

PERSONAL DETAILS

NAME Srinivas Gunta

EDUCATION

FPM Corporate Strategy & Policy, IIM Bangalore (2001-10)
Dissertation Title: *Managing the Flexibility – Stability Dialectic in Organizational Routines: Emergence and Evolution of Firm Capabilities in a Large Indian Software Services Enterprise* (Thesis defended on 30th March, 2010)
Dissertation Committee: Professors J. Ramachandran (Chair), Sourav Mukherji and Srinivas Prakhya

MBA Bharatidasan Institute of Management, Tiruchirappalli (1997-99)
Major: Marketing

PGDMM TJPS College, Nagarjuna University, Guntur (1996-97)
One Year Diploma in Marketing Management (Evening Course)

BE Andhra University College of Engineering, Visakhapatnam (1992-96)
Major: Electrical and Electronics Engineering

PRIOR WORK EXPERIENCE

Officer, Sundaram Finance Limited, 14th June 1999 – 16th June 2001

- (a) Back-office processing, Hyderabad Branch, 1999-2000.
- (b) Marketing activities in car finance, Vijayawada Branch, 2000-01.

ASSOCIATION WITH IIM INDORE

Faculty Member, Strategic Management, Indian Institute of Management Indore:
31st August 2010 – to date

COURSES TAUGHT AT IIM INDORE

FPM

- Role of New Media in Business (8 sessions; 20 session course co-taught with Professors Abha Chatterjee and Sanjog Ray) in 2010-11
- Qualitative Research Methods (5 sessions; 10 session core course co-taught with Professor Shubhabrata Basu) in 2012-13
- Introduction to Management Research (10 session core course) in 2012-13
- Resources, Dynamic Capabilities & Routines: Seminar Course on Resource-based and Behavioral Streams of Strategy (20 sessions) in 2012-13

- Advanced Research Methods (10 sessions; 20 session core elective course to be co-taught with Professor Shubhabrata Basu) in 2012-13

FPM (Industry)

- Resources, Dynamic Capabilities & Routines: Seminar Course on Resource-based and Behavioral Streams of Strategy (20 sessions) in 2011-12
- Qualitative Research Methods (5 sessions; 10 session core course co-taught with Professor Shubhabrata Basu) in 2012-13

PGP

- Strategic Management – II (20 session core course taught in two sections) in 2010-11, 2011-12, 2012-13 (Scheduled)
- Competing through Capabilities/ Building Firm Capabilities (10 session course taught in two sections) in 2011-12, 2012-13
- Role of New Media in Business (10 session course co-taught with Professor Abha Chatterjee) in 2011-12 (Offered in Term IV (5 sessions) and Term VI (6 sessions))
- Industry Awareness Workshop (5 session core course taught in one section) in 2011-12, 2012-13, 2012-13 (Mumbai Campus)
- Understanding Patterns in Thinking (5 session elective workshop course) in 2011-12, 2012-13
- Social Media & Business (5 session elective workshop course) in 2012-13
- Contemporary Debates Workshop (5 session core course) in 2012-13 (Two sections), 2012-13 (Mumbai Campus)
- Strategic Perspectives in E-Business (5 session elective workshop course) in 2012-13 (Scheduled)

EPGP

- Corporate Strategy *aka* Strategic Management – II (10 session core course) in 2010-11
- Competing through Capabilities/ Building Firm Capabilities (10 session course) in 2010-11, 2011-12
- Role of New Media in Business/ New Media and Business (10 session course) in 2010-11 (5 sessions; co-taught with Professors Abha Chatterjee and Sanjog Ray), 2011-12 (6 sessions; co-taught with Professor Abha Chatterjee)

PGPMX

- Competing through Capabilities (10 session course) in 2012-13 (at Mumbai)
- Emerging Business Trends (5 session course) in 2012-13 (at Mumbai; Scheduled)

CCBMDO

- E-Business & Strategy (10 session course) in 2012

Faculty Development Programme

- Developing Case & Course Material: Illustrations through “Competing through Capabilities course” (6 session module) in 2011, 2012

Miscellaneous

- Strategic Management in the Management Education Programme in 2010-11 (5 sessions), 2011-12 (12 sessions)
- Strategic Management in the General Management Programme in 2010 (2 sessions), 2011 (5 sessions)
- Strategic Management in the Broadband-based Certificate Programme in Services Management in 2010-11 (14 sessions)

RESEARCH INTERESTS

Routines and Capability Building; Resource-based View; Absorptive Capacity

LIST OF PUBLICATIONS

Peer Reviewed Journals

- Gunta, Srinivas (2007). “Co-location of Unrelated Divisions in the ITES-BPO Industry: Dynamics of Value Creation and Destruction”. *IIMB Management Review*, 19(3): 201-211.
- Gunta, Srinivas (2006). “Asset Specificity, Fungibility and Entrepreneurial Innovation: Some Mid-range Propositions”. *South Asian Journal of Management*, 13(2): 100-111.

Peer Reviewed Book Chapters

- Gunta, Srinivas and Sharma, Vinita (2004). “Does e-governance Improve the Quality of Service? – Pointers from an exploratory study” in Gupta, M. P. (ed.). *Towards E-government: Management Challenges*, Tata McGraw-Hill, New Delhi, pp. 497-506.

Peer Reviewed Conference Proceedings

- Pant, Anirvan; Gunta, Srinivas and J. Ramachandran (2008). “Research In Emerging Economies: Reading Small Type In Dim Light In A Speeding Train?” *Academy of Management Best Paper Proceedings*.
- Gunta, Srinivas. “Co-location of Unrelated Divisions in the ITES-BPO Industry: Dynamics of Value Creation and Destruction” on 15th July at *IMRC 2006 - Global Competitiveness through Outsourcing: Implications for Services & Manufacturing*, 13-15 Jul, 2006, Bangalore, India.

Papers Presented at International Conferences

- Gunta, Srinivas. “Ensuring Competence & Governance in Sustaining Digital Resources: The 3 P’s of Wikipedia” on 9th December, 2010 at Ithaka’s Workshop titled *Creating High Impact & Sustainable Digital Initiatives in India*, Bangalore
- Gunta, Srinivas. “Why Not All Wikipedias are Equal: My Experiences on English and Telugu Wikipedias” at *Wikimania-2010*, 9-11 Jul, 2010, Gdansk, Poland

- K. S. Manikandan and Gunta, Srinivas. “What Keeps Business Group Affiliated Firms Ticking? An Absorptive Capacity Perspective” on 11th August at **2009 Annual meeting of the Academy of Management**, 7-11 Aug, 2009, Chicago, IL, USA. (Also presented on 10th December, 2010 at *Strategic Management Society Paper Development Workshop*, IIM Bangalore and on 27th November 2009 at the inaugural *IIMB Management Review Doctoral Consortium*)
- Pant, Anirvan; Gunta, Srinivas and J. Ramachandran. “Research In Emerging Economies: Reading Small Type In Dim Light In A Speeding Train?” on 12th August at **2008 Annual meeting of the Academy of Management**, 7-13 Aug, 2008, Anaheim, CA, USA.
- Gunta, Srinivas; Pant, Anirvan and J. Ramachandran. “Understanding Dynamic Capabilities: Pointers from an Emerging Economy” for presentation at **Strategic Management Society 27th Annual International Conference**, 14-17 Oct., 2007, San Diego, CA, USA. (accepted but could not present)
- Gunta, Srinivas. “Testing for Equifinality: A Conceptual Integration” on 15th August at **2006 Annual meeting of the Academy of Management**, 11-16 Aug, 2006, Atlanta, GA, USA.
- Gunta, Srinivas. “The process of Requests for Adminship on the English Wikipedia: Role of trust in an open system” on 5th August at *Wikimania-2006*, the annual conference of Wikimedia Foundation, 4-6 Aug, 2006, hosted by Berkman Center for Internet & Society, Harvard Law School, Boston, MA, USA.
- Gunta, Srinivas. “Panel discussion: Review” (invited): 18th December at *IMRC 2004 - Innovation: The next lever for value creation*, 16-18 Dec, 2004, Bangalore, India.
- Gunta, Srinivas and Sharma, Vinita. “Does e-governance Improve the Quality of Service? – Pointers from an exploratory study” on 19th December at *International Conference on e-governance 2003 – Information Technology for Development*, 18-20 Dec, 2003, IIT Delhi, India.
- Gunta, Srinivas. “Asset Specificity, Fungibility and Entrepreneurial Innovation: Some Mid-range Propositions” on 6th March at *3rd International Conference by International Entrepreneurship Forum – Entrepreneurial Innovation*, 6-8 Mar., 2003, hosted by Enterprise Research & Development Center Business School, UCE, Birmingham, UK and NSRCEL, IIMB, India; held at IIMB, Bangalore, India.
- Gunta, Srinivas. “Marketing software solutions to non-technical small businesses: A process model for price setting” on 28th December at *International conference on marketing of technological products and services in a global environment*, 27-28 Dec., 2002, hosted by Center for S/w Management, IIM Bangalore, India; DuPree College of Mgmt, Georgia Tech, Atlanta, USA & Academy of Marketing Science, USA; held at IIMB, Bangalore, India.

Papers Presented at National Conferences

- Gunta, Srinivas; Kumar, Anil; Das, Angshuman and Mithireddy, Subramanyam. “Online Travel Agents in India: Whither Industry Dynamics?” on 4th May at *15th*

Annual Convention of the Strategic Management Forum of India, 3-5 May, 2012, IIM Indore, India.

- Gunta, Srinivas and J. Ramachandran. “The Sustained Search for Advantage: Resources, Capabilities and Routines” on 28th May at *12th Annual convention of the Strategic Management Forum of India*, 27-29 May, 2009, IIM Bangalore, India.
- Gunta, Srinivas. “Interlocking Directorates – A mechanism to diffuse best practices and improve business performance?” on 15th February at *The Strategy Summit 2005 – Living the Future*, 15-16 Feb, 2005, ICFAI Business School, Kolkata, India. (*IBS Kolkata-Business Telegraph awards for excellence in management writing 3rd prize*)
- Gunta, Srinivas. “Putting KM to work for cross-selling in the BFSI space: An inventory of issues” on 24th January at *Informatica 2003 – National conference on Knowledge Management*, 24-25 Jan., 2003, Institute of Public Enterprise, Osmania University, Hyderabad, India.

Working Papers

- Gunta, Srinivas (2011). “A Note on RBV and Related Approaches” Working paper series, Indian Institute of Management Indore.
- J. Ramachandran and Gunta, Srinivas (2007). “Dynamic Capabilities: An Emerging Economy Perspective” Working paper no. 257, Working paper series, Indian Institute of Management Bangalore.
- J. Ramachandran, Gunta, Srinivas and Pant, Anirvan (2007). “Institutions and International Entrepreneurship: Directions from an Emerging Economy” Working paper no. 258, Working paper series, Indian Institute of Management Bangalore.

Management Cases

- Gunta, Srinivas and N. Ravichandran (2012). “Infosys: Transition At The Top.” IIM Indore Case.
- Gunta, Srinivas (2011). “Indian Software Industry 2005-2009: Competition Intensifies.” IIM Indore Case.

Case Review

- Gunta, Srinivas (2011). Samriddhii: Case Review. *Indore Management Journal*, 2(4): 61-62.

Book Reviews

- Gunta, Srinivas (2008). Paula Jarzabkowski, *Strategy as Practice: An activity-based approach*, London: Sage Publications, 2005: pp. 216. *IIMB Management Review*, 20(2): 242-244.
- Gunta, Srinivas (2007). Barbara Parker, *Introduction to Globalization and Business: Relationships and Responsibilities*, New Delhi: Response Books (A Division of Sage Publications), 2005: pp. 523. *South Asian Journal of Management*, 14(1): 124-126.

- Gunta, Srinivas (2006). James Heitzman, *Network City: Planning the Information Society in Bangalore*, New Delhi: Oxford University Press, 2004: pp. 368. *IIMB Management Review*, 18(1): 105-107.
- Gunta, Srinivas (2005). A. M. Pettigrew et al. (ed.), *Innovative Forms of Organizing*, London: Sage Publications, 2003: pp.411. *IIMB Management Review*, 17(3): 125-126.
- Gunta, Srinivas (2004). Jagdeep Kapoor, *24 Brand Mantras: Finding a Place in the Minds and Hearts of Consumers*, New Delhi: Response Books, 2001: pp. 111. *IIMB Management Review*, 16(1): 127-128.
- Gunta, Srinivas (2002). Pradip N. Khandwalla, *Turnaround Excellence: Insights from 120 Cases*, New Delhi: Response Books, 2001: pp. 489. *IIMB Management Review*, 14(1): 128-130.

AWARDS AND HONORS

- 2012 Feted as **Best Professor in General & Strategic Management** at the *20th Business School Affaire & Dewang Mehta Business School Awards*, Mumbai.
- 2008 Co-authored paper nominated for the **Carolyn Dexter Award** at the *Annual Academy of Management Conference*; selected for the **Best Paper Proceedings**
- 2003 Awarded **Infosys Fellowship** for doctoral research in Information Technology at Indian Institute of Management Bangalore for the period 2003-2006
- 2003 First position in the doctoral batch in research courses (GPA:3.53/4.0) and overall coursework (GPA:3.2/4.0)
- 1997 First position in the University in PGDMM at Nagarjuna University

RESEARCH CONSORTIUMS ATTENDED

- (a) *BPS dissertation consortium*, Academy of Management, 9 Aug, 2008.
- (b) *Vth Fondazione IRI Summer School* on Managing Organizational Learning & Change chaired by Prof. Maurizio Zollo at SIAF, Volterra, Italy, 6-11 Jul, 2008.
- (c) *32nd OB doctoral consortium*, Academy of Management, 11-13 Aug, 2006.
- (d) Winter Institute on Bounded Rationality held by *Max Planck Institute for Human Development, Berlin* at Indian Institute of Management Bangalore, 10-21 Jan, 2005.

CONTRIBUTIONS TO PROFESSIONAL COMMUNITY

- (a) Member, Editorial Board, *IIMB Management Review* as Coordinator, Student Affairs from the inception of the position in March 2006 to September 2008.
- (b) Reviewer, *Business Policy & Strategy Division* of the *Annual Academy of Management Conference* for the years 2007 to 2009, 2012 and *Organization Management & Theory Division* for the year 2012.
- (c) Reviewer, Annual *CERE (Conference on Excellence in Research & Education)* 2011, 2012.

- (d) Reviewer, Biennial *IIMB Management Review Conference* 2004, 2006, 2008 & 2010.
- (e) Ad-hoc Reviewer for the journals *Indore Management Journal* (2012), *Asian Case Research Journal* (2012), *Journal of Indian Business Research* (2012), *IIMB Management Review* (2004-12) and the *South Asian Management Forum Conference* (Biennial, 10th edition, 2009).
- (f) Student representative on the doctoral committee, IIM Bangalore, 2004-2005.
- (g) Conference administration and serving on committees at several conferences in IIMB.