

Soniya Gupta-Rawal

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EDUCATION

University of Cambridge

PhD, Management Studies (Quantitative Marketing)

Cambridge, UK

2022 – 2026 (expected)

- Thesis: *Markets at the Margins: Marketing and Entrepreneurship in Emerging Markets*
- Supervisor: Prof. Jaideep Prabhu; Co-Advisor: Prof. Ahmed Khwaja

University of Cambridge

MPhil, Strategy, Marketing and Operations (Marketing Strategy)

Cambridge, UK

2021 – 2022

- Commonwealth Master's Scholarship; First Division
- Thesis: *Capital-centric opportunities for skill training of nano-entrepreneurs*

University of Delhi, Delhi School of Economics

MCom, Department of Commerce

Delhi, India

2017 – 2019

- 78.85%; Distinction

University of Delhi, Shri Ram College of Commerce

BCom (Hons)

Delhi, India

2014 – 2017

- 87.59%; High Distinction, among the top 0.08%; Mitsubishi Scholar 2016

RESEARCH INTERESTS

Marketing and Entrepreneurship in Emerging Markets, Small Business Growth, Innovation, Applied Econometrics.

WORKING PAPERS

- **Gupta-Rawal, S.**, Khwaja, A., Prabhu, J. *Matches are Not Made in Heaven: Two-sided Matching and Engagement on Digital Platforms for Business Mentoring – Evidence from Indonesia.* (ISBM Doctoral Award 2025)
- **Gupta-Rawal, S.** *Advice at Scale: Markets for Mentoring Platforms Across Twenty Emerging Economies.*
- **Gupta-Rawal, S.**, Kattuman, P., Corrado, L., Prabhu, J. *Signals from Space, Decisions on Farms: Digital Leapfrogging for Agricultural Productivity, Climate Resilience & Sustainability* (Ivey-PhD Sustainability Academy Best Paper Award).
- Hassan, M., **Gupta-Rawal, S.**, Vassello, J., Prabhu, J. *Shattering the Invisible Chains: Social Constraints and Supplier Dependency of Women Entrepreneurs in Egypt.*

PUBLICATIONS

- Corrado, L., **Gupta-Rawal, S.**, Kattuman, P., & Prabhu, J. (2026) *Democratizing Space: Global Lessons from India's Frugal Innovation.* *PNAS Opinion*, 123(8): e2514657123. DOI: 10.1073/pnas.2514657123.
- Deshpande, K., Prabhu, J., & **Gupta-Rawal, S.** (2026) *Fuelling Futures: Balancing Mission and Sustainability at FUEL.* *Cambridge Judge Business School Case Centre*, casecent.re/p/212415.
- Gupta, S., **Gupta-Rawal, S.**, & Shrivastava, P. (2025) *Dynamic AI-embedded Super App: A Design-Based Process Innovation towards Customer Engagement and Value Creation.* *Journal of Product Innovation Management*, 43(1), 99–124. DOI: 10.1111/jpim.70009.
- 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*, 40(12), 2612–2626. DOI: 10.1002/mar.21895
- **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

TEACHING & RESEARCH EXPERIENCE

- 2026–2027: MBA Teaching Assistant — *MBA8: Management Praxis* (Prof. Keith Goodall), University of Cambridge.
- 2024–2026: MBA Teaching Assistant — *MBA14: Managing Innovation Strategically* (Prof. Jeremy Hutchison-Krupat), University of Cambridge.
- 2024–2026: Executive MBA Course Coordinator — *EMBA10: Marketing Management* (Prof. Eden Yin & Dominique Lauga), University of Cambridge (PhD Exceptional Teaching Award 2025; Teaching Score: 4.8/5).
- 2024–2026: Global MBA Course Coordinator — *GEMBA10: Marketing Management* (Prof. Eden Yin & Dominique Lauga), University of Cambridge (PhD Exceptional Teaching Award 2025; Teaching Score: 4.6/5).
- 2023–2025: MBA Teaching Assistant — *MBA96: Marketing & Innovation in Emerging Economies* (Prof. Jaideep Prabhu), University of Cambridge (PhD Exceptional Teaching Award 2023-2025; Teaching Score: 4.5/5).
- 2025–2026: Undergraduate Supervisor — *3E2: Marketing, Engineering Department* (Undergraduate Honours), University of Cambridge (PhD Exceptional Teaching Award 2023-2026; Teaching Score: 5/5).
- 2023–2025: Undergraduate Supervisor — *MS6: Marketing, Management Studies Tripos* (Undergraduate Honours), Emmanuel College, University of Cambridge.
- 2023–2024: Supervisor — *BME Shadow Scheme*, Emmanuel College, University of Cambridge.
- 2019–2021: Teaching & Research Assistant (full time) — *MBA: Marketing Strategy* (Prof. Shaphali Gupta), MICA, India.

INDUSTRY EXPERIENCE

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| • Research Consultant, MESH, Kenya | 2026 |
| • Impact Evaluation and Research Consultant, Micromentor, USA | 2025-2026 |
| • President, Bridges for Enterprise, Cambridge | 2021–2024 |
| • Fellow, Centre for Advanced Studies in Policy Research (CASPR), India | 2020–2021 |
| • Consultant, Research & Knowledge, EY Global Delivery Services, India | 2018–2019 |

GRANTS, SCHOLARSHIPS & AWARDS

- 2026–2027: CJBS Dean's Research Excellence Prize, Cambridge Judge Business School; £17,805.
- 2026-2027: IPA Soft Skills Research Grant; \$175,000 (award declined).
- 2026–2027: Winner, 2025 Doctoral Support Award, Institute for the Study of Business Markets (ISBM); \$5,000.
- 2026–2027: PEDL PhD Grant; £25,000 (Grant ID: PEDL-LOA-101034-Gupta-Rawal)
- 2026-2027: Keynes Fund Small PhD Awards 2026; £3000 (Farmer project).
- 2025-2026: Small Grants Award, Cambridge Judge Business School; £5,000 (Egypt female entrepreneurs project).
- 2025: Ivey-PhD Sustainability Academy Best Paper Award 2025, Beryl M. Ivey Fund; \$500.
- 2025: Emma Mildmay Award 2025, Emmanuel College; £250.
- 2024–2025: Open Innovation Team PhD Placement Scheme, UK Government (selected among 30 PhDs; award declined).
- 2023–2026: Tony Cowling Memorial Research Award, Tony Cowling Foundation & CJBS (1 of 3 in the UK); £12,800.
- 2023–2024: Adam Smith Fellowship, Mercatus Center, George Mason University; \$5,000 (award declined).
- 2022–2025: Small Grants Award, Cambridge Judge Business School; £5,000 (Satellite project).
- 2022–2023: School of Technology Field Work Fund, University of Cambridge; £3,500.
- 2022–2023: Field Work Grant, Emmanuel College, University of Cambridge; £1,500.
- 2022–2026: Judge Business School PhD Fellowship (1 of 4 PhD admits in 2022); ~£57,000.
- 2021–2022: Commonwealth Master's Scholarship (1 student for Business in India); ~£45,000.
- 2016–2017: Mitsubishi UFJ Foundation Scholarship, Bank of Tokyo-Mitsubishi (1 of 4 in SRCC, India); US\$420.
- 2015–2017: Delhi University Innovation Project Programme — Research Grant (1 of 10 in SRCC, India); ~ US\$300.

CONFERENCE PRESENTATIONS

- *Match Frictions and Engagement: Two-sided Matching for Digital Business Mentoring in Indonesia*
 - **2026:** 2026 China India Insights Conference, John Hopkins Carey Business School, Baltimore, Sep 2026.
 - **2026:** ISMS Marketing Science Conference, Nova School of Business and Economics, Portugal, Jun 2026.
 - **2026:** EMAC Main Conference, University of Bath, UK, May 2026.
 - **2026:** AMA Global Conference, Nice, France, May 2026.
 - **2025:** SEI Research Day, Bayes Business School, London, Nov 2025.
 - **2024:** Cambridge Zero Research Symposia, Cambridge, Nov 2024.
- *Signals from Space, Decisions on Farms: Digital Leapfrogging for Agricultural Productivity, Climate Resilience & Sustainability*
 - **2026:** INFORMS Annual Meeting, San Francisco, Nov 2026.
 - **2026:** AI plus Management Doctoral Consortium, UCL School of Management, London, May 2026.
 - **2025:** Ivey-PhD Sustainability Academy, Nov 2025 (Best Paper Award).
 - **2025:** 4th UK Workshop on Digital Economics, Centre for Competition Policy (CCP), Imperial London, Nov 2025.
- **2026:** *Shattering the Invisible Chains: Social Constraints and Supplier Dependency of Women Entrepreneurs in Egypt*, AMA Winter Conference, Madrid, Feb 2026 and EMAC Spring Conference, Bath, UK, May 2026.
- **2026:** *Payment Architecture as Marketing Mix: Financial Control and Purchase Mix in Rural Retail*, EMAC Spring Conference, University of Bath, Bath, UK, Jun 2026.
- **2023:** *Capital-centric Opportunities for Skill Training of Microentrepreneurs in Emerging Markets*, Commonwealth Scholarship Commission Conference 2023, Cambridge.
- **2021:** *The Future is Remote — Social Impact of Telemedicine Business in Emerging Markets*, Cambridge Zero Research Symposia, Nov 2021.
- **2021:** *Super App: A Design Innovation towards Customer Engagement*, AMA Winter Academic Conference 2021.
- **2020:** *Store Promotion using Halo Effect Contamination in Consumer Decision Making*, International Communication Management Conference, MICA, Jan 2020 (Consolation Prize, Best Paper Awards).

DOCTORAL SEMINARS AND COMPETITIVE WORKSHOPS

- ISMS Marketing Science Doctoral Consortium 2026, Lisbon, Portugal, June 2026.
- Ivey-PhD Sustainability Academy Fellow 2025 (Selected among 14 PhD scholars globally).
- PhD Machine Learning Seminar: Causal inference with ML (Max Farrell and Sanjog Misra), Chicago Booth School (online), Sep 2023 (fully funded).
- Marketing Strategy Seminar: MSI Marketing Strategy Doctoral Seminar, Aug–Nov 2023 (among 24 global scholars).
- Certificate Course: Manage Successful Field Research, World Bank DIME, Washington DC, Jun 2023 (fully funded).
- PhD Marketing Module: Marketing Management and Development (Rajesh Chandy and Om Narasimhan), London Business School, Dec 2022 (fully funded).

MEDIA COVERAGE & MENTIONS

- Network for Business Sustainability (18 June 2026). *Thriving and Creating Impact During Your PhD: Tips from Award-Winning Scholars*.
- Network for Business Sustainability (18 June 2026). *Award-Winning Research: Digital Leapfrogging to Advance Sustainability on Indian Farms*.
- Institute for the Study of Business Markets (29 April 2026). *Winner of ISBM Doctoral Support Award Competition*.
- The Print (27 Mar 2026). *India needs to change how it spends on social sector. Fund outcomes instead*.
- Business Weekly UK (27 Feb 2026). *Efficiency of India's low-cost space missions lauded by Cambridge Judge*.
- Judge Business School Insight (19 Feb 2026). *Research shows efficiency of India's low-cost space missions*.
- Judge Business School Insight (31 Mar 2026). *Research Grant on AI-assisted farming in emerging markets*.
- Ivey Business School (20 Nov 2025). *Ivey-PhD Sustainability Academy 2025 (selected among 14 PhD scholars globally)*.
- Trinity College, University of Cambridge (15 Nov 2024). *Why study for a PhD at Cambridge?*

ACADEMIC REVIEWING SERVICE

- Participant, JPIM Reviewer Development Workshop, 2026-2027
- Reviewer, AMA Winter Conference, 2027
- Reviewer, International Marketing Review, 2026
- Reviewer, Journal of International Marketing, 2026
- Reviewer, Journal of Sustainable Marketing, 2026
- EMAC Reviewer Workshop, EMAC Spring Conference, 2026
- Reviewer, AMA Spring Conference, 2026
- Peer Reviewer, Ivey-PhD Sustainability Academy, 2025

SERVICES & MEMBERSHIPS

- ISBM Doctoral Fellow, ISBM Doctoral Support Award, Institute for the Study of Business Markets (2025-2026).
- Ivey-PhD Sustainability Academy Fellow (2025-2026)
- AMA DocSIG, Volunteer (2026)
- Data Champion, University of Cambridge (2022–2024).
- Member, Athena Swan Self-Assessment Committee, Cambridge Judge Business School (2023–2024).
- Impact Forum Coordinator, Cambridge Judge Business School (2022–2025).
- World Economic Forum Global Shaper, Cambridge (2022–2023).
- Regional Network Coordinator, Commonwealth Scholarship Commission, Cambridge (2021–2022).
- Advisory Research Intern, Grant Thornton India (2017).
- Finance Intern, Aditya Birla Money Mart (2016).
- Business Development Intern, Urban Company (2015).

ANALYTICAL SKILLS & EXPERTISE

R | Python | Machine learning | SPSS | Stata | Natural Language Processing | L^AT_EX | SurveyCTO