

Name of Faculty	SHUBHABRATA BASU (FRSA)
Citizenship	Indian
Family Status	Married
Present Address	Type - 5, Faculty House No - 7 Indian Institute of Management Indore, Rau-Pithampur Road, Indore, Madhya Pradesh, India. PIN - 435556.
Contact Details	Email - <a href="mailto:sbasu@iimidr.ac.in">sbasu@iimidr.ac.in</a>
Date of Award of Fellow in Management (PhD)	March 2010 Convocation.
Awards/Prizes during UG/PG/Doctoral Programme	<p>A.1 Fellow of the Royal Society of Arts</p> <p>A.2 Dewang Mehta National Education Award - Best Professor in Strategic Management Studies - 2019</p> <p>A.3 <i>Best Thesis Proposal Award</i> -Doctoral Consortium of Strategic Management Society (SMS) at ISB Hyderabad - Year 2008</p> <p>A.4 <i>Tate Memorial Scholar</i> for overall academic proficiency in Bachelor of Engineering at the Indian Institute of Engineering Science and Technology (IEST) - Shibpur (Shibpur Bengal Engineering College - Year 1996</p> <p>A.5 <i>National Scholarship</i> for proficiency in the West Bengal Board of Secondary Education Examination - Year 1990.</p>
Total Work Experience	
Past Experience	<p>E.1 Marketing (Management) Trainee, <i>HCL Hewlett Packard Limited</i>, <b>August 1996 to November 1996.</b></p> <p>E.2 <b>Assistant Engineer</b> (Civil - Structural Analysis and Design), M/s. M. N. Dastur and Company Limited, Consulting Engineers. <b>November 1996 to December 2001.</b></p> <p><b>Important Projects Handled:</b></p> <ul style="list-style-type: none"> <li>OCC-IHI Expansion Project - Oman Cement Company, Oman - design of Clinker Silos, Conveyer Tunnelling Systems</li> </ul>

	<ul style="list-style-type: none"> <li>• Arab Company for Special Steel, Sadat City, Egypt - design of Rolling Mill Plant (RMP) including the mill strand foundations, Control Systems of the Steel Melt Shop, design of Electrical Power Station</li> <li>• Tata Steel - Phase IV Modernization, Jamshedpur - design of underground oil cellars</li> <li>• Tata Steel - 1.2 Million Ton Cold Rolling Mill (CRM) Project, Jamshedpur - design and field supervision of - Coupled Pickling Line and Tandem Cold Mill, Batch Annealing Furnace, Skin Pass Mills, Electrical Power Systems</li> <li>• Tata Sponge Iron Limited, Joda - Design and Field Supervision of 7.5MW Captive Power Plant including the 8 noded finite element based dynamic structural analysis of Turbo-Generator Foundation, Electrostatic Precipitators and Waste Heat Recovery Type Boilers besides other ancillary units</li> <li>• Preparation of Project Feasibility Report on behalf of Ordnance Factory Board including initial design schematics of the Double Base - Triple Base Propellant Plant and Township at Rajgir/Nalanda, Bihar, India.</li> </ul> <p><b>E.3 Assistant Labour Commissioner</b> (superior charge of Deputy Labour Commissioner, Durgapur Region), <i>Labour Directorate, Government of West Bengal, February 2002 to May 2005.</i></p> <p>Roles and Responsibilities included the following:</p> <ul style="list-style-type: none"> <li>• Notified Conciliation Officer under Industrial Disputes Act, 1947 including preparation of report u/s 12.3 and 12.4 of the ID Act and resolution of various disputes under Payment of Wages Act, Payment of Bonus Act etc.</li> <li>• Controlling cum Licensing Authority under various labour legislation including supervision and inspection activities of various industrial units including Public Sector Units like Durgapur Steel Plant (SAIL), Alloy Steel Plant (ASP - SAIL) etc.</li> <li>• Resolved Gratuity Disputes at the South Bengal State Transport Corporation under Payment of Gratuity Act, resulting in relief to over 300 retired employees.</li> <li>• Conducted free and fair Trade Union Election at Durgapur Steel Plant (August 2004) after a gap of</li> </ul>
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	<p>almost 4 decades that led to a reconstitution of principal bargaining agents</p> <ul style="list-style-type: none"> <li>• Prepared Case Study on Management - Union Practices at Alstom Projects (India) Limited, Durgapur</li> <li>• Prepared (classified) Reports on revival of Burn Standard Company Ltd under the aegis of the Ministry of Public Enterprises</li> <li>• Prepared (classified) Reports on reconstruction and social implication of Bharat Ophthalmic Glass Limited (BOGL)</li> <li>• Prepared (classified) Reports on Revival/ Reconstruction of Hindusthan Fertilizer Corporation Limited (HFCL - Durgapur)]</li> <li>• Administered the implementation of State Sponsored Schemes like State Assisted Scheme of Provident Fund for the Unorganized Workers (SASPFUW)</li> <li>• Administration and supervision of welfare schemes like Financial Assistance to Workers in Locked Out Industrial Units (FAWLOI)</li> <li>• Temporary Charge of the Office of the 9<sup>th</sup> Industrial Tribunal, Durgapur, West Bengal</li> </ul>
Experience with IIM Indore	<p>I.1 Visiting Assistant Professor (Full Time), IIM Indore, August 11, 2009 to August 10, 2010.</p> <p>I.2 Assistant Professor (Regular), IIM Indore, August 11, 2010 to August 10, 2011.</p> <p>I.3 Assistant Professor (confirmed) with effect from August 11, 2011.</p> <p>I.4 Associate Professor (confirmed) with effect from December 08, 2012.</p> <p>I.5 Professor (confirmed) wef June 18, 2021.</p>
Research Interests	
General Research Interest	<p>My general research interest centres round institutional responses to environmental discontinuities. Discontinuities can emanate from (i) apparent innocuous to tectonic shifts in regulatory environment, (ii) major evolutionary changes in competitive environment, (iii) disruptions from technological discontinuities including those from AI related changes in organizational workplace and (iv) discontinuities in the internal environment of a firm.</p>

	<p>By institutions, I mean both formal and informal ones. Formal and bureaucratic institutions form one end of the spectrum with the state owned enterprises (SOEs) being classic examples. Informal institutions comprises of both cognitively and normatively discernible organizations like the business groups, emerging market MNCs (EMNCs) and also includes entrepreneurial ventures, start-ups, non-state sponsored cooperatives and the like.</p> <p>Contextually, I am embedded in the emerging markets with special interests in Public Sectors (SOEs), Banking, Financial Services, Insurance and social security/pension industries, small businesses, social enterprises etc.</p> <p>Theoretically, I build on Transaction Cost and New Institutional Economics perspectives, Evolutionary and Adaptation Theories, Stakeholder Theories and Resources and Capabilities perspectives. I hope to synthesize and make a novel epistemological contribution of my own.</p> <p>I like experimenting with various methodological tools and techniques and am equally conversant with qualitative, mixed/configurational and quantitative techniques.</p>
Research Publications During 2008 - 2021	
Journal Publications	<p>J.1 Basu, S., Malik, A., Munjal, S., &amp; Venkataramanan, S. V. (2023). Investigating governance of tolerable and intolerable dark sides in B2B dyads in post pandemic emerging markets. <i>Industrial Marketing Management</i>, 115, 11-26 (ABDC-A*/ABS-4).</p> <p>J.2 Malik, A., Kumar, S., Basu, S., &amp; Bebenroth, R. (2023). Managing disruptive technologies for innovative healthcare solutions: The role of high-involvement work systems and technologically-mediated relational coordination. <i>Journal of Business Research</i>, 161, 113828 (ABDC-A/ABS-3).</p> <p>J.3 Basu, S., Pereira, V., Sinha, P., Malik, A., &amp; Moovendhan, V. (2022). Esoteric governance mechanism and collective brand equity creation in confederated organizations: Evidence from an emerging economy. <i>Journal of Business Research</i>, 149, 217-230 (ABDC-A/ABS-3).</p> <p>J.4 Basu, S., Majumdar, B., Mukherjee, K., Munjal, S., &amp; Palaksha, C. (2022). Artificial Intelligence-HRM Interactions and Outcomes: A Systematic Review</p>

	<p>and Causal Configurational Explanation. <i>Human Resource Management Review</i>, 100893 (ABDC-A/ABS-3).</p> <p>J.5 Basu, S., Munjal, S., Budhwar, P., &amp; Misra, P. (2021). Entrepreneurial adaptation in emerging markets: Strategic entrepreneurial choices, adaptive capabilities and firm performance. <i>British Journal of Management</i>, 1-23 (ABS-4/ABDC-A).</p> <p>J.6 Ahammad, M. F., Basu, S., Munjal, S., Clegg, J., &amp; Shoham, O. B. (2021). Strategic agility, environmental uncertainties and international performance: The perspective of Indian firms. <i>Journal of World Business</i>, 56(4), 101218 (ABDC-A*/ABS-4).</p> <p>J.7 Basu, S., Aulakh, P. S., &amp; Munjal, S. (2021). Pluralistic ignorance, risk perception, and the governance of the dark side in peer-to-peer transactions: Evidence from the Indian banking industry. <i>Journal of Business Research</i>, 129, 328-340. (ABDC-A/ABS-3).</p> <p>J.8 Basu, S., Munjal, S., Malik, A., &amp; Vrontis, D. (2021). Investigating the causal configurations of cost-efficient firms at the bottom of the pyramid. <i>International Business Review</i>, 30(5), 101810. (ABDC-A/ABS-3).</p> <p>J.9 Basu, S. &amp; Moovendhan, V. (2017). A Strategic Orientation Perspective: Were Public Sector Banks Victimised through AQR? <i>Economic and Political Weekly</i>, (Special Issue: Money Banking and Finance), Volume 52, Issue 12: 97-105 (ABDC-B).</p> <p>J.10 Basu, S. (2016). SBI Pension Fund Private Limited: Caught in a Wicked Problem. <i>Journal of International Business Education</i>. Vol 11: 196-228 (ABDC-B/ABS-2).</p> <p>J.11 Basu, S. (2016). G-Auto Business Model: Diversifying and Sustaining Under Duress. <i>Asian Case Research Journal</i>, Volume 22, Issue 2.</p> <p>J.12 Basu, S. (2015). Configurations of resources, strategy and environment: Evidence from qualitative comparative analysis. (co-authored by Balodi, K. C.) <i>Global Business Review</i> (Sage Publications). Expected Publication in December 2015, Volume 16, Issue 6.</p>
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	<p>J.13 Basu, S. (2014). Explicating the mechanism of BOP ventures: An architectural innovation perspective. <i>South Asian Journal of Management</i>, (AMDISA Publications), Jul-Sept, Volume 21, Issue 3.</p> <p>J.14 Basu, S. (2014). Product Market Strategies and Innovation Types: Finding the Fit. <i>Strategic Direction</i> (Emerald Publication), 30(3): 28-31.</p> <p>J.15 Basu, S. and Sharma, A. (2014). Exploring stewardship as an antecedent behavioural trait of social entrepreneurs. <i>The Journal of Entrepreneurship</i> (Sage Publication), 23(1): 19-33.</p> <p>J.16 Basu, S. (2012). Conversation with N. S. Raghavan. <i>Indore Management Journal</i>, 4(1): 7-10.</p> <p>J.17 Basu, S. (2012). Knowledge evolution and innovation linkages: Evidences from Indian state owned enterprise. <i>International Journal of Business Excellence</i>, (Inderscience Publications), Volume 6, Issue 4, pp: 377-392. (ISSN (online): 1756-0055, ISSN (print): 1756-0047).</p> <p>J.18 Basu, S. (2012). A game theoretic approach to conciliation - adjudication model in resolving industrial disputes, <i>Indian Journal of Industrial Relations</i>, 47(3). (ISSN: 0019-5286).</p> <p>J.19 Basu, S. (2012). Technical Note - Firm Level Competitiveness. <i>Indore Management Journal</i>, 3(3).</p> <p>J.20 Basu, S. (2011). Case commentaries on euthanasia: Should it be made lawful or otherwise, <i>Indore Management Journal</i>, 2(2), (ISSN: 0975-5012).</p> <p>J.21 Basu, S. (2011). Case commentaries: Samriddhi: Reinventing the vegetable supply chain in Bihar, <i>Indore Management Journal</i>, 2(4), (ISSN: 0975-5012).</p> <p>J.22 Basu, S. and Ravichandran, N. (2010). Towards the strategic transformation of Gujarat State Road Transport Corporation, <i>Indore Management Journal</i>, 2(1). (ISSN: 0975-5012).</p> <p>J.23 Basu, S. (2009). Quo Vadis - The retail hub business of national bank, <i>Indore Management Journal</i>, 1(3). (ISSN: 0975-5012).</p>
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		J.24 Basu, S. (2008). Review of the book Dabawalas. <i>Vikalpa The Journal of Decision Makers</i> , 33, (3), 148-149. (ISSN: 0256-0909).
Research Monograph		M.1 Strategic Response of Indian State Owned Enterprises to Environmental Shifts - The Indian Perspective, (2010), sole authorship, Lambert Academic Publishing, Saarbrücken, Germany, (ISBN: 978-3-8433-7926-7)
Publications in Conference Proceedings		<p>P.1 Knowledge evolution and innovation linkages in firms: Insights from Indian state owned enterprises, along with Ravichandran N., SMS India Special Conference, 12 - 14<sup>th</sup> December, 2008, ISB - Hyderabad.</p> <p>P.2 Architectural innovation and strategic response of firms: insights from state owned enterprises, along with Ravichandran N. The International Conference on the Book, 25 - 27<sup>th</sup> October, 2008, Catholic University of America, Washington D.C., USA.</p> <p>P.3 Strategic response of Indian state owned enterprises to environmental shift, Fourth National Conference on Management Science and Practice, 13-15<sup>th</sup> February, 2009, Ahmedabad Management Association, Ahmedabad. and at the Excellence in Research and Education Conference, 1-4<sup>th</sup> May, 2009, IIM Indore, Indore.</p> <p>P.4 Architectural innovation at the bottom of the pyramid, SMS Emerging India: Strategic Entrepreneurship Workshop, 10-12<sup>th</sup> Dec, 2010, IIM Bangalore</p> <p>P.5 Innovation characteristics and globalization potentials of BOP firms, Economic asymmetries and globalization: Challenges and opportunities - Athenian Policy Forum, 16-18<sup>th</sup> Dec, 2010, IIM Lucknow Noida Campus.</p> <p>P.6 Ownership context and location of organizational slack: The Indian SOE perspective, SMS - Emerging India: Strategy, Innovation and Sustainability, 26 - 28<sup>th</sup> Feb, 2011, IIM Calcutta.</p> <p>P.7 The competitive advantage in serving the bottom of the pyramid, along with Ravichandran N., SMS Special Conference - C.K. Prahalad: Reaching over boundaries and expanding possibilities, 10 - 12<sup>th</sup></p>



	<p>June, 2011, San Diego, California, USA.</p> <p>P.8 Explicating performance of young high technology firms using configuration approach, (along with Balodi, K.C.), <i>European Group for Organizational Studies (EGOS) - Advancing configurational theory and methods in organization studies</i>. Helsinki, Finland (July, 05-07, 2012).</p> <p>P.9 Organizational Configuration and Entrepreneurial Orientation: Issues of Theoretical Specification and Orchestrating Theme (along with Balodi, K. C. and Prabhu, J), <i>Association of International Business (SE USA), International Entrepreneurship theme</i>, Florida, USA (October 24-26, 2013).</p> <p>P.10 Combining entrepreneurial and market orientation: Towards an integrative strategic orientation typology (along with Balodi, K. C.), <i>British Academy of Management (Annual Conference)</i>, Liverpool, UK, (September, 10-12, 2013).</p> <p>P.11 Transactions Cost, Reconfigurational Innovation and Sustainable Competitive Advantages: Evidences from the Bottom of the Pyramid (along with Swatantra), <i>Indian Academy of Management Proceedings</i>, IIM Ahmedabad, India (December 12-14, 2013).</p> <p>P.12 Exploring Firms' Perceptions and Entry Mechanisms in BOP Ventures: A Transaction Cost Approach. <i>Strategic Management Society (Annual International Conference)</i>, Madrid, September, 20-23, 2014.</p> <p>P.13 Strategic Orientation, Organizational Slack and Firm Performance: A Configurational Approach (Co-authored by Pradeep Kumar Mishra) <i>British Academy of Management (Annual) Conference</i>, Portsmouth, September 8-10, 2015.</p> <p>P.14 SBI Pension Fund Private Limited: Caught in a wicked problem. <i>Asian Management Research and Case Conference</i>, University of Wollongong, Dubai, UAE, January 16-18, 2016.</p> <p>P.15 A Conceptual Discussion on the Moderating Effect of Wicked Problems on Reconfigured Dynamic Capabilities Framework. <i>SMS - Special Conference on Dynamic Capabilities</i> - Banff, Calgary, June 02 - 04, 2017.</p>
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	<p>P.16 Exploring the Mediating Role of Adaptive Capabilities on Strategic Orientation-Firm Performance Linkages: Evidences from India. SMS - Special Conference on Dynamic Capabilities - Banff, Calgary, June 02 - 04, 2017.</p> <p>P.17 Public Private Partnership: Challenges in Managing Values - SMS Special Conference in Costa Rica, December 14 - 16, 2017</p> <p>P.18 Strategic Growth Initiatives and Regulatory Abstinence and Interference: A Case of Indian State Owned Enterprise. <i>Israel Strategy Conference, Haifa</i>, December 17 - 19, 2017.</p> <p>P.19 Aulakh, P. S., &amp; Basu, S. (2018, July). Managerial risk-taking in peer to peer investments: A study of the Indian banking industry. In <i>Academy of Management Proceedings</i> (Vol. 2018, No. 1, p. 16465). Briarcliff Manor, NY 10510: Academy of Management.</p> <p>P.20 Basu, S. &amp; Aulakh, P. S. (2019, Sep). Institutional risk, ownership context, investor identity, perception and preferences: A study of Indian banks. In <i>British Academy of Management Conference Proceedings</i>, September 2-5, 2019, Aston Business School, Birmingham, UK.</p> <p>P.21 Basu, S., Munjal, S. &amp; Kundu, S. (2022, Sep). Accessing Uncertainty Typology Based Investor Sentiments on Firm Performance During Covid19 Pandemic, SMS Annual Conference, London Sept 17-20, 2022.</p>
Research Based Consulting Projects	RC.1 Corporate Restructuring and Turnaround Plan for Gujarat State Road Transport Corporation, Gujarat State Road Transport Corporation, 2009 - 2011.
Cases	<p>C.1 Basu, S. &amp; Asija, S. (2019): To propose or not: IPCA Indore in a dilemma. IIM Indore/HBS Case.</p> <p>C.2 Basu, S. (2015). Network for Information and Computer Technology: To Diversify or to Consolidate - <i>Richard Ivey Publishing</i> (W16055-PDF-ENG) (Available in HBSP Database)</p> <p>C.3 Basu, S. (2012). Corporate restructuring of Gujarat State Road Transport Corporation - <i>Richard Ivey Publishing</i>, (W11642-PDF-ENG) (Available in HBSP Database)</p>

Other Teaching Materials: Book Chapters	B.1 Architectural innovation and SAIL's strategic response (sole authorship), Towards the Next Orbit: A Corporate Odyssey, Sage Publications Pvt. Ltd, pp. 155 - 178. ISBN - 10: 8132106318.
Other Teaching Materials: Working Papers	<p>W.1 Basu, S., Pereira, V., &amp; Woods, G. (2021): Physiological and psychological effects of Covid - 19 pandemics on stock purchase intent: Contingent effects of Institutional and subregional disparities (Communicated).</p> <p>W.2 Basu, S., Pereira, V., &amp; Woods, G. (2021): Effects of subregional political ideologies on stock market sentiments under Covid related discontinuities. (Communicated).</p> <p>W.3 Basu, S., Sinha, P., Movendhan, V., Pereira, V., &amp; Malik, A. (2020): Confederated Organization, Esoteric Governance Mechanism, and Brand Equity Creation: Evidence from Ethnic South Indian Restaurants (Communicated).</p> <p>W.4 Basu, S., Majumdar, B., Mukherjee, K., Munjal, S. &amp; Palakash. (2020): The Role of Artificial Intelligence in HRM: A Systematic Review and Future Research Direction. (Communicated)</p> <p>W.5 Basu, S. &amp; Aulakh, P (2019): Institutional Risk, Investor Identity, Ownership, Psychological Contract and Investor Preferences: A Study of Indian Banks (communicated)</p> <p>W.6 Basu, S. (2018): The Hype around NPA Crisis in Indian Banking Sector: The Known Gainers and the Unexpected Losers (Communicated).</p> <p>W.7 Basu, S. &amp; Aulakh, P (2017): Are peer to peer investors irrational? Evidences from Indian Commercial Banking Industry (communicated).</p> <p>W.8 Basu, S. Gajjar, H. &amp; Mishra, P. K. (2017). Exploring the possible linkages amongst incoherent strategic orientation, mediating adaptive capabilities and firm performance: Evidence from India (Communicated)</p> <p>W.9 Basu, S. &amp; Mukherjee, K. (2017): SBI Life Insurance: Growth through executive focus (case) (communicated).</p>

	<p>W.10 Basu, S. (2016). A critical commentary on solvency, comparative efficiency and adequacy of Employee's Pension Scheme. (Communicated)</p> <p>W.11 Basu, S. (2016). Exploring Institutional Changes, Strategic Orientation, Slack and Firm Performance Linkages.</p> <p>W.12 Basu, S. (2016). Exploring the Genesis of Indian Banking Sector Jolts: A Strategic Orientation Perspective</p> <p>W.13 Basu, S. (2016). Revisiting Strategic Orientations under Environmental Jolts: Insights from the NPA Crisis of Indian Banking Industry.</p> <p>W.14 Basu, S. (2016). Are the Public Sector Banks Victimized through AQR? A Strategic Orientation Perspective. (Communicated)</p> <p>W.15 Basu, S., Movendhan, V. &amp; Mishra, P. K. (2016). Exploring the mediating role of adaptive capabilities on strategic orientation - firm performance linkages: Evidences from India.</p> <p>W.16 Basu, S. and Movendhan V. (2015). Exploring Adaptive Capability, Slack and Speed of Response Linkages.</p> <p>W.17 Basu, S. and Krishnan, R.T. (2014). Axis Bank - Caught Between the Hammer and the Anvil (Management Case)</p> <p>W.18 Basu, S. (2013). Explaining and predicting the AAP phenomenon: A disruptive innovation perspective.</p> <p>W.19 Basu, S. (2013). Dual nature of transaction cost, isolating mechanisms and sustainable advantages: A configurational approach.</p> <p>W.20 Basu, S. and Swatantra, A. (2013). A saga of sacrifice: IPCA's source of competitive advantages. (<i>Management Case</i>).</p> <p>W.21 Basu, S. (2013). Future tensed: Post retirement financial planning. (<i>Management Case</i>)</p> <p>W.22 Basu, S. (2013). Strategic decision making process. (<i>Executive Training Caselet</i>).</p> <p>W.23 Basu, S. (2011). Ownership Context and Location of Organizational Slack- the Indian SOE Perspective.</p> <p>W.24 Basu, S. (2012). Economic Deregulation, Firm's Strategic Initiatives and Regulatory Role Reversal - Evidences from Indian State Owned Enterprise.</p>
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	W.25 Basu, S. (2012). Frugal Innovation, Transaction Cost and Sustainable Competitive Advantages - a Fortune at the Bottom of the Pyramid
<b>Courses Taught</b>	
	<p>T.1 Strategic Management I &amp; II (compulsory courses) in the Two Year Post Graduate Programme (Indore and RAK Campus)</p> <p>T.2 Advanced Seminar Course in Strategic Management I &amp; II (doctoral level courses) in FPM - 2<sup>nd</sup> Year</p> <p>T.3 International Business Management (compulsory course) in Executive Post Graduate Programme (one year full time)</p> <p>T.4 Qualitative Research Methods (doctoral level courses) in FPM (regular and industry)</p> <p>T.5 Business Transformation and Turnaround Management (PGP - II Elective)</p> <p>T.6 Strategic Safari with C.K. Prahalad (tour de concept of Prahalad) (PGP - II Elective)</p> <p>T.7 Product Innovation and Management (PGPMX - RAK Campus)</p> <p>T.8 Management of Innovation (PGPMX - Mumbai)</p> <p>T.9 Advanced Qualitative Research Method in FPM (2<sup>nd</sup> Year, elective)</p> <p>T.10 Transaction Cost, Innovation and Sustainable Competitive Advantages in FPM (2<sup>nd</sup> Year Elective)</p> <p>T.11 Measuring Synergies in Mergers and Acquisition (PGP 2<sup>nd</sup> year elective workshop)</p> <p>T.12 Growth Strategies for Developed and Emerging Economies - Elective for 2<sup>nd</sup> Year PGP at IIM Indore, PGP IIM Indore (Mumbai) and PGP IIM Indore (RAK/UAE)</p>
<b>Consulting and Executive Training</b>	
	<p><b>C.1 BFSI Industry</b></p> <ul style="list-style-type: none"> <li>• State Bank of India</li> <li>• Punjab National Bank</li> <li>• Central Bank of India</li> <li>• Canara Bank, Axis Bank</li> <li>• Mahindra Finance Ltd.</li> <li>• SBI Life Insurance Co. Ltd.</li> <li>• Birla Sunlife Insurance Ltd</li> </ul>

	<p><b>C.2 Heavy Engineering and Infrastructure Sector</b></p> <ul style="list-style-type: none"> <li>• Bharat Heavy Electrical Limited (BHEL)</li> <li>• Alstom Power India Limited, National Thermal Power Corporation (NTPC)</li> <li>• Rashtriya Ispat Nigam Limited (RINL-Vizag Steel Plant)</li> <li>• John Deere India Limited</li> <li>• Eicher Motors India Ltd.</li> <li>• Mazagaon Docks Limited.</li> <li>• Associate Cement Company (ACC) Ltd,</li> </ul> <p><b>C.3 Energy Sector</b></p> <ul style="list-style-type: none"> <li>• National Hydro Electric Power Corporation (NHPC)</li> <li>• NLC India Limited (Neyveli Lignites)</li> <li>• Oil and Natural Gas Corporation Ltd.</li> </ul> <p><b>C.4 Government of India</b></p> <ul style="list-style-type: none"> <li>• Indian Army (ARTRACS) - MoD,</li> <li>• Ordnance Factory Board (OFB) - MoD</li> <li>• Border Security Forces, Indo Tibetan Border Police, Indian Coast Guards - MHA,</li> <li>• Airport Authority of India - Ministry of Civil Aviation,</li> <li>• Indian Railways</li> <li>• Academic Leadership Training under Malaviya Mission Teacher Training Programme</li> </ul> <p><b>C.5 Agro-Dairy Industry &amp; Start-Up Advisory</b></p> <ul style="list-style-type: none"> <li>• Shivamrut Milk Union,</li> <li>• Upajguru Solutions (Grus and Grade) and other MSMEs</li> </ul> <p><b>C.6 Other Miscellaneous Service Companies</b></p> <ul style="list-style-type: none"> <li>• Tulip Telecom Services Ltd.,</li> <li>• Thomas Cook India Ltd.</li> <li>• Middle Earth Executive - Train the Trainers Programme</li> </ul>
<b>Other Contributions</b>	
Academic Administrative Roles	<p><b>R.1</b> Founding Programme Chair and Placement Chair of One Year (Full Time) Executive Post Graduate Programme (EPGP) - August 2009 - August 2011 (<i>First Two Years</i>).</p>

	<p>R.2 Director nominated member of various Academic Courses Committee and Executive Committees of PGP, FPM, FPM-Industry, EPGP, PGPMX, CCBMDO, Broadband Programme etc (2011 - 2012) leading to increased offering of various courses.</p> <p>R.3 Area Chair of Strategic Management Area (April 2010 to March 2013) leading to doubling of strength of faculty members in Strategic Management Area along with structuring and streamlining of the courses offered from the Strategic Management Area</p> <p>R.4 Programme Chair PGP (Mumbai) - April 2014 -March 2016 - instrumental in building the campus infrastructure of IIM Indore Mumbai Campus at CBD Belapur, besides being instrumental in implementing the integration of the PGP Mumbai with PGP Indore, at the admission, course structure and delivery and placement processes.</p> <p>R.5 Chair - Alumni Affairs - April 2017 - March 2019.</p> <p>R.6 Programme Director - Professional Certificate Programme in Strategic Management for Transformational Growth.</p> <p>R.7 Chair - Industry Interface Office of IIM Indore - Current.</p>
Contributions to Professional Community	<p>CP.1 Reviewer with Human Resource Management Review</p> <p>CP.2 Reviewer with Internet Research</p> <p>CP.3 Reviewer with Journal of Business Research.</p> <p>CP.4 Reviewer with International Business Review.</p> <p>CP.5 Reviewer with Long Range Planning (LRP).</p> <p>CP.6 Reviewer with IIMB Management Review.</p> <p>CP.7 Reviewer with Journal of Knowledge Management</p> <p>CP.8 Reviewer with Technological Forecasting and Social Changes</p> <p>CP.9 Conference Paper Reviewer of Academy of Management (AoM), Strategic Management Society (SMS) and British Academy of Management (BAM).</p> <p>CP.10 Conference Co-Chair of Indian Academy of Management (INDAM - 2017) conference.</p> <p>CP.11 Review and Track Chair at various conferences like Indian Academy of Management (Academy of Management - India Chapter) etc.</p> <p>CP.12 Member, Executive Committee, Indian Academy of Management (INDAM).</p>

	<p>CP.13 Visiting Research Scholar at Leeds University Business School, Leeds, UK.</p> <p>CP.14 Visiting Research Scholar at Schulich School of Business, York University, Canada.</p> <p>CP.15 Visiting Scholar at Katz School of Business, University of Pittsburgh, USA</p> <p>CP.16 Visiting Professor, IIM Sambalpur, India</p> <p>CP.17 Member, Board of Studies, Jagran Lake City University, Bhopal.</p> <p>CP.18 Member, Board of Studies, Maulana Azad National Institute of Technology (MANIT), Bhopal.</p> <p>CP.19 Secretary, INDAM</p>
Professional Membership	<p>M.1 Fellow of the Royal Society of Arts (FRSA)</p> <p>M.2 Member - Executive Committee, Indian Academy of Management (INDAM)</p> <p>M.3 Member - Strategic Management Society</p> <p>M.4 Member - Academy of Management</p> <p>M.5 Associate Member of Institution of Engineers, India</p> <p>M.6 Corporate Member of IIE &amp; Chartered Engineer of Institution of Engineers, India</p> <p>M.7 Member of West Bengal Labour Services Association &amp; Ex-Member of the Executive Council of the same body.</p> <p>M.8 Coordinator of Special Interest Group on Aviation Research (SIGAR) at IIM Indore.</p>
Other Achievements	<p>Invited Speaker and Research Workshops</p> <ul style="list-style-type: none"> <li>Leeds University Business School, Leeds, UK on <i>Global Value Chain</i></li> <li>Newcastle Business School, University of Newcastle, Australia - Research Workshop on Configurational Approach using Fuzzy Set Qualitative Comparative Approach (<i>fsQCA</i>)</li> <li>Aston University, Birmingham, UK - Research Workshop on Configurational Approach using Fuzzy Set Qualitative Comparative Approach (<i>fsQCA</i>)</li> <li>IIT Indore, India - Pandemic and Regulatory Discontinuities and Response of Civil Stakeholders: A Balanced Scorecard Approach, Entrepreneurship in Agri-Ecosystems</li> <li>Invited Research cum Teaching Professor at University of Economics and Human Sciences, Warsaw Poland.</li> </ul>



	<p>Research Grants</p> <ul style="list-style-type: none"> <li>Received Financial Grant of Rs. 4,00,000/- from IIM Indore to undertake collaborative research with Prof. Preet S. Aulakh of Schulich School of Business, York University, Canada, on <i>Institutional Changes and their Effect on Firm Strategies</i> in the Summer of 2017.</li> <li>Received FINCEAL grant from Lahti University of Applied Science/LUB University of Applied Science to conduct research in Lahti/Finland on Sustainable Development Goals (SDG).</li> <li>Invited as a Panellist and Lead Discussant at James E. Lynch India and South Asia Business Centre, Leeds University Business School, UK under fully funded Brexit and Commonwealth Value Chain Initiative.</li> <li>Repeat Recipient of Financial Grant of Rs. 4,00,000/- from IIM Indore to undertake collaborative research with Prof. Surender Munjal, Director, James E. Lynch India and South Asia Business Centre, Leeds University Business School.</li> <li>Best paper award at SMF Conference, IIM Trichy.</li> </ul>
Thesis Advisor	
FPM (PhD) Students	<p>Principal Thesis Advisor (Chair)</p> <p>F.1 Krishna Chandra Balodi (Graduation Year 2014 from IIM Indore) - joined IIM Lucknow as Associate Professor in Strategic Management Area.</p> <p>F.2 Arun Kumar Giri (Convocated and working as Vice President, Supply Chain Management, Calderys, India)</p> <p>F.3 Moovendhan, V. (Convocated in 2015, Currently Associate Professor at VIT, Vellore)</p> <p>F.4 Pradeep Kumar Mishra (Convocated in 2016) - Joined as Director, Telecom Engg Centre, Department of Telecom, Ministry of Communication &amp; IT.</p> <p>F.5 Venkatraman, S.A. (Convocated 2024)</p> <p>F.6 Dharendra Singh - Current</p> <p>F.7 Vishal Khanna - Current</p>

Shubhabrata Basu

12<sup>th</sup> of May, 2024.