

# Sonika Singhal

VCU School of Business  
Virginia Commonwealth University  
301 W Main St, Suite 3132  
Richmond, VA 23284

**Phone:** +1 336-609-4957  
**Email:** singhals3@vcu.edu  
**LinkedIn:**  
[linkedin.com/in/sonika-singhal-53779924](https://www.linkedin.com/in/sonika-singhal-53779924)

## EDUCATION

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**Virginia Commonwealth University, Richmond, VA**

Anticipated May 2026

Ph.D. Information Systems

**Dissertation Title:** *Will Your AI Turn Backers Away?: Evidence from Kickstarter's AI Disclosure Policy*

**Dissertation Chair:** Prof. Victoria Yoon

**University of North Carolina, Greensboro, NC**

Aug 2021 – May 2022

M.S. Business Analytics

**Uttaranchal Institute of Technology, India**

Jul 2006 – Jun 2010

B.Tech. Computer Science

## RESEARCH INTERESTS

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### Domain

- Artificial Intelligence
- Digital Platform
- Fintech

### Methodology

- Econometrics
- Applied Machine Learning / Deep Learning
- Game Theory

## WORKING PAPERS

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1. Sonika Singhal, Yeongin Kim, Victoria Yoon. *Will Your AI Turn Backers Away?: Evidence from Kickstarter's AI Disclosure Policy*  
*Status:* Preparing for Submission *Target:* Journal of the Association for Information Systems(JAIS)
2. Sonika Singhal, Yeongin Kim, Victoria Yoon. *Micro-Investment Decision Dynamics using Analytical Modeling*  
*Status:* Conducting the main analysis

## PROCEEDINGS & ABSTRACTS

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- Ganye, Derrick and Singhal, Sonika. *Examining the role of IT capability, digitization, and CIO strategic position on Green IS* (AMCIS 2023). [Link](#)
- Kumar, Prashant and Singhal, Sonika. *Detection Of Fraud In Fintech Applications Using Predictive Analysis* (IGBR 2022). [Link](#)

## AWARDS, HONORS, AND FELLOWSHIPS

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- Nominated for Individual Student Leadership Award, VCU 2025
- Member of Phi Beta Delta, Theta Lambda Chapter, VCU 2024
- Dean Service Award, UNC Greensboro 2022
- Beta Gamma Sigma recognition, UNC Greensboro 2022
- Academic Excellence Award, UNC Greensboro 2022
- Recognized as Emerging Leader, Truist Leadership Institute 2022
- Leadership Challenge, UNCG – Silver and Gold levels 2022

## TEACHING INTERESTS

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- Database Management
- Programming
- Data Mining
- Predictive Analytics
- Data Visualization
- Cyber Security

## TEACHING EXPERIENCE

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### Virginia Commonwealth University

- **Course Instructor**

INFO 364 Database Systems (Undergraduate) for two semesters

- Students are required to complete a comprehensive database project throughout the semester, encompassing user requirement analysis, ERD design, normalization, and SQL-based implementation using SQL.

- **Guest Lecturer**

INFO 701 Qualitative Research in Information Systems (Doctoral Graduate)

- **Teaching Assistant**

INFO 701 Qualitative Research in Information Systems

INFO 664 Information Systems for Business Intelligence

INFO 648 Business Data Analytics

INFO/CISS 644 Principles of Computer and Information Systems Security

INFO 635 Ethical, Social, and Legal Issues in Computer and Information Systems Security

INFO 360 Business Information Systems

INFO 350 Programming

### University of North Carolina, Greensboro

- **Teaching Assistant**

ISM 671 Organizing Data for Analytics

ISM 665 Principles of Cyber Security

## SERVICE

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### Paper Reviewer

Americas Conference on Information Systems (AMCIS), International Conference on Information Systems (ICIS), Pacific Asia Conference on Information Systems (PACIS), and Hawaii International Conference on System Sciences (HICSS).

### University Leadership & Service

University Graduate Council Member	February 2024 – Present
VCU Visionaries, Division of Student Affairs	December 2024 – Present
Mentor, Graduate School Mentoring Program, VCU	February 2024 – Present
Facilitator, VCU Graduate Research Symposium	2024 – 2025 Academic Year

### **Student Organizations**

School of Business, VCU – Graduate Student Ambassador	January 2024 – Present
Division of Student Affairs, VCU – Leadership Board	August 2024 – Present
ISSAB, VCU – Committee Member	August 2022 – Present
STAC, VCU – Chair	August 2022 – June 2025
Graduate Student Association, VCU – President	August 2024 – June 2025
Graduate Student Association, VCU – Treasurer	August 2023 – July 2024
Student Economics Association, VCU – Treasurer	August 2023 – July 2024
Graduate Student Association, VCU – Approbation & Communication	August 2022 – August 2023
Bryan School of Business, UNCG – Graduate Student Ambassador	January 2022 – July 2022
Women in Mathematics, UNCG – Vice President	September 2021 – July 2022
Student Government Association, UNCG – Graduate Senator	September 2021 – July 2022

### **Invited Presentations & Panels**

<i>Presenter, VCU Graduate Research Symposium</i>	2023–2024 Academic Year
Presented research on “Beyond Information Disclosure: Factors Affecting Intent to Disclose Personal Health Information.”	
<i>Presenter, VCU Graduate Student Orientation</i>	2024–2025 Academic Year
<i>Panelist, Diversity &amp; Inclusion Celebration</i>	April 2024
<i>Panelist, VCU International Student Orientation</i>	2024–2025 Academic Year
<i>Panelist, VCU Graduate Student Virtual Panel: Sharing Journeys</i>	August 2024

## **INDUSTRY & PROFESSIONAL EXPERIENCE**

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<b>Percensys CORE Learning, LLC, USA</b>	May 2022 – Aug 2022
<i>Intern</i>	

- Responsible for consolidating data into an organized and trackable pipeline.

<b>Bonanza Portfolio Ltd., India</b>	Apr 2014 – July 2021
<i>IAM Engineer</i>	

- Created and managed RBAC roles, entitlements, and policies in SailPoint and Entra ID for internal, external, and privileged user groups.
- Performed access reviews and certifications, resolving exceptions to meet SOX and internal audit compliance.

### ***Equity Research Analyst***

- Conducted fundamental and technical analysis on listed equities across sectors including IT, healthcare, banking, and finance.
- Managed institutional and HNI portfolios, offering research-backed investment advice.

## COMPUTATIONAL SKILLS

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**Languages:** Python, R, Java, PowerShell, C#, MySQL, SQL Server  
**BI Tools:** Tableau, Power BI  
**Analytics Tools:** STATA, Smart PLS, NVivo, SPSS  
**Cybersecurity (IAM):** SailPoint, Entra ID, CyberArk, Active Directory  
**Others:** LaTeX, Mathematica

## REFERENCES

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**Dr. Victoria Yoon**

Professor, VCU School of Business  
vyyoon@vcu.edu

**Dr. Yeongin Kim**

Assistant Professor, Wake Forest University  
kimy@wfu.edu

**Dr. Jeffery L. Wilson**

Professor, Associate Dean, School of Education, VCU Graduate School  
jlwilson4@vcu.edu