

# HARSHVARDHAN

Email: [hello@harsh17.in](mailto:hello@harsh17.in) ♦ Website: <https://www.harsh17.in/>

## EDUCATION

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<b>Haslam College of Business, University of Tennessee, Knoxville</b> PhD in Business Analytics and Statistics	<i>Aug '21 – Present</i>
<b>Indian Institute of Management Indore</b> Master of Business Administration (MBA)	<i>Jul '19 – Apr '21</i> 3.23/4.33 (first year, top 13 percentile)
<b>Latvijas Universitāte (University of Latvia), Latvia</b> International Exchange Semester (ERASMUS+ Scholar)	<i>Jan '19 – Jun '19</i> 10.0/10.0 (with distinction)
<b>Indian Institute of Management Indore</b> Bachelor of Arts (Foundations of Management)	<i>Aug '16 – Jun '19</i> 3.30/4.33 (top 17 percentile)

## RESEARCH WORKS

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### Peer-reviewed Book Chapters

- Ranjan, P. and **Harshvardhan, M.** (2022). "The Evolution of Dynamic Gaussian Process Model with Applications to Malaria Vaccine Coverage Prediction". In D.D. Hanagal, R.V. Latpatel & G. Chandra (Eds.), *Applied Statistical Methods: ISGES 2020*. Springer. Singapore. [arXiv:2012.11124; Google Books]
- Harshvardhan, M.**, & Ranjan, P. (2019). "Statistical Modelling and Analysis of the Computer-Simulated Datasets". In B. Gupta, & D. Agrawal (Eds.), *Handbook of Research on Cloud Computing and Big Data Applications in IoT* (pp. 202-228). Hershey, PA: IGI Global. doi:10.4018/978-1-5225-8407-0.ch011 [arXiv:2012.11122]

### Reviewed Marketing Case Study

**Harshvardhan, M.** and Kumar, B. (2021). "Invento Robotics: Launching Humanoid Robots". Case Study and Teaching Note. *Ivey Publishing*. [The Case Centre]

Developed case of innovative product launch and management including pricing, distribution and promotions

### Manuscripts

**Harshvardhan, M.** and Nilakantan, R. (2020) "Technical Efficiency of Indian Higher Education Institutes". *Manuscript under preparation*.

Evaluated efficiency of top-50 engineering & management institutes; compared different groups of institutes

## WORK EXPERIENCE

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**Aspect Ratio (Merck Global Centre)** (<https://aspectratio.in/>) *April '21 – Jun '21*

Developed inferential and forecasting models for Merck vaccines in EU and US markets; initiated code automation efforts by operationalising first-ever code-writing R-Shiny app

## INTERNSHIPS

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### Academic Internships

**Research Intern under Prof Pritam Ranjan** *May '18/19 – Jun '18/19*

Studied Gaussian correlation structures and Gaussian models to understand impact of parameters and analysed algorithms to evade near-singularity

## Business Internships

**Tata Consultancy Services, Retail** (<https://www.tcs.com/retail>)

*May '20 – Jul '20*

Developed strong domain knowledge in retail value chain, operations, technologies, modern point-of-sales and unified commerce; studied generic omnichannel strategies in depth

**Kruger Campus, Startup** (<https://kruger.in/>)

*Apr '18 – May '18*

Coordinated trust-based referral marketing campaign with 1,000+ participants reaching 18,000+ students across the country

## **SELECTED PROJECTS**

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### Live Projects

**Bliss Lifesciences** (<http://www.blisslifesciences.com>)

*Mar '20*

Surveyed 300+ participants and analysed data to recommend complete digital marketing and footprint strategy with visibility, cost and return on investments. Tools used: SPSS and Microsoft Excel.

**Chai Kaapi** (<https://www.thechaikaapi.com>)

*Nov '18*

Examined consumer information collected from 3.27 lac+ receipts at 11 stores over 3 years for footfall trends, value boost and frequent baskets. Tools used: R and Microsoft Excel.

### Open-source (Github: <https://harsh17.in/github>)

R Package for PIN Codes (ZIP Code equivalent) for all of India with longitudinal and latitudinal details

Three  $\LaTeX$  templates on assignment, report and presentation available on Overleaf

## **TALKS AND LECTURES**

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Guest lecture on “Introduction to Shiny on RStudio” for FPM (PhD) students at IIM Indore, 2020

Tutorial on “Using  $\LaTeX$  for Resume and Assignments” for undergraduate students at IIM Indore, 2018

Guest lecture on “Introduction to  $\LaTeX$ ” open for all IIM Indore participants, 2017

## **SCHOLARSHIPS AND GRANTS**

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Awarded ERASMUS+ grant by European Commission for exchange semester at University of Latvia, 2019

Awarded Ministry of Defence scholarship by Government of India at Sainik School Tilaiya, 2009–16

Awarded Government of Jharkhand scholarship at Sainik School Tilaiya, 2009–16

## **STUDENT ACTIVITIES**

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**Coordinator, Corporate Involvement, IRIS '20, Aug 19 – Present:** Led a team of 10 members to engage and invite global leaders; coordinated with government agencies and stake holders for sessions

**Coordinator, Information Technology Club, Mar '18 – Mar '19:** Organised 8+ tech events and international video-conference workshops; initiated a podcast on tech-economy

**Volunteer, Data Science for Business Workshop, April 2018:** Student volunteer of Data Science for Business Workshop with 10 CXOs and 750+ attendees at IIM Indore

## **EXTRACURRICULAR**

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Hockey (Zonal Silver Medallist '13), Cultural - Mime and Music (Zonal Gold Medallist '14), Sainik Schools

Adventure Sports: Trekking (All India Gaya Trek Best Cadet), Sky Diving, Parasailing, Kayaking, Rafting