

Ameya Sawadkar

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EDUCATION

Symbiosis International University

Jun 2013 – May 2015

Symbiosis Institute of Media and Communication, Pune

M.B.A. in Communication Management with Media Management specialization: 3.055 CGPA

University of Pune

Jun 2007 – April 2013

Marathwada Mitra Mandal's College of Engineering

Bachelor of Engineering, Computers: 61% Aggregate

RESEARCH EXPERIENCE

SIMC, Pune

Research Assistant

Jun 2016 – present

- Working on studies in the area of Communication and methodology research in the qualitative research paradigm
- Conducted a session with the current students on 'Understanding the basics of the Market Research Industry' – this covered the kind of work, profiles and skill-set required for the MR spectrum

Nielsen India

Consumer Insights Executive, CRS Product Specialist, FMCG

Aug 2015 – Jan 2016

- Worked on research design, questionnaire design and data analysis for FMCG brands under the canopy of P&G. Worked on track, product placement, observation, product design, POSM and online panel studies

Mavenmagnet

Qualitative Research Strategist

Mar 2015 – Jun 2015

- In depth text analysis using multi level coding on data extracted using keywords on a Big Data engine. Analysis included creating word maps, secondary research and sentiment analysis for getting insight on clients like Toyota and Economic Times

Ernst & Young LLP

Research Strategist (Ad-Hoc)

Jun 2014 – Aug 2014

- Qualitative and Quantitative study to gauge perception of public transport system in Pune. Consisted of primary data collection (survey and interviews) followed by thematic analysis of content and statistical analysis of data

Mindshare India (GroupM)

Summer Intern (Market Research and Strategy)

Apr 2014 – Jun 2014

- Used Repertory Grid Technique to conduct qualitative research on YUM Foods (KFC and Pizza Hut) in Gurgaon and New Delhi. Findings were supported by quantitative confirmatory survey. Also worked on the India account of Lufthansa on brand strategy (this translated into the *More Indian than you think!* campaign Lufthansa has adopted in India)

Allscripts India

Support Consultant Associate

Jun 2012 – Mar 2013

- L3 tech support executive in the areas of Database and HL7 (Health Level 7) communication protocol

ACADEMIC EXPERIENCE

- Completed Faculty Development Programs (FDP) on **Learner Centered Assessments, Experimental Design: Applications in Business Studies** and **Phenomenological Research**
- Facilitating sessions of the Research Club at SIMC and assisting student groups with projects
- Was a part of the organizing committee of ICMAC 2016 – designed the schedule and the compendium of the conference

PAPER PRESENTATIONS:

1. *Ameya Sawadkar, Ayalasangajula Divya, *What respondents are not telling you: Diving beneath respondents' surface-level awareness during personal interviews*, International Conference on Media and Communication, ICMAC 2016, (07/10/2016)

2. *Ayalasomayajula Divya, Ameya Sawadkar, *Observational Research Methodology: Advantages, Limitations and Enhancements*, National Conference on “Emerging Trends for Excellence in Management and IT”, NCMIT’ 16, (07/10/2016)
3. Ameya Sawadkar, *One Size Fits One: Applying Understanding of Motivations in Video Games and UDL Framework to Design Individual Centric Learning*, Selected for International Communication Management Conference, MICA, 01/2017 **and** Young Scholars’ Research Colloquium, ICMC – MICA (Work in Progress)

ACADEMIC PROJECTS:

1. *Comparative Study of Existing Qualitative Research Techniques and Repertory Grid Technique*, Dissertation thesis for Masters’ program (M.B.A. at SIMC, Pune)
2. *Analyzing Relationship Between Decision Making Process in MMORPG Gameplay and its Effect on Decision Making of Active Business Managers*, Research project for the Research Methodologies and Market Research course (SIMC, Pune)
3. *Mapping Data from Psychometric Tests Conducted During Admission Process at SIMC with Choice of Specialization of Students Admitted to the Institute* (This project has been proposed to the institute to develop a customized tool / inventory to provide assistance to first year students in the process of making the choice for specialization)

RESEARCH INTERESTS: Qualitative Research Methodology and its application in following areas -

- Consumer Behavior / Psychology: Especially in the area of Personal Construct Theory (Kelly, 1955) and how understanding of personal constructs can be critical to understanding behavior
- Adult Education and Learner Centricity: The area of Universal Design for learning and application of Constructivism in the area of learning to move from a teacher centric approach to a learner centered approach.
- MMORPGs: How learning and motivations from a virtual life setting can be applied to comparable scenarios and how in-game problem solving (in form of quests, achievements, levels et al) can be applied to real life problems using gamification and simulations.

HONORS AND AWARDS

- Selected for the Young Scholars’ Research Colloquium 2017 at MICA
- 4.0 points (top 6 percentile) in the Dissertation and Managing Media Businesses heads in last year of M.B.A.
- Global rank 7 at Microsoft Imagine Cup 2011 in the Digital Media section
- “Excellence in Case Resolution” and “Excellent Contribution in Enhancing Team Performance” awards at Allscripts
- Ranked 2nd in ‘1000 Faces’, the flagship event at *Ignisense 2016*, annual national fest of Symbiosis Institute of International Business, Pune
- Won awards for work (acting and writing) in competitive theatre (Best Debut and Best Acting as a Group – Firodia Karandak 2008, Best play – Vinodottam Karandak 2010)
- Received ‘Times of India Newspaper in Education Award for Best English Writing’ on school level in 2005

SKILLS AND INTERESTS

- Computer: Proficient in Microsoft Office Suite, Q (Nielsen Proprietary software), Tableau. Intermediate proficiency with Photoshop and SPSS. Experience in academic writing and industrial reports. Currently attempting experiments in
- Language: Full Professional Proficiency in English, Marathi (Native) and Hindi
- Interests: Theatre – performed in and wrote professional and semi professional theatrical productions, Writing as a hobby, cycling and basketball (represented junior and senior colleges and SIMC), playing the harmonica