
EDUCATION SUMMARY**PhD. Student in Applied Economics, University of Minnesota, USA****Expected in 2025**

- Advisor: Professor Chengyan Yue (Behavioral Economics, Consumer Economics, Horticultural Marketing)
- Areas of Research: Understanding consumer preferences for new products using behavioral economics and neuromarketing techniques

MSc. Psychological & Behavioral Sciences, London School of Economics (LSE), UK**August 2021**

- Dissertation: Improving volunteer retention for food sharing platforms using behavioral sciences techniques

BSc. Economics (Honors), Symbiosis School of Economics, Pune, India**June 2020**

- Dissertation: Mental health of Undergraduate students in Pune: Prevalence, Factors, and Impact on performance
- Award: Director's Special Recognition Award for all round performance
- Paper presentation at the 3rd National Agri and food conference on Sustainable Agricultural development for food security and nutrition at MIT, Pune titled 'E-commerce adoption by Service MSMEs of Pune (primary study) – Submitted for publishing to Symbiosis International University:

https://www.linkedin.com/posts/uma-parasuram-354974166_agriculture-environment-water-activity-6625643038976856064-ihXm

SUMMARY OF SKILLS

Programming languages: STATA, R, LaTeX, Markdown, SPSS, Python, MATLAB

PROFESSIONAL SUMMARY**University of Minnesota: Research Assistant****September 2021 – Present**

- Determining the economic impact of turfgrass winterkill in northern USA & Canada:
 - Primary and secondary data collection
 - Data analysis using R and IMPLAN
 - Preliminary results: Revenue loss of \$7,900 per day/golf course due to winterkill
 - Presented the draft of the paper at the 2022 Agricultural & Applied Economics Association (AAEA) Annual Meeting
- Determining willingness to pay for turfgrass monitoring tools to reduce turfgrass winterkill:
 - Designing a choice experiment and analyzing data using Random Regret Minimization and Prospect theory
 - Data analysis using R and STATA
- Analyzed heterogeneous consumer preferences and willingness to pay for perennial grains:
 - Designed a discrete choice experiment on QualtricsSM for perennial grains (Kernza) pancake mixes
 - Data analyzed using mixed logit models and latent class analysis using R and STATA
 - Consumers are willing to pay a premium of \$1.6 - \$2.1 for Kernza based pancake mixed
 - Using latent class analyzes consumers were segmented into three distinct segments – 'Kernza oriented', 'convenience oriented' and 'organic oriented' based on their demographic characteristics
- Investigating the Market Demand for Table Grapes Using the LA/AIDS Model:
 - Conducted a consumer demand analysis of the fresh table grapes market in U.S. using the NielsenIQ Homescan Consumer Panel from 2016 to 2020
 - Results: Organic grapes have a 49% premium on average compared to conventional grapes; organic seeded grapes were considered luxury products while red seeded grapes, green seedless grapes, black seedless grapes, black seeded grapes and other seeded grapes were necessities

NudgeLogics: Sr. Behavioral Consultant**January 2021 – Present**

- Working on enhancing outcomes of digital consumer journey through the infusion of behavioral sciences
- Projects include FinTech, InsurTech, FoodTech and more handled in SQL and Power BI

Snoozfit Pvt. Ltd: Consumer Behavior Analyst**April 2020 - September 2020**

- Field research of 250 respondents to study consumer perception of the association of dentistry in sleep medicine
- The survey investigated the perceptions, inhibitions, and readiness to adopt Mandibular Extension Appliance (MEA) as a line of treatment for sleep issues
- Presented results to the management and devised a development strategy along with the team that increased consumer base by 5%

Snoozfit Pvt. Ltd: Research Associate Intern**April 2019 – July 2019**

- Researched over 50 research papers to understand the prevalence of sleep disorders in psychiatry
- The research enabled the management finetune the marketing activities based on the analysis

Khandwala Securities Ltd: Financial Analyst Intern**June 2018 – July 2018**

- Prepared a 5-year qualitative & quantitative financial report on a leading FMCG company in India (Dabur)
- Prepared a projected financial report for 2018-19 based on the above analysis and current market trends

SHB Social Foundation (NGO): Intern**April 2017 – May 2017**

- Designed and distributed a survey to study the acceptance and attitude of people towards the LGBTQ+ community
- Collected 310 responses electronically and via face-to-face interviews

LEADERSHIP & EXTRACURRICULAR

Registrations team head for college fest I Represented college in basketball & swimming I Grade 6 Piano from Trinity College