



[Business Analytics and Actuarial Science](#)

Manimoy Paul

Associate Professor of Quantitative Business Analysis

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Briefly my educational background is:

- (a) B.S in Statistics
- (b) M.S. in Statistics/Operations Research
- (c) Diploma in Operations Research, all from Indian Statistical Institute
- (d) PhD in Economics/Econometrics from State University of New York, Albany, New York.

I have research interest in statistical applications in Business and Economics. Few of my research articles have published in Management, Economics and applied Statistics Journals.

Degree	Program
Ph.D.	Economics
M.A.	

Degree	Program
Diploma	Statistical Quality Control & Operations Research
M.Stat.	Statistics, Operations Research
B.Stat	Mathematics, Statistics, Economics

My Siena Experience

My Teaching Philosophy

"Why am I learning a specific topic in Quantitative Business?" .. students are not only encouraged to pose this question but also actively generate their own answer during the course. I approach teaching quantitative classes with a firm view on its business applications. Theory is best illustrated with everyday experiences and examples. My objective is to train students so that they can apply their learning in the real world i.e., starting from simple examples to advanced research projects. In this way they not only learn the techniques well but are also equipped to apply the concepts in their professional life beyond Siena.

What I Love About Siena

I love the teaching and the learning atmosphere that Siena provides. Our students are eager to learn, very respectful, and they create a very good learning atmosphere. The faculty is also very friendly and collegial.

My Favorite Courses to Teach

My favorite courses are Mathematics & Statistics and its wide applications in Business and Economics, specifically: QB-100, QB-110, QB-200 and MGMT-300. Especially, I love to teach the statistical tools and applications that we teach in QB-200 and MGMT-300 that empowers students for their future profession.

My Professional Experience

Year	Title	Organization
2017 - Now	Associate Professor of Quantitative Business Analysis	Siena College

Year	Title	Organization
2006 - 2017	Assistant Professor of Quantitative Business Analysis	Siena College
1997 - 2004	Lecturer/Adjunct Professor in Economics and Statistics	University of New York
1997 - 2006	Economist	New York State
1996 - 1997	Research Associate	Samuel R. Noble Center
1995 - 1996	Visiting Assistant Professor of Economics	University of New York
1992 - 1992	Research Analyst	New York State
1985 - 1985	Technical Analyst	Indian State
1985 - 1989	Assistant Director - Department of Statistics, Ministry of Planning	Government of India

Articles & Book Reviews

- Evaluating Student Perceptions on AI and ChatGPT: The Influence of Academic, Behavioral, and Technological Factors on Societal Concerns
South Pacific International Conference
2025
- What data says about the reason for some people to refuse COVID Vaccine?
SIMSR Asia Marketing Conference
2023
- Artificial Intelligence Family to Modern Business
Internal Auditing, vol. 37
2022
- Perception Study of Customers of a Global Fast Food Restaurant in India and USA
International Journal of Indian Culture and Business Management, vol. 26
2022

- Will perception of customers of McDonald's fast food restaurant be different in India and USA? – A comparative study between the two countries' culture
International Journal of Export Marketing, vol. 4
2021
- Factors That Make a Super Bowl Commercials Highly Rated
International Academy of Business and Public Administrative Disciplines
Conference
2019
- Quality and Performance of Ambulance Diversion
SIMSR Asia Marketing Conference
2019
- Gender Job Satisfaction Levels and Gender Role Perceptions: A Look at Pre and Post 2008 Recession Data
Journal of International Management Studies, vol. 18
2018
- How Brand Awareness of fast-food restaurants differ from country to country, and its effects on the purchasing decisions of consumers
Asia Pacific International Conference, Mumbai, India
2018
- Quality and Performance of Ambulance Diversion
Asia Pacific International Conference, Mumbai, India
2018
- Financially At Risk: College Students' Credit Card Usage: A Look at Risks, Opportunities and Failings
Journal of Higher Education Theory and Practice, vol. 17
2017
- Factors Affecting Retention at a Private Four Year College
International Journal of Education Research
2016
- Gamma Laptops: Call Center Dilemma
Journal Of International Academy For Case Studies
2016
- Wait Time Cost at Airport Security Check Up and Optimal Number of Security Channels: A Simulation
Journal Of International Academy For Case Studies
2016

- HOPE, SKILL OR FUN? AN EMPIRICAL INVESTIGATION OF LOTTO BUYING BEHAVIORS
International Journal of Accounting Information Science and Leadership, vol. 7
2014
- An Analysis of College Students' Credit Card Usage
IntellectBase International Consortium
2011
- An Analysis of College Students' Credit Card Usage
Review of Higher Education and Self-Learning, vol. 4
2011
- Cell Phone Usage and College Students' Academic Performance
Hawaii Global Conference on Business and Finance
2011
- College Students' Texting Habit and Their GPA
Allied Academics International Conference, vol. 16
2011
- The Impact of Social, Economic and Genetic Factors on Students' Alcohol Consumption Decision
Academy of Information And Management Sciences Journal, vol. 14
2011
- Using Decision Tree Analysis to Predict Women's Entrepreneurial Choices
Academy of Information And Management Sciences Journal, vol. 14
2011
- A Theoretical and Statistical Look at the Self-Employment Sector
IntellectBase International Consortium, vol. 13
2010
- Gender Role Perceptions and Job satisfaction Levels
Journal of Academy of Business and Economics, vol. 10
2010
- Women Entrepreneurship in the United States: The latest look at the Statistical Figures
IntellectBase International Consortium, vol. 13
2010
- Students' Selection, Participation and Performance in Undergraduate Math Courses: Direct and Indirect Influences

International Journal of Education Research, vol. 4
2009

- The Role of Perception in Predicting Women Entrepreneurial Start-Ups' Behavior and Success
Journal of International Business & Economics, vol. 9
2009
- Do Students With Their Healthy Habits Perform Better In Their Academics
Allied Academics International Conference, vol. 13
2008
- Effect of Alcohol on College Grades
International Academy of Business and Economics Conference, vol. 3
2007
- Relative Performance of Pre-test Estimators in the Presence of Misspecification and Unit Root
American Statistical Association, vol. 1996
1996

Awards & Distinctions

- Adjudged the best paper in that session
Category: Research
The Institute for Business and Finance Research, 2023
- Adjudged the best paper in that session
Category: Research
The Institute for Business and Finance Research, 2023
- Adjudged the best paper in that session
Category: Research
The Institute for Business and Finance Research, 2023
- Invited as a speaker at the annual conference of Sydenham Institute of Management Studies, Research and Entrepreneurship Education, January, 2023
Category: Teaching-Research-Service
Sydenham Institute of Management Studies, Research and Entrepreneurship Education, 2023
- Investigating factors behind refusing to take the COVID vaccine
Category: Research
The Institute for Business and Finance Research, 2022

- President
Category: Service-Professional
New York State Economic Association, 2014
- President
Category: Service-Professional
New York State Economic Association, 2014
- Vice President
Category: Service-Professional
New York State Economic Association, 2012
- Awarded Summer Scholar research Grant to research on the topic: Has Consumer's Perception of Quality Changed Due to the 'Toyota Recall'? Two students Tara Viola and Michael Lorusso worked with me on this project.
Category: Research
Siena College, 2010
- Awarded Summer Scholar research Grant to research on the topic: Analysis of Targeted Advertising for Lotto? Three students Julianne Muller, Caryn Henelly and Katie Harrigan worked with me on this project.
Category: Research
Siena College, 2008
- Information Literacy Faculty Development Grant was awarded for the proposal 'Bridging the Theory of Operations Management and it's Application in the Real Business World Through Information Literacy'.
Category: Teaching
Siena College, 2007
- Summer Research Grant to work on the topic 'Analysis of Hedge Funds: Can they beat the performance of S&P 500?'
Category: Research
Siena College, 2007

Books & Book Chapters

- Case-Studies on Rule-Based Expert System in Artificial Intelligence

2019
- Collected Papers in Honor of Nikhilesh Bhattacharya
Allied Publishers
1996

Presentations

- Evaluating Student Perceptions on AI and ChatGPT: The Influence of Academic, Behavioral, and Technological Factors on Societal Concerns
 January, 2025
 South Asia Pacific International Conference, Mumbai, India
- Investigating Macroeconomic Factors Affecting National Happiness
 October, 2024
 New York State Economics Association Annual Conference, Rochester, New York
- Cracking the Code of Crime Rates: Unraveling the Demographic
 May, 2023
 The Institute for Business and Finance Research, San Jose, Costa Rica
- Investigating the Factors That Play the Biggest Role in Getting Drafted to the NBA
 May, 2023
 The Institute for Business and Finance Research, San Jose, Costa Rica
- Investigating factors behind refusing to take the COVID vaccine
 May, 2022
 The Institute for Business and Finance Research, San Jose, Costa Rica
- What data says about the reason for some people to refuse COVID Vaccine?
 January, 2022
 SIMSR Asia Marketing Conference, Mumbai, India
- Factors that caused COVID-19 to grow in different states of the USA: An exploration through Data Analytics
 October, 2020
 New York State Economics Association Annual Conference, New York City, New York
- Quality and Performance of Ambulance Diversion
 April, 2020
 Institute for Global Business Research, Virtual, Virtual
- Military Expenditures and its Effect on a Country's Welfare
 2020
 Institute for Global Business Research, Virtual, Virtual
- Investigating the Factors that affect the Risk of Car Crash Fatality in the USA
 September, 2019
 New York State Economics Association Annual Conference, Rochester, New York
- Correlation Between Job Satisfaction and Other Factors
 July, 2019

International Conference on Management, Economics & Social Science,
Philadelphia, Pennsylvania

- Factors that make a Super Bowl Commercial highly rated
July, 2019
International Academy of Business and Public Administrative Disciplines
Conference, Athens, Greece
- How Brand Awareness of fast-food restaurants differ from country to country,
and its effects on the purchasing decisions of consumers
January, 2018
Asia Pacific International Conference, Mumbai, India, Mumbai, India
- Investigation of a Relationship Between Defense and Welfare Expenditures for
the Developed and Under Developed Nations
2018
New York State Economics Association Annual Conference, Rochester, New York
- Gender Job Satisfaction Levels and Gender Role Perceptions: A look at Pre and
Post 2008 Recession Data
December, 2017
International Conference on Economics and Business Management, Cambridge,
Massachusetts
- Factors Affecting Length of Stay in Homeless Shelters: A Data Centric Approach
Using HMIS Data
October, 2017
New York State Economics Association Annual Conference, New York City, New
York
- Factors Affecting Smoking Behavior in New York
2017
New York State Economics Association Annual Conference, Farmingdale, New
York
- Construction of Cost of Living Index and Use It to Find Relative Minimum Wage
for all States
October, 2016
New York State Economics Association Annual Conference, Farmingdale, New
York
- Productivity on the Diamond
July, 2016
Allied Academics Internet Conference, Toronto, Canada

- Wait Time Cost at Airport Security Check Up and Optimal Number of Security Channels: A Simulation
 July, 2016
 Allied Academics Internet Conference, Toronto, Canada
- Determinants of Student Retention
 January, 2016
 Asia Pacific International Conference, Mumbai, India, Mumbai, India
- Economic Factors Affecting the Well Being of Country
 October, 2015
 New York State Economics Association Annual Conference, Loudonville, New York
- Economics of Subjective WellBeing
 October, 2015
 International Academy of Business and Public Administrative Disciplines Conference, Las Vegas, Nevada
- Introduction to the World of International Women Entrepreneurs
 August, 2015
 Academic OASIS/IAABR-Orlando International Multidisciplinary Academic Conference, Orlando, Florida
- Determinants of a College Basketball Team's Revenue
 2014
 New York State Economics Association Annual Conference, Albany, New York
- Socio Economic Factors behind Soccer winning Nations
 2014
 New York State Economics Association Annual Conference, Albany, New York
- Effect of Texting During Class on Undergraduate Business Students' Academic Performance
 2013
 New York State Economics Association Annual Conference, Farmingdale, New York
- Performance of Hedge funds
 2012
 New York State Economics Association Annual Conference, Farmingdale, New York
- An Analysis of College Students' Credit Card Usage
 October, 2011
 IntellectBase International Consortium, Atlanta, Georgia

- College Students' Texting Habit and Their GPA
 October, 2011
 Allied Academics International Conference, Las Vegas, Nevada
- A Measure to Identify Bubble Formation in Real Estate Market
 September, 2011
 New York State Economics Association Annual Conference, Rochester, New York
- Beyond the Suit and Resume, Leveraging Online Reputation for Career Success
 June, 2011
 National Career Development Conference, San Antonio, Texas
- A Multicountry Analysis on Women Entrepreneurship: Lessons from Multiple Perspectives
 January, 2011
 International Academy of Business and Public Administrative Disciplines Conference, Orlando, Florida
- The Effect of Alcohol on College students' Educational Attainment Levels
 Exploring the Relationship between Alcohol Consumption and College Students' Educational Attainment Levels
 January, 2011
 International Academy of Business and Public Administrative Disciplines Conference, Orlando, Florida
- Using Probit Analysis to Analyze College Students' Credit Card Usage
 January, 2011
 Global Conference on Business and Finance, Honolulu, Hawaii
- Cell Phone Usage and College Students' Academic Performance
 2011
 Global Conference on Business and Finance, Honolulu, Hawaii
- A Theoretical and Statistical Look at the Self Employment Sector
 December, 2010
 IntellectBase International Consortium, Las Vegas, Nevada
- Women Entrepreneurship in the United States: The Latest Look at the Statistical Figures
 2010
 IntellectBase International Consortium, Las Vegas, Nevada
- Do Students With Healthy Habits Perform Better In Their Academics?
 October, 2008
 Allied Academics International Conference, Reno, Nevada

- Factors Influencing College Tuition Hikes in the USA
October, 2008
New York State Economics Association Annual Conference, Ithaca, New York
- Determining Factors that Cause the Rise of Tuition
January, 2008
Commission on Independent Colleges and Universities in New York,
Undergraduate Research Exposition, Albany, New York
- Hope, Skill or Fun? An Empirical Investigation of Lotto Buying Behavior
January, 2008
SIMSR Asia Marketing Conference, Mumbai, India
- Students' Selection, Participation and Performance in Undergraduate Math
Courses: Direct and Indirect Influences
January, 2008
International Academy of Business and Public Administrative Disciplines
Conference, Orlando, Florida
- Effect of Alcohol on College Grades
October, 2007
International Academy of Business and Economics Conference, Las Vegas,
Nevada
- What Determines a College Student's GPA and his/her Interest in Attending Non-
traditional Classes
October, 2007
New York State Economics Association Annual Conference, Albany, New York
- Effect of Healthy Habits on Academic Performance
September, 2007
New York State Economics Association Annual Conference, Loudonville, New
York
- Construction of a Cost of Living Index and Adjusting Balance of Payments for
States
September, 2006
New York State Economics Association Annual Conference, Loudonville, New
York
- Relative Performance of Pre-test Estimators in the Presence of Misspecification
and Unit Root
August, 1996
American Statistical Association, Chicago, Illinois