

Mohammed Osaid Koti

Assistant Professor

Faculty – Enterprise Resource Planning and Project Management

Rizvi Institute of Management Studies & Research

Mohammed Osaid Koti, is associated with Rizvi Institute of Management Studies & Research as Assistant Professor and Course Coordinator for the Post Graduate Programme for more than six years.

Mohd. Osaid Koti (Green Belt Six Sigma certified professional), specializes in the applications of quantitative and statistical techniques to business decision making. These techniques include decision analysis, optimization models, simulation, and data mining. He is conversant with spreadsheet modeling for business applications and usage of data visualization techniques for report presentations.

Mohd. Osaid Koti did his graduation from Mumbai University followed by a Masters in Management Studies (MMS) from Rizvi Institute of Management Studies and Research. Over the ensuing years he has taught a number of courses such as Business Statistics, Decision Analysis, Management Information Systems (MIS), and Enterprise Applications for MMS, PGDBM and various under graduate programmes across Mumbai. He also has teaching experience for Chartered Accountancy candidates associated with The Institute of Chartered Accountants of India (ICAI), Mumbai Chapter.

He is an accomplished corporate trainer with over 5 years of experience and has successfully trained participants of companies such as Acumen Business Consultancy, Sethia Group, The Wadhwa Group, Shree Shubham Logistics, Rubberwala Builders and also several Non Profit Organisations.

Mohammed Osaid Koti is currently a Research Scholar. His research domain is based on Search Engine Optimisation (SEO) and its utility on Marketing Analytics.

Osaid has attended various certification courses to enhance his technical and managerial skill sets. Some of them are enlisted below:

- Data Analytics for Managers
- Enhance Research Publications
- Project Management conducted by SP Jain Institute for Project Management Institute, US

Articles Published (A Partial List)

- Assessment of Individual Behavior Using Statistical Machine Learning – An Exploratory Study, IMT Hyderabad – International Conference in Marketing, January 2016
- Measuring the Impact of Online Advertisements, July 2012
- Physical Shopping to Online Shopping, January 2013
- Understanding the Significance of Keywords in Online Marketing when searching via Search Engines for Restaurants, July 2013
- The Essence of Online Reputation in Business, January 2014
- Remarketing or Brand Stalking – How do you explain this?, July 2014
- Social Media and B-Schools: Role of Social Media in Attracting Applicants, January 2015