

RESUME

Name : Dr. Rajendra Nargundkar

Current Position : Professor, Marketing
IIM Indore
(from Dec. 2013)

Phone : 0731-2439564

E- Mail : rajendran@iimidr.ac.in

My Educational Qualifications

1986 –1989 : **Doctor of Philosophy (Ph.D.)** in Management from Clemson University, U.S.A, August 1989. My thesis, titled “Operationalising Marketing Fit and Operating Fit” examined marketing, R&D and operational synergies and their role in successful diversification strategies, and made extensive use of statistical modelling techniques. The sample was drawn from 2000 of the largest, multi-divisional American companies.

1982 – 1984 : **PGDM** (Post Graduate Diploma in Management equivalent to MBA) from IIM Bangalore. Concentration area was Marketing.

1977 – 1982 : **Bachelor of Engineering** (Electrical) from Osmania University, Hyderabad. Ranked second in my graduating class.

My Work Experience (1984-2016)

A. Teaching, Training and Academic Leadership Experience (1986 –2015)

Dec. 2013- Present : Professor of Marketing at IIM Indore. Also the Chair, Management Development Programs. Teaching in IIMI programs at Indore, and Mumbai.

July 2012 – Nov. 2013 : As Senior Dean-Academics, led a team of 65 faculty members at IMT Ghaziabad, a top 15 Business School in India. Put in place new systems of performance appraisal. Led the AACSB accreditation team. Re-engineered the alumni connect.

Nov. 2009- June 2012 : As Director, IMT Nagpur, increased industry interaction through various measures. IMT N was ranked among top 20 B schools by AIMA in May 2012, out of 3000+ business schools. Recruited several faculty, took on research associates, launched a new case journal. Reactivated student bodies and motivated them to launch seminars. Conducted a series of alumni chapter meets in Delhi, Mumbai, Kolkata, Hyderabad and Bangalore to strengthen relations. Started working on a text book on Brand Management,

now nearing completion. Started a series of Faculty Development programs for Nagpur area Business Schools, and Executive Programs for corporates such as NTPC, Bajaj Steel, SAIL, GMR, Asian Paints and the RPG group. Taught a newly designed Seminar course on Thought Leadership to PGDM students. Guiding 4 PhD students, with one student having been awarded a Ph.D.

May 2008- Nov. 2009 : As **Director**, IFIM Business School Bangalore, kick-started the Executive Development Programs, Faculty Development Programs and in-company programs. Helped revamp the curriculum structure, and admission process. Taught International Marketing and Marketing Research. Organised an international conference on Doing Business in India, Dec. 2008, with 95 participants. Handled advertising strategy with their ad agency.

2005- 2008 : **Director of PES Institute of Management** at Bangalore. Leading a team of 15 faculty members, I started a peer-reviewed journal called PES Business Review with an international Editorial Advisory Board. Set up a Centre for Management Innovation, which focuses on research, consulting and faculty training initiatives. Conducted five Faculty Development Programs in the areas of Research Methods, Case Method and Multivariate Statistical Analysis Techniques. Started MDP and Consulting, and a research and faculty exchange program with Indiana University of Pennsylvania, USA. Organised two international conferences in association with the International Society for Competitiveness in Jan 2007 and Jan 2008. Member of several editorial boards of journals, faculty selection panels at IIMI and NITIE, and governing body member of NSHM Business School, Kolkata. PESIM was rated no. 43, 49 and 45 in India by Business World, Outlook and Business Today respectively in 2007. We got accredited by the NBA under my leadership.

2003- 2005 : **Professor of Marketing at IIM Kozhikode**. Authored two major text books - one on Marketing Research, and another on Services Marketing. Published by Tata McGraw-Hill, these are used as texts at many B-schools. Served as a member of the IIMK Governing Board and Chairperson, Research.

Taught in IIMK's VSAT- based interactive distance learning programme, as well as regular PGP. Reviewer for many leading journals like IIMB Review, IIML Metamorphosis, and ICFAI Journal of Marketing Management. Conducted Executive Education programs in CRM, Services Marketing and Marketing Research. Also conducted workshops to train faculty in IIMK's Faculty Development programs.

Organised, in association with NASMEI of USA, *an International Conference on Marketing Strategies for Emerging Markets* at Calicut in Dec. 2004.

2001- 2002 : **Associate Professor at IIM Lucknow** in the marketing area. Served as a reviewer for a national conference on WTO and Allied Issues Related to Globalization at IIFT, jointly hosted by IIML and IIFT in Feb. 2002. Directed four IIM Lucknow Executive Education Programs in the areas of CRM, Marketing Research and

Marketing Strategy. Taught courses like Advanced Marketing Research and Marketing Management for MBA students.

1995- 2001 : Professor at **Kirloskar Institute of Advanced Management Studies**. Taught MBA courses on Advertising, Marketing Research, Services Marketing and Industrial Marketing. Designed and taught in over 50 Executive Programs in the areas of Industrial Marketing, Branch Management, Positioning Strategies, Competitive Marketing Strategy, Marketing Research, International Marketing, Negotiation Skills, and conducted workshops for Senior Managers. Developed original cases for use in teaching and training. Worked on a Business Process Reengineering consultancy assignment for the Rs. 7 billion Kirloskar Oil Engines Ltd. Designed the initial MBA curriculum, and coordinated the two year MBA program. Functioned as Admissions, MDP and PGP coordinator during my tenure.

1992 - 1995 : Associate Professor of Marketing at **Vignana Jyoti Institute of Management, Secunderabad**. Was one of the core faculty at the institute's inception. Designed and taught various Marketing area courses like Advertising, International Marketing and Marketing Research.

1991 - 1992 : Associate Professor of Marketing at **Xavier Institute of Management, Bhubaneswar**. Taught day and evening courses in Marketing Research, Advertising, and International Marketing.

1989 – 1991 : Assistant Professor of Management at **Lander University, South Carolina, U.S.A.** Taught courses in Industrial Marketing, Statistical Applications and MIS.

1986 – 1989 : Graduate Teaching Assistant at **Clemson University, U.S.A.** While pursuing my Ph.D., taught a variety of management courses to undergraduate students.

B. Work Experience in Industry (1984-1986)

1985 - 1986 : Research Executive at **Marketing and Business Associates** (now called Gallup-MBA) , at Bangalore and Bombay. Handled various consumer and industrial research projects for clients like WIPRO, Marico, BHEL.

1984 - 1985 : Account Executive at **New Horizons Pvt. Ltd.**, an advertising agency in Delhi. Handled accounts such as APPU GHAR and INDIA TODAY.

Papers Published in Academic Journals / Conference Proceedings/ Presentations

Journal papers

2016: Accepted. A Motive-based Segmentation of Indian Domestic Tourists, by Tapas Kumar Chatterjee, Bikramjit Rishi and Rajendra Nargundkar, in the International Journal of Indian Culture and Business Management (**ABDC C category journal**)

2015: Paper titled ‘**An analysis of Intensive Mode Pedagogy in Management Education in India,**’ co-authored with Sita Mishra, in the International Journal of Educational Management, Vol. 29 Issue 4, pp. 408-419.

2014: “Investigations into the Mismatches Between Management Education and Practice: Agenda for Future Study,” a paper co-authored with Naveen Das was published in the refereed journal PES Business Review, vol.9, issue 2, June 2014, pp. 26-37.

2009: “B-school Students: Customers, Products, Partners, or Stakeholder?: An Indian Perspective” published in **Sugyaan**, vol.1, issue 1, June-July 2009, pp. 80-90. Co-authors: Shahida P. and Rajashekar H.

2009: India as an IT Destination- A Place Branding Approach, published in **Sona Journal of Market Research**, vol.1, issue 1, Jan. An earlier version was presented at the International Research Seminar on "Brand India" organised by the Yale-Great Lakes Centre for Management Research in Chennai, 23 Dec 2007. Co-author: Sivaraman Manoharan.

2009: Paper titled “**A Conceptual Model of Brand-building for B-schools: An Indian Perspective**” published in the **International Journal of Commerce and Management**, vol.19, issue 1, March 2009, pp.58-71. Co-authors: Shahida P. and Rajashekar H. (**International**)

Cases Published

2014: A case titled “Information System Strategy at Neelkanth Drugs,” a case co-authored with Susmi Routray was registered by Richard Ivey School of Business, University of Western Ontario. Product Code 9B14E014. August 2014.

Case in international conference proceedings:

2015: Euroflex Transmissions Pvt. Ltd: International Marketing Strategy, in the proceedings of the International Conference on Business Management and Information Science, Singapore, November 17-20.

Conference presentations

2016: Accepted. *Online versus Offline Price Expectations of Indian Consumers*, to the CMMU-Oxford Retail Conference, Bangkok, September 28-30, 2016. Co-author-S. Manoharan.

2016: Accepted, *Digital Marketing for a Premier Business School: A Case Study*, for presentation in an international conference. ABEM (Academy of Business and Emerging Markets), Phnom Penh, Cambodia, August 2-4, 2016.

2015: A paper co-authored with T.K. Chatterjee, titled “Exploring motivations of domestic tourists in India” presented at the Advances in Hospitality & Tourism Marketing and Management Conference at Beppu, Japan, June 18-21st, 2015

2014: A paper titled “Corporate Social Responsibility in India: Are the top 100 companies focusing on millennium development goals?” (co-authored with Avinash Mulky), at ICIEMC conference, Portugal, May 2-3, 2014.

2014: Paper on Social Media, “Exploring the Relationship between Perceived Benefits and Social Media Brands Using Discriminant Analysis” presented at the July 25-26th International Conference on Social Media Marketing, Bangalore. Co-author: Avinash Mulky.

2014: Paper titled, “Positioning of Social Media Brands by Value Provided to Users” presented at GTAR International Conference at Bali, Indonesia, June 2nd-3rd, 2014. Co-author: Avinash Mulky.

2013: ‘Are Intensive Courses Better? The Role of Pedagogy in Management Education’, at the AMDISA 12th South Asian Management Forum (SAMF), Pune. Co-authored with Sita Mishra. Feb. 2013.

2012: Paper titled ‘Role of Internal Marketing in Employer Branding- An insight from selected IT companies’ co-authored with S. Manoharan presented at the Great Lakes Institute of Management-NASMEI conference, Dec. 2012.

2012: Paper titled ‘The making of a lifestyle brand- Is Café Coffee Day creating it the Indian way?’ co-authored with S. Manoharan presented at an IIT Delhi conference, 18-19 Oct. 2012.

2012: Presented a case titled ‘Golftripz, a case on Service Innovation’, at the GDBS Conference ICSIT 2012 in Bangkok held during January 5-7, 2012.

2011: Presented a case titled ‘Forms@ crossroads’, in the BRICS conference held at IIM Bangalore in Dec. 2011. Co-authors: K.R. Jayasimha and R. Phatate.

2011: Presented a paper, 'Emotional appeals in advertising and their impact on customer's buying decisions' at GLIM, Chennai in Dec 2011. Co-author: S. Manoharan.

2010: Presented a paper titled *Re-orienting, Re-engineering and Branding G to C Services in India*, for the 2010 Academy of Indian Marketing International Conference on Emerging Markets in the New World Order-The Paradigm shift, 16-18 December, 2010, New Delhi. Two more co-authored papers presented at the same conference as above-

- a. Paper titled *Creating Strong Service Organizations through Internal Branding*, co-author, Bhagyalakshmi Venkatesh, and
- b. Paper titled *Marketing Strategies of selected Indian Companies in Africa: Challenges and Opportunities*, co-authored with K.R. Jayasimha and Shahida P.

2010: Presented, at the 4th Great Lakes NASMEI (North American Society for Marketing Education in India) Marketing Conference held at Chennai on 23, 24, December 2010, a paper titled *Level based positioning strategies and their impact in decision making in Consumer Electronics*. Co-author: S. Manoharan

2010: A paper titled *Factors affecting Green Purchasing Behaviour in Growing Economies: Study of Metro Consumers in India*, presented in the First International Marketing Conference (MARCON 2010) held between December 27 & 29, 2010 at IIM Calcutta.. Co-authors: Artee Aggrawal and Richa Chaudhary.

2009: *Cognitive Barriers to Information Flow & Sharing*, accepted for presentation and proceedings at the International Business Information Management Conference (12th IBIMA) on 29- 30 June 2009 in Kuala Lumpur, Malaysia. Co-authors: Masoud Abessi, University of Yazd, and Sharifah Latifah, University Malaya.

2009: *Titan Eye+ : Case Study of a New Service Brand*, presented at the Inaugural Global Conference in Service Excellence, Singapore, 22-24 Jul 2009, organized by Singapore Management University Institute for Service Excellence. Co-author: Veena Singh

2009: Paper titled "*Consumer Innovativeness and Product Innovation- A study of the relationship in the mobile telephony market*", accepted for AP-ACR International Conference at ISB, Hyderabad, Jan.2-4, 2009. Co-author: Manasa Nagabhushanam.

Books Published (2009-2014)

1. Wrote a book titled **Services Marketing**, 3rd edition, published by Tata McGraw-Hill, New Delhi, 2010.
2. **Brand Management**. Published exclusively for IMT Centre for Distance Learning, in 2013 by Tata McGraw-Hill, New Delhi. Co-authored with Bhagyalakshmi Venkatesh.

My Papers: 2008 and Earlier

2008: *CRM in Higher Education: Problems and Prospects from an Indian B-school Perspective*, presented at the AoM International Conference at Amsterdam, Oct. 2-4, 2008. Co-authors: N. Balasubramanian & S. Manoharan.

2008: *IPL (Indian Premier League) as a Value Creator for its Stake-holders*, presented at the NASMEI-Great Lakes International conference, Chennai, Dec. 22-23, 2008. Co-author: S. Manoharan

2008: *Attribute-based Perceptual Mapping of Cement Brands*, **Vilakshan**, vol. V, Issue 1, March 2008, pp. 57-64. Co-authors: Shahida P. and Gaurav Hiremath.

2008: *G to C Services: The Next Big Leap in the Delivery Process*, presented at the International Conference on Services Management at TAPMI, Manipal on Feb 15-16, 2008.

2008: *Advertising: A Key for Positioning*, presented at the International Conference on Innovation hosted by PESIM and International society for Competitiveness, Jan 5-6, 2008, Bangalore. Co-author: S. Manoharan.

2008: *Perceived Risk in Online Shopping: an Indian Perspective*, published in **Amity Business Review**, vol. 9, no. 1, Jan-June. An earlier version was presented in the International Conference on Innovation hosted by PESIM and International society for Competitiveness, Jan 5-6, 2008, Bangalore. Co-author: Shahida P.

2008: *Consumer Innovators and Product Innovation- A Literature Review*, presented at the International Conference on Innovation hosted by PESIM and International society for Competitiveness, Jan 5-6, 2008, Bangalore. Co-author: Manasa Nagabhushanam.

2007: *Quality of Management Education in India: Development of a Conceptual Framework*, in **IMPACT**, the IIM Indore Journal, Jan-June, vol. 2, no.1. pp. 45-55. Co-authors: Shahida P. and Rajashekar H.

2007: *Market Research as a Value Creator*, presented at the International Conference on Value Addition in Marketing organised by the NASMEI-Great Lakes Institute Management Research in Chennai, 21-22 Dec 2007. Co-author: Sivaraman Manoharan

2007: *India as an IT Destination- A Place Branding Approach*, presented at the International Research Seminar on "Brand India" organised by the Yale-Great Lakes Centre for Management Research in Chennai, 23 Dec 2007. Co-author: Sivaraman Manoharan.

2007: *New Service Development: Role of Customer Contact Executives*, published in **Vision**, April-June 2007, Vol. 11, no.2, pp. 1-6. Co-authors: Jayasimha K.R., Murugaiah V.

2007: *Assessing Service Quality: Supermarkets and Hypermarkets in India*, in **Focus**, vol.3, no1, April 2007, pp. 6-16. Co-authors: Shahida P., Rajashekar H. & Bhagyalakshmi Venkatesh

2007: *Consequences of Service Failure: A Survey of Literature*, **Vilakshan**, vol IV, Issue 1, March 2007, pp. 175-188. Co-authors: K.R. Jayasimha & V. Murugaiah

2007: *Measuring Strategy Performance: DEA Model*, a paper with Dr. Masoud Abessi, of the University of Yazd, Iran, presented at the International Conference on Emerging Competitiveness Paradigms at Goa, Jan 11-12, 2007.

2007: *Value Seeking Behavior of Customers of Luxury Brands In India: An Empirical Study*, a paper with Dr. Bernadette D'Silva and Bhagyalakshmi Venkatesh, presented at the International Conference on Emerging Competitiveness Paradigms at Goa, Jan 11-12, 2007.

2006: *Assessing Indian Students' Perceptions Towards M- Learning: Some Initial conclusions*, in the **International Journal of Mobile Marketing, USA**, vol. 1. no. 2, Dec.. 2006. Co-authors: Bhagyalakshmi Venkatesh, Feroz Sayed and Shahida P. (**International**)

2006: A paper co-authored by Prof. K.R. Jayasimha, *Consumer complaining behavior following a service failure: a factor analytic study*, has been published in the August, 2006 issue of **ICFAI Journal of Marketing Management**.

2006: Published a paper titled "*Adoption of Self Service Bill Payment Technologies: A Conceptual Model*" in the **Journal of Services Research**, published by IIMT, Gurgaon, vol. 6, no.2, Oct 2006-March 2007, pp.119-134. Co-author: K.R. Jayasimha.

2006: Published by **Vilakshan**, XIMB Journal of Management, in Sept 2006, a paper with Bhagyalakshmi Venkatesh, on *Service Quality of Domestic Airlines in India: an Empirical Study*.

2006: Published in Vision, the MDI journal, a paper with Shahida P., on *Training Managers for Between You and Me Experiences*. (about informal communication in organisations), **Vision**, vol. 10, no.2, April-June 2006, pp. 21-27.

2005: Published a paper titled *Market Orientation, Marketing Innovation as Performance Drivers: Extending the Paradigm* (co-authored by Dr. Gurvinder Shergill, Massey University, New Zealand) in the **Journal of Global Marketing, USA**, Vol. 19, (1), pp. 27-47, December 2005. Examines the link between Indian industry's state of evolution in CRM, market orientation and marketing innovation, and performance. (**International**)

2005: Jayasimha, K.R. and Nargundkar, R. *Organisational Issues in Implementing Self service Technologies (SSTs)*, **Vilakshan**, XIMB Journal of Management, vol. II , issue 2, Sept. 2005.

2005: Published a paper titled "*Corporate Brand Salience- An Investigation*" in the **ICFAI Journal of Marketing**, August 2005, pp. 25-39. An earlier draft was presented at the International Conference on Marketing Strategies for Emerging Markets organised by IIMK and NASMEI at Calicut, Dec. 21-22, 2004. Co-author: Prof. Avinash Mulky, IIM Lucknow.

2005: Shahida Khan & Nargundkar, 2005: *Branding of a B-School in the Convergence Era*, in the International Conference on Marketing in the Era of Convergence, at IIM Kozhikode, January 7-8, 2005.

2005: Feroz K. Saiyed & Nargundkar, 2005: *Consumer Behaviour with respect to M-Learning*: in the International Conference on Marketing in the Era of Convergence, at IIM Kozhikode, January 7-8, 2005.

2005: Jayasimha, K.R. & Nargundkar, 2005: *'Delivery of government services in the era of convergence'* in the International Conference on Marketing in the Era of Convergence, at IIM Kozhikode, January 7-8, 2005.

2005: Bhagyalakshmi Venkatesh and R. Nargundkar, *"Consumer Perception of Brand's innovation claims"* in the National Conference on Strengthening India's Competitive Capabilities organised by PESIM Oct. 21-22, 2005.

2005: Jayasimha K.R & R. Nargundkar, *"A conceptual model to understand the nexus between Functional Illiteracy, Coping and adoption of Self Service Technologies (SST's)"* in the National Conference on Strengthening India's Competitive Capabilities organised by PESIM Oct. 21-22, 2005

2005: Shahida P & R. Nargundkar, *"A conceptual model for informal communication"* in the National Conference at PESIM Oct. 21-22, 2005

2005: Nargundkar & VSR Vijayakumar, *"Strategy, Market Orientation, and Firm Performances: Some New Insights"* in the National Conference at PESIM, Oct. 21-22, 2005.

2004: Presented a paper titled *"Marketing Innovation-A Reliable Predictor of Performance?"* at the Conference on "Innovation- the new Lever of Value-Creation", by IIM Bangalore on December 16-18, 2004. Co-author: Gurvinder Shergill, Massey University, New Zealand.

2003: Published a paper titled *"Modernisation in Indian Retailing: Managerial and Policy Perspectives"* in **Udyog Pragati**, vol. 27, no.2, pp. 1-8, April-June 2003. Co-author: Prof. Avinash Mulky, IIM Lucknow.

2003: Published a paper titled *"Global Marketing of High Tech Products from India: A Roadmap"*, in the **ICFAI Journal of Marketing**, vol.1, no.3, pp. 77-82, August 2003. Co-authored by Prof. Avinash Mulky of IIM Lucknow. An earlier draft was presented at MTOPS conference co-hosted by IIM bangalore and Georgia Tech, in Dec. 2002 at Bangalore.

2002: Published a paper titled *"International Marketing Strategy for Indian Companies : Value, Image and Other Issues"* in the **ICFAI Journal of Marketing**, vol.1, no.1, November 2002, pp.67-73. An earlier draft was presented at the International Conference on Globalization of Business and Markets at the Management Development Institute, Gurgaon, in Dec. 2001. Co-authored by Dr. Chetan Bajaj.

2000 : Presented a paper titled *" Process Reengineering to Enhance Customer Relationships : A Case Study of Kirloskar Oil Engines Limited"* at the **International Conference on Customer Relationship Management** held at the Management Development Institute, Gurgaon. The paper was later published as a **chapter of a book titled CRM**, by Tata McGraw-Hill (Editors were Prof. G. Shainesh, Prof. Jagdish Sheth and Prof. Atul Parvatiyar). My co-author was Dr. Chetan Bajaj.

1997 : Presented a paper at the “ *International Conference on Architechting the Global Village : Perspectives, Problems and Prospects* ” at Administrative Staff College of India, Hyderabad. The paper was titled “Towards a Global Village : Changes in Consumer and Industrial Marketing in India”. My co-author was Dr. S. Ramesh Kumar of IIM Bangalore.

1993 : Published a paper titled “*Resource Allocation as an Outcropping of Strategic Consistency : Performance Implications*” in **The Academy of Management Journal, U.S.A.** (volume 36, no. 5, October 1993, pp. 1026-1051), co-authored by Dr. Jeffrey S. Harrison and Dr. Ernest H. Hall. (**International, no. 1 ranked US Journal**)

1989 : Published a paper titled “*Operationalising Marketing Fit and Operating Fit*” in the **Southeastern Decision Sciences Institute’s Annual Conference Proceedings in Charleston, U.S.A.** This paper won an award for best student research paper at the conference.

1987 : Published a paper titled “*Beyond Strategic Fit : Operationalising Marketing Fit and Operating Fit*” in the **Southeastern Conference Proceedings of the Institute of Management Sciences** held at Myrtle Beach, U.S.A.

Books

1. Published a major text book titled “**Marketing Research : Text and Cases**” in June 2002, and its second edition in 2003. Published by Tata McGraw-Hill, New Delhi. This book is aimed at MBA students, and was adopted as a text at IIM Lucknow, IIM Kozhikode and IIT Delhi. It covers both basic marketing research methods and advanced multivariate techniques, and features extensive examples based on the use of the SPSS statistical package, explained in a user-friendly manner. Third edition published in 2008.

2. Wrote a second book titled **Services Marketing**, published by Tata McGraw-Hill, New Delhi, in August 2004. It takes a comprehensive look at Indian-context marketing of services, with more than 30 original cases. Now in its third edition (2010).

3. Published an edited book titled *Managing Customer Relationships in Service Industries* (EXCEL Books, New Delhi, 2004). Based on an international conference co-chaired by me titled IIMK_NASMEI International Conference on Marketing Strategies for Emerging Markets. Co-edited by Dr. Tapan Panda, IIM Indore.

4. Published an edited book titled *Marketing Strategies for Emerging Markets* (EXCEL Books, New Delhi, 2004). Co-edited by Dr. Tapan Panda, IIM Indore.

5. Published in May 2008: My third text book, **International Marketing**. (EXCEL books, New Delhi).

6. **Brand Management**. Published exclusively for IMT Centre for Distance Learning, in 2013 by Tata McGraw-Hill. Co-authored with Bhagyalakshmi Venkatesh.

Invitations as Resource Person

Invited to programmes of National Academy of Direct Taxes, Nagpur, NMIMS Hyderabad, IIMK, West Bengal University of Technology, Sardar Patel University, Jansons, CIMAT, Sona School of Management, SDM, Symbiosis, in the Research Methods area. Guest lectured at IIM Indore MDPs, IIMB PGP and IIT Delhi. Chaired sessions at conferences at IIM Indore, IIM Kozhikode on invitation, 2006-2007.

On Services Marketing at Tata Management Training Centre, Union Bank Training College, Canara Bank Home Finance, and on Brand Management and CRM at IIM Indore. Along with Prof. Christopher Lovelock, invited as an expert in Services Marketing in TAPMI's international conference at Manipal, Feb. 15-16, 2008.

As a panel member for academic review of Goa University MBA program, March 2008.

Faculty selection panel at NITIE, several times from 2009 to 2014.

IIM Kozhikode as an external examiner for Fellow Program candidate, 2014.

Cases

- 2014- Neelkanth Pharmaceuticals (co-author: Susmi Routray)
- 2012- Golftripz.com, a case on Service Innovation.
- 2011- Forms@Crossroads, about an export-oriented crafts company in Nagpur.
- 2007- Case Study titled 'Bangalore One- A one-stop shop for government services' published in the *South Asian Journal of Management*, Oct-Dec 2007, vol. 14, issue 4, pp. 138-154. Co-authors- Shahida P. and K. R. Jayasimha.
- 1997 - Marketing Research for Product Redesign : A Case Study of ABC Ltd. (appears in my book on Marketing Research)
- 1997 – International Product Support : The Case of Diesel Engines Ltd.
- 1997 – Export Marketing vs. Export Manufacturing : The Case of Lavanya Gears
- 1996 – A Case Study on Pricing
- 1992 – Kids Care Ltd.

Several other cases/caselets are published as a part of my Services Marketing book.

Faculty Development Programs

Conducted several faculty development programs at all the institutions I worked at in the last decade.

Chairing International Conferences

- I was co-chairman of the International Conference on Marketing Strategies for Emerging Markets co-organised by IIMK and NASMEI of USA at Calicut, Dec. 21-22, 2004.
- Co-chairman of a conference on Emerging Competitiveness Paradigms in Goa, on Jan. 11-12, 2007. In collaboration with International Society for Competitiveness based in USA.
- Co-chair of an international conference on Innovation in Bangalore, India, on Jan 5-6, 2008, in collaboration with Indiana University of Pennsylvania.

Guiding of Students at Postgraduate Level

I am currently on the doctoral committees of three students in the Industry FPM program at IIM Indore. one Ph.D. One student at IMT-National Law University Jodhpur and two students at VTU have completed their Ph.D. under my guidance. I have also served as examiner for PhDs at various universities.

MBA Level Courses Taught over last 23 years

Advertising and Brand Management
Integrated Marketing Communication
Advanced Marketing Research
Services Marketing
Industrial Marketing
Marketing Management
International Marketing
Seminar on Thought Leadership
Marketing Simulation using Marklab

Executive Development Programs designed/coordinated (numbering over 50)

Marketing Research
Retailing
Leadership

Industrial Marketing
Negotiations
Sales and Service Skills
After Sales Service
CRM
Branch Management
Competitive Marketing Strategy
International Marketing
Middle Management Program
Senior Management Workshops
Relationship Marketing
Communication
Problem solving

Consultancy Projects Handled

1. Reengineering Kirloskar Oil Engines Ltd. Worked for about 2 years on this project worth Rs. 1 Million. Produced tangible gains for the company.
2. Sales Promotion of liquid milk in Davangere and Harihar, Karnataka, for Shimoga Milk Union Ltd. Worked on this project for about a year.
3. Concept development, product launch and go-to-market strategy of an M-learning solution for Valued Epistemics, Chennai. Resulted in successful launch of a cutting-edge product, WIZDOM.in . Also developed a service quality measure for them.

Extra-curricular Interests:

I play Golf, Tennis and Badminton. I like travel, music and photography. I also like to read humour, mystery and of late, non-fiction and philosophy. I have edited college magazines at IIM Bangalore and at my engineering college.

I won a prize from Revenge Ink publishers in a contest in May 2008 for a fictional piece titled “My Conversations with Anopheles.”

I have published my autobiography, My Experiments with Half-truths, which is available in print and e-book form (for free download in the electronic form) at www.pothi.com, a print-on-demand company website. I am an avid blogger. My blog is titled Madhosh Kiye Jaa.