

YOUTHIKA CHAUHAN

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Profile Summary: I am a social and environmental impact researcher. As a mixed methods (quantitative and qualitative) researcher I study sustainability initiatives and factors contributing to their effectiveness. I have graduated with a Ph.D. from the University of North Carolina and am currently working at the Leonardo Centre on Business Sustainability at Imperial College London. I have extensive experience of conducting field research and working in developing economies. My prior background in food technology enables me to understand the food and agricultural industry in depth. Therefore, a large part of my doctoral research is related to food security, food sustainability and related issues. My proficiency in English, French, German, and several Indian languages complements my research skills.

Areas of interest: Sustainability, Social and Environmental Impact Assessment, Developing Economies

Education

2016 – 2021	Ph.D. Business Administration (Strategy and Entrepreneurship) Kenan-Flagler Business School (KFBS), University of North Carolina (UNC)	USA
2012-2014	Master of Arts – International Business and Consulting (Strategic Management) Berlin School of Economics and Law (BSEL) (on selection for the Dual-Degree Program by Symbiosis International University)	Germany
2012-2014	Master of Business Administration – International Business Symbiosis International University (SIU)	India
2008-2012	Bachelor of Technology – Food Engineering and Technology Institute of Chemical Technology (ICT), a.k.a. University Department of Chemical Technology (UDCT)	India

Research Experience

2021-present	Post-Doctoral Research Fellow, Imperial College London (<i>short-term contract</i>) • Ongoing research for the Leonardo Centre on Business Sustainability • Quantitative and qualitative research for clients from several industries using corporate impact reports and interviews to analyze social and environmental impact distribution across 17 UN SDGs • Identification of initiatives to maximize the social and environmental impact along with profitability • Conducting field experiments (randomized control trials) to assess the effectiveness of proposed initiatives	UK (remote work from USA)
2021-present	Research Associate at Med Aditus International Inc. (<i>volunteering</i>) • Business model proposition for a for-profit subsidiary seeking to provide affordable healthcare in Africa • Identification of processes to maximize their social impact while being financially viable	USA, Kenya
2016-2021	Ph.D. in Business Administration, UNC Dissertation Title: <i>“Essays on Social Entrepreneurship in Low-/Low-Middle-Income Countries”</i> Key tasks: • Qualitative and quantitative data collection and analysis on the role of businesses in addressing social and environmental challenges. • Identification of processes and practices that enable businesses to be socially and environmentally impactful in a financially lucrative manner. • Assessment of the positive impact generated by the firms and development of policy implications and managerial recommendations. Key Projects (summarized at the end of the CV): • <i>Strategic Advantages through Social Responsiveness: The Case of Certified B-Corps</i> • <i>Reverse Migration and Social Entrepreneurship: A Multi-Country Study</i> • <i>Reviving Agricultural Organizations in the Time of COVID19: Evidences from a Field Experiment</i> Other Projects (See http://youthika.com/past-research for details): • <i>Sociological Factors Related to Malnutrition in Developing Economies</i> • <i>Sustainability and Transparency in Food Industry: An Event Study</i>	USA
2013-2014	Master’s Thesis: <i>“Evaluation of Cloud-Based Information Platforms to Reduce Wastage in Supply Chains of Processed Foods”</i>	Germany India

Professional Experience

2014-2016	OmniActive Health Technologies Limited, India – Product Manager <i>Indian nutraceutical company manufacturing Active Pharmaceutical Ingredients for major food supplements manufacturers across the world</i>	India
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	Identified the future nutritional requirements, translated them into potential product ideas, and assessed their techno-commercial feasibility	
2013	Daimler Financial Services AG (<i>financial services vertical of Daimler AG</i>) - Consultant Assessed market viability and suggested for product-market strategy for the premium used-car business in China and India	Germany
2012-2013	Deutsche Telekom AG - Consultant (part-time) Assessed the scope of implementing machine-to-machine communication technology in food supply chains	Germany
2013	BGM Associates, Consultant (Intern) Studied the market and firm synergies for the acquisition of the client firm	Germany
2011	Cadbury India Limited (now under Mondelez International), Intern Worked on three projects on product and process improvement in the R&D department	India

Publications

- Chauhan, Y. (2020) Food Waste Management with Technological Platforms: Evidences from Indian Food Supply Chains. Published in *Sustainability*, special issue on "Recycling and Valorising Waste from the Agri-food Sector for Sustainability."
Journal Impact Factor: 2.576 (2019); 5-Year Impact Factor: 2.798 (2019)
Available at: <https://www.mdpi.com/2071-1050/12/19/8162/htm>
- Chauhan, Y., O'Neill, H. Strategic Advantages through Social Responsiveness: The Case of Certified B-Corps.
Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3627399
- Chauhan, Y. Reverse Migration and Social Entrepreneurship: A Multi-Country Study
(Summarized at the end of the CV; Full paper available upon request)
- Chauhan, Y. Reviving Agricultural Organizations in the Time of COVID19: Evidences from a Field Experiment
(Summarized at the end of the CV)

Research Achievements and Awards

2020	International Qualitative Comparative Analysis Paper Development Workshop (Organized by ETH Zurich, University of Bamberg, and others), <i>Paper presented</i>	Virtual
2020	Annual Social Entrepreneurship Conference, virtual (Planned) , <i>Paper presented</i> (Organized by the Indiana University and the University of Southern California)	Virtual
2020	Strategic Management Society Annual Conference , <i>Paper presented</i> Nominated for PhD paper prize	Virtual
2020	People's Choice Award for the Best Paper at Global B Corp Conference , <i>Award received</i>	Virtual
2020	European Academy of Management , <i>Paper presented</i>	Virtual
2020	European Group for Organizational Studies; Dissertation Project 1 , <i>Paper presented</i>	Virtual
2020	P. Rao & Venku M. Chatrathi Doctoral Scholarship Award , <i>Award received</i> Award and USD 1,500 scholarship for outstanding research on socio-environmental impact and global development; (Selected out of 71 doctoral students at UNC Business School)	USA
2020	Phillips Ambassador Program , <i>Fellowship received</i> Research funding for USD 6,000 to conduct field research in Asia	USA; Asia
2019	Mahatma Gandhi Fellowship , <i>Fellowship received</i> Research funding for USD 3,000 to conduct field research in South Asia	USA
2019	Internal UNC Small Research Grant , <i>Grant recipient</i> Research funding for USD 1,700 to conduct field research in South Asia	USA
2019	Academy of Management Annual Meeting , <i>Paper presented</i>	USA
2019	Summer Seminar in Stakeholder Theory , <i>Paper presented</i>	USA
2014-present	SoFood Private Limited, Advisor Technical and managerial guidance to a start-up providing green and cost-effective energy solutions for food dehydration in rural and semi-urban India	India

Languages

English (Fluent), **Hindi** (Native), **French** (Full working proficiency; Diplome d'Etudes en Langue Française – B2), **German** (Intermediate; Level A2 Goethe-zertifikat), **Gujarati** (Fluent), **Marathi** (Practical)

Key Research Papers from Doctoral Research:

Strategic Advantages through Social Responsiveness: The Case of Certified B-Corps with Prof. Hugh O'Neill

Available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3627399

Social enterprises, i.e., organizations that seek to address dual missions i.e., social/environmental, and financial missions have been increasing in number and gaining importance. However, most research has focused on the incompatibility of their missions. We have limited understanding about how organizations can fulfil their socio-environmental missions in a financially profitable manner.

Using inductive case-study analysis of firms in South Asia (India, Bangladesh, and Myanmar) largely from the food and agriculture industries, I identify the changes in organizations' processes that can enhance the fulfilment of their social and environmental missions. My study reveals the changes (e.g., adoption of environmental missions, awarding monetary incentives to employees to work towards social missions, and others) that can help firms improve their socio-environmental impact and facilitate the understanding of their social/environmental missions outside the organization. This improved understanding helps firms attain several advantages including (i) attractiveness in the labor market, (ii) mission alignment, and (iii) social impact generation.

For practitioners, my study reveals the process changes that can help firms fulfil their social/environmental missions in a lucrative manner. My study also has policy implications. Highlighting the advantages of mission-derived benefits listed above can influence firms in developing economies to adopt different social and environmental missions. Overall, policy-makers can promote the identified organizational processes among private-sector firms, to ensure the fulfilment of social/environmental missions not only for their social/environmental impact but also for the firms' profitability.

Reverse Migration and Social Entrepreneurship: A Multi-Country Study

(Available upon request)

Scholars from different fields (e.g., economics, sociology, psychology, public policy) have studied migration from developing to developed economies. However, migration from developed to developing economies has been almost entirely overlooked. Although such a form of migration might be smaller in number, it can play a role in host countries' development through the entrepreneurial ventures founded by migrants from developed countries. In this study, I explore this phenomenon of 'reverse migration' i.e., migration from developed to developing economies, and its implications on the success of socially or environmentally oriented firms.

I study how firms can combine their own resources with institutional policies to make their firms financially sustainable, and effective towards their environmental and social impact. Through in-depth field research in 14 developing economies across Asia, Africa, and Latin America, I study the firm resources and forms of institutional support received by social enterprises. Further, I use Qualitative Comparative Analysis method to understand the configurations of these resources that lead to high and low financial performance. I also draw policy implications and practitioner recommendations for firms to be profitable and impactful.

Reviving Agricultural Organizations in the Time of COVID19: Evidences from a Field Experiment

(Ongoing data collection and surveys in collaboration with Kagal Education Society and Maharashtra Skill Development Programme)

Prior research suggests that socio-environmental missions are associated with increased employee retention, commitment and attractiveness in the labor market. However, we do not know whether these missions can help firms overcome setbacks. To understand this, I am working on a field experiment with an agricultural social venture in western India. This study uses the lockdowns due to COVID-19 as setback that has adversely impacted the agricultural industry. I have conducted a first round of surveys to assess employee motivation and organizational identification of the social venture's employees (farmers and trainers) during the crisis (i.e., COVID-19-related lockdowns). Using an environmental impact-based training as an intervention, I will evaluate whether environmental missions can help organizations to restore productivity after a crisis. The second round of surveys will be conducted soon depending on the COVID-19 situation. Data analysis using quantitative methods (differences-in-differences) will be carried out soon thereafter.