

# Neelam Modi Jain

Website: <https://neelammodijain.com>

Email: [njm2180@gsb.columbia.edu](mailto:njm2180@gsb.columbia.edu)

## EXPERIENCE

---

- 2025–Present **Columbia Business School – Management Division**, New York City, NY  
 Postdoctoral Research Scholar  
*Joint affiliation with Tamer Institute for Social Enterprise and Climate Change*  
 Primary Collaborators: Dan Wang, Jorge Guzman, Mario Small
- 2024–Present **Northwestern University – School of Professional Studies**, Remote  
 Adjunct Lecturer  
*Teaching an annual elective course on Social Network Analysis*
- 2020–2025 **Science of Networks in Communities (SONIC) Lab**, Evanston, IL  
 Doctoral Researcher
- 2018–2020 **Deloitte Consulting LLP**, Philadelphia, PA  
 Strategy and Operations Consultant  
*Specialized in post-merger business unit integration and analytics for large commercial clients (~\$20B–\$200B in annual revenue) and early revenue start-up clients (<\$20M in funding) within the life sciences industry*

## EDUCATION

---

- 2021–2025 **Northwestern University**, Evanston, IL  
 Ph.D. Industrial Engineering and Management Sciences (IEMS)  
*Major: Computational Social Science*  
*Minors: Applied Statistics and Statistical Learning; Optimization*  
*Committee: Noshir Contractor (Chair), Dashun Wang, Leslie DeChurch, Johan Koskinen, Alina Lungeanu*
- 2020–2021 **Northwestern University**, Evanston, IL  
 M.S. Industrial Engineering and Management Sciences
- 2014–2018 **University of North Carolina at Chapel Hill**, Chapel Hill, NC  
**North Carolina State University**, Raleigh, NC  
 B.S. Biomedical and Health Sciences Engineering, *Summa Cum Laude*
- 2014–2018 **North Carolina State University**, Raleigh, NC  
 B.S. Economics, *Summa Cum Laude, Valedictorian*

## RESEARCH

---

Neelam’s research focuses on **how social networks shape organizational and economic outcomes**. Her work **combines quantitative network analysis with field and experimental data to study mechanisms of influence, collaboration, and inequality at scale**. Currently, she is studying how patterns of connectedness across neighborhoods in the U.S. predict entrepreneurial activity—and how entrepreneurship can serve as a tool for local governments to address deep-rooted spatial inequalities. Separately, Neelam is conducting a field experiment to study the causal effects of students’ use of AI tools on classroom learning outcomes. Together, her work shows how the social and technological networks surrounding people structure access to opportunity and success.

## PEER-REVIEWED PUBLICATIONS

---

**Modi, N.**, Lungeanu, A., DeChurch, L., & Contractor, N. (2025). The differential impacts of team diversity as variability versus atypicality on team effectiveness. *Scientific Reports*, 15(1), 4461. <https://doi.org/10.1038/s41598-025-86483-0>

**Modi, N.**, Koskinen, J., DeChurch, L., & Contractor, N. (2025). Modeling the “who” and “how” of social influence in the adoption of health practices. *Social Networks*, 82, 99–110. <https://doi.org/10.1016/j.socnet.2025.03.006>

### *In Draft*

**Jain, N. M.**, Wang, D. Voice-based debate with an AI adversary increases divergent ideation. Target Journal: *Proceedings of the National Academy of Sciences*.

Whalen, R., Lungeanu, A., **Jain, N. M.**, DeChurch, L., and Contractor, N. Success in First-Time Partnerships: Optimal Expertise Diversity and Divergent Ideation. Target Journal: *Journal of Management*.

Tanaka, K., **Jain, N. M.**, Gado, H., Contractor, N. The Six Degrees of Separation: Interactive Learning Activity of Social Networks. Target Journal: *Connections*.

## CONFERENCE ACTIVITY

---

### *Organized Sessions*

**Modi, N. (Co-Chair and 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.

### *Presentations*

Koskinen, J., Wang, P., **Modi, N.**, Januar, J., and Contractor, N. (2025). *Social influence on multivariate dichotomous data*. Sunbelt, International Network for Social Network Analysis (INSNA) Conference, Paris, France, June 23-29, 2025.

**Modi, N.**, Lungeanu, A., Sawyer, S., DeChurch, L., and Contractor, N. (2024). *Is Success Contagious? A Case Study of U.S. Patenting Teams*. Sunbelt, International Network for Social Network Analysis (INSNA) Conference, Edinburgh, Scotland, June 24-30, 2024.

Antone, B., **Modi, N.**, Wu, Y.J., and Contractor, N. (2024). *Empowering Individual Respondents in Organizational Network Surveys*. Sunbelt, International Network for Social Network Analysis (INSNA) Conference, Edinburgh, Scotland, June 24-30, 2024.

Koskinen, J., Wang, P., **Modi, N.**, Januar, J., and Contractor, N. (2024). *Multivariate social influence models for cross-sectional binary outcomes*. Sunbelt, International Network for Social Network Analysis (INSNA) Conference, Edinburgh, Scotland, June 24-30, 2024.

**Modi, N.**, Januar, J., Koskinen, J., Chen, W., Sha, Z., and Contractor, N. *Social Influence and Customer Preferences: A Case Study in the U.S. New Car Buyer Market*. 9th International Council of Engineering Systems (CESUN) Symposium, Evanston, IL, November 6-7, 2023.

Whalen, R., Lungeanu, A., **Modi, N.**, and Contractor, N. (2023). *Success in First-Time Partnerships: Optimal Expertise Diversity*. 83rd Academy of Management (AOM) Annual Meeting, Boston, MA, August 4-8, 2023.

**Modi, N.**, Gao, B., Koskinen, J., DeChurch, L., and Contractor, N. (2023). *Modeling the “Who” and “How” of Social Influence in the Adoption of Health Practices*. Sunbelt, International Network for Social Network Analysis (INSNA) Conference, Portland, OR, June 27-July 1, 2023.

Antone, B., Wu, Y.J., **Modi, N.**, Suschevskiy, V., and Contractor, N. (2023). *Tool Demo: “Flipping” Organizational Network Reporting Using the Personal Network Report*. 73rd Annual International Communication Association (ICA) Conference, Toronto, Canada, May 25-29, 2023.

**Modi, N.**, Lungeanu, A., DeChurch, L., and Contractor, N. (2023). *Crossing Boundaries in Science: The Value of Varied vs. Atypical Collaborations*. TEAMS Research Incubator, Coral Gables, FL, March 10-12, 2023.

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

**Modi, N.**, Januar, J., Kassisieh, L., Lew-Kiedrowska, O., Koskinen, J., Chen, W., and Contractor, N. (2022). *Social Influence in Egocentrically Sampled Networks*. Sunbelt, International Network for Social Network Analysis (INSNA) Conference, Cairns, Australia, July 12-16, 2022.

**Modi, N.**, Lungeanu, A., DeChurch, L., and 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., and Contractor, N. (2021). *Hard to Recruit but Worth Trying: Searching for Cross-Boundary Collaborations in Science*. Networks 2021, A Joint Sunbelt and NetSci Conference, Virtual, July 5-10, 2021.

Lungeanu, A., **Modi, N.**, DeChurch, L., and 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.

## INVITED TALKS

---

Modi, N. (2025, January). *Network Approaches to Understanding Social Influence in Individuals and Teams*. Presentation at the Kellogg Center for Science of Science and Innovation (CSSI), Evanston, IL.

Modi, N. (2024, November). *The “Who” and “How” of Social Influence in the Adoption of Health Practices*. Presentation at the Northwestern Institute on Complex Systems Wednesdays@NICO Seminar Series, Evanston, IL.

Modi, N. (2024, October). *Is Success Contagious? A Case Study of U.S. Patenting Teams*. Presentation at ANETI Lab Seminar Series, Budapest, Hungary.

Modi, N. (2024, October). *The Science of Networking*. Presentation at NC State University Park Scholarships Seminar Series, Raleigh, NC.

## TEACHING

---

### *Adjunct Lecturer*

2025 Summer      **Social Network Analysis**, B.S. in Strategic Communication, School of Professional Studies, Northwestern University  
*Total Enrollment: 8 Students; [Teaching Evaluation](#)*

2024 Summer      **Social Network Analysis**, B.S. in Strategic Communication, School of Professional Studies, Northwestern University  
*Total Enrollment: 9 Students; [Teaching Evaluation](#)*

### *Assistantship*

2024 Spring      **Social Network Analysis**, Undergraduate Course, McCormick School of Engineering, Northwestern University  
*Total Enrollment: 90 Students; [Teaching Evaluation](#)*

**Leading and Leveraging Networks**, M.S. in Communication Custom Leadership Program Course, School of Communication, Northwestern University  
*Total Enrollment: 51 Students; Teaching Evaluation not provided*

**Leading and Leveraging Networks**, M.S. in Communication Online Leadership Program Course, School of Communication, Northwestern University  
*Total Enrollment: 15 Students; Teaching Evaluation not provided*

2023 Fall      **Social Network Analytics**, M.S. in Machine Learning and Data Science Course, McCormick School of Engineering, Northwestern University  
*Total Enrollment: 41 Students; [Teaching Evaluation](#)*

2023 Spring      **Social Network Analysis**, Undergraduate Course, McCormick School of Engineering, Northwestern University  
*Total Enrollment: 105 Students; [Teaching Evaluation](#)*

**Leading and Leveraging Networks**, M.S. in Communication Custom Leadership Program Course, School of Communication, Northwestern University  
*Total Enrollment: 58 Students; [Teaching Evaluation](#)*

**Leading and Leveraging Networks**, M.S. in Communication Online Leadership Program Course, School of Communication, Northwestern University  
*Total Enrollment: 14 Students; [Teaching Evaluation](#)*

2022 Fall      **Social Network Analytics**, M.S. in Analytics Course, McCormick School of Engineering, Northwestern University  
*Total Enrollment: 34 Students; [Teaching Evaluation](#)*

2022 Winter      **Social Network Analysis and Its Applications**, Global Online Certification

Course, Indian Institute of Management (IIM) Mumbai, Mumbai, India  
*Total Enrollment:* 983 Students; Teaching Evaluation not provided

**Leveraging Networks in Creative Enterprises**, M.S. in Leadership for Creative Enterprises Course, School of Communication, Northwestern University  
*Total Enrollment:* 15 Students; [Teaching Evaluation](#)

### *Assistantship – Executive Education*

#### *On Networks*

#### **Leveraging and Learning from Networks**

*Clients:* Fresenius Kabi IMPACT Leadership Program (1 session), Kellogg Management Foundations Program (2 sessions)

#### **Leading and Leveraging Networks**

*Client:* W. W. Grainger Inc. End-to-End (E2E) Leadership Program (3 sessions)

#### **Leadership Networks**

*Client:* FDC-Sicredi Leadership Program (1 session)

#### *On Teamwork*

#### **Building Strong Teams**

*Client:* Sidley Austin LLP (2 sessions)

#### **Influencing AI and Human Teams**

*Client:* Kellogg Strategy of Leadership Program (1 session)

## **SERVICE**

---

2023, 2024	83rd Academy of Management (AOM) Annual Meeting Reviewer <i>Divisions:</i> Organizational Behavior (OB); Communication, Digital Technology, and Organization (CTO)
2022–2023	INFORMS Student Chapter Co-President, Northwestern University <i>Awarded 2023 Student Chapter Annual Award, Magna Cum Laude</i>
2022 Summer	Research Program Mentor, Lumiere Education
2021–2022	INFORMS Student Chapter Board Member, Northwestern University <i>Awarded 2022 Student Chapter Annual Award, Magna Cum Laude</i>

## **HONORS AND AWARDS**

---

2025	Canvas Course Website Hall of Fame Nominee, Northwestern University
2024	IEMS Outstanding Teaching Assistant Award, Northwestern University
2023	IEMS Student Leadership Award, Northwestern University OB Division Best Reviewer Award, Academy of Management OB Division Doctoral Consortium, Academy of Management CTO Division Doctoral Consortium, Academy of Management
2020	IEMS 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 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

## GRANTS

---

2024	NICO Intersection Science Fellowship, Northwestern University, \$27,000
2023	Delaney Family Foundation Research and Communication Grant, \$50,000
	NSF Travel Grant, Academy of Management CTO Division, \$1,251
	IEMS PhD Student Conference Travel Grant, \$600
	The Graduate School Travel Grant, Northwestern University, \$600
2022	International Network for Social Network Analysis Travel Grant, \$1,000
	IEMS PhD Student Conference Travel Grant, \$600
	The Graduate School Travel Grant, Northwestern University, \$600
2020	IEMS Harold Richards Graduate Fellowship, Northwestern University, \$2,500

## UNDERGRADUATE SUPERVISION

---

Lucas Saidenberg	<i>Program:</i> B.S. Computer Science; Spring 2025 <i>Award(s):</i> Northwestern Institute for Policy Research Summer RA, \$6,300 <i>Ist Placement:</i> TBD
Sharon Lin	<i>Program:</i> B.S. Mathematical Methods in the Social Sciences; Spring 2025 <i>Ist Placement:</i> Incoming Analyst at Cornerstone Research
Sarah Sawyer	<i>Program:</i> B.A. Computer Science; Spring 2024 <i>Ist Placement:</i> M.S. in Financial Engineering at Columbia University
Olga Lew-Kiedrowska	<i>Program:</i> B.S. and M.S. Applied Mathematics; Spring 2024 <i>Ist Placement:</i> Ph.D. in Applied Mathematics at Northwestern University
Carli Kelley	<i>Program:</i> B.S. Statistics and Communication Studies; Fall 2023 <i>Ist Placement:</i> Consultant at FTI Consulting
Akshya Dhinakaran	<i>Program:</i> B.S. Mathematical Methods in the Social Sciences; Spring 2023 <i>Ist Placement:</i> Applied AI Analyst at Deloitte Consulting
Bill Gao	<i>Program:</i> B.S. Mathematical Methods in the Social Sciences; Spring 2023 <i>Ist Placement:</i> Regulatory Reporting Data Analyst at BMO US
Laith Kassisieh	<i>Program:</i> B.S. Industrial Engineering and Management Sciences; Spring 2022 <i>Ist Placement:</i> Junior Consultant at Roland Berger

## 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 and Innovation, Predictive Analytics, Applied Mathematical Statistics, Statistical Theory and Methodology, Stochastic Processes, Simulations, Linear Programming, Nonlinear Programming, Integer Programming, Combinatorial Optimization, Operations, Logistics

## PROFESSIONAL MEMBERSHIPS *(past and present)*

---

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