

**Hina Arora, PhD**  
Clinical Associate Professor  
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## PROFESSIONAL EXPERIENCE

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**Clinical Associate Professor, Arizona State University, 05/2021 - current**

**Clinical Assistant Professor, 08/2015 – 05/2021**

**MSBA Faculty Director, Fall 2022; 08/2015 - 08/2017**

**MSBA Director of Experiential Analytics, 07/2018 – 07/2021**

- **Service:** Faculty Director for the Onsite and Online MS in Business Analytics Programs (Fall 2022; 2015-2017) where I led multiple program-level initiatives to scale the program while maintaining the highest level of quality; Built and led the [Experiential Analytics](#) engagement for the MS in Business Analytics Program - sourced ~175 projects with ~60 companies (as of 2021); W.P. Carey DEI Council Member (2021-Current).
- **Teaching:** Developed and taught multiple analytics courses at the undergraduate (BDA) and graduate levels (MSBA, MBA, EMBA); Played a significant role in the introduction and wide adoption of the Python programming language across the Analytics programs and concentrations in the Business School.
- **Teaching Awards:** Outstanding Graduate Teaching Award, W.P. Carey School of Business (2022-23 and 2016-17); Dean's List for Teaching Impact (2020-21); Outstanding Teaching Award, Masters' Program, Department of Information Systems (2019-20 and 2015-2016); Most Impactful Business Analytics Concentration Professor, MBA Class of 2018, W. P. Carey School of Business (2017-18).
- **Sponsored Projects:** Consultant for International Development Unit at the ASU Knowledge Enterprise (Summer 2018); PI on ASU Sponsored Project with Chemonics International in Spring 2018 (\$41956) and Summer 2018 (\$26668) - this work received two [Industry Innovators Awards](#).
- **Grants:** Co-PI WPC Seed Grant 2022 (\$10,000); Co-PI Sloan Planning Grant #G-2022-19542 2022-23 (\$74,999).

**Group Manager, US Central Marketing Organization (USCMO), Microsoft, Redmond WA, 06/2014 – 05/2015**

- Led a team of Marketing Managers, Data Analysts, Researchers, and Vendors supporting Advanced Analytics, Reporting and Data Management for all Microsoft Enterprise Products in the US Market.
- Led the redesign of the BI platform to enable data and analytics-driven Marketing for the entire USCMO.
- Led change management and drove adoption of the new BI Platform across the entire USCMO.
- Marketing Excellence Award for Analytics Leadership, USCMO Microsoft, 2015.

**Senior Lead Data Scientist, Windows Services, Microsoft, Redmond WA, 02/2011 – 06/2014**

- Built and led a team of Researchers, Data Quality Program Managers, and Vendors, supporting the Data Science needs of Outlook.com and OneDrive teams.
- Led the development and delivery of predictive, descriptive and exploratory Statistical models for targeting, experimentation, causality, engagement, churn, and behavioral segmentation – across customer acquisition, retention and churn – for the consumption of Planning, Marketing, and Product Teams.
- Partner Management across multiple cross-functional roles and teams; Research Management across the entire research lifecycle from problem definition to productization; Project Management across multiple release cycles.

**Program Manager, Microsoft, Redmond WA, 06/2008 – 02/2011**

**Software Engineer, IBM Microelectronics/Cadence Design Systems, Endicott NY, 06/2001 - 04/2004**

**Research Scientist, Center of Excellence for Document Analysis and Recognition, SUNY, Buffalo NY, 02/1998 – 06/2001**

**Programmer Analyst, Cognizant, Madras India, 08/1996 – 11/1997**

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**EDUCATION**

**Ph.D. in Business Administration-MIS**, Arizona State University, USA

**M.E. in Electronics and Communication Engineering**, Indian Institute of Science, India

**B.Sc. in Physics**, University of Madras, India

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**SPONSORED PROJECTS AND GRANTS**

- PI, ASU Sponsored Project with Chemonics International, Spring 2018 (\$41956) and Summer 2018 (\$26668).
- Co-PI with M. Datta, Funded Research at W. P. Carey Seed Grant, 2022 (\$10,000).
- Co-PI with M. Datta, Sloan Foundation Planning Grant #G-2022-19542, 2022 (\$74,999).

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**TECHNICAL REPORTS**

- H. Arora (PI-ASU), I. Singhal (ASU), D. Haldar (ASU), M. McGowan (ASU), S. Dubin (Sponsor–Chemonics), R. Titus (Chemonics), *“TransIT 1.0: Transportation Information Tool”*, Technical Project Report for Chemonics-ASU Graduate Fellowship Program, May 15, 2018.
- H. Arora (PI-ASU), I. Singhal (ASU), D. Haldar (ASU), S. Vichare (ASU), S. Shah (ASU), S. Dubin (Sponsor–Chemonics), R. Titus (Chemonics), *“TransIT 2.0: Transportation Information Tool”*, Technical Project Report for Chemonics-ASU Graduate Fellowship Program, July 10, 2018.
- H. Arora (PI-ASU), I. Singhal (ASU), S. Shah (ASU), S. Vichare (ASU), S. Dubin (Sponsor–Chemonics), R. Titus (Chemonics), *“ePOD 1.0: electronic Proof of Delivery App”*, Technical Project Report for Chemonics-ASU Graduate Fellowship Program, July 10, 2018.

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**GRANT APPLICATIONS**

- M. Datta, H. Arora, *“Creating Equitable Pathways for M.S. in Economics with Hispanic-Serving and Tribal Community College Students”*, Letter of Intent Submitted to Sloan, May 1, 2022.
- M. Datta, H. Arora, *“Expand the MyPath2ASU transfer pathway program to an M.S. in Economics in partnership with local MSIs”*, Planning Grant Proposal Submitted to Sloan, Sep 2, 2022.

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**RECENT INVITED PANELS/TALKS**

- “Innovation: Accelerating Progress Toward the SDGs”, Invited Online Panel, Chemonics, Apr 2021.
- “Continuing the Conversation on Diversity and Inclusion: Leadership Symposium”, Invited Panel, Palo Verde Women in Nuclear, Phoenix AZ, Aug 2019.
- “Generating Talent Opportunities: University and Business Alliances”, Invited Panel, Phoenix CIO Executive Summit, Phoenix AZ, Nov 2018.
- “Partnering to Reach the Last Mile in Global Health Supply Chains”, Invited Panel, Devex Live, SFO CA, Oct 2018.
- “TransIT and ePOD”, Series of Presentations for Chemonics, Washington DC, May 2018.
- “TransIT: Transport Information Tool”, Invited Talk, ASU Frontier Economies Logistics Laboratory, Apr 2018.
- “Continuous Learning in Data Analytics”, Invited Panel, AACSB Data Analytics Summit, Tempe AZ, Mar 2018.
- “Strategies for Teaching Large Classes”, Invited Panel, KNUST Faculty Workshop at ASU, Tempe AZ, Jan 2018.
- Invited Speaker at ASU Barrett Women’s League (BWL) Phoenix Chapter Meeting, Tempe AZ, Feb 2017.
- Participant in MasterCard Foundation Scholars Program through Strengthening Institutional Linkages Program with KNUST (Kwame Nkrumah University of Science and Technology), Ghana, Mar 2017.
- “Exploring Industry Partnership Opportunities in Business Analytics with the W.P. Carey School of Business at Arizona State University”, Invited Talk, ISACA Chapter Meeting, Phoenix AZ, Jan 2017.

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**REFEREED PUBLICATIONS**

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**Journal Articles**

- H. Arora, T.S. Raghu, A. Vinze, A, "Decision Support for Pandemic Propagation and Containment", *ACM Transactions on Information Systems*, 2011.
- H. Arora, T.S. Raghu, A. Vinze, "Resource Allocation for Demand Surge Mitigation During Disaster Response", *Decision Support Systems*, vol. 50, is. 1, pp. 304-315, 2010.
- H. Arora, B.K. Mishra, T.S. Raghu, "Autonomic Computing Approach to Secure Knowledge Management: A Game-theoretic Analysis," Special Issue on Secure Knowledge Management, *IEEE Transactions on Systems, Man and Cybernetics*, vol. 36, is. 3, pp. 487-497, 2006.
- S.N. Srihari, S. Cha, H. Arora, S. Lee, "Individuality of Handwriting", *Journal of Forensic Sciences*, 2002.

**Conference Proceedings**

- H. Arora, T.S. Raghu, A. Vinze, P. Brittenham, "Optimizing Regional Aid during Public Health Emergencies: An Autonomic Resource Allocation Approach", *Hawaii International Conference on System Sciences (HICSS)*, pp. 136-136, 2007.
- H. Arora, P. Steinbart, B. Shao, "Looking at Information Security through a Prospect Theory Lens", *Americas Conference on Information Systems (AMCIS)*, Acapulco, Mexico, Aug 2006.
- H. Arora, T.S. Raghu, A. Vinze, P. Brittenham, "Collaborative self-configuration and learning in autonomic computing systems: Applications to Supply Chain," 3rd *IEEE International Conference on Autonomic Computing (ICAC)*, Dublin, Ireland June 2006.
- H. Arora, T. S. Raghu, A. Vinze, P. Brittenham, "Enhancing Syndromic Surveillance through Autonomic Health Grids", *Americas Conference on Information Systems (AMCIS)*, 2005.
- K.L. Melocco, H. Arora, S.B. Mardhani, P. Setlak "A Comprehensive Approach to Assessing and Analyzing 1149.1 Test Logic", 10<sup>th</sup> *International Test Conference*, 2003.

**Book Chapters**

- H. Arora, T.S. Raghu, A. Vinze, "Information Supply Chains: Restructuring Relationships, Chains and Networks", *Always-On Enterprise Information Systems for Business Continuity: Technologies for Reliable and Scalable Operations* edited by Dr. Nijaz Bajgoric, University of Sarajevo published by IGI Global, 2009.
- H. Arora, T.S. Raghu, A. Vinze, "Autonomic Computing and Information Security", *Handbooks in Information Systems: Information Security*. Elsevier Publishing, 2008.

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**CERTIFICATES AND AWARDS**

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- "Teaching with Cases: Engage, Energize, and Challenge Your Students", Harvard Business Publishing, Aug 2022
- Outstanding Graduate Teaching Award, W.P. Carey School of Business at ASU (2022-23 & 2016-17)
- Dean's List for Teaching Impact, W.P. Carey School of Business at ASU (2020-2021)
- Finalist for the Teets Graduate Teaching Award, W.P. Carey School of Business at ASU (2019-2020)
- Outstanding Teaching Award, Masters' Program, Dept of Information Systems at ASU (2019-20 & 2015-16)
- Most Impactful Business Analytics Concentration Professor, Full Time MBA Class of 2018, W.P. Carey School of Business at ASU (2017-2018)
- Marketing Excellence Award for Analytics Leadership, USCMO Microsoft, 2015
- Division of Graduate Studies Dissertation Fellowship, 2006-08 (one of 5 recipients in Arizona State University)
- Jawaharlal Nehru Postgraduate Scholarship, 1992 (one of 10 recipients in India)
- National Graduate Physics Award, 1991 (one of 5 recipients in India).