



DR. ARCHANA VOOLA

ADJUNCT RESEARCH FELLOW 📍 AUSTRALIA

◦ DETAILS ◦

Australia

Nationality
Australian

◦ LINKS ◦

[Linkedin](#)

[Twitter](#)

[Personal website](#)

◦ SKILLS ◦

Public speaking

Good communication and
interpersonal skills

Academic Research

Internal & External Stakeholder
Management

Project Management

◦ LANGUAGES ◦

English

Telugu

Hindi

👤 PROFILE

Dr. Archana Voola is a social policy researcher and practitioner interested in interdisciplinary research on gender, social justice, poverty and inequality. With professional work experience in higher education sector such as University of Sydney, University of New South Wales and University of Notre Dame, she has engaged with multiple stakeholders – students, government and industry partners – to develop curriculum, performance measurement and ensuring governance within departments. Additionally, she has worked within the not-for-profit sector such as Mission Australia, producing key policy documents as well as managing reporting tasks.

As founding member of Academics Stand Against Poverty (ASAP) Oceania Chapter, a coalition of academics from Australia and New Zealand focusing on poverty eradication, Dr. Voola has provided thought leadership on conducting Poverty Audits of the major political parties in Australia. Her research has been translated into publications in areas includes marketing strategies for social impact, gender equality strategies, anti-poverty program evaluations, comparative social policy and the United Nations' Sustainable Development Goals.

Archana has strong project management skills, expertise in qualitative research methods and the capacity to translate research findings for a range of audiences, including academics and policy-makers. Her work is underpinned by her passion to be a voice for the voiceless, and Mahatma Gandhi's quote best encapsulates her ethos 'Be the change that you want to see in the world'.

🎓 EDUCATION

Postgraduate Certificate in Professional Practice, Open Universities Australia, Sydney
July 2020 – Present

PhD, University of Sydney, Sydney
2010 – 2014

MA Education, Biola University, California, USA
2002 – 2004

MA Intercultural Studies, Biola University, California, USA
2001 – 2002

BA Statistics, Economics & Computer Applications, St. Francis Degree College for Women, Hyderabad, India
1998 – 2001

📁 EMPLOYMENT HISTORY

HDR Thesis Supervisor at Excelsia College, Sydney
May 2020 – Present

- Supervising Masters students to undertake primary research in the school of business
- Data management via online learning systems.

Adjunct Research Fellow at Western Sydney University, City of Parramatta
May 2020 – Present

- Writing and publishing in high impact academic outlets.
- Collaborating and liaising with stakeholders to develop new and innovative research methods, especially during COVID-19

Research Fellow at University of New South Wales, Sydney

September 2018 — May 2020

- Conducting research of high quality and high impact including attaining competitive government and industry research funding
- Managing the delivery of accurate analysis and evaluation, interpreting research data to produce timely and accessible communication for diverse stakeholders including funders, policy makers, research participants.

Sessional Lecturer at University of Notre Dame, Sydney

2015 — 2018

- Lecturing and curriculum development for the subjects *Psychology of Work; Education, Service Learning and Community Engagement; Introduction to Sociology; Sociology of Childhood*
- Marking assignments such as mid-term quiz, critical essay and group presentation and final exam.

Sessional Lecturer at University of Sydney, Sydney

2010 — 2014

- Lecturing and curriculum development for the subjects *Global Education and Poverty; Internship elective; Social Justice, Social Citizenship and Social Work;*
- Supervising postgraduate students individually for their research project.

Case Manager at Mission Australia, Sydney

May 2006 — May 2009

★ PROJECT MANGEMENT

Best Practice in Financial Hardship and Vulnerability for Credit Union Australia, Sydney

2019 — 2020

Monitored and managed emerging issues in financial hardship in Australia and provided expert advice as well as practical solutions for client. Tasks included project management plan, high level stakeholder engagement with financial inclusion policy lobby and consulting for clients partners in the NGO sector.

Financial Wellbeing Research for Credit Union Australia, Sydney

2018 — 2019

Provided accurate analysis and evaluation, interpreting research data and producing timely and accessible communication to client.

Sydney Social Justice Network, Project Manager, Sydney

2014 — 2015

Oversaw the progress of the 7 major research projects under the purview of SSJN. Liaising with internal and external stakeholders, oversaw communications across projects, coordinated quarterly meetings of the SSJN executive, organised media events for distinguished international and national speakers to build profile of the newtork.

International Program Development Fund, Sydney

2013 — 2014

Facilitated an international linkage program between the i) University of Sydney, Discipline of Social Policy Studies, ii) University of Sydney, Business School , iii) Temple University, USA and iv) Large Non-governmental Organization in India. Role involved day-to-day administrative tasks, data collection, management and report writing.

★ PUBLICATIONS

Journal Papers

Voola, A.P. and Voola, R. (Forthcoming). Exploring Subsistence Marketplaces through a Feminist Perspective, *Australasian Marketing Journal*, Accepted, ABDC A

Ashik, F., Voola, A.P., Voola, R., Carlson, J and Wyllie, J., (Forthcoming). Advancing Food Well-being in Poverty through Intersectionality. *Australasian Marketing Journal*, Accepted, ABDC A

Voola, A. P. (2019). Gendered Vulnerabilities in Australian Microfinance. *Social Business*, 9(1), 21-47.

Voola, A. P., Voola, R., Wiley, J. Carlson, J. & Sridharan, S. (2018). Families and Food: Exploring Food Wellbeing in Poverty. *European Journal of Marketing*, 52(12), 2423 – 2448.

Goodwin, S., Voola, A.P. & Voola, R. (2018). What is program success in Ultra Poverty? An exploration of Randomised Control Trials (RCT) and Social Inclusion evaluations. *Third Sector Review*, 24(1), 119 – 138.

Voola, A.P. (2016). Gendered poverty and education: Moving beyond access to expanding freedoms through microfinance policy in India and Australia. *The International Education Journal: Comparative Perspectives*, 15(1), 84 – 104.

Goodwin, S. & Voola, A.P. (2013). Framing microfinance in Australia – Gender neutral or gender blind? *Australian Journal of Social Issues*, 48(2), 223 – 239.

Voola, A.P. (2013). The sustainability of what? The challenge for microfinance in Australia. *Third Sector Review*, 19(1), 127 – 146.

Under review

Voola, A.P., Ray, S. and Voola, R. (2020). Social inclusion of migrant workers in a pandemic: Employing consumer vulnerability lens to Indian migrant experience. *Equality, Diversity and Inclusion International Journal*, ABDC B, Under First Review IF1.8.

Book chapters

Voola, A.P. and Voola, R. (2020). Paradigms of Development Frameworks using Gender Equality Strategies In: Leal Filho W., Azul A., Brandli L., Lange Salvia A., Özuyar P., Wall T. (eds) *No Poverty. Encyclopedia of the UN Sustainable Development Goals*. Springer, Cham

Voola, A. P. & Voola, R. (2019). Developing Capabilities and Freedoms at the Base of the Pyramid. In Ramendra Singh (Eds.), *Bottom of the Pyramid Marketing: Making, Shaping and Developing BOP Markets*, (pp. 189-198). Bingley, United Kingdom: Emerald Group Publishing.

Voola, R., Voola, A. P. (2019). Developing Sustainable Strategies at the Base of the Pyramid. In Altinbasak-Farina I and Burnaz S (Eds.), *Ethics, Social Responsibility and Sustainability in Marketing*. Accounting, Finance, Sustainability, Governance & Fraud: Theory and Application, (pp. 263-276). Singapore: Springer.

Voola, A. P., Beavis, K. & Mundkur, A. (2017). A “Fair Go” in the Lucky Country? Gender Equality and The Australian case. In Örtenblad, A., Marling, R. and Vasiljević, S. (Eds.), *Gender equality in a global perspective* (pp. 101 – 125). London, UK: Routledge.

Published Reports

Powell, A., Voola, A.P., Raymond, C., and Fatimah, A. (2019). An evaluation of the Financial Inclusion Action Plan: Transition phase. Report for Good Shepherd Microfinance. Centre for Social Impact, UNSW: Sydney.

Mundkur, A., Voola, A.P. and Celermajer, D. (2016). Australian Poverty Audit 2016. ASAP Oceania.

Unpublished Reports

Powell, A., Voola, A.P., Barnes, E. & Marjolin, A. (2020). Best practice in financial vulnerability and hardship. Report for Credit Union Australia. Centre for Social Impact, UNSW: Sydney

Noone, J. & Voola, A. P. (2019). Financial Wellbeing. Unpublished report for Credit Union Australia. Centre for Social Impact, UNSW.

Refereed Conference Papers

Voola, A.P. & Voola, R. (2014). Poverty alleviation whilst making profits: “Voices” from the Base of the Pyramid. Conference proceedings of *The Australian & New Zealand Marketing Academy Conference*, December 1 – 3, 2014, ‘Agents of Change’, Brisbane, Australia.

Voola, A.P. (2012). Gender inequalities: Enduring and emerging paradigms. Conference proceedings of *The Australian Sociological Association Conference*, University of Queensland, Brisbane, Australia.

Voola, A & Voola, R (2012). Understanding how marketing can really help the poor: Viewing Bottom of the Pyramid with Sen’s Capability Lens. *Australian & New Zealand Marketing Academy Conference 2012*, Adelaide, Australia.

Jetti, A.* (2011a). Microfinance, gender and the commons: Current challenges and future possibilities. Conference proceedings of the *International Association for Study of the Commons Conference*, Hyderabad, India.

Jetti, A.* (2010). Assessing Poverty and Well-being in Australia: Potential of the Capability Paradigm. Conference proceedings of *The Australian Sociological Association Conference*, Macquarie University, Sydney, Australia.

Jetti, A.* (2006). Social Capital: Strengthening women through networks. Conference proceedings of *Strength Based Strategies*, Hyderabad, India, 10 – 12 November, Brisbane Institute of Strength Based Strategies, p. 61 – 68. Retrieved June 30, 2014, from : <http://www.strengthbasedstrategies.com/PAPERS/08%20archanna%20jetti.pdf>

Conference and seminar presentations

Voola, A. P. (2019). Financial Wellbeing and Sustainable Development Goals: Natural allies or strange bedfellows? Australian Social Policy Conference, 2019, 9-11 September, The University of New South Wales.

Voola, A. P. & Georgeou, N. (2018). Academics Stand Against Poverty: Research and Teaching for Impact. *Social Good Summit Australia*, 2018, 2nd June, The University of Sydney.

Voola, A. P. (2018). Women and Food: Exploring Food Well-being in Poverty in India. *Asian Studies Association of Australia Conference*, 2018, 3-5th July, The University of Sydney.

Goodwin, S. & Voola, A. P. (2018). Social Inclusion Versus Randomised Control Trial Assessments: How is Program Success Represented? *Asian Studies Association of Australia Conference*, 2018, 3-5th July, The University of Sydney.

Goodwin, S., Voola, A. P. & Voola, R. (2017). Capturing ‘program success’ in the Graduation Approach to extreme poverty: a comparison of assessments of the SKS-Ultra Poor program in Medak, India. Tenth *Asia Pacific Regional Conference of the International Society for Third Sector Research (ISTR)*, “Global Challenges and Sustainability in the Asia Pacific: the Role of the Third Sector”, Jakarta, Indonesia, 4-5 December.

Goodwin, S & Voola, A. P. (2016). Social investment in ultra poverty: what is program success? *13th Biennial Australian and New Zealand Third Sector Research Conference*, Australia, November 2016, University of Sydney, New South Wales.

Voola, R & Voola, A. P. (2016). Avoiding “SDGwashing”: Sustainable Development Goals as business strategy. *13th Biennial Australian and New Zealand Third Sector Research Conference*, Australia, November 2016, University of Sydney, New South Wales.

Voola, R. & Voola, A. P. (2016). Partnership for global goals. *Social Good Summit Australia*, University of Sydney, Australia, October 15, 2016. Speakers list available at: <http://www.socialgoodsummit.com.au/speakers>

Sridharan, S., Voola, R., Voola, A. P., & Shah, A. (2014). Food Freedom and Food Well Being in Poverty: A Transformative Consumer Research Perspective. Fourth *International Conference on Food Studies: An Interdisciplinary Conference 2014*, Monash University – Prato Centre, Italy.

Goodwin, S. & Voola, A.P. (2013a). Comparative social policy analysis: towards a methodology for knowledge transfer from developing countries. *Australian Social Policy Conference*, University of New South Wales, Sydney, Australia.

Goodwin, S. & Voola, A.P. (2013b). Microfinance: What's care got to do with it? Fifth *International Community, Work and Family Conference*, University of Sydney, Sydney, Australia. Fifth International Community, Work and Family Conference.

Jetti, A.* (2011b). Integrating Sen's capability approach with the bottom of the pyramid thesis: Exploring how marketing can really help the poor. Conference proceedings of *SIMSR-Asia Marketing Conference*, Mumbai India.

Jetti, A. * (2010). Combating Child Labor: Strength Based Strategies. Conference proceedings of *Coping Resilience and Hope Building, Asia Pacific Regional Conference*, Australia July, 2010 at Griffith University, Brisbane, Queensland.

Jetti, A. * & Voola, R. (2007). Informing social entrepreneurship through social capital: An Indian illustration. Conference proceedings of the *International Nonprofit and Social Marketing Conference*, 28-29 September, Queensland hosted by Griffith University.

*maiden name used in these publications

🔊 REFERENCES

- References available upon request

★ VOLUNTEERING

- Board member and Treasurer of My Sister's Keeper (women's NGO based in Western Sydney), Sydney, Australia
2018 — Present

★ SOCIAL MEDIA CONTRIBUTIONS

○ Blog Posts

Voola, Archana (2019). [Tracking financial icebergs in Australia](#). The power to persuade blog.

Voola, A. & Godhino, V. (2019). [Financial wellbeing – Everyone's business?](#) The power to persuade blog.

★ RADIO INTERVIEW

○ July 2019

Voola, Archana (2019, July 25). [Debt, Hardship and Financial resilience](#) [Radio Broadcast]. Community radio station 2SER (10.07 secs onwards).