

APARAJITA AGARWAL

2048 SH-DH 3620 Locust Walk Philadelphia, PA 19104 Email: aapa@wharton.upenn.edu

EDUCATION

- Doctoral Student, Management Department, Wharton, University of Pennsylvania** 2019-2024
- MBA, Indian Institute of Management Bangalore, India** 2008-2010
- Focus subjects: Strategy and Operations, Final CGPA 3.54/ 4.00
 - Exchange student at Kenan-Flagler School of Business, University of North Carolina
- MSc (Tech.) Information Systems, Birla Institute of Technology and Science, Pilani, India** 2001-2005
- Gold Medalist, #1 of 900+ students, scored the highest grade 'A' in all 45 courses, Final CGPA 10.0
 - Top 10% of class (900+ students) in all Advanced Mathematics courses
 - Summer associate at Bhabha Atomic Research Center
- Higher Secondary Education (Class XII), Indian Certificate of Secondary Education (ICSE)** 2001
- Focus subjects: Mathematics and Sciences, Final grade 94.8%

RESEARCH INTERESTS

- Entrepreneurship, Human capital development and Technology led innovation in emerging markets
- Social Entrepreneurship & Sustainable business models

PROJECTS IN PROGRESS

- “Resilience at the base of the pyramid: Digitization and entrepreneurial response to crisis in Indian micro-ventures” (with Tyler Wry)
 - Survey of 950 entrepreneurs across 200 villages in India in collaboration with Grameen Foundation India
- “Mobile money as a stepping-stone: Overcoming institutional voids in emerging economies through innovative technologies” (with Valentina Assenova)
 - Archival study of administrative and survey data from multiple countries
- Decision making by impact investors (with Tyler Wry and Katherine Klein)
 - Pilot study underway with participants in the Turner MBA Impact Investing Network & Training program
 - Longitudinal survey of 1000 micro-enterprises in India to study response to COVID-19
- Cross-border innovation by Indian entrepreneurs (with Exequiel Hernandez and Sarath Balachandran)
 - Data collection underway

RESEARCH AWARDS AND GRANTS

- Goldberg Barclay Fellow (Awarded to one student every year for research in entrepreneurship) 2021
- MACK Institute Research Fellowship, \$10000 2021
- MACK Institute Research Fellowship, \$8000 (with Tyler Wry) 2020
- Center for Leadership and Change Management Research Grant, \$9529 (with Tyler Wry) 2020

TEACHING ASSIGNMENTS

- Speaker at Wharton Global Youth Program, Essentials of Impact Finance (Wharton Social Impact Initiative) 2021
- Teaching Assistant for Global Strategy for Executive MBA Course (Managing the Enterprise, MGMT 613) 2021
- Mentor at Lumiere Education for high school students from developing economies (Spring 2022) Next Spring

LEADERSHIP ROLES

- Board member, MACK Innovation Doctoral Association 2021
- Member, Organizing Committee, Wharton Innovation Doctoral Symposium (WINDS) doctoral conference 2021
- Student Coordinator, Wharton Management PhD Admissions 2021
- Directly managed mid-sized teams of 2-3 members and led cross-functional teams of 10 in industry 2010-2019
- Coordinator, IIM Consulting Club, ICON; coordinated industry projects, managed planning & execution 2008-2010

APARAJITA AGARWAL

INDUSTRY EXPERIENCE

- Senior Product Manager at Amazon, India & UK** 2017 - 2019
- Responsible for building machine learning based solutions to drive automation and self-service in small businesses
 - Led strategic initiatives for driving innovation in Kindle and Books business in the United Kingdom
- Manager of Category Management at Amazon Seller Services Pvt Ltd, India** 2016 – 2017
- Owned initiatives for expansion and bringing small sellers on Prime Now platform
- EA to Chairman (Adi Godrej) and General Manager, Corporate Strategy at the Godrej Group** 2013 - 2015
- Innovation and expansion in emerging markets
 - Identified initiatives to drive excellence in international business operations; Led cross-border effort to drive synergies in product ideation, innovation & development across Asia, Africa & Latin America
 - Studied market and regulatory landscape in Africa; Created market entry strategy for hair cosmetics to serve West, East and South Africa; Created business plan & got approval for USD 20MM investment
 - Business advisor to Chairman on strategy, financial performance & business processes
 - Evaluated long range plan & annual operating plan of group companies; highlighted opportunities & issues
- Consultant at the Boston Consulting Group** 2010- 2013
- Worked on strategy and operations consulting projects in financial services, Technology & communication, and industrial goods industries across multiple locations
- Senior Software Engineer at Yahoo! Development Center Pvt Ltd.** 2005-2008

OTHER ACADEMIC PROJECTS

- Research project on Creative industries strategy: Topic: ‘Sequel making: A strategic decision for film makers’; Studied determinants of the decision to create a film sequel and factors affecting sequel performance
- New Product Development and Launch: Conducted a cost benefit analysis and viability study for an entrepreneurial idea on e-apparel; Proposed product features and launch strategy
- Market Entry and Penetration: Developed a marketing strategy for PRTM, an operations consulting firm

AWARDS AND HONOURS

- Aditya Birla Scholarship at IIM Bangalore for both years, Awarded to only 10 students across all Tier-1 management institutions country-wide 2008-2009
- Gold Medalist at BITS Pilani (#1 out of 900 students) 2005
- Merit Scholarship at BITS Pilani, Complete Tuition Fee funded for 4 years 2001-2005
- Finalist in the prestigious Tata Business Leadership Award 2010 national contest; Presented business idea on a chain of low-cost assembly line inspired specialty hospitals, ‘Tata Swaasthya’ 2015
- One out of ten high potential leaders selected for Godrej Fellows 2014-16, a leadership development initiative; Led a diverse group of managers from across the Godrej group to promote innovative ideas 2014-2016
- Nominated for Transcend, leadership development program at Amazon 2018

PROFESSIONAL SKILLS AND CERTIFICATIONS

- Adept at R, excel based analyses, working on large datasets, power point presentations and document writing
- Experience across consumer and retail industries, e-commerce, and internet technology
- Team management, working in cross-functional environment, working directly with CXOs and COOs

EDITORIAL RESPONSIBILITIES

- Editor, Contemporary Content for Tejas@IIMB, the first of its kind knowledge portal among Indian business schools
 - Editor, BITScan and Tech-Know, annual magazines of BITS Language Association and Information Systems Association
-
-