

CHAPTER 28

MATHEMATICAL SCIENCES OPERATIONAL RESEARCH

Doctoral Theses

395. AGGRAWAL (Deepti)
Modeling Innovation Adoption for Successive Generations in Marketing & its Interdisciplinary Nature with Software Reliability.
Supervisor : Dr. Ompal Singh
Th 21360

Contents

1. Introduction 2. Modeling successive generations for product-in-use and number of products sold in the market 3. On managing successive generational product's launch time 4. Market expansion based innovation adoption and warranty analysis using two dimensional modeling 5. Software multi up-gradations and related release time problems. Conclusions and Scope for future research . References.

396. ARORA (Pooja)
Some Contributions to Generalized Convexity and Variants of Solution Concepts in Mathematical Programming.
Supervisors : Prof. (Mrs.) Davinder Bhatia and Dr. Pankaj Gupta
Th 21223

Contents

1. Introduction 2. Higher order strong convexity and characterizations of the solution sets for optimization problems 3. Higher order global strict minimizers for nonsmooth multiobjective fractional programming problem 4. Characterization of quasi minimizers and quasi efficiency in optimization problems 5. Generalized vector-valued type I functions with applications to minmax programming problems. Conclusion and scope for future research. Bibliography.

397. MAHINDROO (Prerna Manik)
Soft Computing Approach for Optimization Models in Marketing.
 Supervisors : Prof. P.K. Kapur and Dr. P.C. Jha
Th 21222

Contents

1. Introduction 2. Dynamic promotional allocation problems in segmented market 3. Dynamic promotional effort allocation problems in segmented market incorporating differentiated and mass advertising strategies 4. Optimal promotion and pricing policies for new product growth in segment specific market 5. Optimal selection and scheduling of advertisements on online news media. References and web references.

398. SINGH (Jyotish Nendra Pratap)
Software Reliability Growth Modeling, Multi Upgradations and their Release.
 Supervisors : Dr. Ompal Singh and Prof. P.K. Kapur
Th 21224

Contents

1. Introduction 2. Software reliability growth modeling under imperfect environment 3. Multi upgradation software reliability growth modeling 4. Application of multi attribute utility theory 5. Cost modelling in software multiple versions 6. Conclusions and future directions. References.

M.Phil Dissertations

399. AGARWAL (Vernika)
Study of Sustainable Optimization Models in Supply Chain Using Reverse and Closed Loop Schemes.
 Supervisor : Dr. P. C. Jha
400. ARORA (Stuti)
Study of Optimal Design for Software & Embedded System.
 Supervisor : Dr. P. C. Jha
401. DAS (Subhrata)
Software Reliability Growth Modeling in Context of Multi Up-Gradation : A Study.
 Supervisor : Dr. Ompal Singh

402. DEEPIKA
Application of Control Theory in Software Reliability : A Review.
Supervisor : Dr. Ompal Singh
403. GROVER (Nishtha)
Study of Mathematical Programming Problems Under Intuitionistic Fuzzy Environment.
Supervisor : Dr. Pankaj Gupta
404. KAUL (Arshia)
Optimal Allocation of Advertisements in Different Media.
Supervisor : Dr. P. C. Jha
405. KHURANA (Ritika)
Study of Optimization Models for Commercial Off-the-Shelf (COTS) Products Selection.
Supervisor : Dr. Pankaj Gupta
406. SIMRANJEET KAUR
Study of Performance Measure in Supply Chain System.
Supervisor : Dr. P. C. Jha