

## Prof.dr. Sandjai Bhulai

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Sandjai Bhulai is full professor of Business Analytics at Vrije Universiteit Amsterdam. He studied “Mathematics” and “Business Mathematics and Informatics”, and obtained a PhD on Markov decision processes for the control of complex, high-dimensional systems. He is co-founder of the Amsterdam Center for Business Analytics (ACBA). A multi-disciplinary research institute on big data and business analytics. He is also co-founder of the postgraduate programme Business Analytics / Data Science, and also co-founder of Prompt Business Analytics.

Sandjai’s research is on the interface of mathematics, computer science, and operations management. His specialization is in decision making under uncertainty, optimization, data science, and business analytics. His current research projects focus on HR analytics, social media analytics, predictive analytics, dynamic pricing, and planning and scheduling in complex systems. His passion for research is also reflected in his teaching for which he received the “Excellence in Teaching Award” for best lecturer of both the faculty and the university in 2006/2007.

Sandjai is a frequent keynote speaker (both in academia and in industry), panelist, and technical contributor at numerous conferences and workshops. He has also served on various conference organization committees and advisory boards. He shares the same vision with and supports the efforts by IARIA, believing that it is a premier venue to bridge the gap between academia and industry. Sandjai has been contributing significantly to the IARIA conferences since 2012 in a variety of roles from presenter, keynote speaker, panel moderator, session chair, conference chair, reviewer, member of the advisory committee, member of the technical program committee, and co-editor of the data analytics proceedings. He understands the importance of IARIA in the area of data analytics and continues to support the organization.