Saripalli Bhavani Shankar
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Educational Qualification

- **Fellow Programme in Rural Management** (equivalent to Ph.D.), Institute of Rural Management Anand (IRMA), Graduated in April 2012
  Specialisation: Marketing
  Dissertation Title: 'Marketing Facilitation and Livelihoods'

- **Post Graduate Diploma in Business Management,** Ambedkar Institute of Management Studies, Visakhapatnam, 2002
  Specialisation: Marketing Management and Information Systems

- **Graduate** in Bachelor of Science, Andhra University, 1999
  Subjects: Mathematics, Physics, Chemistry

Publications

Journal Articles

- Shankar, S.B. (2024) "Marketing Facilitation for Improving Livelihoods of Tribal Producers", *International Journal of Rural Management*, Vol.10, No.2, pp.93-120. https://journals.sagepub.com/doi/epdf/10.1177/0973005214546593.

- Shankar, S.B., Chawan, V. and Gunta, S. (2018) "Empowering subsistence women entrepreneurs in India: Insights from Lijjat, Mulukanoor and MPWPCL", *Society and Business Review*, https://doi.org/10.1108/SBR-05-2018-0042. **(ABDC ranking - B)**

- Shankar, S. B and Chawan, V (2017) "Business Models Sustaining Subsistence Economies: Evidence from India", *Society and Business Review,* Vol.13, No.1. **(ABDC ranking - B)**

- Chokkannan, P., Bhavani Shankar, S. and Pattusamy, M. (2023), "The fashion retailer's opportunity: effect of deal-seeking behavior on mobile shopping intention of showroomers", Asia Pacific Journal of Marketing and Logistics, Vol. 35 No. 5, pp. 1187-1205. https://doi.org/10.1108/APJML-12-2021-0914 **(ABDC ranking - A)**

Cases

- Shankar, S.B and Bhatta, NMK (2016) "Godrej Appliances: Enhancing Value and Brand Image," *Journal of International Business Education*, Vol, 11., pp.243-266 **(ABDC Ranking – B)**

- NMK Bhatta., Mahapatra, S. and Saripalli, B.S. (2017) "Revitalisation of Godrej Appliances Division", Journal of International Business Education", Vol.12, pp.1-12. **(ABDC Ranking – B)**

- Ramakrishna V., Venkat Raman, G., Bhavani Shankar Saripalli, and Swapna A. J. "Ace Micromatic Group: A Hidden Champion in The Indian Machine Tools Industry". Case & Teaching Note accepted by ISB case repository with product numbers ISB299 and ISB300.

- Ramakrishna V., Venkat Raman, G., Bhavani Shankar Saripalli, and Swapna A. J. "Ace Micromatic Group: Competing in Dragon's Den". Case & Teaching Note published by ISB case repository with product numbers ISB301 and ISB302.

- Ramakrishna Velamuri and Huirong Ju of China Europe International Business School (CEIBS) and Venkat Raman and Saripalli B. Shankar of Indian Institute of Management Indore, "Fugu Mobile: Setting Up a Local Digital Marketing Company in China". Case & Teaching Note accepted by CEIBS case repository.

- Venkat Raman, Bhavani Shankar Saripalli, Huirong Ju, Ramakrishna Velamuri, "*Fugumobile: Setting up a Local Digital Marketing Company in China",* Ivey case Publishing, Product: W29954-PDF-ENG.

Working Papers

- Shankar, S.B (2020) "Understanding Role of Social Enterprises in Women Empowerment", Working Paper, Indian Institute of Management Indore, WP/01/2019-20/MM.

- Shankar, S.B., Chawan, V., and Chauksey, S (2021) "Social Enterprises Empowering Subsistence Women Entrepreneurs: Case of MPWPCL", Institute of Rural Management Anand, WP319.

Teaching

- PGP Core Course:
  Marketing Management – II (2013-17)
  Marketing Management – I (since 2017 AY)
  Marketing Research (since 2021 AY)

- PGP Electives:
  Qualitative Marketing Research (2013-19)
  Marketing for Sustainable Marketplaces (since 2013)
  Marketing Narratives (since 2024)

- FPM /EFPM Course:
  Qualitative Research Methods (since 2021 AY)

Training Programmes Attended

- Qualitative Marketing Research – London School of Economics and Political Sciences, Aug 15-26, 2016.

- Case Study Analysis – National University of Singapore, 25th June – 6th July 2018.

- Global Colloquium on Participant-Centered Learning, which will be held from July 21, 2019 to July 26, 2019 at Harvard Business School, Boston, US. Attended second phase Harvard Global Colloquium held at Mumbai between 17th and 20th February 2020.

- Survey Research Methods – National University of Singapore, July 3rd – 14th, 2023.

Consultancy Projects

- Participatory Assessment of Rural Tourism Sites, UNDP, 2010. A paradigm shift project of creating bottom-up models of sustainable livelihoods, the project evaluated readiness of the established rural tourism sites in five states across India.

- Monitoring and Evaluation of Agricultural Technology Management Agency – Govt. of Kerala, 2011. The project assessed implementation and beneficial effects of services provided for production, processing and marketing of agricultural and horticultural produce on Kerala's farmers. Workshops, field visits and caselets were part of the assessment.

- Balancing Economic and Social Value: Transformation role of Women dominant CBOs for Verghese Kurien Centre of Excellence (VKCoE), Institute of Rural Management Anand (IRMA). In collaboration with Prof. Vinaysingh Chawan of OM&QT area of IIM Indore. Report submitted in December 2020.

- Marketing, Branding and Positioning in Telangana under "Jumpstart India" Initiative of Indian School of Business for the Department of Handlooms, Govt of Telangana. In collaboration with Prof. DVR Sheshadri and Prof. Raghuram Bommaraju of ISB. Report submitted on August 2021.

- Reinventing the Agriculture Business Management (ABM) programme of its School of Agriculture Business Management for Professor Jayashankar Telangana State Agricultural University (PJTSAU), Hyderabad, Telangana. In collaboration with Prof. DVR Sheshadri of Indian School of Business (ISB). Report submitted in August 2021.

- Pathways for mainstreaming Organic Farm Produce: Producer and Consumer Perspectives. In collaboration with Prof. DVR Sheshadri of Indian School of Business (ISB) and team. Sponsored by EY. Report submitted in Oct 2022.

- Marketing Strategies for Bamboo Products. One District One Product – Harda District, Government of Madhya Pradesh. The project was led by Prof. Himanshu Rai, Director, IIM Indore and Mr. Naveen Rai, Senior Manager Government Affairs and Business Development. Report submitted in Jun 2023.

- Course development on "Marketing and Branding" for the 18 types of traditional craftspeople in India. This becomes part of the training module to be taught to craftspeople enrolled under the Prime Minister Vishwakarma Scheme launched on 17th September 2023. Report submitted in August 2023.

- Strategies for strengthening systems and processes, marketing, and branding of Chikankari fabrics. One District One Product – Lucknow District, Government of Uttar Pradesh. The project was led by Prof. Himanshu Rai, Director, IIM Indore and Mr. Naveen Rai, Senior Manager Government Affairs and Business Development. Report submitted in December 2023.

- Training and consulting for executives of Ramoji Film City, Oct 5th – 6th 2023, Ramoji Studios, Hyderabad, Telangana. In collaboration with Prof. Subin Sudhir, Marketing area, IIM Indore.

- Assessment of Operation Jagriti: Empowering women and girls for safety for Agra Zone Police. The project was led by Prof. Himanshu Rai, Director, IIM Indore and Mr. Naveen Rai, Senior Manager Government Affairs and Business Development. Report submitted in June 2024.

- Manual on Chikankari for All Stakeholders Involved. One District One Product – Lucknow District, Government of Uttar Pradesh. The project was led by Prof. Himanshu Rai, Director, IIM Indore and Mr. Naveen Rai, Senior Manager Government Affairs and Business Development. Report submitted in January 2025.

- One District One Product – Indore Potato "Marketing and Branding Strategies for Indore Potato, Indore District, Government of Madhya Pradesh. The project was led by Prof. Himanshu Rai, Director, IIM Indore, and Mr. Naveen Rai, Senior Manager Government Affairs and Business Development. Report submitted in September 2025.

- Impact and Performance Report on Police Commissionerate Agra, Uttar Pradesh. The project was led by Prof. Himanshu Rai, Director, IIM Indore, and Mr. Naveen Rai, Senior Manager Government Affairs and Business Development. Report submitted in July 2026.

- Training and consulting for executives of NSSH Business Accelerator Program 2026, IIM Indore Incubation Foundation, Oct 19th – 24th 2026. Ministry of MSME and IIM Indore Collaboration. Coordinators of the program Prof. Punyashlok Dwibedy and Prof. D L Sundar, Strategy area, IIM Indore.

Administration

- Coordinator, Certificate Course on Business Management for Defense Officers (2 Yrs)
- Area Chair Marketing (2 Years)
- Member, AoL Committee for PGP Programme, AACSB Accreditation (4 Years)
- Co-chair, General Management Programme for Executives (2 Years)
- Coordinator – Rural Engagement Program 2013, 2014, 2021, and 2022
- Member, Faculty Development and Evaluation Committee (1 Year)
- Co-chair, Post Graduate Certificate Programme in Branding and Advertising (1 Year)
- Co-chair, Certificate Programme in Digital Marketing Strategy (2 Years)
- Guest-Editor, Special issue on Maha Kumbh, Journal of Contemporary Business Research, Sage Publishing