

PRIYANGKA RAKAPPAN

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EDUCATIONAL ACHIEVEMENTS

National University of Singapore (NUS), Singapore, 2026 – Present

PhD in Management (Management & Organisation)

Nanyang Technological University (NTU), Singapore, 2020 – 2023

Bachelor of Business, Banking & Finance – First Class Honours, Dean's List (2022–23)

Selected Research-Oriented Coursework:

Organizational Behaviour – Grade: A

Critically evaluated key theories and existing empirical research to identify conflicting perspectives and provide reasoned insights on their applicability across different contexts

Corporate Finance – Grade: A

Conducted a structured valuation of a prospective M&A transaction in the Southeast Asian gas industry. Research involved triangulating industry reports, company filings, and macroeconomic indicators.

Equity Securities – Grade: A

Performed equity valuation of Heineken with a focus on consumer behavior and brand perception. Combined financial modeling with qualitative research on consumer sentiment and brand positioning.

Innovation Marketing – Grade: A

Executed a behavioral research study on recycling habits to inform the design of an eco-conscious product. Leveraged survey design and consumer segmentation frameworks to analyze attitudinal data. The project culminated in a product proposal that won 1st runner-up at a national-level case competition.

Strategic Management – Grade: A-

Developed an original evaluation matrix to assess corporate strategies of a state-owned oil firm. Engaged in comparative industry analysis and inductive categorization methods. Demonstrated initiative by selecting a high-complexity topic beyond the syllabus scope, driven by personal research interest.

RESEARCH & STRATEGY EXPERIENCE

Across my professional roles in strategy, I've been consistently involved in research-intensive work, from in-depth market and industry research to leadership and organizational analysis. These experiences sharpened my ability to apply structured frameworks, synthesize qualitative and quantitative data, and translate insights into strategic recommendations, skills that I aim to build on in academic research.

Strategy & Insights Planning Associate

ZS Associates | Apr 2024 – Jun 2025

- Conducted cross-market research for pharma clients on launch strategy, access, and pricing
- Synthesized qualitative and quantitative insights to support leadership decision-making
- Delivered data-driven recommendations on market entry and sales optimization

Summer Analyst

J.P. Morgan | Jun – Aug 2022

- Investigated root causes of trade discrepancies using internal data analysis
- Worked with leadership to present insights on operational risks and strategic improvements

Management Consulting Intern

Deloitte | Jan – Feb 2022

- Conducted comparative policy research to support strategy for a new university in Singapore
- Synthesized education models across geographies to design institutional structures

Management Consulting Intern

Mazars | Nov 2021 – Jan 2022

- Researched macroeconomic trends and industry dynamics to inform client growth strategy
- Benchmarked financial performance against market data to derive strategic insights

Corporate Strategy Intern

Sembcorp Marine | May – Aug 2021

- Conducted in-depth research on market trends in hydrogen and carbon capture
- Developed competitor analysis and strategic recommendations adopted by senior leadership

AWARDS & RECOGNITION

- NUSGS Research Incentive Award – 2026 to Present
- NUS President's Graduate Fellowship – 2026 to Present
- SINDA Excellence Award – Top 5% of cohort in academic and non-academic fields in 2024
- Dean's List – Academic year 2022 to 2023
- Belgrade Business International Case Competition (Semi-Finalist) – 2022
- NTU Well-being Hackathon (Champion) – 2021
- CFA Ethics Challenge (2nd Runner-Up) – 2021
- President's Youth Award – 2017

LEADERSHIP & INITIATIVES

- Project Leader, *180 Degrees Consulting*: Led research-based consulting project on financial stability for animal welfare NPO
- Co-Chairperson, *Asian Business Case Competition (ABCC)*: Spearheaded the international case competition with participants across the globe
- Associate, *NTU Business Solutions Case Club*: Led social enterprise consulting engagements
- Projects Director, *NTU Banking and Finance Club*: Ran student-led workshops on business analytics and Python for finance

ADDITIONAL INFORMATION

Languages: Proficient in English and Tamil

Computer Literacy: MS Office (Word, Excel, PowerPoint) – Advanced. Python, SQL, R studio, Alteryx, Tableau – Basic