

## Vivek Balaraman

*Chief Scientist & Head - Behavioral, Business & Social Sciences Research Area*

*TCS Research and Innovation*

### Education:

M.Tech – Department of Electrical Engineering, IIT Madras, 1987

### Research Interests

My interests are in applying computational techniques to the study of behaviour, from techniques for high fidelity behaviour capture through sensing and games, to mining behavioural knowledge from past literature, to the application of behavioural knowledge for fine grained behaviour modelling of individuals and populations to both understand current state as well as what-if analysis to techniques for trying out behaviour change interventions both in silico and in the field.

### Recent Publications

1. Suman Kumar, Mukul Malik, Mayuri Duggirala, Vivek Balaraman, Rishi Bubna, Evolving a canonical human behavior model of well-being, Summer Computer Simulation Conference, 2018
2. Mayuri Duggirala, Mukul Malik, Suman Kumar, Harshal H. Hayatnagarkar, Vivek Balaraman, Evolving a grounded approach to behavioral composition, Winter simulation conference 2017
3. Suman Kumar, Mayuri Duggirala, Harshal G. Hayatnagarkar, Vivek Balaraman, Understanding impact of supervisory support on work outcomes using agent based simulation, modelling Symposium, ISEC 2017
4. Harshal Hayatnagarkar, Meghendra Singh, Suman Kumar, Mayuri Duggirala, Vivek Balaraman, Can a buffering strategy reduce workload related stress? Autumn Simulation Multi-Conference 2016
5. Vivek Balaraman, Harshal Hayatnagarkar, Meghendra Singh, Mayuri Duggirala, Towards better crisis management in support services organizations using fine grained agent based simulation, International Conference on Principles and Practice of Multi-Agent Systems, PRIMA, 2016
6. Meghendra Singh, Mayuri Duggirala, Harshal Hayatnagarkar, Sachin Patel, Vivek Balaraman, Towards fine grained human behaviour simulation models, Winter simulation conference 2016
7. Mayuri Duggirala, Meghendra Singh, Harshal Hayatnagarkar, Sachin Patel, Vivek Balaraman, Understanding Impact of Stress on Workplace Outcomes Using an Agent Based Simulation, Summer Computer Simulation Conference 2016
8. Sachin Patel, Ravi Mahamuni, Meghendra Singh, David Clarence, Mayuri Duggirala, Shivani Sharma, Vinay Katiyar. Gauri Deshpande, Amruta Deshmukh, Vaibhav, Vivek Balaraman,



"Mining Multi-source Data to Study Workplace Activity Patterns", IKDD Conference on Data Science, CODS 2015

9. Simulating Daily Routines to Estimate Convenience Store Footfalls, Vivek Balaraman, Meghendra Singh, Deepa Athle, Summer Computer Simulation Conference 2015