

Srishti Arora

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[Personal Website](#)

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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

PAPERS UNDER REVISION AND WORKING PAPERS

1. Arora S, Choudhary V, Kireyev P. “*Don't Fake It If You Can't Make It: Driver Misconduct in Last Mile Delivery*” (Major Revision, Management Science, [SSRN](#))
2. Arora S, Choudhary V, Hasija S. “*Unravelling the Implications of Driver Relocation in Food Delivery*” (Manuscript available on request)

WORK IN PROGRESS

3. Arora S, Choudhary V. “*Making Restaurants Available on Food Delivery Platforms During Peak Hours: A Field Experiment*” (Ongoing field experiment; Data will be acquired by Oct 2023)
4. Arora S, Freeman M. “*Barriers and Bridges: Facilitating Doctors' Adherence to Practice Guidelines*”; (NDA completed; IRB approval in progress; Data will be acquired by Nov 2023)
5. 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

6. 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. ([Download](#))
7. 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. ([Download](#))

TEACHING INTEREST

- Empirical Operations Management
- Behavioral Operations
- Business Analytics
- 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 modelling, 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, **Business Sustainability Thinking**, INSEAD 2022
 - MBA Core Course MBA Elective Course (Faculty: Atalay Atasu)
 - Topic covered: Operationalizing a sustainability strategy within organisations
4. Participant, PhD Teaching Preparation Program, INSEAD 2020-2021
 - Organized by the Initiative for Learning Innovation and Teaching Excellence
 - Prepared PhD students with fundamentals in learning design anchored in key learning theories and proven teaching practices, in order to master a demanding classroom environment

AWARDS & ACHIEVEMENTS

- Instructor, INSEAD Doctoral Fellowship 2019 - 2024
- British Council 70th Anniversary Scholarship for Masters in the UK 2018 - 2019
- All India Rank 1 in Institute of Actuaries of India Entrance Exam (ACET) 2017
- Best Paper Award at International Conference on Information Security and Privacy 2015
- Merit Fellowship for Masters of Technology, IIT BHU, India 2013 - 2014
- Merit-cum-Means scholarship by Central Board of Secondary Education, India 2009 - 2014
- Qualified certificate 'B' examination of National Cadet Corps Air Wing, India 2009

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”*
- 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, RUD Group, IE University, Spain (Online) 2021

INDUSTRY EXPERIENCE

- **Citi Global Markets, Mumbai, India** 2017 - 2018
Position: Senior Quantitative Associate, Cash Equities
 - Designed a validation framework in Q/KDB+ for post-trade reports, which reduced the data quality related errors by 50%
 - Prepared Transaction Cost Analysis and Venue Toxicity reports to study Citi's Global Algorithmic Trading performance
- **Citi Technology Centre, Pune, India** 2014 - 2017
Position: Applications Developer Supervisor, Equities Technology
 - Implemented encryption framework for securing sensitive information in Prime Finance Swaps Application
 - Decreased the processing time by 10% by reshaping the data and redesigning the Trade and Treasury Services Global Sales (TTSGS) report in MicroStrategy
 - Developed the Java module for Global Transact: an order-entry platform for the bankers of Citi Private Bank (CPB)
 - Restructured the generic Application Program Interfaces (API) throughout Citi Private Bank Technology thereby reducing the redundancy by 30%

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 10th Annual Wharton-INSEAD Doctoral Consortium, Fontainebleau 2022
- Organizer of PhD Reading Seminar in Technology and Operations Management 2020 - 2021
- Member of the Organizing Committee of Citi India Women's Day Week Celebration 2016

SKILLS

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

REFERENCES

- [Sameer Hasija](#)
Dean of Executive Education, Professor of Technology and Operations Management,
The Henry Ford Chaired Professor in Technology and Operations, INSEAD
Email: sameer.hasija@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
- [Michael Freeman](#)
Assistant Professor, Technology and Operations Management, INSEAD
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