

Shubhadeep Mukherjee  
Teaching Fellow  
Aston Business School  
College of Business and Social Sciences  
Operations & Information Management  
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## Research Interests

Application of Artificial Intelligence in areas of Business, Education, HealthCare and AI based Ethics

## Qualifications

PhD, An NLP based Approach to Knowledge Extraction from Micro text  
2013 → 2018  
Award Date: 18 Feb 2018  
PG Cert  
1 Jan 2023 → 1 Dec 2023

## Employment

**Aston Business School**  
College of Business and Social Sciences  
United Kingdom  
30 Sept 2022 → present

**College of Business and Social Sciences**  
30 Sept 2022 → present

### Teaching Fellow

Operations & Information Management  
College of Business and Social Sciences  
30 Sept 2022 → present

**Guest Lecturer IIMSambalpur**

## Research outputs

### Understanding the Role of Data in Artificial Intelligence-Based Personalization

Mukherjee, S., 18 Aug 2023, *Artificial Intelligence in Customer Service*. Sheth, J. N., Jain, V., Mogaji, E. & Ambika, A. (eds.). Springer, p. 155–177

### Exploring Latent Characteristics of Fake Reviews and Their Intermediary Role in Persuading Buying Decisions

Kumar, R., Mukherjee, S. & Rana, N. P., 24 May 2023, (E-pub ahead of print) In: *Information Systems Frontiers*.

### Deciphering the Corporate Mind: Capturing Early Warning Signals in Non-Numeric Communication Channels Using Computational Intelligence

Kumar, R., Deb, S. G. & Mukherjee, S., 13 Mar 2023, *Advances in Accounting Behavioral Research*. Karim, K. E. (ed.). Emerald Publishing, Vol. 26. p. 103-137 35 p. (Advances in Accounting Behavioral Research; vol. 26).

### Mining voices from self-expressed messages on social-media: Diagnostics of mental distress during COVID-19

Kumar, R., Mukherjee, S., Choi, T. M. & Dhamotharan, L., Nov 2022, In: *Decision Support Systems*. 162, 113792.

**Managing a natural disaster: actionable insights from microblog data**

Mukherjee, S., Kumar, R. & Bala, P. K., 2022, In: Journal of Decision Systems. 31, 1-2, p. 134-149 16 p.

**Deriving wisdom from virtual investing communities: an alternative strategy to stock recommendations**

Kumar, R., Mukherjee, S., Kumar, B. & Bala, P. K., 25 May 2021, In: Journal of Modelling in Management. 16, 2, p. 668-688 21 p.

**Do Indian Stock Market Message Board Discussions Really Matter? A Machine Learning-based Approach**

Sethi, M., Gupta, P., Mukherjee, S. & Agrawal, S., 10 Nov 2020, In: Research in Finance. 36, p. 201-216 16 p.

**Do words reveal the latent truth? Identifying communication patterns of corporate losers**

Kumar, R., Deb, S. G. & Mukherjee, S., Jun 2020, In: Journal of Behavioral and Experimental Finance. 26, 100291.

**A new neighbourhood formation approach for solving cold-start user problem in collaborative filtering**

Kumar, R., Bala, P. K. & Mukherjee, S., 2 Apr 2020, In: International Journal of Applied Management Science. 12, 2, p. 118-141 24 p.

**Improving recommendation quality by identifying more similar neighbours in a collaborative filtering mechanism**

Kumar, R., Bala, P. K. & Mukherjee, S., 2020, In: International Journal of Operational Research. 38, 3, p. 321-342 22 p.

**Detecting sarcasm in customer tweets: An NLP based approach**

Mukherjee, S. & Bala, P. K., 10 Jul 2017, In: Industrial Management and Data Systems. 117, 6, p. 1109-1126 18 p.

**Gender classification of microblog text based on authorial style**

Mukherjee, S. & Bala, P. K., 1 Feb 2017, In: Information Systems and e-Business Management. 15, 1, p. 117-138 22 p.

**Sarcasm detection in microblogs using Naïve Bayes and fuzzy clustering**

Mukherjee, S. & Bala, P. K., 1 Feb 2017, In: Technology in Society. 48, p. 19-27 9 p.