

# Soniya Gupta-Rawal

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## Education

- 2022–2026 † PhD, Management Studies (Marketing), University of Cambridge  
Tony Cowling Research Award'22 | Fully-Funded | Majors: Quantitative  
Thesis Title: Matching Mentors with Nano-entrepreneurs in Emerging Markets  
Supervisors: Prof. Jaideep Prabhu and Prof. Ahmed Khwaja
- 2021–2022 MPhil, Strategy, Marketing and Operations, University of Cambridge  
Commonwealth Masters Scholarship | First Division | Majors: Marketing Strategy  
Thesis Title: Capital-centric opportunities for Skill Training of Nano-entrepreneurs
- 2017–2019 MCom, Delhi School of Economics, Department of Commerce, University of Delhi  
78.85% | High Distinction | Majors: Finance; Minor: International Business
- 2014–2017 BCom (Honours), Shri Ram College of Commerce, University of Delhi  
87.59% | High Distinction – Among the top 0.08%ile; Mitsubishi Scholar'16

## Teaching & Research Experience

- 2023–2023 Lecturer, “Entrepreneurship in Emerging Markets”, Undergraduate Summer Camp, Cambridge Center for Education Exchange, Fitzwilliam College, Cambridge, Part-time
- 2023–2023 Teaching Assistant, MBA96: “Marketing and Innovation in Emerging Economies” under Prof. Jaideep Prabhu, University of Cambridge, Part-time
- 2023–2023 Lecturer, “Pricing in Marketing”, BME Shadow Scheme Emmanuel College, University of Cambridge, Part-time
- 2022–2023 Mentor, “Research Paper Writing Module”, Lumiere Education Pvt. Ltd., US, Part-time
- 2019–2021 Teaching and Research Assistant, MBA: “Decoding Customer Engagement” under Prof. Shaphali Gupta, MICA India, Full-time

## Research Interests

*Marketing Strategy, Innovation, Entrepreneurship in Emerging Markets, Digital Platforms*

## Supervision

Jan 2024†	Undergraduate Honours Students, Marketing Specialization, Management Studies Tripos	University of Cambridge
Mar 2023	BME Shadow Scheme Students	University of Cambridge

## Industry Experience

2021–2023†	President, Bridges for Enterprise, Cambridge
2020–2021	Fellow, Centre for Advanced Studies in Policy Research (CASPR) India
2018–2019	Consultant, Research & Knowledge Department, EY Global Delivery Services India

## Honours and Awards

2022-23	School of Technology Field Work Fund; £3,500
2022-23	Field Work Grant, Emmanuel College, University of Cambridge; £1,000
2022-23	Tony Cowling Memorial Research Award (1 out of 3 researchers in UK); £10,000
2022-23	Judge Business School Research Voucher Award for Position of Responsibilities; £1000
2022-26	Judge Business School PhD Fellowship (1 out of 4 PhD admits); £57,000
2021-22	Commonwealth Master's Scholarship (1 student for business in India); £45,000
2020-21	Harold Lasswell Scholarship 2020-21 by the Centre for Advanced Studies in Policy Research (CASPR) India; US\$1000
2016-17	Mitsubishi UFJ Foundation Scholarship 2016, under Bank of Tokyo-Mitsubishi (1 out of 4 undergraduate students in SRCC, India); US\$420
2015-17	Research Grant under Delhi University Innovation Project Program (1 out of 10 undergraduate students in SRCC, India); US\$300
2013-14	Shield for Academic Excellence and CBSE Certificate of Merit for being among the top 0.1% with 97.5% in final year of high school

## Publications

- [1] Gupta, S., Shrivastava, P. & **Gupta-Rawal, S.** (2023). More the Merrier!! Understanding the Effect of Available Content Choices Over Willingness to Pay for Over-The-Top Subscriptions. *Psychology & Marketing*. 1-15. DOI: [10.1002/mar.21895](https://doi.org/10.1002/mar.21895)
- [2] **Gupta-Rawal, S.** & Jeyaraj, A. (2021). Online-to-Offline (O2O) Commerce in Emerging Markets: Analysis of the Retail Sector. *Journal of Asia-Pacific Business*, 22(4), 260-278. DOI: [10.1080/10599231.2021.1983501](https://doi.org/10.1080/10599231.2021.1983501)

## Conferences

- [1] **Gupta-Rawal, S.** (2022). Matching Mentors with Nano-entrepreneurs in Emerging Markets. 2022 SEI Research Day, Bayes Business School London, Nov 2022.
- [2] **Gupta-Rawal, S.** (2022). Matching Mentors with Nano-entrepreneurs in Emerging Markets. Cambridge Zero Research Symposia, Hughes Hall, Cambridge, Nov 2022.
- [3] **Gupta-Rawal, S.** (2022). Capital-centric Opportunities for Skill Training of Microentrepreneurs in Emerging Markets. Commonwealth Scholarship Commission (CSC) Annual Conference 2022, Jesus College, Cambridge, May 2022.
- [4] **Gupta-Rawal, S.** (2021), The Future is Remote – Social Impact of Telemedicine Business in Emerging Markets. Cambridge Zero research Symposia, Nov 2021.
- [5] Gupta, S., **Gupta-Rawal, S.**, & Shrivastava, P. (2021). Super App: A Design Innovation towards Customer Engagement. AMA Winter Academic Conference 2021.
- [6] **Gupta-Rawal, S.** (2021). Neuromarketing – Substitute for a consumer’s decisions. 5th Annual Global Strategy and Emerging Markets (GSEM) Conference, Cornell University.
- [7] **Gupta-Rawal, S.** (2020). Store Promotion using Halo Effect contamination in Consumers Decision Making. International Communication Management Conference, MICA India, Jan 2020. (Received Consolation Prize in the Best Paper Awards)

## Doctoral Seminars and Competitive Workshops

- [1] PhD Machine Learning Seminar, “Causal Inference with ML”, by Max Farrell and Sanjog Misra, Chicago Booth School, Online, Sep 2023 (Fully-funded)
- [2] Marketing Strategy Seminar, “MSI Marketing Strategy Doctoral Seminar 2023”, Marketing Strategy Institute, Aug-Nov 2023 (Selected in among 24 global scholars)
- [3] Certificate Course, “Manage Successful Field Research 2023”, World Bank’s Development Impact Evaluation (DIME), Washington DC, Jun 2023 (Fully-funded)
- [4] PhD Marketing Module, “Marketing Management & Development” by Prof. Rajesh Chandy and Prof. Om Narasimhan, London Business School, Dec 2022 (Fully-funded)
- [5] Residential Research and Leadership Programme, “Maximizing Leadership Impact”, Commonwealth Scholarship Commission, Cambridge, Apr 2022 (Fully-funded)

## Positions of Responsibilities

- [Data Champion](#), University of Cambridge, 2022-24.
- Impact Forum Coordinator, PhD programme in Management, University of Cambridge, 2022-24.
- Member, Athena Swan Self-Assessment Committee, Engagement & Communications Working Group, Judge Business School, University of Cambridge, 2023-24.
- Core Team Member, CJBS Winter Doctoral Conference, University of Cambridge, 2022-24.
- Coordinator, Judge Business School-LetsEndorse Research Apprenticeship Program 2022-24.

- World Economic Forum Global Shaper, Cambridge, 2022-23.
- Regional Network Coordinator, Commonwealth Scholarship Commission, Cambridge, 2021-22.
- Impact Assessment Volunteer, Adharshila, 2018.
- Research Intern, Ernst & Young India, 2017.
- Advisory Research Intern, Grant Thornton India, 2017.
- Research Intern, Member of Parliament, Arunachal Pradesh, India, 2017.
- Finance Intern, Aditya Birla Money Mart, 2016.
- Business Development Intern, UrbanCompany, 2015.
- Teaching Mentor, Teach For India, Project Aakaash, 2015.

## Professional Talks

- Nominated to represent the PhD cohort at Cambridge Judge Business School during Vice-Chancellor Deborah Prentice's visit to Judge Business School, 2023.
- Panel Speaker, Placement Cell Marketing Seminar, Shri Ram College of Commerce, 2023.
- Panel Speaker, Women in Research, Homerton College, University of Cambridge, 2022.
- Panel Speaker, Indian Institute of Technology in Madras, 2022.
- Guest Speaker, MBA Amity University in association with Healthprax, 2021.
- Panel Speaker, Research Fellowships and Career Webinar, Placement Cell, Shri Ram College of Commerce, 2021.

## Analytical Skills & Expertise

- R • Python • Machine Learning • SPSS • STATA • VOSviewer • NVivo • LaTeX • SurveyCTO

## Social Activities

- [Research Blog](#) • Mahjong • Badminton • Swimming

## References

### Prof. Jaideep Prabhu

Professor of Marketing  
 Jawaharlal Nehru Professor of Indian Business & Enterprise  
 Judge Business School, University of Cambridge, UK  
 Email: [j.prabhu@jbs.cam.ac.uk](mailto:j.prabhu@jbs.cam.ac.uk)  
 Web Details: <https://www.jbs.cam.ac.uk/faculty-research/faculty-a-z/jaideep-prabhu/>

### Prof. Ahmed Khwaja

Professor of Marketing, Business & Public Enterprise  
 Head of the Marketing Subject Group  
 Judge Business School, University of Cambridge, UK  
 Email: [a.khwaja@jbs.cam.ac.uk](mailto:a.khwaja@jbs.cam.ac.uk)  
 Web Details: <https://www.jbs.cam.ac.uk/people/ahmed-khwaja/>