

HIMANI MEHTA

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EXPERIENCE

Center for Technology, Innovation and Competition | UPenn, Research Fellow JUL'20 - CURRENT

Impact of Mobile Internet Uptake on Women's Socio-Economic Well-Being in Ghana and Bangladesh

- Designed quantitative surveys for 11,000 respondents after identifying various dimensions of well-being
- Conducting the data analysis to identify the causal effect of mobile internet uptake on women's well-being using statistical techniques such as fixed effect regressions, difference-in-differences, and Bayesian hierarchical models
- Applying ML techniques to classify respondents into user profiles based on internet use cases and demographics
- Created a stratified random sampling strategy for panel data collection over 3 years, laid out a pre-analysis plan, developed training guides for enumerators and tested the survey in collaboration with local partners
- Designed and analysed qualitative interviews to identify social norms affecting women's usage of mobile internet

Precision Agriculture for Development, Boston | Behavioral Economics Intern MAY'20 - AUG'20

A/B Tests of Messages Encouraging Indian Farmers to Adopt Crop Diversification

- Designed and coded pre-test polling survey to identify the reasons farmers do not diversify crop profile
- Curated behaviorally informed message content to test on 9000 farmers to alter norms and reduce risk aversion
- Conducted stratified population sampling and data analysis for the A/B tests to study effectiveness of the message

Kearney, Singapore, Kuala Lumpur, Mumbai | Management Consultant AUG'18 - MAY'19

Digital Transformation Project for Singapore's Largest Telecom Provider

- Developed an AI marketing tool to provide consumer behavior insights to up revenue by US\$ 4 million
- Led the development of a emotion displaying Whatsapp Bot customer service channel using the agile methodology

Negotiation Strategies for Site Rental Cost Reduction for Malaysian Telecom Provider

- Identified landlord biases using behavioral archetypes to develop negotiation strategies for new contract terms
- Estimated approximately 8% reductions in cost leading to savings of US\$ 3 million based on recommendations

World Bank Project to Lower Greenhouse Gases (GHG) & Operational Costs in Trucking in Vietnam

- Modeled profitability and emissions to create a policy road-map to achieve 10% reduction in GHG emissions and 18% reduction in transportation costs through recommendations such as the consolidation of the trucking industry

EDUCATION

University of Pennsylvania | Masters in Behavioral and Decision Sciences DEC 2020

Relevant Courses: Quantitative Modeling, Data Science, Econometrics, Behavioral Public Policy, Behavioral Economics and Public Health, Experimental and Research Methods, Judgements and Decisions, Negotiation, Social Norms

Indian Institute of Technology Bombay | BTech, Materials Science Engineering (Minor: Management) MAY 2018

Relevant Courses: Economics, Data Analysis and Interpretation, Operations Management, Project Management, Strategic Management, Computer Programming and Utilization

PUBLICATIONS

Applying Behavioral Economics to Reduce Broken Dental Appointments | Journal of the American Dental Association | Wang T., Mehta H., Myers D., Uberoi V. | <https://doi.org/10.1016/j.ada.2020.07.024>

Behavioral Change Interventions to Curb Female Genital Mutilation: A Literature Review | British Medical Journal | Shpenev A., Mehta H., Chaya I., Padmanabhan N., Bicchieri C. | Under Review

SKILLS

Statistical Tools: Proficiency in R, STATA, SPSS, Python, Microsoft Excel

Public Speaking: Winner of the Indian National University Debating Championship (hosted by NLSIU)

PROJECTS AT UNIVERSITY OF PENNSYLVANIA

Social Norms Affecting Female Genital Mutilation in Mali | Center for Social Norms and Behavioral Dynamics

- Analyzed the relationships among the main actors involved in FGM to develop tools to transform collective behaviors

Improve Cancer Screening Rates for Marginalized Populations in the US | Merck and Co. Design Challenge

- Designed low resource interventions by using culture specific messaging and behaviorally designed text reminders

Effect of Affect Labelling in Lowering Physiological Stress | Wharton Behavioral and Decision Sciences

- Interviewed participants in a double-blind lab experiment where they engaged in a series of stress inducing tasks