SONAL SRIVASTAVA

Judge Business School ⋄ University of Cambridge, United Kingdom
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EDUCATION

PhD in Management Studies *2018–present*
Cambridge Judge Business School, University of Cambridge, UK
Degree Committee- Jaideep Prabhu, Ahmed Khwaja, Dominique Lauga

MPhil in Strategy, Marketing and Operations *2017–18*
Judge Business School, University of Cambridge, UK

Post Graduate Diploma In Management *2012–14*
Indian Institute of Management (IIM), Lucknow, India
Università Commerciale Luigi Bocconi, Milan, Italy (*Exchange program*)

Bachelor of Technology *2007–11*
Indian Institute of Technology (IIT), Kharagpur, India

RESEARCH INTERESTS

Substantive
eCommerce, Two-sided Platforms, Marketing Strategy
Methodological
Dynamic Choice Modelling, Econometric Analysis and Machine Learning

SELECTED GRADUATE COURSEWORK

Economics/Marketing

Economics of Industry I/II (IO for research students)	*London School of Economics*
Fundamentals of Competitive Markets (Microecon.)	*Cambridge Judge Business School*
Quantitative Marketing Models	*Cambridge Judge Business School*
Econometrics I/II	*Cambridge Judge Business School*
Further Econometrics: Time Series	*Cambridge Judge Business School*
Development Economics	*Dept. of Economics, Cambridge*
Game Theory	*Dept. of Economics, Cambridge*
Consumer Behaviour	*Cambridge Judge Business School*
Marketing Strategy	*Cambridge Judge Business School*

Machine Learning

Introduction to Machine Learning	*Dept. of Engineering, Cambridge*
Probabilistic Machine Learning	*Dept. of Engineering, Cambridge*
Deep Learning and Structured Data	*Dept. of Engineering, Cambridge*
Reinforcement Learning and Decision Making	*Dept. of Engineering, Cambridge*

TEACHING

EMBA10 Marketing (Executive MBA)
Marketing, UG level

Personal Statement

I am a second-year PhD student in quantitative marketing at the Cambridge Judge Business School. I am, in the current stage of my doctoral research, exploring ideas that are related to the domain of research in AI in two distinct ways.

In the first work, which is more methodological in nature, I am adapting advanced machine learning methods for the estimation of structural models to generate greater insights from the observed structured data. These methods would be particularly suited for handling high-volume and high-variety datasets. I intend to apply these methods to sequential decision-making problems to uncover consumer preferences.

In the second work, I am trying to understand the impact of algorithms on consumer behavior. Algorithms have become ubiquitous in our lives. For example, algorithms provide tailored information on products and prices, thereby, keeping the consumers more informed than ever before. In other instances, automated algorithms have replaced humans as economic agents; increasing the interaction frequency and affecting the market equilibrium in unprecedented ways. Despite their ever-increasing role in dominating the everyday economic activities, little is known how algorithms are affecting consumer decision making and welfare. I intend to use empirical data and structural modelling to address this gap.

As I am in the process of framing and refining questions for my research projects, it will be very helpful to be part of a research community with similar interests and to get suggestions from the experts at this early stage. The opportunity to attend the ‘2020 PhD Workshop in Economics of AI’ will help me with just that.

Thank you for taking the time to consider my application and I am looking forward to hearing from you.