SELF INTRODUCTION

SAROJ BIJARNIA

KAISERSLAUTERN, GERMANY

SRJ.BIJARNIA@GMAIL.COM

- I worked as a Research Assistant at the Chair of Management Information Systems, Indian Institute of Technology (IIT) Delhi, India.

- In March 2025, I successfully submitted my PhD thesis, which focused on customer personalization through user-generated content, with a particular emphasis on social media posts.

RESEARCH INTERESTS

- **Broad area:** My research interests lie at the intersection of **Social Computing, Collective Behaviour, AI in Management**, supported by a strong academic foundation in **Computer Science**. I am deeply passionate about leveraging user-generated content through **data-driven methodologies**, combined with theoretical frameworks, to uncover meaningful insights.

- **Method/approach:** Methodologically, I use mixed methods, data mining, qualitative analysis, machine learning.

- **Languages:** C, R (Expert), SPSS (Expert), Python (Expert), MATLAB

- **Operating Systems:** Windows, Linux

- **Others:** Visual Studio, Weka, MySQL, L$_A$T$_E$X

CURRENT WORK

- **Customer Segmentation based on User Engagement using X Analytics**

- The first study primarily focuses on Uber car-hailing services to segment users using their posted Tweets.

- Unique customer engagement features have been used to cluster the user segments and get results.

- Social media analytics, Machine Learning Models, K-means, and Kernel K-means have been used. Moreover, this study has theoretical and managerial implications for the field.

- **Socioeconomic Class Classification based on Facebook User Profile Images**

- Proposed a hybrid approach to segment users based on high-level and low-level features of the images.

- Data has been collected from Facebook, and social stratification theory has been used to segment Facebook users into Socio-economic classes.

- The results have been validated through a survey and achieved 76% accuracy. The proposed policies are planned to target potential customers.

CLOSING

- Currently based in **Kaiserslautern, Germany on a valid work visa**, I am seeking postdoctoral or research opportunities in Germany. I am enthusiastic about collaborating, exchanging ideas, and contributing to impactful research.