

ARADHYA CHAKRABORTI PAUL

FPM Student in Marketing, Indian School of Business

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EDUCATION

School of Liberal Arts, Dr B.R. Ambedkar University, Delhi

2022–2024

Master of Arts in Economics

St. Joseph's College (Autonomous), Bengaluru

2019–2022

Bachelor of Science in Economics, Mathematics, and Statistics

RESEARCH EXPERIENCE

Indian Institute of Management Udaipur (IIMU)

Research Assistant (Marketing)

October 2024 – July 2026

Frontline Employee–Stakeholder Frictions in Public Service Delivery: A Multi-Method Investigation and Prescriptions

Supported mixed-methods research through literature synthesis and qualitative analysis

- Analyzed qualitative field data from fifty in-depth interviews and three–four focus groups conducted across all tiers of India's primary healthcare system.
- Aided in developing the Frontline Employee–Stakeholder Friction (FSF) construct and its antecedents and consequences, capturing tensions among policymakers, supervisors, frontline employees, and the community.

Evaluating the Nutritional Impact of Food Assistance Programs on Young Mothers

Conducted literature reviews, empirical analysis, and anchored the extension of the study.

Study 1: Causal Effects of Food Subsidies

- Conducted literature review on food subsidies, women's nutrition, women's health-related decision-making, and maternal effects on child health outcomes.
- Used Propensity Score Matching and entropy balancing to compare between the treated and control groups.
- Estimated treatment effects of food subsidies on women's dietary diversity and child nutrition outcomes.
- Estimated interaction effects to capture heterogeneous treatment effects of food subsidies.
- Used PROCESS Model 4 to assess maternal nutrition as a mediator between subsidy and child BMI.
- Supported submission through manuscript formatting and appendix preparation.

Study 2: Qualitative Study to Establish Mechanisms & Replication

- Anchoring the qualitative research, interviewing subsidy recipients to establish treatment mechanisms.
- Designed the follow-up survey instrument to replicate and validate the study's results.

Innovative Healthcare Delivery & Financing Models (Centre for Healthcare, IIMU)

Conducted case analysis, stakeholder interviews, and financing model formulation.

- Reviewed case studies and literature on primary healthcare delivery and financing models.
- Conducted interviews with practitioners and primary healthcare organizations for operational insights.

- Synthesized evidence and field inputs to propose sustainable models of financing for primary health-care delivery.

ICMR-supported project on Improving Primary Healthcare Services Delivery

Contributed to geospatial mapping, analysis of facility assessment data, and diagnostic performance assessment.

- Performed exploratory data analysis and assessed diagnostic service performance across facilities.
- Developed road-accessibility maps to assess facility connectivity across study areas.
- Built composite performance scores from standardized indicators to compare facility access and service quality, helping identify low and high-quality facilities.

Other Projects

Contributed to different studies via literature review, manuscript work, and qualitative analysis.

- Used NotebookLM to process 250 firm-year annual reports and extract key indicators, generating yearly control and integration scores to compare firms' strategic structures.
- Worked on a qualitative study of collectives; helped in identifying themes using QDA Miner.
- Drafted a blog on a national nutrition campaign driven by community mobilization and public messaging.

Indian Institute of Management Udaipur

Teaching Assistant (Economics)

July 2024 – October 2024

- Supported MBA courses (Microeconomics for Managers, Business Ethics, and Digital Transformation) through grading, preparing answer keys, and evaluating in-class performance.
- Conducted remedial sessions for students requiring additional support.

School of Artificial Intelligence and Data, Indian Institute of Technology Jodhpur

Research Intern

May 2024 – July 2024

- Cleaned and preprocessed data in Python and Stata for a monetary policy channel study.
- Generated descriptive and OLS regressions on key monetary variables.

VOLUNTEERING SERVICES

U&I, Bengaluru (NGO)

Leader & Teacher

2020–2021

- Taught mathematics and social sciences to underprivileged students in a classroom setting.
- Managed a team of 5 volunteers and coordinated learning activities for 15+ students.

RESEARCH PROJECTS

Household Consumption Responses to Bihar's 2016 Alcohol Ban (Working Paper)

- Exploited Bihar's 2016 alcohol ban as a quasi-experiment to analyze household consumption reallocation using matched panel data and difference-in-differences.
- Conducted heterogeneity analysis to estimate differential household responses.
- *Paper presented at the NASMEI Winter Conference 2025; accepted for the 48th ISMS Marketing Science Conference 2026.*

Energy, Emissions, and Economic Growth: Evidence from India (Term Paper, MA Economics)

- Replicated a time-series analysis using R of growth, energy use, and carbon emissions in India.

- Estimated a Vector Error Correction Model to capture adjustment dynamics and verified model stability.

Panel Data Regression Analysis on Electricity Consumption in Maharashtra (Term Paper, MA Economics)

- Using R, executed household-level fixed effects models to identify the main drivers of electricity expenditure across Maharashtra.
- Corroborated previous findings by identifying higher electricity spending among higher-income and urban households, with clear appliance-driven variation.

Factors Influencing Contraceptive Choices of Women in India (Term Paper, MA Economics)

- Examined factors influencing women's contraceptive choices using nationally representative data.
- Using STATA, estimated Logit and Probit models to assess how education, income, marital status, decision-making and healthcare access shape contraceptive decisions.

RELEVANT COURSEWORK

Doctoral Courses Audited (IIMU): Econometrics II, Multivariate Statistics, Causal Inference in Marketing

Postgraduate: Microeconomics I, Microeconomics II, Econometrics and Data Analysis, Cross-Sectional and Panel Data Analysis I, Time Series Analysis

Undergraduate: Real Analysis and Linear Algebra I, Calculus and Differential Equations, Probability and Distributions

SKILLS

Technical: R, Stata, SPSS, Python, QDA Miner, LaTeX

Language: English (proficient), Hindi (working), Bengali (native)

CONFERENCES

48th ISMS Marketing Science Conference (Accepted)	<i>2026</i>
19th Great Lakes NASMEI Marketing Conference (Presenter)	<i>2025</i>