Abhishek Sheetal

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Summary

Multidisciplinary applied machine learning researcher. Over two decades of experience in corporate technology strategy, startups, marketing, and consulting. Four years of experience in academic research and teaching.

Education

Central Queensland University — ROCKHAMPTON, AUSTRALIA
PhD. School of Business and Law — *July 2023*
Thesis Title: Machine Learning-based Quantitative Grounded Theory: A New Paradigm for Management Research

Columbia Business School — NEW YORK CITY, USA
Masters in Business Administration (Executive, Full Time) — *Jan 2010 – Jan 2012*
Focus on management and entrepreneurship

San Jose State University — SAN JOSE CITY, USA
Masters in Arts (Applied Economics) — *2005 – Jan 2008*

North Carolina State University — RALEIGH, USA
Masters in Science (Computer Engineering) — *Aug 1997 – May 1999*

Indian Institute of Technology — KHARAGPUR, INDIA
Bachelors in Technology (Computer Science & Engineering) — *Aug 1992 – May 1996*

Media Coverage of Machine Learning Research

New York Times: Need a Hypothesis? This A.I. Has One

Machine Learning Publications

Underline indicates student author.

Degefe, E.D., Prabowo, Y.D., Savani, K., & Sheetal, A. (May 2023). Functional analogies increase trust in blackbox AI systems among lay consumers: The case of GeNose C-19. *IEEE Computer*.

Sheetal, A., Jiang, Z., & Di Milia, L. (2022). Using machine learning to analyze longitudinal data: A tutorial guide and best-practice recommendations for social science researchers. *Applied Psychology: An International Review*.

Sheetal, A., Chaudhury, S.H., & Savani, K. (2022). A deep learning model identifies emphasis on hard work as an important predictor of income inequality. *Scientific Reports, 12*, 9845.

Sheetal, A., & Savani, K. (2021). A machine learning model of cultural change: Role of prosociality, political attitudes, and Protestant work ethic. *American Psychologist*, 76(6), 997-1012.

Sheetal, A., Feng, Z., & Savani, K. (2020). Using machine learning to generate novel hypotheses: Increasing optimism about Covid-19 makes people less willing to justify unethical behaviors. *Psychological Science*, 31(12), 1222–1235.

Mentoring

Elizabeth Demise Degefe — PhD. Nanyang Business School, Singapore
Post Doctoral Researcher, Duke University
Thesis title: *Machine learning and prejudice: Building theory with algorithm supported abduction*

Invited Guest Lectures on Machine Learning

Department of Psychology, University of Indonesia Nov 2022 , Jakarta, Indonesia
  Machine learning approach to model psychological theories

RMIT School of Business April 2022 Melbourne, Australia
  Empirical research using machine learning in management

Department of Economics and Business, University of Indonesia December 2021 Jakarta, Indonesia
  Abductive research in social sciences

Singapore Prime Minister's Office March 2021, Singapore
  Using machine learning to inform data-driven policymaking

Asia School of Business March 2021 Kuala Lumpur, Malaysia
  Using machine learning to develop management theories

National University of Singapore October 2020, Singapore
  Machine learning: An abductive approach to advance theory

Singapore Management University September 2020, Singapore
  Machine learning: What to expect and not to expect

Dresden University of Technology July 2019 Dresden, Germany
  Benefits of using machine learning in social science research

National Taiwan University June 2019 Taipei, Taiwan
  Using machine learning methods to generate novel hypotheses

Xi'an Jiaotong University May 2019 Shaanxi, China
  A deep learning model identifies optimism as a key predictor of dishonesty

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Strategic Management cases developed for instructional purposes

Was Zuckerberg crazy to spend $22B to acquire WhatsApp?
This case focuses on acquisitions as a tool for growth. However, a key question arises: To what end goal?

Global Foundries: An Emerati's pursuit to diversify away from oil.
This case focuses on corporate strategy. Students are asked to identify various strategies adopted by a real Singaporean company.

Nvidia: Cashing on the Bitcoin boom.
What are the benefits for being opportunistic in the market? An analysis of one of Wall Street's darlings.

Matsushita: A short case study about how to stay relevant in the dying coal industry.
Demonstration of how personal biases clouds strategic decision making.

Work Experience

The Hong Kong Polytechnic University Hong Kong
  Managing Director, Center for Leadership and Innovation, Department of Management & Marketing
  March '22 – present
    Develop a bridge between industry or government and researchers to create impactful studies.

Nanyang Technological University Singapore
  Lecturer, Strategy, International Business, and Entrepreneurship, Business School *June '18 – Sep '21*
    Conducted research on artificial intelligence in business and taught classes on strategic management. Over two dozen ongoing machine learning projects with students and senior researchers around the world. Disseminated use case of machine learning, specifically deep learning, to the business research community.
    Key Achievements
    • Single-handedly built a mini data center for GPU-based machine learning running Spark/Cuda/Tensorflow/Keras to be shared by PhD students, research assistants, and postdocs in the lab.

IvyTies, Inc/Shangyeguwen Singapore
  Technology Director & Founder *Dec '12 – Jun '18*

Exploited business opportunities using strategic market insight in the field of technology. Created business plans and procured investments for clients. Managed and created corporate brand identity and built brand equity for new businesses. Analyzed corporate-level decisions and advised executives on the impact of those decisions.

Key Achievements

- Formulating organizational strategy: Designed and formed a mobile apps subdivision for a mid-size company run by a Dubai-based client. Directed seed product development and successfully launched one startup product for that client. Changed the company's antiquated procedures for innovation, product development, and market introduction into a well-defined scientific process to maximize efficiency in execution.
- Founder of IvyTies.com, a Singapore-based social network platform for college applicants, students, and universities worldwide.
- Created technology development, IT infrastructure, marketing, sales, and business support teams to run the business.
- Created a 100% virtual cloud-based office for intra-team and inter-team communication.
- Mentored multiple fresh college graduates to become team leads in a span of 1-2 years. For example, mentored a history student who joined the team as a data collector in 2014 to become the Product Marketing Manager.
- Designed incentives and key performance indicators, and delegated power to team managers to ensure that all employees are working toward a single goal.

LeCroy, Inc   NEW YORK & CALIFORNIA, USA

Product Marketing Manager   *Feb '08 – Feb '12*

Spearheaded and guided strategy to build products in serial data communication technologies for a midsized test and measurements company. Worked with CEO and CTO to identify market positioning strategies and to develop differentiated products. Lead presentations, demonstrations and technical seminars to educate, inform and influence internal and external decision makers. Initiated and mentored the development of product for various upcoming communication technologies such as Thunderbolt, 25Gigabit Ethernet, automotive Ethernet, and 16Gigabit Fibre Channel.

Key Achievements

- Provided vision and leadership using strong technical knowledge in communications industry to build new ethernet products, and partnered with other companies that enabled LeCroy to penetrate the $35 billion converged ethernet market, a new direction for LeCroy.
- Conducted extensive competitive analysis and led offshore engineering teams to shape the new fiber channel and USB 2.0 HSIC products with superior performance benchmarks. Achieved profit margin that substantially surpassed competitors, which helped win **every new order over the competition for these products.**
- Gained credibility in LeCroy by acquiring new subject matter knowledge from self-training and participating in technology consortiums (e.g., MIPI, JEDEC) and industry events.
- Was the central point of contact for all matters related to the products I managed. Trained the worldwide sales team of 200 on newly launched products. Successfully managed the product lifecycle across various functional groups in a matrix environment.
- Executed a strategic partnership with Broadcom to help LeCroy enter in the market of automotive communications. The product was successfully launched in CES '12 Las Vegas.
- Researched market needs and learned about new technologies by participating in industry events (FCIA, T10, Ethernet Summit, Storage Vision, etc.), and interviewed corporate customers in an ongoing process to envision new products and to influence corporate strategy.
- Coordinated product lifecycle with sales teams and manufacturing teams to forecast demand, and to smoothly take products out of the market without shaking the funnel.
- Managed weekly product line meetings with the worldwide sales team to understand and remove roadblocks in the funnel, and reported to executives monthly to review the company's strategy and P&L.
- Successfully performed in a high stress environment while managing product lifecycle internally, new product launches every month, managing/altering external marketing plans as well as providing post-sales support to high value and strategic clients.

Various technology companies   SAN FRANCISCO BAY AREA & WASHINGTON DC METRO & NEW DELHI

Various engineering roles   *May '96 – Dec '12*

Developed various products in multiple San Francisco Bay Area companies. Built a strong professional network to collaborate on entrepreneurial projects.

Key Achievements

- Hands on experience with technical work in the Silicon Valley.

- Built relationships that touch almost every company in San Francisco Bay Area.
- Contacts includes leaders, financiers, and researchers of the technology industry

Please refer to my Linked-in profile for a more complete list of work experiences along with some recommendations.

Relevant Technical Skills for Machine Learning

Technical expertise: Gadget geek. R / Python / Keras / Tensorflow / C++ / Linux-administrtion / Databases / Networking

Other Education

Foothill Community College   STANFORD, USA

Certificate in Communications   –

Public speaking, member of college debate team

Additional Info

Corporate Connections Several connections with executives at Fortune 500 companies.

References Additional references are available upon request

Other Info • Traveled to over two dozen countries and to over 100 cities around the world. • Member and past contributor to international technical consortiums (*SNIA, JEDEC, T10, T11, FCIA, Ethernet Alliance, PCISIG , USBIF*) • US Federal Aviation Authority licensed Cessna single engine private pilot. • US Citizen