

Mithilesh Pradeep Shah

Third Year PhD Candidate in Marketing

PERSONAL DETAILS	Department of Marketing London Business School	+44 7541345367 mithileshshah@london.edu
EDUCATION	PhD candidate , London Business School	Expected: 2027
	MSc Development Studies , London School of Economics and Political Science	2020
	MTech Technology and Development , Indian Institute of Technology (IIT) Bombay	2017
	BTech Instrumentation and Control , Vishwakarma Institute of Technology	2014
RESEARCH FIELDS	Marketing Strategy Development Economics Experimental Economics	
RESEARCH PROJECTS	Highways and Education Consumption: Evidence from India With Thomas Zhang, Rajesh Chandy and Om Narasimhan Revision Requested, Marketing Science	
	Marketing tree: A Field Experiment in India with Rajesh Chandy, Gita Johar, Catherine Cole, Gaurav Mehta, et.al	
	Investing in the Next Generation: Evidence from Climate Shocks in India With Rajesh Chandy	
RELEVANT EXPERIENCE	Pre-doctoral research assistant , Wheeler Institute of Business and Development, London Business School	Oct 2020-Sept 2022 London, United Kingdom
	<ul style="list-style-type: none">Conducted comprehensive data analysis for the Kenya Financial Diaries Project, utilizing Stata to clean and prepare survey data, create publication-ready visualizations, and analyse secondary data sources to test and develop hypotheses.Assisted in a marketing research project by categorizing and analysing articles from the Journal of Marketing, with a focus on individual marketers and entrepreneurship themes, showcasing strong analytical and critical thinking skills.Supported a large-scale study on marketing skills and labour market outcomes, managing and analysing administrative data for 63,000 candidates using Stata, while collaborating with an Indian organization to gain insights into their marketing skills training program and developing hypotheses to evaluate its impact.	
	Consultant , Odisha Child Malnutrition Project, IIT Bombay-Azim Premji Philanthropic Initiative	Aug 2018-July 2019 Bhubaneswar, India
	<ul style="list-style-type: none">Managed a multidisciplinary team of five professionals in developing a data-driven strategy to combat child malnutrition.Analysed a large-scale survey data, including Concurrent Monitoring 3 (67,000 respondents) and National Family Health Survey (600,000 respondents), to assess regional disparities in malnutrition.	

- Synthesized findings into actionable insights and authored a comprehensive policy brief titled "Tackling Child Malnutrition in Your District" for district-level policymakers.
- Associate Consultant**, Dhamtari district administration, IIT Bombay-UNICEF *Jan 2017-July 2018
Chhattisgarh, India*
- Scaled a pilot training program from 30 to 170 health workers, securing 10,000 USD in funding for expansion
 - Developed a multi-scheme progress monitoring dashboard in MS Excel and created customized digital maps for district-level child malnutrition monitoring utilizing QGIS and GeoDa
 - Trained and mentored subsequent cohorts of UNICEF Fellows at IIT Bombay

RESEARCH SKILLS	Research Methods: Field experiments, Quasi-experimental designs.	
	Data Collection: Survey design; Primary data collection (Survey CTO, Kobo Toolbox), Satellite Images, Web scraping, Personal interviews, Focus group discussions	
	Data Analysis: Microsoft Excel; Stata; R; Python; Generative AI tools	
	Data Visualisation – Processing; Tableau; QGIS; Geoda; Google Earth Engine; Excel; PowerPoint	
RESEARCH GRANTS	Marketing Trees: Wheeler Institute of Business and Development Amount: £11,560	2024
AWARDS AND FELLOWSHIPS	PhD Scholarship , London Business School	2022-2027
	Master’s Award , London School of Economics and Political Science	2020
	Graduate Scholarship , Government of India	2015-2017
LANGUAGE SKILLS	English: Professional Fluency Hindi: Native Marathi: Native	