraints”
2013	International Conference on Innovations in Engineering and Technology, Bangkok (Thailand), 25/12/2013- 26/12/2013	Gupta Ajay “Modified TOC Heuristics when complete shipment and multiple physical resources are constraints”
2011	International Conference on Manufacturing Systems Engineering, Bangkok (Thailand), 29/03/11 – 31/03/11.	Gupta Ajay, Bhardwaj Arvind, Kanda Arun, “Theory of Constraints- Lessons for academicians and practicing managers from The Goal II”
2010	International Conference on Mechanical & Industrial Engineering (WASET), Singapore, 25/08/10 – 27/08/10	Gupta Ajay, Bhardwaj Arvind, Kanda Arun, “Fundamental concepts of Theory of Constraints- an emerging Philosophy”
2010	International Conference on production and Industrial Engineering- 2010, NIT Jalandhar, 03/12/10 – 05/12/10.	Gupta Ajay, Bhardwaj Arvind, “Theory of Constraints A Review of the work done by Goldratt and others”
2010	International Conference on Manufacturing & Industrial Engineering (WASET), Amsterdam, 28/09/10 – 30/09/10.	Bhardwaj Arvind ,Gupta Ajay, Kanda Arun, “Drum-Buffer-Rope- the technique to plan and control the production using Theory of Constraints”
2008	Fourth IAMB conference, San Diego, California, USA, 28/01/08 – 30/01/08	Gupta Ajay, Bhardwaj Arvind, Kanda Arun, “Theory of Constraints- Lessons for academicians & practicing managers from THE GOAL”,
2008	Gupta Ajay, Bhardwaj Arvind, Kanda Arun, “Theory of Constraints & soft Management issues”	International Conference on Quantitative methods, Operations and Information Technology, IBS Hyderabad, 24/10/08- 25/10/08
2007	Global Conference on production and Industrial Engineering- 2007, NIT Jalandhar, 22/03/07 – 24/03/07	Dogra Manu, Sharma V.S. , Gupta Ajay, Amit Chauhan “Autonomous maintenance – A key strategy for improvement in maintenance of process plants”

Book/Chapter Publications :

Type	Title	Publisher	Authors	ISBN/ISS N No.	Year
Book Chapter	Service Quality Through the Lens of SAP-LAP Methodology: A Case Study	Springer	Ajay Gupta, Rajeev Trehan, Surjit Gandhi	2522-5030	2019
Book Chapter	Service Quality in Indian SMEs: Developing a dual directional scale at supplier-Manufacturer Dyad	Springer	Surjit Gandhi, Anish Sachdeva, Ajay Gupta	2195-4364	2019
	Theory of Constraints: A philosophy to improve the performance of an organisation	Lambert Academy Publishing	Dr. Ajay Gupta		2017

Events Organized :

Category	Type	Title	Venue	From	To	Designation
Conference	International	Global Conference on Production and Industrial Engineering (CPIE-2007)	NIT Jalandhar	22-03-2007	24-03-2007	Convenor

Conference	International	2nd International Conference on Production and Industrial Engineering (CPIE-2010)	NIT Jalandhar	03-12-2010	05-12-2010	Joint Organizing Secretary
Conference	International	3rd International Conference on Production & Industrial Engineering	NIT Jalandhar	29-03-13	31-03-13	Organizing Secretary
Conference	International	4th International Conference on Production & Industrial Engineering	NIT Jalandhar	19-12-2016	21-12-2016	Organizing Secretary
Short-term Course	National	Supply Chain Management- issues and challenges	NIT Jalandhar	13-07-2009	17-07-2009	Coordinator
Short-term Course	National	Industrial Engineering in current Business Paradigm- issues & Challenges	NIT Jalandhar	12-07-2010	17-07-2010	Coordinator
Short-term Course	National	Perspectives of metal cutting- Present and future	NIT Jalandhar	12-07-2010	17-07-2010	Coordinator
Workshop	National	Workshop on finite elements analysis organized by Creo soft limited	NIT Jalandhar	28-03-2016	30-03-2016	Coordinator
Short-term Course	National	Fundamentals and applications of finite element methods	NIT Jalnadhar	13-06-2016	17-06-2016	Coordinator
Short-term Course	National	Perspective of machining – present and future	NIT Jalandhar	11-07-2016	15-07-2016	Coordinator
Conference	International	5th International Conference on Production & Industrial Engineering	Bangkok, Thailand	26-03-2018	29-03-2018	Organizing Secretary
Workshop	National	Soft skills workshop for UG students (in collaboration with SAPIENT technologies)	NIT Jalandhar	08-12-17	12-12-17	Co-ordinator

Professional Affiliations :

Designation	Organization
Fellow	The Institution of Engineers (India)

PhD Supervised :

Scholar Name	Research Topic	Status	Year	Co-Supervisor
Mohit Datt	A Study of concepts of Theory of Constraints, their enhancement and applicability in real life situations	on going	2018	Dr. S.K.Mishra

Ashwin Gupta		on going	2018	Dr. Rajiv Trehan
Rohit Sharma	Impact of Lean Manufacturing Practices on Organizational Performance: An Exploratory Study in Automobile Sector	Completed	2018	Dr. Anish Sachdeva
Surjit Kumar	Impact of service quality attributes in the supply chain of Indian Small & medium Manufacturing enterprises	Completed	2018	Dr. Anish Sachdeva
Somvir Arya	Reverse Supply Chain Management	Comprehensive defended	2016	Dr. Arvind Bhardwaj
Shivdev Singh	A study on properties of Aluminium matrix hybrid composites	Comprehensive defended	2015	
Pranshu Bhateja	Energy Efficient Solar System	Comprehensive defended	2015	Dr. Vishal Sharma

Admin. Responsibilities :

Position Held	Organization	From	To
Head of Department	Industrial & Production Engineering	09-02-2018	till date
Nodal Officer	Students Grievance Redressal Committee	June 2016	May-2019
Controller of Examination	NIT Jalandhar	08-02-2017	08-02-2018
Associate Dean (Academics-PG)	NIT Jalandhar	08-02-2017	08-02-2018
Deputy Registrar (Accounts)	NIT Jalandhar	Sept-2013	March-2014