

Dr. Ayesha Ali

MGSHSS
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Research Interests

I am an applied development economist and do research on developing countries in the areas of Energy, Digital Technologies, and Political Economy.

Academic Position & Affiliations

- Assistant Professor, C.N.M. Department of Economics, MGHSS, LUMS (August 2016—present)
- Research Fellow, Mahbub ul Haq Research Centre (MHRC), LUMS
- Research Fellow, Center for Economic Research Pakistan (CERP)

Education

Ph.D. Economics (November 2016)
University of Toronto, Canada

MA International Policy Studies (June 2009)
Stanford University, USA

MA Economics (August 2007)
University of British Columbia, Canada

Bachelors in Commerce, Joint Honors in Economics and Finance (June 2006)
McGill University, Canada

Publications

1. “Down to the Wire: Leveraging Technology to Improve Electric Utility Cost Recovery” **Forthcoming, American Economic Journal (AEJ): Applied Economics**, with Husnain Ahmad, Robyn Meeks, Zhenxuan Wang, and Javed Younas (Impact Factor: 7.966; [RePEc](#), [Scimago](#), [Scopus](#))
2. “Breaking the culture of non-payment: A qualitative analysis of utility intervention Project Sarbulandi in Karachi” (2024), **Utilities Policy**, 91(101850) with Husnain Ahmad, Robyn Meeks, Victoria Plutshack, Zhenxuan Wang, Javed Younas (Impact Factor: 3.8; [RePEc](#), [Scimago](#))
3. “[Toolbox of Interventions Against Online Misinformation](#)” (2024) **Nature Human Behavior**, 8(7), 1044–1052, with Kozyreva, Anastasia, P. Lorenz-Spreen, S.M. Herzog, Ullrich K. H. Ecker, S. Lewandowsky, R. Hertwig, et al. [[PsyArXiv link](#)] (Impact Factor: 29.9; [RePEc](#), [Scimago](#), [Scopus](#))
4. “[Countering Misinformation on Social Media Through Educational Interventions: Evidence from a Randomized Experiment in Pakistan](#)” (2023) **Journal of Development Economics**, 163(2):103108, with Ihsan Ayyub Qazi (Impact Factor: 5; [RePEc](#), [Scimago](#), [Scopus](#))

5. [“Validated Digital Literacy Measures for Populations with Low Levels of Internet Experiences”](#) (2023)
The Journal of Engineering in Economic Development (Development Engineering), Volume 8, with Ihsan Ayyub Qazi and Agha Ali Raza (Impact Factor: 1.78; [RePEc](#), [Scimago](#), [Scopus](#))
6. [“Digital Literacy and Vulnerability to Misinformation: Evidence from Facebook Users in Pakistan”](#) (2022)
Journal of Quantitative Description: Digital Media, 2, with Ihsan Ayyub Qazi
7. [“Cognitive reflection is associated with greater truth discernment for COVID–19 headlines, less trust but greater use of formal information sources, and greater willingness to pay for masks among social media users in Pakistan”](#) (2022)
Harvard Kennedy School (HKS) Misinformation Review, 3(4), with Ihsan Ayyub Qazi
8. [“Investor Focused Placement and Sizing of Photovoltaic Grid-Connected Systems in Pakistan”](#) (2018)
Renewable Energy, 121, 460-473, with Ullah, Hayat, Kamal, I., and Arshad, N. (Impact Factor: 8.7; [RePEc](#), [Scimago](#), [Scopus](#))

Working Papers

9. [“Do reward and reprimand policies reduce electricity distribution losses?”](#) (2023)
(*Under Revision*), with Khusrav Gaibulloev and Javed Younas
10. [“Electricity Infrastructure, Heat, and Adaptation to Climate Change in Pakistan”](#) (In Progress) with Husnain Ahmad, Robyn Meeks, Zhenxuan Wang, and Javed Younas.
11. [“Informational and Behavioral Approaches to Improving Electricity Bill Payments”](#) (In Progress) with Husnain Ahmad, Robyn Meeks, Zhenxuan Wang, and Javed Younas.
12. [“Fighting Deepfake Misinformation: Evidence from a Field Experiment”](#) (In Progress) with Agha Ali Raza & Ihsan Ayyub Qazi

Other Peer-Reviewed Publications

13. [“Greening Energy Provision in Urban Pakistan”](#) (2020) with Sardar Mohazzam and Saleem Ali. In *Urban Studies and Entrepreneurship*, ed. Muhammad Naveed Iftikhar, David Audrestch, Jonathan Justice, 2020, pp. 227-247, The Urban Book Series. Springer, Cham.
https://doi.org/10.1007/978-3-030-15164-5_12
14. [“A Framework for Improving Web Affordability and Inclusiveness”](#) (2023)
ACM SIGCOMM 2023, with Rumaisa Habib, Sarah Tanveer, Aimen Inam, Haseeb Ahmed, Ayesha Ali, Zartash Afzal Uzmi, Zafar Ayyub Qazi, Ihsan Ayyub Qazi ([CORE Rank A*](#))
15. [“A First Look at Public Service Websites from the Affordability Lens”](#) (2023)
The ACM Web Conference (WWW), with Rumaisa Habib, Aimen Inam, Ayesha Ali, Ihsan Ayyub Qazi, and Zafar Ayyub Qazi ([CORE Rank A*](#))
16. [“Rethinking Web for Affordability and Inclusion”](#) (2021)
ACM HotNets, with Ihsan Ayyub Qazi, Zafar A. Qazi, M. Abdullah, R. Habib ([CORE Rank A](#))

17. [“Fake Audio Detection in Resource-constrained Settings using Microfeatures”](#) (2021)
INTERSPEECH, with Hira Yasin Dhamyal, Ihsan Ayyub Qazi and Agha Ali Raza ([CORE Rank A](#))
18. [“Using Self Attention DNNs to Discover Phonemic Features for Audio Deep Fake Detection”](#) (2021)
IEEE Automatic Speech Recognition and Understanding, with Hira Dhamyal, Ihsan Ayyub Qazi and Agha Ali Raza
19. [“Inverted HVAC: Greenifying Older Buildings, One Room at a Time”](#) (2018)
ACM Transactions on Sensor Networks, 14 (3-4), 1-26, with Abbas, Samar, Bakar, A., Chandio, Y., Hafeez, K., Jadoon, T. M., and Alizai, M. H. (Impact Factor: 3.687; [Scimago](#), [Scopus](#))
20. [“Inverting HVAC for Energy Efficient Thermal Comfort in Populous Emerging Countries”](#) (2017)
The ACM International Conference on Systems for Energy-Efficient Built Environments, with Hafeez, K., Chandio, Y., Bakar, A., Ali, A., Syed, A. A., Jadoon, T. M., and Alizai, M. H
[[AudienceChoice Award](#)] ([CORE Rank A](#))

Selected Honors and Awards

- [Google exploreCSR Award](#), 2023
- [Facebook Integrity Foundational Research Award](#), 2022-23
- [Academic of the Month Award](#), Meta/Facebook Research, 2021
- [Facebook Integrity Foundational Research Award](#), 2020
- [Facebook Integrity Foundational Research Award](#), 2019
- Featured Poster at the American Economic Association Meetings (AEA-ASSA) 2020 ([Video Interview](#))
- ACM BuildSys, Audience Choice Award for Best Paper, 2017

Invited Seminars & Poster Presentations

- 2023: **London School of Economics**, UK; **New York University**, Abu Dhabi, UAE
- 2020: **American Economic Association Annual Meetings**, USA ([Invited for a video interview to be featured on the AEA Website](#)); **Duke Dev Lab/LUMS/LSE** workshop (online)
- 2019: **Facebook**, USA; **Massachusetts Institute of Technology**, Sloan School of Management, Cambridge, MA, USA; **Lahore School of Economics**, Applied Development Economics Conference, Lahore; **American University of Sharjah**, UAE; **American Economic Association Annual Meetings**, USA; **Middle Eastern Economic Association Annual Meetings**, Atlanta, USA

Policy Work/Other Articles

- [“The Analytical Angle: Why Pakistan must replace electricity subsidies with a voucher and rebate system.”](#) with Javed Younas, *Dawn*, May 30, 2022
- [“Where does Pakistan’s electricity go?”](#) with Javed Younas, Mahbub ul Haq Research Centre, July 09, 2021
- [“The Analytical Angle: Addressing the woes of Pakistan’s electricity distribution sector.”](#) with Javed Younas, *Dawn*, June 16, 2021
- [“Fake News and the General Election.”](#) with Rubab Zahra Sarfraz, *Express Tribune*, July 8, 2018
- “Entrepreneurship in the IT Industry in Pakistan,” Background Paper for *World Bank Finance and Private Sector Development*, September 2011, with Daud Munir

- “Rent-seekers or Entrepreneurs,” *Dawn Economics and Business Review*, Feb 28, 2011.
- “Institutional Reforms for Competitiveness – Recent Developments,” *Chapter in Pakistan State of Competitiveness Report, Competitiveness Support Fund: Islamabad*, September 2010.
- “IMF’s Role in Delivering Trade Policy Advice to Bangladesh,” *Background Paper for the IMF’s Independent Evaluation Office*, August 2008

Research Grants

2025: **CNM Research grant** (PI), Amount: ~ \$3540

2025: **IGC-SPF** (Co-PI) with Robyn Meeks, Husnain Ahmad, Javed Younas, Zhenxuan Wang, Amount: GBP 19,550

2025: **DARE-RC** (Senior Advisor) with Jessica Albrent, Faisal Bari, Farah Nadeem (co-PIs), Amount: ~\$100,000

2023: **Google exploreCSR Award** (Co-PI) with Ihsan Ayyub Qazi, Zafar Ayyub Qazi, & Agha Ali Raza, Amount: \$32,000

2022-23: **Meta/Facebook Foundational Integrity Research Award** (PI) with Ihsan Ayyub Qazi & Agha Ali Raza, Amount: \$50,000

2022: **Higher Education Commission, National Research Program for Universities** (PI), Amount: \$12,000

2022: **Abdul Latif Jameel Poverty Action Lab (JPAL)** - King Climate Action Initiative (K-CAI), with Robyn Meeks, Husnain Ahmad, Javed Younas, Amount: \$150,000

2020: **Facebook Foundational Integrity Research Award** (PI) with Ihsan Ayyub Qazi & Agha Ali Raza, Amount: \$90,000

2019: **Facebook Foundational Integrity Research Award** (PI) with Ihsan Ayyub Qazi, Amount: \$50,000

2019: **DAAD Grant** (Co-PI), Amount: €120,000

2015: **International Growth Center Grant** (PI), Amount: GBP 10,000

Teaching

- Intermediate Microeconomics, LUMS (2016 - 2024)
- Development Economics, LUMS, (2016 - 2023)
- Topics in Energy Economics, LUMS (2016 - 2025)
- Energy Economics: An Interdisciplinary Approach, LUMS, Spring 2018

Advising

- **Master’s Thesis Students (8):** Maida Nadeem, Ahmed Saqib, Zainab Aiman, Rimsha Arif, Muhammad Hassan, Fatima Mahoon, Nida Zafar, Zahra Mughis
- **Predoctoral Researchers:** Sheikh Arsalan-ul-Haque, Aleaze Malik, Hijab Tahir
- **Senior Project Students:** 50
- **Directed Research Project (DRP)/ Independent Study Students:** 25

Professional Service

Reviewer for the Journal: Energy Economics, Defence and Peace Economics, European Journal of Development Research

Conferences Co-organized: Pathways to Development Conference, LUMS, Dec 2022.

Conference Discussant

- “Reforming Energy for Development,” — Pathways to Development Conference, LUMS, Dec 2022.
- “Women’s Transport and Labor Market Outcomes A Randomized Control Trial in Urban Pakistan” — by

Kate Vyborny and Erica Field, Lahore School of Economics Applied Development Economics Conference, Sep 2019.

- "Effect of gasoline prices on car fuel efficiency: Evidence from Lebanon" — by Walid Marrouch et al., 39th MEEA/ASSA Annual Meeting, Atlanta, USA, Jan 2019.
- "Do Perceptions of Scientists and Economists Differ on Climate Change? Preliminary survey results from the Mediterranean" - Work by Mine Cinar et al., 39th MEEA/ASSA Annual Meeting, Atlanta, USA, Jan 2019.
- "Do Electoral Quotas Make Government Programs Work Better, and for Whom? Evidence from India" -- by Saad Gulzar (Stanford University) et al., Lahore School of Economics Conference on Applied Development Economics, Sep 2018.

Departmental and University Service

- Convener, Search Committee, Economics Department
- Convener, Research Committee, Economics Department
- Convener and Member, Microeconomics Cluster Economics Department
- Member, University Research Council
- Member, Undergraduate Curriculum Committee, LUMS
- Member, Development Cluster Economics Department
- Member, Department Climate Committee
- Member, University Conservation Committee
- Member, University Committee on Data Science Program
- Member, MGS HSS Academic Honesty and Disciplinary Committee

Workshop Instructor/Panelist

- "Navigating the Energy Transition", CERP Workshop (Instructor), May 2024
- "Navigating the Energy Transition", CERP Workshop (Instructor), May 2023
- "Consultation on strengthening Media and Information Literacy Competencies of Youth in Pakistan," organized by UNESCO and Pakistan Peace Collective (Panelist), July 2020.
- "Developing Electricity Market for Future"(Panelist), PIDE Roundtable, July 2020.
- Electricity Markets Professionals Program (CPPA, LUMS), Module 2 (Instructor), Sep 2019
- "Optimizing Renewable Energy Resources in Pakistan" Workshop at SBASSE LUMS (Panelist), April 2019.

Thesis Committee Service

- [Supervisor] Saqib Ahmed (MS Economics)
 - Thesis: "Impact of Oil Price Increase on Inflation: A Case for Renewable Energy"
- [Supervisor] Zainab Aiman (MS Economics)
 - Thesis: "Effects of Public Health Policy on Health and Economic Outcomes in Pakistan"
- [Supervisor] Rimsha Arif (MS Economics)
 - Thesis: "Panel Data Analysis of the Impact of Weather Variables on the Residential Electricity Demand in Karachi"
- [Supervisor] Muhammad Hassan (MS Economics)
 - Thesis: "The Impact of Exposure to Mass Media on Fertility"
- [Supervisor] Fatima Mahoon (MS Economics)
 - Thesis: "Residential access to internet and female workforce participation in Pakistan"
- [Supervisor] Nida Zafar (MS Economics)
 - Thesis: "The Role of Price Incentives in Electricity Conservation"
- [Supervisor] Zahra Mughis (MS Economics, In Progress)
 - Thesis: "Determinants of Intended Tax Compliance in Future Taxpayers in Urban Pakistan"
- [Committee Member] Ruqia Hassan (MS Economics, In Progress)

- Thesis: “Conceptualization of the Mother in Large Scale Sample Data”
- [Committee Member] Rubab Zahra Sarfraz (MS Computer Science, 2018)
 - Thesis: “Measuring the Impact of Fake News in Developing Regions”

Honors, Awards, and Fellowships

- [Google exploreCSR Award](#), 2023
- [Facebook Integrity Foundational Research Award](#), 2022-23
- [Academic of the Month Award](#), Meta/Facebook Research, 2021
- [Facebook Integrity Foundational Research Award](#), 2020
- [Facebook Integrity Foundational Research Award](#), 2019
- Featured Poster at the American Economic Association (AEA) 2020 [[Video Interview](#)]
- ACM BuildSys, Audience Choice Award, 2017
- Royal Bank Graduate Fellowships in Public and Economic Policy, 2015
- Ranjit Kumar Graduate Fellowship, 2015
- Ontario Graduate Scholarship, 2014
- Canadian Society for Labour markets Research Network (CSLRN) Fellowship, 2013
- University of Toronto Graduate Fellowship, 2011-2015
- Stanford IPS Class of 2009 Commencement Speaker, 2009
- William J. Fulbright Scholarship for Graduate Studies, 2007
- Sir Edward Beatty Gold Medal in Economics, 2006