

## **EDUCATION**

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<b>McCombs School of Business, The University of Texas at Austin</b>	<b>Austin, TX</b>
Ph.D. Management (Concentration: Strategy), 3.91	Expected in 2026
M.S. Management (Concentration: Strategy)	2022
<b>Brandeis University International Business School</b>	<b>Waltham, MA</b>
Master of Arts in International Economics and Finance, 3.88	2020
<b>Indian Institute of Foreign Trade</b>	<b>New Delhi, India</b>
MBA (International Business)	2016
<b>Universitat Autònoma de Barcelona</b>	<b>Barcelona, Spain</b>
Exchange Program	01/2015 - 03/2015
<b>University of Delhi, Indraprastha College for Women</b>	<b>New Delhi, India</b>
Bachelor of Arts (Honors) Economics	2014

## **RESEARCH**

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**Research Interests:** Imagination, Framing, Psychology of fiction, Evaluation of novelty

### **Job Market Paper:**

- **Creating a Road to Space: Counterfactual Imagination and the Creation of Futures in the Space Economy**  
(Solo-authored)

### **R&Rs and In-Preparation Manuscripts:**

- **Why Entrepreneurs Need Fiction: How Fictional Framing Bridges the Imaginary and the Possible**  
(with Luis Martins & Violina Rindova)
  - o **Revise & Resubmit**, *Strategic Entrepreneurship Journal* – Special Issue on Framing Novelty
- **Harnessing the Structure of Counterfactual Imagination to Narratively Shape the Future**  
(Dissertation Paper; with Luis Martins & Violina Rindova)
  - o Awarded “**Most Novel Proposal**,” Behavioral Strategy Interest Group, SMS 2024
  - o Selected as one of the eight most innovative and high interest papers by Managerial and Organizational Cognition (MOC) Division of the Academy of Management for Tuesday Coolness Presentations, AOM Copenhagen, 2025
  - o Targeting submission to AMR, Summer 2025
- **Projecting Imagined Value Games and the Shaping of Future Possibilities**  
(with Luis Martins & Violina Rindova)
  - o Targeting submission to AMR, Fall 2025

### **Working Papers:**

- **Looking for Stars: How NASA Selects External Proposals for Innovation**  
(with Ram Ranganathan)
- **Organizational Intent to Learn: Harnessing Loss Frame and Social Proof for the Inflation Reduction Act**  
(with multiple co-authors)

### **Book Chapter:**

- Petri, P. A., & Banga, M. 2021. The economic consequences of globalisation in the United States. In *Globalisation and its Economic Consequences* (pp. 192-213). Routledge.

## RESEARCH GRANTS, AWARDS AND SCHOLARSHIPS

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**University Graduate Continuing fellowship in the amount of \$36000, 2024-2025**

University of Texas at Austin

**Graduate School Continuing Fellowship in the amount of \$11000, 2023**

University of Texas at Austin

**Herb Kelleher Entrepreneurship Center Research Fund Award, 2022**

Research funding in the amount of \$10,000 for working paper co-authored with Ram Ranganathan

University of Texas at Austin

**Provost Supplement Fellowship in the amount of \$5000, 2021, 2022, 2023**

University of Texas at Austin

**Graduate School Fellowship in the amount of \$18000, 2020-2021**

University of Texas at Austin

**McCombs School of Business Doctoral Fellowship, 2020-Present**

University of Texas at Austin

**Dean's Fellowship: 100% tuition, 2018-2020**

Brandeis International Business School

**Rosenberg Institute Grant in the amount of \$4500 for Independent Research, Summer 2019**

Independent Study on *Economics of Space* under the guidance of Prof. Matthew Weinzierl, Harvard Business School

Brandeis International Business School

**Professor Sumitra Chisti Memorial Award for 'Best Student in Economics and Trade Policy', 2016**

Indian Institute of Foreign Trade

**Professor Rawa Dhawan Memorial Fellowship for 'The Best All Round Student of Department of Economics', 2014**

University of Delhi

**Professor Ram Deo and Mrs. Swarna Chandra Memorial Award for 'The Student with All Round Excellence', 2014**

University of Delhi

## TEACHING

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**Instructor, McCombs School of Business, UT Austin**

- General Management and Strategy (MAN 374), Summer 2023
  - Instructor Rating: **5.0/5.0** (20 students; 90% response rate)
  - Recognized with the *Fred Moore Assistant Instructor Award for Teaching Excellence*, 2024

**Inclusive Classroom Leadership Certificate for Excellence in Teaching, UT Austin**

- Presented by the Division of Diversity and Community Engagement and the Graduate School, March 2023

## SERVICE

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- Reviewer, Academy of Management Annual Meeting, 2023, 2024, 2025
  - *Outstanding Reviewer Award from the Managerial and Organizational Cognition Division*, 2025
  - *Outstanding Reviewer Award from the Managerial and Organizational Cognition Division*, 2023
- Reviewer, Strategic Management Society Conference, 2024, 2025
- PhD Discussion Forum Organizer, Management Department, McCombs School of Business, 2024-2025
- PhD Student Council Representative, Management Department, McCombs School of Business, 2023-2024
- Organizer, PhD Management Social Events, McCombs School of Business, 2022-2023
- Contributor, Administrative Science Quarterly Blog, 2023

## CONFERENCES, WORKSHOPS, AND PROGRAMS

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### Academy of Management Conference, Copenhagen, July 2025

Scheduled to present/organize:

- *Harnessing the Structure of Counterfactual Imagination to Narratively Shape the Future* (Dissertation Paper; with Luis Martins & Violina Rindova; Paper Session)
- *Creating a Road to Space: Counterfactual Imagination and the Creation of Futures in the Space Economy* (Job Market Paper; Poster Session)
- *Counterfactual Histories and Counterfactual Futures: A New Direction for Cognition* (Panel Symposium)

### Strategic Management Society (SMS) Conference, Istanbul, October 2024

Presented dissertation paper: *Harnessing the Structure of Counterfactual Imagination to Narratively Shape the Future* (co-authored with Violina Rindova & Luis Martins)

Awarded “**Most Novel Proposal**” by the Behavioral Strategy Interest Group

### Academy of Management Conference, Chicago, August 2024

Presented: *Organizational Intent to Learn: Harnessing Loss Frame and Social Proof for the Inflation Reduction Act* (co-authored with John Patrick Akinyemi, Yunxiang Bai, Junyeon Rhee, Tianyu Zhou, and Daniel Nielson)

### European Group for Organizational Studies (EGOS) Colloquium, Milan, July 2024

Presented dissertation paper: *Harnessing the Structure of Counterfactual Imagination to Narratively Shape the Future* (co-authored with Violina Rindova & Luis Martins)

### Strategic Management Society (SMS) Conference, Toronto, October 2023

Presented:

- *Looking for Stars: How NASA Selects External Proposals for Innovation* (co-authored with Ram Ranganathan)
- *Why Entrepreneurs Need Fiction: How Fictional Framing Bridges the Imaginary and the Possible* (co-authored with Luis Martins & Violina Rindova)
- Selected for SMS Doctoral Workshop

### European Group for Organizational Studies (EGOS) Colloquium, 2023

Presented by co-author: *Projecting Imagined Value Games and the shaping of future possibilities*

### HBS Paul R. Lawrence Conference Doctoral Consortium, 2024

*Nominated for participation in the doctoral consortium*

### Markets and Management PhD Talent Development Program, 2023

*Selected participant in the first cohort of the program*

*Co-organizer, Markets & Management workshop, AOM 2024, 2025*

### Kauffman Doctoral Consortium at the Smith Entrepreneurship Research Conference, 2023

*Nominated for participation in the doctoral consortium*

### Carnegie School for Organizational Learning Summer School, 2023

*Participant in the week-long summer school*

### Space Regulatory Bootcamp, Albuquerque, New Mexico, February 2023

*Participated in the intensive program designed to deepen industry regulatory knowledge*

### APEC Roundtable on ‘APEC’s Challenges and Beyond 2020’, Japan Institute of International Affairs, Tokyo, April 2019

*Presented a paper co-authored with Peter A. Petri on Economic Consequences of Globalization in the United States*

### Symposium on ‘Fostering Free Trade and Overcoming Its Challenges in ASEAN and East Asia’, Tokyo, April 2019

*Participant in the symposium*

### Economic Measurement Seminar, National Association for Business Economics, Washington DC, July 2019

*Invited to participate as the NABE leader for Brandeis University*

*Certification in Economic Measurement*

### 60th Annual Conference, National Association for Business Economics, Boston, October 2018

*Invited to participate as the NABE leader for Brandeis University*

## RESEARCH AND TEACHING ASSISTANTSHIPS

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### McCombs School of Business, UT Austin

- Research Assistant for Luis Martins and Ram Ranganathan, 2022-2024
- Research Assistant for Shiva Agarwal and Bukky Akinsanmi, 2021-2022
- Research Assistant for Francisco Polidoro and Shiva Agarwal, 2020-2021

### Brandeis International Business School, Brandeis University

- Research Assistant for Peter A. Petri and Aldo Musacchio, 2018-2020
- Teaching Assistant for Peter A. Petri, International Institutions Laboratory, 2019-2020
  - Fall 2019: Involved in course development; Spring 2020: Course TA
- Teaching Assistant for Peter A. Petri, Technological Rivalry, Spring 2020

## PROFESSIONAL EXPERIENCE

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### Time of Sports

New Delhi, India

#### Innovation Manager

04/2017 - 06/2018

*Time of Sports is a sports startup with the vision of a Fit Nation and a mission to create an ecosystem of Sports For All*

- Led a countrywide project to facilitate sports careers for underprivileged sports prodigies
- Conducted liaison with the governments of Rajasthan and Odisha to initiate sports development projects
- Managed business development for 'F1 in Schools', the world's largest technology challenge for school students

### Trident Group

Ludhiana, India

#### Key Account Manager

07/2016 - 03/2017

- Managed second-biggest client in terry towel division with annual revenue of \$35mn
- Led business development, customer relationship management and supply sustenance for Scandinavia
- Designed a weekly supply planning tool for client; Insights from tool led to more efficient raw material planning
- Worked with production department for new product developments, order cycle management, and product improvements

### Nomura Services India Pvt. Ltd.

#### Investment Banking Intern

Mumbai, India

04/2015 - 06/2015

- Analyzed alcoholic beverages industry for prospective opportunities for a global brewer
- Identified potential targets for acquisition, preparing detailed comparative analysis of each target
- Created pitch book for chosen target to assist client in making acquisition decision

## PROFESSIONAL MEMBERSHIPS

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Academy of Management

Strategic Management Society

European Group for Organizational Studies

## LEADERSHIP POSITIONS

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PhD Council Representative for the Management Department, McCombs School of Business, 2023

President, Brandeis Chapter of National Association for Business Economics, 2019-20

President, Marketing Club, Indian Institute of Foreign Trade, 2014-15

Treasurer, Students' Union, Indraprastha College for Women, University of Delhi, 2012-13

Founder and Editor, Economics Newsletter, Indraprastha College for Women, University of Delhi, 2011-13

Captain, Throw Ball Team, Indian Institute of Foreign Trade, 2014-16

Head Girl, Dewan Public School, Meerut, 2010-11

## OTHER

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Technical Skills R Studio, Stata, Python, SPSS, Topic Modeling

Languages English (Fluent), Hindi (Fluent), French (Beginner), Spanish (Beginner)