

Soniya Gupta-Rawal

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EDUCATION

University of Cambridge

PhD, Management Studies (Marketing)

Cambridge, UK

2022 – 2026 (expected)

- Majors: Quantitative Marketing
- Thesis: *Business Innovation with Marketing Strategies for mMicro-entrepreneurs in Emerging Markets*
- Supervisor: Prof. Jaideep Prabhu
- Modules: Econometric Methods, Causal Inference, Machine Learning, Marketing Management & Development
- Awards: Tony Cowling Memorial Research Award (2022–25); Judge Business School PhD Fellowship (2022–26)

University of Cambridge

MPhil, Strategy, Marketing and Operations

Cambridge, UK

2021 – 2022

- Commonwealth Master's Scholarship; First Division
- Majors: Marketing Strategy
- 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%ile; Mitsubishi Scholar 2016

RESEARCH INTERESTS

Marketing Strategy, Innovation, Entrepreneurship in Emerging Markets, Econometric Modelling, Social Impact.

WORKING PAPERS

- **Gupta-Rawal, S.**, Khwaja, A., Prabhu, J. *Matching Entrepreneurs with Mentors: Customising Business Mentoring Based on Mentee & Mentor Characteristics* (preparing for Marketing Science)
- **Gupta-Rawal, S.**, Corrado, L., Kattuman, P., Prabhu, J. *Signals from Space, Decisions on Farms: Digital Leapfrogging for Agricultural Productivity, Climate Resilience & Sustainability* (preparing for Management Science)
- Hassan, M., **Gupta-Rawal, S.**, Vassello, J., Prabhu, J. *Shattering the Invisible Chains: Social Constraints and Supplier Dependency of Women Entrepreneurs in Egypt* (preparing for Journal of Marketing)
- Corrado, L., **Gupta-Rawal, S.**, Kattuman, P., Prabhu, J. (2026) *The Frugal Space Race: Frugal Innovation and the Cost of Environmental Information in the Global Space Programmes* (preparing for Science Policy)

PUBLICATIONS

- Corrado, L., **Gupta-Rawal, S.**, & Kattuman, & P., Prabhu, J. (2026) *Democratizing Space: India's frugal space innovation provides key lessons for emerging nations. PNAS Opinion.*
- 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*, 1–26. 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

- 2024–2026: MBA Teaching Assistant — *MBA14: Managing Innovation Strategically* (Prof. Jeremy Hutchison-Krupat), University of Cambridge.
- 2025–2026: Executive MBA Course Coordinator — *EMBA10: Marketing Management* (Prof. Eden Yin & Dominique Lauga), University of Cambridge.
- 2025–2026: Global MBA Course Coordinator — *GEMBA10: Marketing Management* (Prof. Eden Yin & Dominique Lauga), University of Cambridge.
- 2023–2025: MBA Teaching Assistant — *MBA96 Marketing & Innovation in Emerging Economies* (Prof. Jaideep Prabhu), University of Cambridge.
- 2025–2026: Undergraduate Supervisor — *3E2: Marketing, Engineering Department* (Undergraduate Honours), University of Cambridge.
- 2023–2025: Undergraduate Supervisor — *M6: Marketing, Management Studies Tripos* (Undergraduate Honours), Emmanuel College, University of Cambridge.
- 2023–2024: Supervisor — *BME Shadow Scheme*, Emmanuel College, University of Cambridge.
- 2019–2021: MBA Teaching & Research Assistant — *MBA Decoding Customer Engagement* (Prof. Shaphali Gupta), MICA, India.

INDUSTRY EXPERIENCE

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| • 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

- 2025–2026: Small Grants Award, Cambridge Judge Business School; £5,000 (Egypt female entrepreneurs project with Magda Hassan, and Jaideep Prabhu).
- 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 cross-government unit (selected among 30 PhDs; offer not accepted).
- 2023–2024: PhD Teaching Assistant Award — *MBA96: Marketing & Innovation in Emerging Markets*, CJBS.
- 2023–2024: PhD Exceptional Teaching Award — *MS6: Marketing Supervision for Management Studies Tripos*, CJBS.
- 2022–2026: Tony Cowling Memorial Research Award, Tony Cowling Foundation & CJBS (1 of 3 in the UK); £12,800.
- 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; £1,000.
- 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.
- 2020–2021: Harold Lasswell Scholarship, Centre for Advanced Studies in Policy Research (CASPR), India; US\$1,000.
- 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.
- 2013–2014: Shield for Academic Excellence & CBSE Certificate of Merit (Top 0.1%).

CONFERENCE PRESENTATIONS

- *Match Frictions and Engagement: Two-sided Matching for Digital Business Mentoring in Indonesia*
 - **2026:** ISMS Marketing Science Conference, Nova School of Business and Economics, Portugal, June 2026.
 - **2026:** EMAC Main Conference & Global Doctoral Colloquium, 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*
 - **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.
- **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

- 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).

POSITIONS OF RESPONSIBILITY

- 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).
- Teaching Mentor, Teach For India, Project Aakaash (2015).

ANALYTICAL SKILLS & EXPERTISE

R | Python | Machine learning | SPSS | Stata | VOSviewer | NVivo | L^AT_EX | SurveyCTO