

Editors' biography

Dr. Adarsh Anand did his doctorate in the area of Innovation Diffusion Modelling in Marketing and Software Reliability Assessment. Presently, he is working as an Assistant Professor in the Department of Operational Research, University of Delhi (India). He has been conferred with Young Promising Researcher in the field of Technology Management and Software Reliability by Society for Reliability Engineering, Quality and Operations Management (SREQOM) in 2012. He is a lifetime member of SREQOM. He is also on the editorial board of *International Journal of System Assurance and Engineering management* (Springer). He is guest editor of several special issues for journals of international repute. He has edited two books, namely *System Reliability Management (Solutions and Technologies)* and *Recent Advancements in Software Reliability Assurance* under the banner of Taylor and Francis (CRC Press), and authored one textbook *Market Assessment with OR Applications*. He has recently edited a book on *Systems Performance Modeling* with De Gruyter. He has publications in journals of national and international repute. His research interest includes modelling innovation adoption and successive generations in marketing, software reliability growth modelling, and social media analysis.

Dr Mohini Agarwal is currently based in United States and is an independent researcher. After working as Assistant Professor at Amity School of Business, Amity University, Uttar Pradesh, She is now exploring possibilities in the corporate sector in United States. Prior to joining Amity University, she worked as Assistant Professor at the School of Business, Galgotias University. She did her Ph.D. from Department of Operational Research, University of Delhi. She obtained her B.Sc. (H) Mathematics and M.Sc. in Operational Research from the University of Delhi. Her Research areas include Marketing Management and Software Reliability. She is a lifetime member of SREQOM. She has published in journals and conferences of national and international repute.

Dr. Deepti Aggrawal is Assistant Professor at the University School of Management and Entrepreneurship, Delhi Technological University, India. She holds a Ph.D. in Operational Research from the University of Delhi. She brings in-rich experience of around seven years in varied fields of education, banking, analytics, and quantitative techniques. Her research areas include Marketing and Software Reliability. She is a life member of SREQOM and has published in journals of national and international repute.

