K A R I S M A A S H E T H

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Economics (Data Science) Honours graduate and CFA Level I candidate with experience across research, behavioural strategy, financial markets, content and brand communication. Skilled in Python, SQL and Power BI, with two independent research papers applying econometric methods to Indian and global markets. My work has ranged from consumer behaviour and market analysis to leading editorial teams and creating content across LinkedIn, Instagram, publications and brand platforms. Strong interest in game theory, public policy and behavioural economics, and in work where analytical thinking, strategy and communication come together.

EDUCATION

CFA Level 1 Candidate — *Feb 2027**
CFA Institute

Shiv Nadar University, Chennai — *2026*
B.Sc. Economics (Data Science), Honours

The School KFI, Chennai — *2023*
ISC - Science

RESEARCH

De-dollarisation and the Rupee's Internationalisation: Is India Ready for a Multipolar Currency World

- Built a balanced panel dataset (US, Euro Area, China, India, 2008–2021) and ran fixed-effects regressions to test whether trade integration or financial market depth constrains rupee internationalisation.
- Found financial market depth, not trade openness, to be the binding structural constraint on INR internationalisation, and contextualised post-sample interventions (SRVA mechanism, JPMorgan GBI-EM inclusion) against the empirical framework. Developed a phased policy roadmap for rupee internationalisation and situated the findings within broader geopolitical dynamics, including the petrodollar system and BRICS-led settlement alternatives.

The Paradox of Calm Markets: Low-Volatility Regimes and Stress in the Indian Equity Market

- Analysed 3,202 daily NIFTY 50 and India VIX observations (2011–2025) to test whether calm markets predict future stress, using Welch t-tests and OLS regression with robust standard errors, validated on a 213-observation crisis subsample.
- Found that calm regimes do not independently predict future stress once volatility persistence (RV lag coefficient: 0.969) and forward-looking expectations are controlled for, challenging Minsky-style assumptions for emerging markets and informing risk-monitoring frameworks for Indian investors.

EXPERIENCE

Behavioural Economics Intern - ITC Ltd (ESPB), Chennai — *May – Jul 2025*

- Diagnosed five behavioural inefficiencies in sales operations through fieldwork and stakeholder interviews, translating qualitative observations into structured analytical reports. Designed low-cost, scalable interventions (SKU spotlights, scheme checklists) to improve sales representative performance and distributor scheme adoption.
- Developed pilot rollout strategies using behavioural levers to align app nudges, sales-rep action, and distributor coordination.

Fashion Communication Intern - Code White, Chennai (Remote) — *May–Jul 2025*

- Executed content for the brand and website launch, translating the founder’s creative direction into platform-specific copy and storytelling.
- Conceptualised and scripted Instagram Reel series and wrote 20+ pieces of brand-aligned copy across product descriptions, campaign captions, taglines and homepage narratives.

Equity Research & Technical Analysis Intern - StockEdge, Kolkata (Remote) — *May – Jul 2025*

- Conducted technical analysis across multiple asset classes, integrating chart signals with macroeconomic triggers such as Fed announcements and CPI data. Designed multi-asset strategies with risk-reward assessments and back-tested trading ideas across a 3-month window, incorporating inter-market correlations.
- Authored well-structured research reports with market expectations, entry/exit levels, stop-loss planning, and position sizing, sharpening written analysis and disciplined reporting.

Equity Research & Market Analysis Intern - RADS & Co, Kolkata (Remote) — *Jan – Apr 2025*

- Researched listed companies, tracked earnings cycles, and analysed the impact of global and domestic economic events on equity valuations.
- Built working knowledge of portfolio management strategies and investor behaviour through sectoral analysis and real-time interpretation of financial news and market reports.

SKILLS

Research & Analysis: Panel data & fixed-effects regression, econometric modelling, policy analysis, comparative cross-country research

Technical: Python, SQL, Java, R, Advanced Excel & VBA, Power BI, MS Office Suite, Econometrics, Statistical Modelling

Content & Strategy: Content Strategy, Copywriting, Editorial Writing, Brand Communication, Research-led Writing

Professional: Strategic Thinking, Structured reporting, Quantitative analysis, Communication, Adaptability, Teamwork

CERTIFICATIONS

Advanced Microsoft Excel — *Coursera*
Investment Risk Management — *Coursera*
Introduction to Statistics — *Stanford University*
Game Theory — *Stanford University*
Financial Markets — *Yale University*
Risk Analysis — *Goldman Sachs*

LEADERSHIP

Founding President - ArthLok, Economics Society, Shiv Nadar University Chennai — *Sep 2025–Jul 2026*

- Founded and led the society across economics, finance, policy, geopolitics and contemporary issues, overseeing research, content, design, outreach and 10+ events.
- Built and oversaw its content ecosystem, leading a team responsible for 120+ LinkedIn articles and 50+ social media posts, while serving as the final editorial decision-maker for public-facing content.
- Independently researched, wrote and produced INQ, an 8-page publication, taking it from initial idea to final issue.

Placement Coordinator & Class Representative, Economics Department, Shiv Nadar University Chennai — *2024-2026*