MEHER ALAM

Austin, TX, USA | ma65467@my.utexas.edu

EDUCATION

University of Texas at Austin, TX, USA   *2022-Present*
- Ph.D. student, Marketing
- **Areas of interest:** Technology, Algorithmic Recommender Systems, Networks, Education Technology

Purdue University, West Lafayette, IN, USA   *2016 - 2018*
- Master of Science (M.S.), Consumer Science; GPA: 3.79/4.00
- Graduate Coursework: Data Driven Marketing, Python Programming, Marketing Research, Applied Business Analytics, Applied Regression Analysis, Econometrics & Statistical Methods

Lahore University of Management Sciences (LUMS), Lahore, Pakistan   *2011 - 2015*
- Bachelor of Science (BSc.), Accounting & Finance; GPA: 3.52/4.00

AWARDS & RECOGNITIONS

- Bonham Eugene and Dora Memorial fellowship   *2023*
- Summer Fellowship   *2023*
- Fulbright Scholarship awarded by United States Department of State   *2016 - 2018*
- $26,400 tuition award from Purdue University   *2016 – 2018*
- Outstanding Team Player Award at VentureDive Pvt Ltd   *2015 – 2016*
- Dean's Honor List at LUMS   *2013 - 2015*

PROFESSIONAL EXPERIENCE

Lahore University of Management Sciences – Lahore, Pakistan   *Sept 2020- Present*
Adjunct Faculty – Suleman Dawood School of Business
Classes taught: Statistics and Probability, Principles of Marketing Class size: 100 students
- Introduced R programming to students and trained them in statistical analyses and regression modeling using R
- Employed a variety of pedagogy to engage students for online sessions – zoom break out rooms, polls, video annotations, filling google documents together in class in addition to formative and summative assessments to keep track of students' progress

Beaconhouse National University – Lahore, Pakistan   *Jan 2020 - Present*
Lecturer – School of Business
Classes taught: Business Statistics, Consumer Behavior, Marketing Research, Introduction to Business
- Successful course execution led to much higher than average instructor rating in the Business School at the end of the semester
- Lead the Fulbright/University placement program in the Business school and liaised with institutions out of BNU to bring awareness about scholarships to the school & university

Nielsen – Lahore, Pakistan   *Oct 2018- Nov 2019*
Senior Research Executive – Qualitative Research
- Managed key tech clients such as OLX, Jazz, Huawei China & Samsung Pakistan
- Conducted the first of its type, 'Usability Labs' in Nielsen Pakistan to test OLX's revamped iOS/Android application, the result of which was a timely nation wide launch of the application

RESEARCH EXPERIENCE & PROJECTS

Purdue University, Department of Consumer Science – West Lafayette, IN   *Jan – May 2018*
Advisor: Dr. Jiong Sun
- Lead a project which involved conducting market research, designing consumer segmentation studies and analyzing quantitative data on the use of **Artificial Intelligence in Retailing**
- The project in turn investigated the impact of Artificial Intelligence on the competitive forces of offline and online sellers working within the retail industry

Purdue University, Krannert School of Management – West Lafayette, IN   *Jan – May 2018*
Advisor: Dr. Summon Datta
- Used box office variables and data on consumer segmentation studies to develop a model to **predict box office revenues** for movies released in 2015
- Used Multiple Regression, ANOVA, Factor/Cluster Analyses & Conjoint Analyses to explain the data

Purdue University, Krannert School of Management – West Lafayette, IN   *Sept - Dec 2017*
Advisor: Dr. Qiang Liu
- Designed a project which involved concept testing of a need for sharing economy platforms (Primary focus: Airbnb & Lyft) to focus on providing social benefits to users in addition to the basic services
- Proposed an **economic model that could increase customer engagement within Airbnb & Lyft** and resultantly translate into a higher revenue

TECHNICAL SKILLS
Statistical Packages: SAS base, SAS miner, STATA, Minitab | Computational Packages: R, Python

WORKSHOPS
- Causal Inference Workshop, Northwestern University, August 2023
- Advanced Meta Analysis Workshops, June 2023
- Pedagogical Partnership Program, August 2020