

Srishti Arora

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EDUCATION

- **INSEAD Business School** Singapore, France
PhD in Technology & Operations Management 2019 - Ongoing
- **Imperial College London** UK
MSc Applied Statistics 2018 - 2019
(Fully sponsored by British Council India 70th Anniversary Scholarship)
- **Indian Institute of Technology (BHU), Varanasi** India
Integrated Master's in Mathematics and Computing 2009 - 2014
- **Indian Statistical Institute, Kolkata** India
Research Intern, R. C. Bose Centre for Cryptology and Security 2013

RESEARCH INTEREST

- Empirical Operations Management
- Socially Responsible Operations
- Behavioral Operations
- Sustainable Operations

PUBLICATION

1. Arora S, Choudhary V, Kireyev P. "[Don't Fake It If You Can't Make It: Driver Misconduct in Last Mile Delivery](#)" (Forthcoming, Management Science)

WORKING PAPERS AND WORK IN PROGRESS

2. Arora S, Choudhary V, Hasija S. "[Unraveling the Implications of Silent Labor Time \(SLT\) in the Gig Economy](#)" (Under review, Management Science)
3. Arora S, Freeman M. "[Barriers and Bridges: Facilitating Doctors' Adherence to Practice Guidelines](#)" (NDA completed and IRB approved; Analysis in progress)
4. Arora S, Atasu A, Van Wassenhove, L.N. "[Leveraging Internal Carbon Pricing in Shaping Sustainable Business Choices by Managers](#)" (NDA completed; Data collection in progress)

OTHER PUBLICATIONS

5. Arora S, Singh P, Gupta AJ (2016) "[Adaptive Selection of Cryptographic Protocols in Wireless Sensor Networks using Evolutionary Game Theory](#)." *Procedia Computer Science* 78:358–366.
6. Singh P, Chandavarkar BR, Arora S, Agrawal N (2013) "[Performance Comparison of Executing Fast Transactions in Bitcoin Network Using Verifiable Code Execution](#)." 2013 2nd International Conference on Advanced Computing, Networking and Security. (IEEE, Mangalore), 193–198.

TEACHING INTEREST

- Business Analytics
- Behavioral Operations
- Empirical Operations Management
- Data Science for Business

TEACHING EXPERIENCE

1. Instructor, **Data Science for Business DSB** Tutorials, INSEAD 2023
 - MBA Elective Course (Faculty: Spyros Zoumpoulis and Anton Ovchinnikov)
 - Topics covered: Analytics techniques (time-series modeling, generalized linear models, random forests, clustering, and neural networks), business applications, and R programming
 - Teaching evaluation – 4.64/5.0

2. Instructor, **Production and Operations Management POM** Tutorials, INSEAD 2021
 - MBA Core Course (Faculty: Enver Yucesan)
 - Topics covered: Queuing and newsvendor models
 - Teaching evaluation – 4.36/5.0
3. Teaching Assistant, **Executive Development Program**, INSEAD SG & Philippines 2024
 - Customized Executive Programme (Faculty: Sameer Hasija)
 - Topic covered: Phoenix Encounter, Blue Ocean, fintech, behavioral finance, sustainability
4. Teaching Assistant, **Business Sustainability Thinking**, INSEAD 2022
 - MBA Elective Course (Faculty: Atalay Atasu)
 - Topic covered: Operationalizing a sustainability strategy within organizations
5. Participant, PhD Teaching Preparation Program, INSEAD 2020 - 2021
 - Organized by the Initiative for Learning Innovation and Teaching Excellence
 - Topic covered: Fundamentals of learning design, anchored in key learning theories and proven teaching practices, to master a demanding classroom environment

AWARDS & ACHIEVEMENTS

- Runner Up, POMS CSOM Best Student Paper Competition 2024
- Winner, Best Paper Award (Student), Singapore Rising Scholar Conference 2024
- INSEAD Doctoral Fellowship 2019 - 2024
- British Council 70th Anniversary Scholarship for Masters in the UK 2018 - 2019
- All India Rank 1st in the Institute of Actuaries of India Entrance Exam (ACET) 2017
- Best Paper Award at International Conference on Information Security and Privacy 2015
- Merit Fellowship for Master of Technology, IIT BHU, India 2013 - 2014
- Merit-cum-Means scholarship by Central Board of Secondary Education, India 2009 - 2014

TRAINING & CERTIFICATIONS

- Impactful Presentation Skills (INSEAD) 2022
- PhD Teaching Preparation Programme (INSEAD) 2021
- IBM Data Science Specialization (using Python) – Coursera 2020
- Machine Learning - Coursera (Stanford University) 2016
- Foundations of Strategic Business Analytics - Coursera (ESSEC Business School) 2016
- R Programming - Coursera (Johns Hopkins University) 2016

CONFERENCES & PRESENTATIONS

“Don’t Fake It If You Can’t Make It: Driver Misconduct in Last Mile Delivery”

- 34th Annual POMS Conference, Minneapolis, US 2024
- 14th POMS-HK International Conference, HK 2024
- INFORMS Annual Meeting, Indiana, US 2022
- 11th Wharton-INSEAD Doctoral Consortium, Philadelphia, US 2022
- INFORMS Annual Meeting, California, US (Online) 2021
- MSOM, Indiana, US (Online) 2021
- Doctoral Consortium on Behavioral Decision Making, IE University, Spain (Online) 2021

“Unraveling the Implications of Silent Labor Time (SLT) in the Gig Economy”

- INFORMS Annual Meeting, Seattle, US (Upcoming) 2024
- MSOM, Minnesota, US (Upcoming) 2024
- Singapore Rising Scholars Conference, Singapore 2024
- 14th POMS-HK International Conference, HK 2024
- 33rd Workshop on Information Technologies and Systems, India 2023

INDUSTRY EXPERIENCE

- **Delhivery Private Limited, Delhi, India** 2020 - 2023
Position: Academic Advisor, Data Science
 - Advised on understanding driver behavior to improve efficiency and reduce reverse logistics costs by minimizing returned parcels
- **Citi Global Markets, Mumbai, India** 2017 - 2018
Position: Senior Quantitative Associate, Cash Equities
 - Reduced data quality errors by 50% by developing validation frameworks using Q/KDB+ and evaluated Citi's Global Algorithmic Trading performance through Transaction Cost Analysis and Venue Toxicity reports
- **Citi Technology Centre, Pune, India** 2014 - 2017
Position: Applications Developer Supervisor, Equities Technology
 - Implemented encryption and data optimization frameworks and developed critical modules for Citi's Prime Finance Swaps, Private Bank, and Global Transact platforms

SERVICES

- Core team member of [INSEAD Sustainable Business Initiative](#) 2022 - Ongoing
- Ad-hoc reviewer for Workshop on Information Technologies and Systems 2022
- Member of the Organizing Committee of the 10th Annual Wharton-INSEAD Doctoral Consortium, 2022
Fontainebleau
- Organizer of PhD Reading Seminar in Technology and Operations Management 2020 - 2021

SKILLS

- **Technical:** R, Python, Statistics, Machine Learning, Big Data, Java, C, Q/KDB, HTML
- **Interest:** Yoga, Sketching, Cooking

REFERENCES

- [Sameer Hasija](#)
Dean of Executive Education, Dean of the Asia Campus, Professor of Technology and Operations Management, INSEAD
E: sameer.hasija@insead.edu
- [Michael Freeman](#)
Assistant Professor, Technology and Operations Management, INSEAD
E: michael.freeman@insead.edu
- [Pavel Kireyev](#)
Assistant Professor, Marketing, INSEAD
E: pavel.kireyev@insead.edu
- [Vivek Choudhary](#)
Assistant Professor, Information Technology & Operations Management, College of Business (Nanyang Business School)
E: vivek.choudhary@ntu.edu.sg