

## Education

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<b>Indian Institute of Management Ahmedabad</b> Ph.D. Marketing Thesis Title: Essays on Customer Retention Strategy for Online Service Platforms	2020-25
<b>Indian Institute of Management Calcutta</b> Post Graduate Diploma in Management (eq. to MBA)	2016-18
<b>Indira Gandhi Delhi Technical University for Women (formerly IGIT)</b> B.Tech. Electronics and Communication Engineering	2012-16

## Research Interests

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**Domain:** Platform Economics, Digital Marketing, Marketing Strategy, Marketing Strategies for Platforms, Influencer Marketing

**Teaching:** Core Marketing, Marketing Strategy, Marketing for Startups and platforms, E-businesses, Digital Marketing, Strategic Marketing with Markstrat

**Methods:** Data Science, Econometrics, NLP, Machine Learning, Experiments

**Languages and Software:** Python, R, Stata and Tableau

## Working Papers

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**Meeting in the Middle: Using a Human Agent Layer on Online Aggregator Platforms** (*With Swanand Deodhar, Amalesh Sharma, Sourav Borah*).

**Let's Beat the Algorithm: Deceptive Influencer Practices in the Face of Platform Algorithms** (*With Amalesh Sharma, Sourav Borah*).

**Service Types, Human Agency by Digital Service Platforms, and Disintermediation** (*With Amalesh Sharma, Swanand Deodhar, Sourav Borah*).

**Is more always the merrier? Network Effects and Service Provider Churn on Service Platforms** (*With Sourav Borah, Swanand Deodhar, Amalesh Sharma*).

**Platform Growth** (Ongoing).

**Dynamic Pricing and Customer Repurchases** (Ongoing).

## Teaching Experience

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<b>Visiting Faculty, National Institute of Design, India</b> Design Management, graduate-level course (50 course hours) <ul style="list-style-type: none"><li>Taught a class of 95 students marketing frameworks and social media marketing.</li></ul>	2025
<b>Visiting Faculty, School of Management, PDEU, India</b> E-business, graduate-level course (36 course hours) <ul style="list-style-type: none"><li>Instructor evaluation: 4.76/5 for student satisfaction and 4.8/5 for instructor domain knowledge</li><li>Taught a class of 65 students network effects, digital transformation, E-commerce platforms, and digital marketing</li></ul>	2024
<b>Academic Assistant, Indian Institute of Management, Ahmedabad</b> Marketing-II (PGP Core), Research Methodology-II (PhD Core) & Strategic Marketing (PGP Elective)	2022-23

- Prepared course material, assisted students and faculty members, and evaluated student submissions

## *Professional Experience*

**Co-founder and Marketing Director, [Kenstel Networks](#)** 2018-20

- Developed the brand [Kefi](#) as **100% Made-in-India Mesh Wi-Fi product** for Indian consumers
- **Launched [Kefi consumer app](#)** for consumers of Kefi Mesh Wi-Fi.
- **Conceptualized product design** and packaging strategy by analyzing consumer onboarding journey.
- Ideated and **executed a comprehensive, multi-channel sales and distribution strategy**
- Identified key market segments and **expanded the product's reach across various platforms** such as Amazon & Flipkart.
- **Achieved 5.4 Cr. Sales** and spearheaded partnerships with retail distributors to ensure product availability.
- **Orchestrated a detailed partner program** for the brand Kenstel, onboarding 15 partners over a period of 6 months
- **Managed a cross-functional team of developers & UX designers** in the creation of the mobile app and online user interface for consumers and partners of Kefi.

**Hindustan Unilever (Summer Intern)** 2017

- Executed a [data-led adaptive infection alert system](#) based on geo targeting for the brand Lifebuoy in UP and Bihar to increase brand equity.
- **Designed an algorithm to identify infection threats** at a sub-district level to promote brand awareness
- Scripted and headed the OBD messaging for 21 communicable diseases, **enabling more than 8 million weekly outreach calls.**
- Achieved **cost reduction of 80%** by developing a **scalable media model** for the brand Lifebuoy

## *Consulting Projects*

**One of the Largest Online Car Service Platform** 2022-23

Devised and helped in the implementation of a strategy to **increase customer retention by 37%** and **reduce platform leakage.**

**Food Delivery Startup** 2023

Collaborated on market research and app design efforts. Recommended a strategy to **increase customer acquisitions and targeting by 28%.**

## *Selected Conference Presentations*

- Mitigating Platform Disintermediation: Introducing Human Agency of Online Service Platforms, **AMA Summer Conference (Boston, USA), 2024**
- Indirect Network Effects & Service Provider Churn, **ANZMAC Conference, Hobart, Australia, 2024**
- Kawaii Women- Empowered, Or, Entrapped?, **ACR Conference, Paris, 2020**

## *Service to the School and Field*

- Conference Reviewer: ANZMAC 2024, Summer AMA 2024
- **PhD Representative to Executive Committee** of IIM A 2021-22