

Nirmal Acharya



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My Google Scholar

CAREER PROFILE

A results-oriented Academic Leader and Marketing Professional with over a decade of experience driving excellence in higher education, research, and industry. A distinguished researcher and dedicated educator, adept at leading academic programs, designing innovative curricula, and publishing high-impact research on emerging technologies.

- Proven success in leading the Bachelor of Business (Marketing) program, managing a team of 19 academics, and spearheading the TEQSA accreditation for Master of Business Research programs. Skilled in academic governance, quality assurance, and strategic program review to ensure regulatory compliance and educational quality.
- Award-winning researcher (UniSQ Excellence in Doctoral Research, 2022) with 6+ peer-reviewed publications focusing on AI, machine learning, blockchain, and recommender systems. Currently supervising HDR candidates and managing AI-driven research projects across the education and healthcare sectors.
- Extensive experience teaching marketing and digital technology courses at leading Australian institutions (CQU, Victoria University, UniSQ, AIIHE). Designs and delivers research-informed, AQF-aligned courses that boost student engagement by up to 25% through the integration of advanced analytics and modern pedagogical tools.
- Proficient in leveraging advanced research software (SEM, NVIVO, SPSS), educational technologies (Moodle, Canvas, Panopto), and collaborative tools (Padlet, Kahoot) to create engaging, data-driven learning environments and produce high-quality research.

WORK EXPERIENCE

Australian International Institute of Higher Education

Senior Lecturer and Course Coordinator (Bachelor of Business – Marketing)

07.2025 | Brisbane, Australia

Accreditation & Regulatory Compliance

- Led the re-accreditation of the Bachelor of Business (Marketing) and the accreditation submission for the Master of Business Research suite.
- Supported the Institute's re-registration process through strategic collaboration with the Academic Board and Course Advisory Committee.
- Ensure full compliance with TEQSA standards and AQF requirements across all assigned programs.

Curriculum & Academic Leadership

- Drive the strategic design of engaging, AQF-aligned marketing courses and lead annual program reviews.
- Recruit and mentor the academic team, overseeing teaching resources and LMS standards.
- Chair the Examinations Sub-Committee and contribute actively to academic governance bodies.

Operations & Quality Assurance

- Direct quality assurance processes, including moderation, academic integrity, and internal/external audits.
- Manage student progression and provide expert academic advising to support retention and success.

Lecturer and Course Coordinator (Bachelor of Business – Marketing)

01.2023 – 06.2025 | Brisbane, Australia

- Advance research initiatives in digital marketing and consumer behaviour, culminating in peer-reviewed publications and international conference presentations
- Lead comprehensive development and delivery of the Bachelor of Business (Marketing) program, implementing contemporary pedagogical approaches to enhance student engagement
- Deliver core subjects and benchmarking coursework

- Recruited and supervised 10 new contract academics, building a high-performing teaching team
- Assessed 30+ applications monthly for recognition of prior learning
- Oversee student assessment and moderation, provide course-specific advice to students and managing allegations of academic misconduct
- Manage the annual review of coursework
- Monitored LMS platform and ensured all lecturers had needed resources
- Contributed to class schedule development, resulting in a 10% increase in optimal student-to-class alignment and improved learning outcomes.
- Oversee student and staff satisfaction surveys
- Managed compliance reporting and documentation to meet regulatory requirements and maintain academic standards

Central Queensland University, Lecturer (Sessional) 10.2023 – present | Brisbane, Australia

- Deliver engaging and research-based lectures on advanced topics such as marketing management, digital communications, and machine learning in marketing.
- Guide students in applying cutting-edge machine learning tools and techniques to real-world digital marketing challenges.
- Stay updated on industry trends in digital marketing and machine learning, ensuring course content remains current and relevant.

University of Southern Queensland, HDR Supervisor 05.2023 – present

- Dedicated research supervisor enabling scholar/s to thrive in their research endeavors.

Cogninet Australia Pty Ltd, Research Associate 07.2024 – 06.2025 | Brisbane, Australia

- Managed the delivery of AI-driven research projects across education, healthcare, and government sectors, ensuring key project outcomes with a view to publishing original results in refereed journals.
- Collaborated with national and international researchers, fostering AI research partnerships and advancing innovative research initiatives.
- Led data analysis, modeling, and statistical tasks using research-specific IT systems, contributing to high-impact research outcomes.
- Assisted in securing external funding through competitive grant applications, supporting the financial sustainability of research projects.
- Supervised research staff, coordinated project progress, and maintained databases to ensure accuracy and ethical research practices.

Victoria University, Lecturer (Sessional) 05.2023 – 12.2024 | Brisbane, Australia

- Experienced in teaching VU block model, including content delivery, assignment grading, student communication, and special consideration processing.
- Increased student engagement by 25% using varied collaborative learning activities and multimedia content
- Facilitated tailored video lessons, live polls, and interactive case studies using Padlet, Flipgrid and Kahoot.
- Engaged in ongoing academic development to refine teaching methodologies and stay current with educational trends.

University of Southern Queensland, Lecturer (Sessional) 02.2020 – 01.2024 | Toowoomba, Australia

- Instructed various undergraduate marketing courses through in-person and online delivery
- Used variety of learning modalities and support materials to facilitate learning process and accentuate presentations.
- Designed and led weekly lecture review and discussion sections for undergraduate courses ranging in size from 9-160 students.
- Selected as teaching assistant for cultural tourism.
- Ensured material and structure is informative, relevant and interesting.
- Created and managed a student friendly classroom environment conducive to learning.
- Sequenced content and activities appropriately; paced lessons and instruction to encourage student achievement.
- Graded assignments upholding strict academic integrity standards, reducing instances of plagiarism and cheating by 25% through effective assessment practices.

Pixeris Consulting Private Limited, Marketing Manager

03.2017 – 06.2019 | Bhubaneswar, India

- Understood the business objectives and needs, to develop the right strategies for effective data analysis and reporting.
- Led website redesign increasing lead conversion rate by 15% over 6 months
- Defined and tracked 100+ marketing KPIs with tools like Google Analytics
- Derived the raw data into actionable business insights through statistics and data models.
- Planned, developed and managed digital marketing campaigns.
- Promoted company's product and services in the digital space.
- Managed email campaigns with 28% open rate, exceeding industry benchmarks by 5%
- Actively participated in selecting, configuring, and implementing analytical solutions.
- Presented detailed traffic and lead generation reports using Google Analytics to clients to inform future marketing roadmap.
- Presented detailed quarterly traffic and lead generation reports to inform future roadmap
- Oversaw technical SEO initiatives improving organic traffic by 30% in 2018
- Drafted, edited and posted contents on online sites as per the client's requirement.

American Language Services

Marketing Coordinator

01.2017 – 02.2020 | Remote Work

- Conducted marketing research and identifying industry trends and business opportunities.
- Developed and implementing marketing strategy for software products and services, according to objectives and budget.
- Advised on branding, positioning, communications and other marketing issues.
- Coordinating the end-to-end proposal creation and submission process, collaborating closely with account managers and other staff to ensure that proposals and RFP responses are accurate, high quality, and on time.
- Wrote over 100 SEO-optimized blogs and articles, generating 50+ leads
- Monitored marketing projects and analyse results.

Marketing Specialist

01.2016 – 12.2016 | Los Angeles, USA

- Accomplished extensive knowledge on the various technique associated with marketing of firm.
- Involved in quoting, client communication, follow up and processing approve projects.
- Managed social networking projects as well as undertaking internet marketing campaigns and e-mail marketing campaigns.
- Coordinated end-to-end proposal creation and submission, consistently delivering high-quality responses on time and achieving a 95% success rate.
- Managed in-depth marketing projects & analyze scope and range of clientele.
- Played a key role in R&D by pinpointing market opportunities.
- Created unique and optimized content that adheres to the requirements of the company.

Skoda (India) Private Limited, Marketing Intern

06.2015 – 09.2015 | New Delhi, India

- Exposed to a social media marketing environment.
- Contributed to developing holistic marketing concepts and product philosophy.
- Met consumer needs by following organizational goals.
- Implemented group dynamics for improving project management.

Hythro Power Corporation Limited, Managemant Intern

01.2013 – 04.2013 | Gurugram, India

- Supported in estimation and costing of various structural component of Transmission Line.
- Reported on special assignments and other projects as assigned.

SUPERVISIONS

The impact of artificial intelligence on employee and customer experience, Doctoral (University of Southern Queensland)

2023 – present

Associate Supervisor

PUBLICATIONS

In Progress Papers

- Beyond Accuracy: The Cognitive Economy of Trust and Absorption in the Adoption of AI-Generated Forecasts

- Manuscript in progress, submitted to Forecasting in December 2025. Co-authored with Sassenberg, A.-M.; Kar, P. and Eshaghi, MS.
- *Investigating Student Attitudes Toward GenAI*
 - Multi-phase project pending ethics approval (UniSQ Ethics# ETH2024-0627), expected to produce multiple papers on student attitudes toward GenAI, well-being, and learning experiences. Targeted submissions to high-impact journals, with publications anticipated in 2025 and beyond. Co-authored with Sassenberg, A.-M.

Published Papers

- Shivshankar, S.; Kar, P.; Acharya, N. Reimagining Wireless: A Literature Review of the 6G Cyber-Physical Continuum. *Telecom* **2025**, 6, 91. <https://doi.org/10.3390/telecom6040091>
- Kar, P., Shivshankar, S., **Acharya, N.** (2025). A Theoretical Framework for Digital Skills Empowerment: Enhancing Women's Participation in E-commerce Entrepreneurship in Emerging Economies. In: Anggadwita, G., Dana, LP., Ramadani, V., Fayolle, A., Shiroka-Pula, J., Prasetyo, A. (eds) *Gender in Digital Entrepreneurship . Sustainable Development Goals Series*. Springer, Singapore. https://doi.org/10.1007/978-981-95-1148-8_4
- Jaradat, S., **Acharya, N.**, Shivshankar, S., Alhadidi, T. I., & Elhenawy, M. (2025). AI for Data Quality Auditing: Detecting Mislabeled Work Zone Crashes Using Large Language Models. *Algorithms*, 18(6), 317. <https://doi.org/10.3390/a18060317>
- Shivshankar, S. & **Acharya, N.** (2025). AI in Assessment and Feedback. In E. Cela, N. Vajjhala, & M. Fonkam (Eds.), *Next-Generation AI Methodologies in Education* (pp. 119-146). IGI Global Scientific Publishing. <https://doi.org/10.4018/979-8-3693-7220-3.ch006>
- Gandhi Maniam, P.S.; **Acharya, N.**; Sassenberg, A.-M.; Soar, J. (2024). Determinants of Blockchain Technology Adoption in the Australian Agricultural Supply Chain: A Systematic Literature Review. *Sustainability*, 16(13), 5806. <https://doi.org/10.3390/su16135806>
- **Acharya, N.**, Kar, P., Ally, M., & Soar, J. (2024). Predicting Co-Occurring Mental Health and Substance Use Disorders in Women: An Automated Machine Learning Approach. *Applied Sciences*, 14(4), 1630. <https://doi.org/10.3390/app14041630>
- **Acharya, N.**, Sassenberg, A.-M., & Soar, J. (2023). The Role of Cognitive Absorption in Recommender System Reuse. *Sustainability*, 15(5), 3896. <https://doi.org/10.3390/su15053896>
- **Acharya, N.**, Sassenberg, A.-M., & Soar, J. (2022). Consumers' Behavioural Intentions to Reuse Recommender Systems: Assessing the Effects of Trust Propensity, Trusting Beliefs and Perceived Usefulness. *Journal of Theoretical and Applied Electronic Commerce Research*, 18(1), 55-78. <https://doi.org/10.3390/jtaer18010004>
- **Acharya, N.**, Sassenberg, A.-M., & Soar, J. (2023). Effects of cognitive absorption on continuous use intention of AI-driven recommender systems in e-commerce. *foresight*, 25(2), 194-208. <https://doi.org/10.1108/FS-10-2021-0200>
- **Acharya, N.**, & Sharma, A. (2022). Demarcating the Privacy Issues of Aarogya Setu App in Covid-19 Pandemic in India: An Exploration into Contact Tracing Mobile Applications from Elaboration Likelihood Model. *International Conference on Human-Computer Interaction In: Moallem, A. (eds) HCI for Cybersecurity, Privacy and Trust. HCII 2022. Lecture Notes in Computer Science, vol 13333*. Springer, Cham. https://doi.org/10.1007/978-3-031-05563-8_28

EDUCATION

Doctor of Philosophy (DPHD),

2019 – 2022 | Toowoomba, Australia

University of Southern Queensland

- Awarded the Excellence in Doctoral Research Award 2022 for achieving the highest possible result for a higher degree by research thesis examination
- Awarded UniSQ Equity Bursary and COVID-19 Financial Assistance Grant (AU\$3,500) in recognition of academic excellence and resilience during challenging circumstances.
- <https://doi.org/10.26192/q7q92>

Master in Business Administration, *University of Newcastle*

2014 – 2015 | Singapore, Singapore

Bachelor in Mechanical Engineering,

2009 – 2013 | Rourkela, India

Biju Patnaik University of Technology

Higher Secondary Education, CHSE, *Jupiter +2 Science College*

2007 – 2009 | Bhubaneswar, India

Matriculation, CBSE, *G.S.R.E.M. School*

2007 | Bhubaneswar, India

ADDITIONAL EXPERIENCES

Professional Development and Teaching Enhancement

- **Practical Application of Gen AI for Project Managers** - Project Management Institute (July 2025) This certification was earned by completing a course and assessment on integrating generative AI into project management to improve efficiency and quality.
- **AI Ready: Accelerating AI Adoption Micro-credential** – *Capability2U* (September 2024) Acquired advanced knowledge and skills to integrate AI effectively into professional and organizational contexts.
- **Managing for Team Wellbeing – HeadCoach Training** – *Black Dog Institute* (July 2024) Recognised with certification for completing comprehensive training focused on fostering team mental health and wellbeing.
- **Be There Mental Health Training** – *Jack.org*  (June 2024) Awarded a certificate for successfully completing an online program emphasizing mental health awareness and support.
- Completed two-hour Generative AI for Educators course by Google in May 2024. 
- **TEQSA Masterclass Workshop: Contract Cheating Detection and Deterrence** (September 2023) Completed advanced training on identifying and mitigating academic integrity risks in higher education.
- **Introduction to Large Language Models** – *Google* (2023)  Developed foundational expertise in understanding and applying large language model technologies.
- **Introduction to Generative AI** – *Google* (2023)  Acquired essential knowledge on generative AI applications and best practices.
- **Foundations Program** – *University of Southern Queensland (UniSQ)* (2020)  Completed foundational training, staying updated with emerging trends in education.
- **Scholarship of Tertiary Teaching Workshop** – *Victoria University (VU)* (2023) Enhanced instructional strategies through focused training on scholarship-informed teaching practices.

Peer Reviewer

- Reviewed papers for Q1 and Q2 Journals, enhancing academic research quality. 

Data Workshop Organiser and Presenter

- Initiated quantitative data analysis workshop at UniSQ, fostering data literacy.
- Delivered "Search Strategy in SLR" talk at UniSQ workshops, both on-campus and online.

Entrepreneurial Training, Technical Proficiency & Hands-On Innovation

- Completed Solar Energy Entrepreneurship Development Program by NIESBUD India.
- Gained skills in Mechanical workshop and AUTOCAD at CTTC, India
- Played a vital role in designing Solar Car in Bachelor's program, applying engineering principles practically.

SKILLS

Curriculum Design and Development

Subject designs through research-informed practices

Time Management

Managing time in and out of the classroom

Critical thinking

Adapting to the changing needs of students

Academic research

Well Versed in SEM, NVIVO, EndNote, SPSS, Microsoft 365

Presentations

Speaking with clarity and avoiding jargon

Team work and collaboration

Collaborating with students, colleagues, and administrators

Class management

Forging and maintaining interpersonal relationships

Classroom technology

Proficient in Zoom, Canvas, Moodle, Panopto, Microsoft team, Vivi and Padlet

LANGUAGES

English

Hindi

Odia

REFERENCES

References will be furnished upon request.