

Bios



Shashwat Alok is an Associate Professor of Finance at the Indian School of Business (ISB) and Research Director at the Digital Identity Research Initiative. His research focuses on corporate finance, particularly the impact of law, government policy, and institutions on firms and individual behaviour, with an emphasis on emerging markets. His recent work examines the role of fintech and alternative data in expanding financial inclusion, as well as the impact of climate change on firms and capital allocation.

He joined ISB in 2013 after earning his PhD in Finance from the Olin Business School, Washington University in St. Louis.



Mudit Agarwal is the CEO of Indian Highways Management Company Limited (IHMCL), where he leads initiatives focused on digital transformation in India's highway tolling and mobility ecosystem. He has played a key role in advancing intelligent transportation systems, FASTag adoption, and barrier-less tolling technologies such as Multi-Lane Free Flow. With extensive experience in technology, infrastructure, and digital payments, Agarwal has contributed to modernising highway operations and enhancing seamless travel across India's national highway network. He is an alumnus of the Indian Institute of Management Calcutta.



Saharsh Agarwal is an Assistant Professor of Information Systems at the Indian School of Business. His research focuses on the societal impacts of digital platforms and emerging technologies, with a particular emphasis on policy-related issues. His work has been published in leading academic journals and media outlets.

He completed his undergraduate degree from Birla Institute of Technology and Science, Pilani and earned his PhD from the Heinz College, Carnegie Mellon University.



Shehnaz Ahmed is Senior Resident Fellow and leads the Applied Law and Technology Research (ALTR) at Vidhi, where she specialises in technology law and policy. She has worked with several Government Ministries/Departments and regulators on matters relating to digital public infrastructure, data protection, artificial intelligence, and fintech. Her work at Vidhi focuses on developing legal and policy solutions to ensure that innovation serves society equitably and responsibly. Before joining Vidhi, she worked with the Financial Regulatory Practice at Cyril Amarchand Mangaldas.



Marshall Van Alstyne is the Questrom Professor of Information Economics and former chair of the department at the Boston University Questrom School of Business. His research focuses on network business models, information economics, communications markets, and the social and productivity effects of technology. As co-developer of the concept of “two-sided networks,” he has significantly contributed to the theory of network effects, now taught worldwide. His work has appeared in leading publications including *Science*, *Nature*, and *Harvard Business Review*. He has received multiple National Science Foundation awards and has been recognised by Thinkers50 as one of the world’s leading management thinkers.



Uttara Ananthakrishnan is an Assistant Professor of Information Systems at the Foster School of Business, University of Washington. Her research focuses on the societal impacts of technology, with particular emphasis on AI-generated content, digital platforms, user-generated content, and online consumer behaviour. She uses econometrics, natural language processing, and machine learning to study issues such as social media toxicity, online reviews, and the economic effects of digital platforms.

Before joining the University of Washington, she served as faculty at Carnegie Mellon University and worked as an analyst at [Google](#). In 2025, she received the Gordon B. Davis Young Scholar Award from the INFORMS Information Systems Society for her research on technology and society.



Jean-Louis Arcand is the fifth president of the Global Development Network, the international organization founded by Joseph Stiglitz, headquartered in New Delhi and with offices in Clermont Ferrand and Washington DC, which has supported capacity building in the social sciences in the Global South since 1999. Born in Ebolowa (Cameroon) and a Canadian citizen, Jean-Louis Arcand is Professor in the Department of International Economics at the Graduate Institute in Geneva, which he joined in 2008. From 2017 to 2020 he was department chair, from 2012 to 2016 he was the founding Director of the Center for Finance and Development and from 2009 to 2012 he was chair of Development Studies. He is also Affiliate Professor at the Université Mohammed VI Polytechnic in Rabat. He is a Founding Fellow of the European Union Development Network (EUDN), a Senior Fellow at the Fondation pour les études et recherches en développement international (FERDI) and has been a Visiting Professor at Renmin University of China in Beijing, the Universidade Federal da Bahia and several universities in Africa and the Caribbean. He was assistant and then Associate Professor at the University of Montréal, and Professor at the Centre d'études et de recherches en développement International (CERDI) and holds a PhD in Economics from the Massachusetts Institute of Technology (MIT).



Venkatesh Balasubramanian is a Professor in the Department of Engineering Design and Heads the CoE on Road Safety (CoERS, a think-tank funded by MoRTH, GoI) at Indian Institute of Technology Madras (IITM). He works on addressing societal problems through a **Data-Driven, Systems approach** that has resulted in various **disruptive innovations in product and process**.



Ravi Bapna is the Curtis L. Carlson Chair in Business Analytics and Information Systems at the Carlson School of Management, University of Minnesota, and Academic Director of the Analytics for Good Institute and Carlson Analytics Lab. He is a globally recognised scholar in analytics, Artificial Intelligence/Machine Learning (AI/ML), digital transformation, and the economics of information systems, with influential research published in leading journals and multiple INFORMS awards. He co-founded the MS Business Analytics programme and leads industry–academia collaboration through experiential learning initiatives at CAL. He has previously held faculty roles at the Indian School of Business and the University of Connecticut and has extensive experience in executive education, consulting, and board advisory work worldwide.



Manish Sabharwal is Vice-Chairman of TeamLease Services, one of India’s leading staffing and human capital firms, and a Member of the Governing Board of NCAER. Prior to co-founding TeamLease Services, he co-founded India Life, an HR outsourcing company in 1996 that was acquired in 2002 by a listed US company called Hewitt Associates. Consequently, he was CEO of Hewitt Outsourcing (Asia) based in Singapore for two years. Mr Sabharwal is a member of the National Skill Mission, Central Advisory Board of Education, and has served on various policy committees for education, employment, and employability. He served as an Independent Director on the Board of the Reserve Bank of India (RBI) and is a Member of Advisory Board of the Comptroller and Auditor General (CAG). He is also Managing Trustee of the New India Foundation and is a columnist for *The Indian Express*. He received his MBA from The Wharton School and is an alumnus of Shriram College, Delhi, and Mayo College, Ajmer.



Sofia Bapna is an Associate Professor (with tenure) and Lawrence Fellow at the Carlson School of Management, University of Minnesota. Her research focuses on gender gaps, entrepreneurship in the digital economy, and AI in education. Her work combines perspectives from information systems, entrepreneurship, and labour markets, using field experiments and econometric methods to study causal impact.

She conducts her research in collaboration with industry partners and has published in leading journals such as *Management Science*, *MIS Quarterly*, and *Information Systems Research*. Supported by the National Science Foundation and the Ewing

Marion Kauffman Foundation, she has received several early-career honours from INFORMS and the Association for Information Systems.



Tanusree Deb Barma is an Indian Administrative Service (IAS) officer currently serving as Deputy Director General at the Unique Identification Authority of India (UIDAI). She is associated with the Technology Centre and Technology Development divisions, overseeing Aadhaar technology operations and innovation initiatives.

She is also recognized as one of the first women from Tripura to clear the UPSC Civil Services Examination and has previously held senior administrative roles in the governments of Tripura and Karnataka. She studied at Indian Institute of Technology Delhi before joining the IAS.



Suman Bery is an Indian economist who served as the Vice Chairman of NITI Aayog from 1 May 2022 to 7 May 2026. He is known for his extensive work in economic policy, development strategy, and macroeconomic research. Over his career, he has held senior positions in international and Indian institutions, including the World Bank, the National Council of Applied Economic Research (NCAER), and Royal Dutch Shell. Since 2016, Mr Bery has been a Non-resident Fellow of Bruegel, the European think tank located in Brussels, on leave for public service while at NITI Aayog. He has also contributed to government advisory bodies and policy discussions on India's growth, structural reforms, and external sector strategy. His work bridges global economic analysis with India's domestic policy challenges.



Kameshwari (Kamya) Chandra is a co-founder of Centre for Digital Public Infrastructure (CDPI), where she advises countries on designing and implementing Digital Public Infrastructure (DPI). She previously served as Advisor on DPI to India's Ministry of Finance, focusing on financial inclusion and large-scale digital systems. She was part of the founding team behind India's Account Aggregator framework, helping scale open finance to over a billion financial accounts, and contributed to digital KYC solutions for Small and Medium-Sized Enterprises (SMEs) through integrations with Udhyam and DigiLocker. Earlier, she worked with the World Bank's ID4D initiative and Boston Consulting Group. She holds an MPA from the London School of Economics and Political Science (LSE) and a BA in Economics from St John's University, New York City.



Rahul Chari is the Founder and CTO of PhonePe and a serial entrepreneur with over 20 years of experience in fintech, consumer internet, and enterprise software. Before PhonePe, he was Vice President of Engineering at Flipkart, leading supply chain technology initiatives. He also co-founded Maller's Inc., creator of the MIME360 digital content platform. Earlier, he worked at Cisco Systems on advanced SAN storage technologies and virtualisation solutions. Rahul holds a Master's degree from Purdue University and a Bachelor's degree from University of Mumbai.



Avinash Collis is an Assistant Professor at the Heinz College, Carnegie Mellon University. His research focuses on the economic implications of information technologies. He earned his PhD from the MIT Sloan School of Management, and his work has appeared in leading academic and practitioner journals. His research has also been featured in major media outlets including *The New York Times*, *The Wall Street Journal*, and *The Economist*.

He is also a member of the Federal Economic Statistics Advisory Committee (FESAC), which advises key U.S. statistical agencies on economic measurement and policy.



Sonalde Desai is a Distinguished University Professor Emerita in the Department of Sociology at the University of Maryland and Professor and Centre Director at the NCAER-National Data Innovation Centre. Her research focuses on social transformation in India, particularly education, employment, gender, and maternal and child health. She leads the India Human Development Survey (IHDS), a major longitudinal study of over 40,000 households examining changes in Indian society from 2004 to 2024. Desai earned her PhD from Stanford University and completed post-doctoral training at the University of Chicago and RAND Corporation. She was President of the Population Association of America in 2022 and is a Fellow of the American Association for the Advancement of Science.



Saurabh Garg, is the Secretary of the Ministry of Statistics and Programme Implementation, Govt. of India. He previously served as Secretary, Ministry of Social Justice and Empowerment, focusing on policies for vulnerable communities. As the Chief Executive of the Unique Identification Authority of India, he led the team for strengthening the technology stack of the Aadhaar eco-system. His past roles include positions in the Ministry of Finance, Govt. of India where he played a key role in the Direct Benefit Transfer (DBT) programmes and Foreign Direct Investment (FDI) policy formulation. An officer of the Indian Administrative Service, he has over the years served as Secretary, Agriculture, Urban Development and Industries in the

Government of Odisha. He was on a secondment as an Adviser at the World Bank in Washington DC. Dr. Garg holds a Ph.D. from Johns Hopkins University, an MBA from IIM Ahmedabad, where he was awarded a Gold Medal for academic excellence, and a B.Tech from IIT Delhi.



Anindya Ghose is the Heinz Riehl Chair Professor of Business at New York University Stern School of Business, with joint appointments in the Technology, Operations, and Statistics and Marketing departments. He directs the Master of Business Analytics programme and is a Leonard Stern Faculty Scholar. A globally recognised expert in business analytics and digital transformation, he has received honours from Thinkers50, INFORMS, AIS, and Web of Science. Ghose was named among Poets & Quants' Top 40 Professors Under 40 and Analytics Week's Top 200 Thought Leaders. He is also the youngest recipient of IIM Calcutta's Distinguished Alumni Award.



Anandasivam Gopal is the President's Chair of Information Systems and Innovation at the Nanyang Business School. Previously, he served as Dean's Professor of Information Systems at the Robert H. Smith School of Business. His research focuses on technology platforms, entrepreneurship, contracts, mobile platforms, healthcare, and technology-based services, with interests in sustainability and the social value of technology.

Before academia, he worked in strategy consulting at [PwC](#) (through PRTM). He earned his PhD in Information Systems from the Tepper School of Business, Carnegie Mellon University, and holds degrees from the University of North Carolina at Chapel Hill and Birla Institute of Technology and Science, Pilani.



Suresh Goyal Suresh Goyal is the Director General of National Council of Applied Economic Research (NCAER).

He has over 30 years of experience across the private and public sectors. He joined NCAER after his assignment as the Managing Director and CEO of the National Highway Infra Trust (NHIT), which was set up by the Ministry of Road Transport & Highways and the National Highways Authority of India to support the National Monetisation Pipeline. Starting as the first employee in 2020, he built NHIT into one of the largest road platforms, with an enterprise value of ~INR 48,000 crore, thereby contributing significantly to the government's monetisation agenda. He successfully managed multiple stakeholders, steering NHIT to deliver consistent performance. Before moving to the government role, He had spent his career in the private sector, with his last stint at Macquarie Infrastructure & Real Assets as Senior Managing Director and Head of India and South-East Asia, based in Singapore.



Alok Gupta holds the Curtis L. Carlson Schoolwide Chair in Information Management at the Carlson School of Management, University of Minnesota. Until 2024, he served as Senior Associate Dean of Faculty, Research, and Administration at the Carlson School. His research focuses on the economic engineering of systems, including e-commerce, transactional systems, and Human–AI collaboration. He has published widely in leading journals such as *Management Science*, *Information Systems Research*, and *MIS Quarterly*, and received the prestigious National Science Foundation CAREER Award.

He earned his PhD from the University of Texas at Austin and has held key editorial roles, including Editor-in-Chief of *Information Systems Research*. He is an AIS Fellow and received the AIS LEO Award and INFORMS Fellow recognition for his contributions to the field.



Jonathan Hersh is an Associate Professor of Economics and Management Science at Argyros College of Business and Economics, Chapman University, California. His research explores how artificial intelligence, machine learning, and data analytics shape business strategy, labour markets, and digital platforms. Hersh has earlier worked with the World Bank and has taught at Massachusetts Institute of Technology (MIT) and Wellesley College. His studies have appeared in leading journals such as *Management Science* and *MIS Quarterly*. In 2023, he received the BBVA Foundation Frontiers of Knowledge Award for AI research estimating war-related infrastructure damage. He holds a PhD in Economics from Boston University.



Pranav Jindal is an Associate Professor of Marketing and the Associate Dean for Admissions and Careers at the Indian School of Business.

Pranav’s research focuses on pricing, salesforce management, sales compensation, behavioral economics, and conjoint analysis, with particular expertise in structural conjoint. He has published in leading journals such as *Marketing Science*, *Journal of Marketing Research*, *Journal of Marketing and Management Science*, and was named an MSI Scholar by the Marketing Science Institute in 2024. Pranav serves as Associate Editor at several top journals including *Marketing Science*, *Journal of Marketing Research* and *Journal of Business Research*.

He holds a PhD and MBA in Marketing from the University of Chicago Booth School of Business and a B.Tech from the Indian Institute of Technology Delhi. At ISB, he teaches courses on Marketing Analytics, Behavioral Economics, Managerial Decision Making, Customer Loyalty Programs, and Marketing Strategy.



Karthik Adapa is a distinguished physician-scientist specializing in digital health, governance, and artificial intelligence, with a career spanning government, academia, and international organizations. As an Indian Administrative Service (IAS) officer, he held pivotal leadership positions, including Health and IT Secretary for Punjab, where he spearheaded India's first blockchain-based recruitment system in healthcare, conducted the first-ever population-level real-world evaluation of AI-driven health interventions, and implemented transformative digital health initiatives, such as AI-based fraud detection in health insurance and digital public infrastructure for primary healthcare across 2,400 facilities. Currently serving as the Regional Adviser for Digital Health at WHO South-East Asia Regional Office, Dr. Adapa led the development of national digital health blueprints for six countries across two continents, making the South-East Asia Region the first WHO region to achieve 80% member state coverage in digital health strategy development. An accomplished academic and researcher, he holds a Ph.D. in Health Informatics from the University of North Carolina at Chapel Hill, where he also serves as an Adjunct Faculty member. With over 100 peer-reviewed publications, he has secured more than \$150 million in research grants from US federal agencies. A recognized thought leader, he serves on the editorial boards of five leading scientific journals, including Nature, has co-authored WHO technical briefs, and has delivered keynote addresses at prestigious global forums such as the Global Partnership on AI Summit. As a Fulbright Scholar and recipient of multiple international awards, Dr. Adapa continues to drive innovation in AI for clinical applications, patient safety, and digital health transformation worldwide.



Ravneet Kaur is Chairperson of the Competition Commission of India since May 2023. She has led implementation of the Competition (Amendment) Act 2023 by notifying the relevant regulations including those relating to introduction of settlement and commitment frameworks, reforms in combination and leniency regimes. A senior IAS officer with over 37 years of experience, she has served in key departments of the Government of India and Punjab Government related to finance, industry and economic affairs. She has also worked as Chairperson of the National Anti-Profiteering Authority and the National Financial Reporting Authority. Mrs. Kaur holds degrees from Panjab University and the University of Birmingham and was a Hubert Humphrey Fellow at Cornell University.



N.R.V.V.M.K. Rajendra Kumar serves as Member (Finance) of the National Highways Authority of India (NHAI). Prior to his role at NHAI, he held the position of Chief General Manager at the Reserve Bank of India (RBI), which he joined in 1997. At RBI, he worked across key areas such as public debt management, payment systems, currency management, bank supervision, foreign exchange reserve management, and financial markets policy. He has also contributed significantly to the National Highways Infra Trust by addressing operational and financial

challenges, supporting its mission of investing in infrastructure assets, especially in India's road sector.



T. Koshy is an Indian business leader best known for his role as founding Managing Director and CEO of the Open Network for Digital Commerce (ONDC). He played a key role in building and scaling ONDC, a government-backed initiative aimed at creating an open, interoperable digital commerce ecosystem in India, designed to reduce platform monopolies and enable wider participation by small businesses. His leadership at ONDC helped shape its early architecture, onboarding strategy, and ecosystem partnerships. He is widely associated with India's efforts to democratise e-commerce through open networks and digital public infrastructure. Currently, he is involved in taking this idea of Open Network global, with the Indonesia Open Network scheduled to be inaugurated in July 2026 as the first one outside of India.

With a background spanning finance, consulting, and technology, and particularly DPI, Koshy has worked across sectors focused on large-scale systems design and governance. Key roles he has played include initiatives such as NSDL-India's first Securities Depository, Central Record Keeping Agency for Pension, Tax Information Network, SEZ Online, GSTN, UIDAI, and CoWin. He has also worked on a number of projects across multiple countries in the area of National ID and Social Security as part of missions with the World Bank and ADB. Earlier he was also part of the senior team at the Centre for Monitoring of Indian Economy.

His work bridges pioneering technology interventions with India's domestic policy challenges.



S. Krishnan is a senior Indian Administrative Service (IAS) officer of the Tamil Nadu cadre, currently serving as Secretary in the Ministry of Electronics and Information Technology (MeitY), Government of India. He has extensive experience in public administration, finance, and information technology governance. He has held positions in the Government of Tamil Nadu, in the finance, industry, and IT departments, contributing to policy formulation and digital governance initiatives, in the course of his career. As Secretary at MeitY, he is responsible for overseeing India's digital infrastructure, electronics manufacturing ecosystem, cybersecurity policy, and promotion of innovation in emerging technologies. His leadership supports India's digital transformation agenda.



Kanika Mahajan is an Associate Professor of Economics at Ashoka University. Her research interests include labor economics and firm growth often at the intersection of gender and environment. She works extensively on women's labour force participation in India, analysing both supply- and demand-side constraints using household, firm, and digital platform data. Her research also examines how public policy influences labour markets and how firms in India grow and remain resilient, with implications for

trade, labour, and capital. She previously taught at Ambedkar University Delhi. She holds a PhD from the Indian Statistical Institute, Delhi, and degrees from St Stephen's College, Delhi University, and Jawaharlal Nehru University.



Shankar Maruwada is the CEO of EkStep Foundation, a philanthropy he co-founded with Nandan Nilekani and Rohini Nilekani, in 2015. EkStep works at the intersection of cutting-edge techno-social ideas like Digital Public Infrastructure (DPI), open digital networks and Artificial Intelligence (AI), creating solutions for social transformation in collaboration with governments, for-profits, non-profits, academia and other philanthropies.

Featured in MIT Sloan Management Review India's 'Policy 50', a definitive list of the 50 leaders who are steering and shaping India's digital economy, Shankar has three decades of experience across corporate, entrepreneurial, government and development sectors. He was part of the founding team of *Aadhaar* (India's Digital Identity programme) in 2009; and was responsible for naming it. He serves/has served on multiple government committees and advisory bodies on digital transformation, across education, capacity building, urban transformation, agriculture, DPI and AI.

Shankar is also a successful entrepreneur who co-founded one of India's first data analytics startups, Marketics. His entrepreneurial story is chronicled in Rashmi Bansal's 2008 bestseller, '*Stay Hungry, Stay Foolish*'. He currently mentors startups, social entrepreneurs, and not-for-profits.

He is an alumnus of IIT Kharagpur, and IIM, Ahmedabad.



Shomik Mehndiratta is the Practice Manager for Transport in Europe and Central Asia at the World Bank. Previously, he served as Practice Manager for South Asia and has worked at the World Bank since 2002 across East Asia, Latin America, and Africa.

Shomik's work focuses on urban mobility and climate-informed transport policy. He has also worked as Director of Policy at [Uber](#) and previously at [CRA International](#).

He holds a PhD from the University of California, Berkeley and an Executive MBA jointly from INSEAD and Tsinghua University.



Amit Mehra is a Professor of Information Systems at the Naveen Jindal School of Management, University of Texas at Dallas. He previously worked at the Indian School of Business where he directed the Srinji Raju Centre for IT and the Networked Economy. His research focuses on digital transformation, analytics, online retail, and IT-enabled services. He has published in leading journals such as *Management Science*, *MIS Quarterly*, and *Information Systems Research*. He collaborates with industry

on data-driven innovation and technology strategy and digital platforms research. He holds a PhD from the University of Rochester and a degree from IIT Delhi.



Jen Jungeun Oh is the Transport Practice Manager for South Asia at the World Bank. Jen brings over 20 years of experience in transport, infrastructure, and related sectors, and across diverse client countries in Africa, Europe and Central Asia, East Asia, and South Asia Regions. Prior to the World Bank, Ms. Oh carried out transportation research and published on public policies, working in academia and research institutes in the USA and South Korea.

Her areas of expertise encompass urban mobility, climate change, regional connectivity, infrastructure financing, transport sector reforms, and application of innovative technologies in infrastructure sectors. Ms. Oh holds a Ph.D. in engineering and a master's in economics from Purdue University, USA, and a master's in engineering from Seoul National University, South Korea.



T. Rabi Sankar joined the Reserve Bank of India (RBI) in 1990 and became Deputy Governor in May 2021. His responsibilities covered public debt management, foreign exchange reserves, digital payment systems including the Unified Payments Interface (UPI), IT infrastructure, currency management, and foreign exchange management. He also chaired the RBI's currency note printing press.

Sankar played a major role in developing India's government securities market, including the creation of the Negotiated Dealing System (NDS) and the "Retail Direct" platform for retail investment in government bonds. He also advised the Government of Bangladesh and served as an IMF consultant on debt management and bond market development.



Ananya Sen is an Assistant Professor at Carnegie Mellon University's Heinz College. His research interests centre around platforms with a special focus on the media, innovation, and more broadly the digital economy. He uses a variety of empirical techniques to analyse data from field experiments as well as observational data to gain insight into

broad research questions. Before moving to Carnegie Mellon, he was a Post Doctoral Associate at MIT Sloan School of Management. He received a PhD in Economics from the Toulouse School of Economics.



Abhishek Singh is a distinguished officer of the 1995 batch of the Indian Administrative Service and currently serves as Director General, National Testing Agency, Ministry of Education, Government of India. His work focuses on artificial intelligence, emerging technologies, cybersecurity, digital skilling, and technology-driven governance. He previously held leadership roles at the National e-

Governance Division, Digital India Corporation, Karmayogi Bharat, and MyGov, playing a key role in India’s digital transformation. He holds BTech and MTech degrees from the Indian Institute of Technology Kanpur and a Master's in Public Administration from the Harvard Kennedy School.



R Srinivasan is Professor of Strategy and Chairperson of the Center for Digital Public Goods at the Indian Institute of Management Bangalore. He earned his PhD from Indian Institute of Management Ahmedabad in 1998 and has over two decades of teaching and research experience. His work focuses on digital public infrastructures/ digital public goods, platform business models, digital transformation, and strategic decision-making. He has authored various editions of a best-selling book on “Platform Business Models”, and has authored numerous cases and articles on platform businesses and digital public goods. He is a visiting professor at the Friedrich Alexander University of Erlangen-Nuremberg, Germany, and other European universities.



Akhilesh Tilotia is an Indian economist and entrepreneur, and co-founder of Thurro, a platform focused on macroeconomic, sectoral, and corporate intelligence via alternate data and artificial intelligence. He has worked across investment banking, policy advisory, and financial markets research, contributing to analyses of India’s economy and corporate strategy. Through Thurro, he builds data-driven tools and analyses to help organisations interpret complex corporate, economic and geopolitical developments. As an author of two books on India’s macroeconomy and administration, he is known for his commentary on India’s economic transformation and structural reforms. He has contributed to public discourse on growth, markets, and policy in India.



Geetam Tiwari is Emeritus Professor at the TRIP Centre (Transportation Research and Injury Prevention Centre), at the Indian Institute of Technology Delhi. She has held various positions at IIT Delhi since 1990, including Head of TRIP Centre from 2021-2023. Her research focus includes traffic and transport planning and traffic safety focusing on pedestrians, bicycles and bus systems and highway safety. She is editor-in-chief of the International Journal of Injury Control and Safety

Promotion since 2009.

She has been Adlerbretska Guest Professor for sustainable urban transport at the Chalmers University of Technology, Sweden 2007-2010. She serves on the Board of IATSS(International Association for Traffic Safety Science) forum and LEAD India and DIMTS(Delhi integrated Multimodal Transport System Company). She is recipient of many national and international awards including American Public Health Association’s (APHA) Injury Control and Emergency Health Services (ICEHS) Section International Distinguished Career Award 2024 .



Madhu Viswanathan is an Associate Professor of Marketing at the Indian School of Business and serves as the Executive Director of the Srinu Raju Centre for IT and the Networked Economy (SRITNE). Prior to joining ISB, he was an Assistant Professor at the University of Arizona.

His research lies at the intersection of marketing, technology, and policy, with a focus on digital platforms, consumer behavior, distribution channels, pricing, sales incentives, and technology-enabled markets. His work combines field experiments, econometric methods, and machine learning approaches to study questions in areas such as healthcare, retail, financial services, and platform ecosystems. His research has been published in leading journals including the Journal of Marketing Research, Marketing Science and Journal of Economics and Management. He actively collaborates with firms, startups, and policymakers on issues related to growth, digital transformation, and technology-enabled development.

Madhu holds a PhD in Marketing from the University of Minnesota Twin Cities and an undergraduate degree from BITS Pilani.