

Neelam Modi

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EDUCATION

- 2021–2024 (*Exp*) **Northwestern University**, Evanston, IL
Ph.D. Industrial Engineering & Management Sciences
Major: Computational Social Science
Minors: Applied Statistics & Statistical Learning; Optimization
Advisor: Noshir Contractor
- 2020–2021 **Northwestern University**, Evanston, IL
M.S. Industrial Engineering & Management Sciences
- 2014–2018 **University of North Carolina at Chapel Hill**, Chapel Hill, NC
North Carolina State University, Raleigh, NC
B.S. Biomedical & Health Sciences Engineering, *Summa Cum Laude*
- 2014–2018 **North Carolina State University**, Raleigh, NC
B.S. Economics, *Summa Cum Laude, Valedictorian*

EXPERIENCE

- 2020–Present **Science of Networks in Communities (SONIC) Lab**, Evanston, IL
Doctoral Researcher
- 2018–2020 **Deloitte Consulting LLP**, Philadelphia, PA
Strategy & Operations Consultant
Specialized in business integration and operating model design for large commercial clients (~\$20B–\$200B in annual revenue) and early revenue start-up clients (<\$20M in funding) within the life sciences industry

RESEARCH

Neelam's research intersects the fields of computational social science, network science, and behavioral science. She uses statistical and network models to investigate individual and collective human behavior. In addition, a significant portion of her work focuses on the development and application of new research methods, especially those that reduce the burden of network data collection. Her work spans a variety of application areas including the science of science, public health/family planning, and consumer behavior.

Keywords: Computational social science, social network analysis, human behavior, organizational behavior, network modeling, statistical modeling, social influence

WORKING PAPERS

Modi, N., Lungeanu, A., DeChurch, L., & Contractor, N. Promoting Cross-Boundary Collaborations in Science. Target Journal: *Research Policy*.

Modi, N., Lungeanu, A., Wang, D., Jones, B., & Contractor, N. The Impact of Funding on Science: An Ecosystem Perspective. Target Journal: *TBD*.

Modi, N., Januar, J., Koskinen, J., & Contractor, N. Social Influence in Egocentrically Sampled Networks. Target Journal: *Organizational Research Methods*.

Modi, N., DeChurch, L., & Contractor, N. Achieving Social Influence at Scale: The Case of Family Planning in Rural Kenya. Target Journal: *Proceedings of the National Academy of Sciences*.

Modi, N., Januar, J., Cui, Y., Koskinen, J., Chen, W., Sha, Z., & Contractor, N. A Hierarchical Multidimensional Network-based Approach for Multi-Competitor Product Design. Target Journal: *TBD*.

CONFERENCE PAPERS & ABSTRACTS

Modi, N. (Co-Chair & Panelist), Contractor, N. (Co-Chair), DeChurch, L. (Co-Chair), Furman, A. (Panelist), Jung, M. (Panelist), Lange, R. (Panelist), Polzer, J. (Panelist), Waber, B. (Panelist). (2023). *Overcoming the Data Collection Burden for Organizational Network Analysis* [Alternative Session Type]. Society for Industrial and Organizational Psychology Annual Conference, Boston, MA, April 19-22, 2023.

Modi, N., Lungeanu, A., DeChurch, L., & Contractor, N. (2022). *Promoting Cross-Boundary Collaborations for Breakthrough Discoveries*. 82nd Academy of Management Annual Meeting, Seattle, WA, August 5-9, 2022.

Modi, N., Januar, J., Kassisieh, L., Lew-Kiedrowska, O., Koskinen, J., Chen, W., & Contractor, N. (2022). *Social influence in egocentrically sampled networks*. Sunbelt 2022, XLII International Social Networks (INSNA) Conference, Cairns, Australia, July 12-16, 2022.

Modi, N., Lungeanu, A., DeChurch, L., & Contractor, N. (2022). *Funding Cross-Boundary Teams to Promote Breakthrough Scientific Discoveries: Case Study in Clinical and Translational Science*. 72nd Annual International Communication Association (ICA) Conference, Paris, France, May 26-30, 2022.

Modi, N., Lungeanu, A., DeChurch, L., & Contractor, N. (2021). *Hard to recruit but worth trying: Searching for cross-boundary collaborations in science*. Networks 2021, A Joint Sunbelt & NetSci Conference, Virtual, July 5-10, 2021.

Lungeanu, A., **Modi, N.,** DeChurch, L., & Contractor, N. (2021). *Science of Team Science: Searching for boundary-crossing collaborations*. 12th Annual International Science of Team Science (SciTS) Conference, Virtual, June 7-11, 2021.

TEACHING ASSISTANTSHIPS

2022 Fall	Social Network Analytics , MS in Analytics Course, McCormick School of Engineering, Northwestern University <i>Total Enrollment: 34 Students</i>
2022 Winter	Social Network Analysis & Its Applications , Global Online Certification Course, National Institute of Industrial Engineering, Mumbai, India <i>Total Enrollment: 983 Students</i>
	Leveraging Networks in Creative Enterprises , MS in Leadership for Creative Enterprises Course, School of Communication, Northwestern University <i>Total Enrollment: 15 Students</i>

SERVICE

2022–Present	INFORMS Student Chapter Co-President, Northwestern University
2022 Summer	Research Program Mentor, Lumiere Education
2021–2022	INFORMS Student Chapter Board Member, Northwestern University <i>Awarded 2022 Student Chapter Annual Award as a Maga Cum Laude</i>

SCHOLARSHIPS, HONORS, & AWARDS

2020	Harold Richards Fellow, Northwestern University
2019	Firm-wide TMT Innovation Competition Finalist, Deloitte Consulting LLP
2014–2018	Roy H. Park Scholarship, North Carolina State University
2014–2018	Benjamin Franklin Scholar, North Carolina State University
2018	College of Eng. Humanities Senior Award, North Carolina State University
2017	Economics Outstanding Senior Award, North Carolina State University
2016	Phi Beta Kappa Honor Society, North Carolina State University

SKILLS

Languages	<i>Programming:</i> R, Python, NetLogo, SQL <i>Spoken:</i> English, Gujarati
Graduate Coursework	Social Network Analysis, Multi-Agent Modeling, Social Processes in Organizations, Organizational Research Methods, Technology & Innovation, Predictive Analytics, Applied Mathematical Statistics, Statistical Theory & Methodology, Stochastic Processes, Simulations, Linear Programming, Nonlinear Programming, Integer Programming, Operations, Logistics

PROFESSIONAL MEMBERSHIPS

Academy of Management
 INFORMS (Institute for Operations Research and Management Science)
 INSNA (International Network for Social Network Analysis)
 ICA (International Communication Association)
 SIOP (Society of Industrial-Organizational Psychologists)