

YOUTHIKA CHAUHAN

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Profile Summary: Social impact researcher currently working for Bill & Melinda Gates Agricultural Innovations, also undertaking activities for field-based operations. I have a Ph.D. from the University of North Carolina. My current work involves establishing and executing research processes to inform and assess impact-focused initiatives in the target geographies¹ including countries experiencing fragility, conflict, and violence (FCV)². As a mixed-methods (quantitative and qualitative) researcher, I study sustainability initiatives and factors contributing to their effectiveness using large datasets and self-collected data from the field. I work across the grassroots and institutional levels, through local collaborations to provide actionable solutions. For my doctoral research, I studied socio-environmental issues related to agricultural sustainability, food security, and climate change with a focus on low- and low-middle-income economies³ including FCV countries⁴ where I did intensive field-based research. I have worked for four countries with fieldwork in >10 countries^{2,3}. My fluency in seven languages⁵, client orientation, adaptability in diverse cultural contexts, and willingness to relocate, help me to collaborate with local organizations.

Interests: Food & Agriculture, Climate Change, Developing Economies, Smallholder Farms, Socio-Economic Impact

Education

2016 – 21	Ph.D. in Business Administration (Strategy and Entrepreneurship) Kenan-Flagler Business School (KFBS), University of North Carolina at Chapel Hill (UNC) ⁶ <i>Winner of 5 doctoral awards and scholarships (other than school funding) at UNC and outside</i> ⁷	USA
2012-14	Master of Arts – International Business and Consulting (MA-IBCON) Berlin School of Economics and Law (BSEL) <i>(Merit-based selection for the Dual-Degree Program by SIU from ~200 students; DAAD⁸ scholar)</i> <i>GPA: 1.71 (very good – excellent); graded on a scale of 1 to 5, 1 being the highest; Equivalent US grade⁹: A</i>	Germany
2012-14	Master of Business Administration – International Business (MBA-IB) Symbiosis International University (SIU); GPA: 3.41; Among top 1% of the class	India
2008-12	Bachelor of Technology – Food Engineering and Technology (B.Tech. – Food) Institute of Chemical Technology (ICT, a.k.a. UDCT) ¹⁰ , University of Mumbai <i>Consistent first ranker; Recipient of AICTE¹¹ fee-waiver and other awards for academic excellence</i> ⁶	India

Professional Experience and Research

2022-present	Research Associate, Bill & Melinda Gates Agricultural Innovations (GatesAgOne.org) <i>Wholly owned subsidiary of Bill & Melinda Gates Foundation serving the priorities of smallholder farms in Sub-Saharan Africa and South Asia by enabling the adoption of novel agricultural technology</i> <ul style="list-style-type: none">• Leading research projects with desk-based and field research in collaboration with local institutions to identify areas in the agriculture value chain to integrate and serve the needs of smallholder farms, especially women and vulnerable groups in target geographies¹• Establishing and implementing research platforms to inform projects and firm-wide decision-making to maximize and assess socio-environmental impact on smallholder farms• Working on field research to find and integrate women farmers' needs in Nigeria and Burkina Faso• Leading collaborative projects with Global Center for Gender Equality, Stanford University, others	USA; Sub-Saharan Africa & South Asia; Fieldwork in Nigeria, Burkina Faso
2021	Post-Doctoral Research Fellow, Leonardo Centre on Business Sustainability, Imperial College London (short-term contract)	UK; remote work for client in China

¹ Sub-Saharan Africa & South Asia; Priority: Nigeria, Burkina Faso, Ethiopia, Kenya, Uganda, Rwanda, Bangladesh, and India.

² Per the World Bank [classification](#), FCV countries for upcoming fieldwork: Nigeria and Burkina Faso.

³ Key contexts of doctoral fieldwork: Bangladesh, Benin, Bhutan, Cameroon, China, India, Kenya, Myanmar, Thailand, Uganda, Vietnam.

⁴ FCV countries among the doctoral research contexts are Myanmar and Cameroon.

⁵ See the Languages section at the end of the CV.

⁶ Business school ranked at top 4 according to the [Financial Times \(2021\)](#).

⁷ Awards other than program funding and stipend. See Scholarships, Awards, and Achievements section.

⁸ Recipient of a scholarship by Deutscher Akademischer Austauschdienst (German Academic Exchange Service) based on academic excellence.

⁹ International Grade Conversion to US equivalent as per Foreign Credits Translation and Evaluation

¹⁰ Among leading Indian institutes for engineering, consistently ranked among the top 5 by Indian Centre for Academic Rankings and Excellence.

¹¹ All India Council for Technical Education; the fee-waiver for tuition and other fees is awarded to two top ranking candidates from across Maharashtra state based on the score at the qualifying entrance exam (MHT-CET).

	<ul style="list-style-type: none"> • Conducted quantitative and qualitative research for the client to analyze the social and environmental impact of its corporate social responsibility initiatives across the 17 UN SDGs • Identified initiatives and proposed the implemented solutions to maximize the social and environmental impact of client while maintaining its profitability 	
2021-present	<p>Consultant at Med Aditus International Incorporation (<i>volunteering</i>) <i>Non-profit facilitating access to affordable medicine in Sub-Saharan Africa through product development, manufacturing, and secure supply chains.</i></p> <ul style="list-style-type: none"> • Proposed the implemented business model for a for-profit subsidiary operating in Kenya • Identifying processes to maximize the organization's social impact and financial viability 	US; operations in Kenya, Rwanda
2016-21	<p>Research Assistant (Ph.D. candidate) in Business Administration, UNC</p> <ul style="list-style-type: none"> • Dissertation title: “<i>Essays on Social Entrepreneurship in Low- / Low-Middle-Income Countries</i>” • Conducted qualitative and quantitative field-based data collection^{3,4} and analysis on the role of business (mainly agri-enterprises) in addressing socio-economic and environmental challenges • Collaborated with local enterprises to collect data and identify areas of socio-environmental impact generation which were addressed through proposed methods • Assessed of the impact and developed of policy implications and managerial recommendations <p>Key Projects (summarized in the dissertation summary):</p> <ul style="list-style-type: none"> • <i>Strategic Advantages through Social Responsiveness: The Case of Certified B-Corps</i> • <i>Reverse Migration and Social Entrepreneurship: A Multi-Country Study</i> <p>Other Projects (See http://youthika.com/past-research for details):</p> <ul style="list-style-type: none"> • <i>Sociological Factors Related to Malnutrition in Developing Economies;</i> • <i>Sustainability and Transparency in Food Industry: An Event Study</i> 	USA; fieldwork in several developing economies ^{3,4})
2014-16	<p>Product Manager, OmniActive Health Technologies Limited <i>Nutraceutical (nutritional ingredients) company selling to global food supplement manufacturers</i></p> <ul style="list-style-type: none"> • Identified key nutritional requirements, assessed their techno-commercial feasibility, and translated them into product ideas in tandem with R&D, Operations, and Marketing teams • Led the organization's CSR project to build public toilets in rural areas in collaboration with government agencies 	India
2013	<p>Consultant, Daimler Financial Services AG (<i>part-time</i>) <i>Financial services vertical of the premium automobile manufacturer, Daimler AG</i></p> <ul style="list-style-type: none"> • Worked on a live project to assess market viability for the product-market strategy for the used-car business in China and India through desk- and field-research • Proposed solutions that were implemented during the launch of certified used cars in India 	Germany
2013	<p>Intern (Consultant), BGM Associates <i>Strategy and transaction advisory firm for healthcare and life sciences</i></p> <ul style="list-style-type: none"> • Studied the market synergies for the acquisition of client (medical diagnostics manufacturer) 	Germany
2012-13	<p>Consultant, Deutsche Telekom AG (<i>part-time</i>) <i>Leading telecommunications and information technology platforms provider of Germany</i></p> <ul style="list-style-type: none"> • Assessed the scope of implementing machine-to-machine communication technology in food supply chains through desk-research and expert interviews 	Germany
2011	<p>Intern, Cadbury India Limited (now under Mondelez International) <i>Leading chocolate manufacturer and global FMCG player</i></p> <ul style="list-style-type: none"> • Worked on three projects on product and process improvement for chocolate production 	India

Scholarships, Awards, and Achievements

2021	<p>Award winner, P. Rao and Venku Chatrathi Doctoral Scholarship Award Award and prize money (USD 1,500) for outstanding research on socio-economic impact and global development; Selected out of 71 doctoral students at UNC Business School</p>	USA
2021	<p>Fellowship Recipient, Graduate Phillips Ambassadors Program Research funding for USD 6,000 for field research in Asia and beyond (1 graduate recipient across UNC)</p>	USA; Asia, Africa
2019	<p>Fellowship Recipient, Mahatma Gandhi Fellowship Research funding for USD 3,000 for field research in South Asia (1 graduate recipient across UNC)</p>	USA; South Asia
2019	<p>Scholarship Recipient, Internal UNC Small Research Grant Research funding for USD 1,700 to conduct field research</p>	USA; Asia and Africa
2020	<p>Award winner, People's Choice Award for the Best Paper at Global B Corp Conference</p>	USA; Asia
2020	<p>Award nominee, Ph.D. Paper Prize at Strategic Management Society Annual Conference</p>	Asia, Africa

2011	Winner, Parvatikar (Student of the Year) Award Award for academic excellence at ICT (consistent first ranker in B.Tech. class)	India
2011	Winner, Young Innovator Choice Challenge Member of the winning team to solve an industry-based healthcare problem at all-India level	India

Other projects and experiences

2012-present	Advisor, SoFood Private Limited (Brotos.co.in) <i>Indian start-up providing nature-based and affordable technology solutions for on-farm post-harvest processing in rural India currently generating revenue of USD 125,000 per annum</i> <ul style="list-style-type: none"> • Providing managerial advising on overseas markets, regulatory agencies, and convening overseas buyers • Studied supply-chains in rural areas to find feasible technologies and assisted in pilot trials for solar-powered food dryers in interior Maharashtra and Haryana 	India
2022	Manage Successful Impact Evaluation Surveys course by the Development Impact Evaluation (DIME) department, World Bank Group (<i>Successfully completed the course</i>)	Virtual
2020-23	Communications Team Member, Academy of Management – Organizations in the Natural Environment Division (<i>three-year volunteering tenure</i>) <ul style="list-style-type: none"> • Communications in-charge (social media accounts, newsletter, emails) for the ONE division of the biggest Management consortium in academia 	USA; Virtual
2022-present	Communications Director, Spark Mentoring (<i>volunteering</i>) <ul style="list-style-type: none"> • Leading the communications (social media accounts, blogs, university outreach) for an alumni-founded mentoring initiative for the current students and recent graduates of alma-mater, ICT, and sister institutes • Presenting at seminars on career guidance, job applications, communication skills, and others 	India (remote work from USA)
2019-21	Teaching at Kenan-Flagler Business School, UNC (while pursuing the Ph.D. program) <ul style="list-style-type: none"> • Strategic Management (BUSI 411) – Instructor for the undergraduate core Strategy course; Received outstanding student evaluations (4.1 out of 5) • Global Studies (GLBL 281) – Teaching assistant for Phillips Ambassador Program 	USA
2019-20	Conference presentations at the Academy of Management Annual Meeting (2020, 2019), Strategic Management Society Conference (2020), European Academy of Management (2020), and others	Global, virtual
2013-14	Master’s Thesis: “Evaluation of Cloud-Based Information Platforms to Reduce Wastage in Supply Chains of Processed Foods” (<i>Part of MA-IBCON and MBA-IB coursework</i>) <ul style="list-style-type: none"> • Identified a gap in existing knowledge on food wastage, environment, and supply-chain technologies • Identified technological platforms to address food wastage in developing economies and assessed their relevance and actual impact through field-research in India 	Germany, India
2015-18	Editor, UDAAN (UDCT Alumni Association Newsletter) (<i>Newsletter for ICT alumni</i>) <ul style="list-style-type: none"> • Created and managed content for a monthly publication reaching >5,000 ICT alumni each month • Initiated and drove programs and columns to support job search and job creation for ICT alumni 	India
2011-12	Bachelor’s Degree Project: “Multigrain Khakhra (Nutritious Indian snack-food)” (<i>Part of B. Tech. – Food coursework; received highest grade in class</i>) <ul style="list-style-type: none"> • Conducted literature review and laboratory trials to optimize the nutritional profile, customer preference, and regulatory compliance needs in the Indian market, followed by preparing a business operating plan 	India

Publications

1. Chauhan, Y. (2020) Food Waste Management with Technological Platforms: Evidences from Indian Food Supply Chains. Published in *Sustainability*. Journal Impact Factor: 2.576 (2019); 5-Year Impact Factor: 2.798. (Available at: <https://www.mdpi.com/2071-1050/12/19/8162/htm>)
2. Chauhan, Y., O'Neill, H. (Ongoing) Strategic Advantages through Social Responsiveness: The Case of Certified B-Corps. Draft available at: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3627399.
3. Chauhan, Y. (Ongoing) Reverse Migration and Social Entrepreneurship (Draft available upon request)

Languages

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

Other Skills

Program Management, Programmatic Project Management, Cross-Institutional Leadership for International Projects, Management Consulting, Client Engagement, Cross-Functional Team Work, Teamwork and Leadership, Communication, Quantitative Research, Qualitative Research, Data Visualization, Programming Languages (Stata, R).