Noopoor Misal

Behavioural & Sustainability Researcher | Mixed-Methods & Experimentation | ex-Digital Strategy Consultant
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Profile

Behavioural researcher with a PhD (LUT Finland & RMIT Australia) on how digital platforms steer sustainable behaviour, now moving into applied work. I have run research end-to-end — designing studies, developing hypotheses, measuring behaviour, and analysing what drives user engagement and behaviour change. My work is published in peer-reviewed journals and presented at international conferences (EURAM, BAM, ISPIM, R&D Management), and I have secured €45,000+ in competitive research funding. Earlier, I spent two years as a digital strategy consultant running CRM and lead-generation work for commercial clients, so I am grounded in how research turns into decisions. Strengths: experimental and mixed-methods design, behavioural measurement, and communicating findings to specialist and non-specialist audiences alike.

Core Strengths

Experimental & research design: Hypothesis development; mixed-methods (qualitative + quantitative) study design; behavioural measurement; data analysis in SPSS, JASP, NVivo, and Python.

Behavioural insight: Drivers of user engagement, trust, and behaviour on digital platforms; behavioural mechanisms behind adoption and sustained use, with a sustainability and social-sustainability focus.

Research-to-decision translation: Commercial experience turning analysis into client outcomes, owned a €4.3M lead-management process and raised one client's satisfaction from 81% to 93% (HubSpot/CRM).

Cross-cultural delivery: Fieldwork and research across India, Europe, and Australia; worked in Italian; four languages (English, Italian, Hindi, Marathi).

Independent project ownership: Secured €45,000+ in competitive research funding from three sources; designed and ran studies end-to-end, including a research project for 4 years.

Research & Professional Experience

Doctoral Researcher (Marie Skłodowska-Curie Fellow) — LUT University (Finland) & RMIT University (Australia) · Oct 2022–2026

- Designed and ran survey research (406 participants) on incentives for sustainable-mobility behaviour on a social-sustainability platform in Nagpur, India, using Qualtrics; findings published in *The TQM Journal* (2026). Also designed and fielded a follow-up field experiment in the same low-connectivity context.
- Conducted mixed-methods research on how digital platforms steer users toward sustainable behaviour — developing hypotheses, applying behavioural theories (Theory of Planned Behaviour, Technology Acceptance Model, equity, incentives), and analysing data with regression, mediation, sentiment analysis, neural topic modelling, and bibliometric analysis.
- Built a peer-reviewed track record: three journal articles and six conference papers/presentations at international venues (EURAM, BAM, ISPIM, R&D Management); peer reviewer for five journals and conferences, including the Academy of Management.
- Secured €45,000+ in competitive research funding (Marie Skłodowska-Curie Fellowship, Finnish Foundation for Economic Education, KAUTE Foundation).
- Trained in user/consumer-response measurement (eye-tracking, physiological and behavioural data); experienced in communicating findings to non-academic and policymaker audiences.
- Taught *Introduction to International Entrepreneurship* (LUT, 2025) and held visiting PhD student positions at Loughborough (UK), IIM Mumbai, and HCT Dubai.

Applied Researcher — Colcrane Behavioural Analytics (Helsinki) · Nov 2024–present

- Member of the applied-researcher panel at a customer-behaviour analytics firm

Digital Strategy Consultant — Guanxi Srl, Italy · Nov 2020–Sept 2022

- Ran digital strategy, lead generation/management, marketing automation, and digital analytics for 4+ clients simultaneously, working hands-on in HubSpot (worked in Italian, my fourth language).
- Owned the full lead-management process for a major client with €4.3M+ revenue, and inbound marketing/CRM optimisation for an international client with €422M+ revenue.
- Built tailored customer personas, ran keyword research, and launched email, webinar, and landing-page campaigns from assessment through execution.
- Reviewed ongoing client feedback to improve inbound processes, raising one client's satisfaction from 81% to 93%.

Earlier research: Research Assistant, Social Innovation Monitor (5GMETA EU project: business-model and market research, 2020–21); R&D Project Intern, Nexton Srl (market research, 2020); Graduate Teaching Assistant, Politecnico di Torino (2019–20).

Education

- **Doctor of Science / PhD** (Business Administration / Management) — LUT University (Finland) & RMIT (Australia), completed October 2026.
- **MSc Engineering & Management** — Politecnico di Torino, Italy (GPA 96/110).
- **BEng Electronics Design Technology** — RCOEM, India (Gold Medalist).

Selected Affiliations & Recognition

- Marie Skłodowska-Curie Fellow (€45,000+ doctoral research funding secured).
- Juror, Games for Change 2026 Student Challenge (remote).
- Co-lead, ISPIM Circular Innovation Special Interest Group; Mentor, ISPIM Research Impact Programme.
- Peer reviewer at Academy of Management, British Academy of Management, EURAM, and IEEE Transactions on Engineering Management.