

Name: **Atanu Ghosh**

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Date of birth: 26th. March 1955

**Academic Qualifications:**

B.Sc.Tech in Textile Technology (Calcutta University),

M.Tech in Textile Technology (IIT Delhi), PGDM equivalent to MBA (IIM Ahmedabad),

Ph.D. in Strategic Management (IIT Bombay), Fellow of Institution of Engineers (FIE).

**Area of Specialization:** Strategic Management and Marketing Management

**Professional Experience:**

[A] Teaching Experience: Sept 1999 – March 2008- Associate Professor, SJMSOM

July 2012 onwards - Professor, SJM School of Management, IIT Bombay

April 2008 to June 2012 :Visiting Professor in Business Policy Area, I I M, AHMEDBAD

August 2010 to June 2012 : Dean ( Alumni and External Relationships), I I M, AHMEDBAD

**[B] Past Industrial Experience/ Interaction:**

Period	Designation/Nature of Work and Organisation
Dec 99 – June 2000	Intensive interaction with the executives and customers of Prima Division of Godrej & Boyce Mfg Co. Ltd., while carrying out a consultancy assignment
Feb 99 - April 99	As Garment Specialist (Consultant) worked on sector study of Indian Textile Industry, by Ronald Berger and Gherzi Eastern Ltd.
June 98 – Feb 99	Vice President (Domestic Marketing), HINDOOSTAN SPINNING AND WVG. MILLS, Mumbai.
May 95 – Feb 97	Whole Time Director, PRATEEK APPARELS Pvt Ltd, Bangalore.
May 94 – April 95	Chief Executive ( Garments Division) MAFATLAL INDUSTRIES Ltd, Mumbai.
Aug 91 – April 94	General Manager ( Co-ordination/ Marketing) P.T.TEXMACO JAYA, Jakarta, Indonesia.
Jan 88 – Jul 91	Product Manager / Sales Manager (Garments Division) BOMBAY DYEING and Manufacturing Company, Mumbai.
Aug 83 – Sept 87	Project Officer/ Manager (Management Services & Projects) THE ARVIND MILLS Ltd, Ahmedabad.
Apr 82 – Jul 83 Sept 78 – June 80	Management trainee/Staff Officer (M.D.'s Office) THE CALICO MILLS Ltd, Ahmedabad.
May 2002	Close Interaction with Apparel Manufacturing units in Bangladesh , in connection with the Consultancy assignment of assessing their competencies
Jan- April 2002	Interaction with Indian organizations in connection with Pre-testing of Questionnaire for the Business Sector study of World Internet Project
March / May 2001	Interaction with Apparel Manufacturing units in Ahmedabad and Bangalore in connection with research project on Supply Chain Management of Indian Apparel Industry

**The Course taught:**

1. **At Management Institutes [IIMA, SJMSOM, FLAME, BIM (Trichy), TAPMI, SDMIMD(Mysore), ITM]**  
Corporate Strategy, Strategic Management, Strategy Formulation and Implementation, Strategies for Corporate Growth, Management of International Business, Marketing Management, Industrial Marketing, Services Marketing, Leadership & Vision, Communication & Presentation Skill, Logistics & Supply Chain Management, Product Policy & Management, International Marketing, Distribution & Sales Force Management,
2. **At VJTI and National Institute of Fashion Technology, Bangalore and SGSS College of Engineering and Technology, Nanded , NID Ahmedabad**  
Management in Textile Industry, An Introduction to Apparel Industry, Apparel Production Management, Advance Export Merchandising , Fashion Management Strategy , Apparel Merchandising, SCM, Costing, Retailing, New Product Planning and launching, Strategic Design Management

**Awards & Recognition:**

- 1) has been appointed as Adjunct Professor by Hoseo University, South Korea.
- 2) has been appointed as a Member of the Textile task force, by the Government of Maharashtra to advise the state Government on the aspects of formulating a comprehensive policy on textile and related industries.
- 3) has been invited by Indian Merchants' Chamber to be a Member of the Frontier technology & Quality Improvement committee for the year 2002-03.
- 4) Joined on invitation CII Maharashtra Knowledge Based Industries Panel 2003-2004

**Academic administration:**

- 1) Co-ordinated Final Placement, Final and Summer Project related activities for the year 2000-01.
- 2) Co-ordinated Apparel Marketing & Merchandising Programme at NIFT, Bangalore during 1997-98
- 3) Member, P.G. Programme Committee, School of Management, IIT Bombay from 2000-02, 2007-09
- 4) Member, Advisory Committee, Continuing Education Programme , IIT Bombay, 2004-07
- 5) Member, Advisory Committee, Industrial Research and Consultancy Centre , IIT Bombay, 2004-07
- 6) Member, Senate, IIT Bombay, 2005
- 7) Member, Institute Colloquium Committee, IIT Bombay, 2006-09
- 8) **Adviser to the Director, IIT Bombay, May 2006 – March 2007**
- 9) Faculty Advisor of the International B School Meet of IIMA, 2008,2009, 2010
- 10) **Dean ( Alumni and External Relationships), IIM Ahmedabad, August 2010 – June 2012**

**Affiliation with Professional Bodies:**

- 1) Life Member of The Textile Association of India
- 2) Life Member, All India Management Association
- 3) Fellow Member, Institution of Engineers, India
- 4) Member, Academy of International Business
- 5) Member, International Advisory Board of the Association of Indian Management Scholars International, Houston, Texas.
- 6) Member Board of Studies of K J Somaya Institute Management Studies and Research
- 7) Member of Advisory Board of Management Studies, Jaharlal Nehru Technology Institute, Hyderabad
- 8) Member of AIMA Council 2009-13 as the Representative of Professional Individual Member

**Continuing Education Programmes conducted/ Delivered lectures on:**

1. Strategic Business THINKING
2. "Challenges and Issues in building a Customer Centric Services Organisations" and "Strategic Management of services organizations- some framework",

3. 25 week MDP on General Management, for a group of 30 Engineer Executives of Kvaerner Powergas India Pvt Ltd from August 2002. Taught 10 sessions each in Marketing and Corporate Strategy.
4. (i) Efficient Consumer Response : Re-orienting the organization to redefine strategy for ecr.  
Managing co-operative relationships between manufacturers, distributors, suppliers, and customers
- (ii) Strategic Business Thinking : Business perspective
- (iii) Relationship Marketing: Life time value of customers.  
Best and worst practices of Relationship marketing .
- (iv) E-Procurement: Vendor Managed Inventory
- (v) Techno Entrepreneurship : Branding ,IPR & Valuation
- 5) Conducted 4 day CEP Programmes on Building Effective Business Organisations in Indian Apparel Industry in March and October 2007
- 6) 12 sessions of Marketing Management Module for the Certificate course Participants from Godrej Group
- 7) 12 sessions of Marketing Management-2 Module for the PGPM Participants from LIC in 2008
- 8) 12 sessions of Strategy Formulation and Implementation Module for the PGPM Participants from LIC, 2009, 2010, 2011
- 9) 12 sessions of Strategy Formulation and Implementation Module for the MEP Participants from Essar Group, 2010-2011
- 10) 10 sessions of Marketing Management Module for the MEP Participants from Essar Group, 2010-2011
- 11) 18 sessions of Strategy Formulation and Implementation Module for the MEP Participants from L&T Group, 2010-2011, 2011-12
- 12) 10 Sessions on Leadership Module for the MEP Participants from Essar Group, Cummins in 2010-12

#### **Short term courses / workshops/seminars etc organized**

- 1) Coordinated 2 Programmes of 5 weeks each during August 1997 and April 1998 on “Effective Apparel Merchandising” at National Institute of Fashion Technology, Bangalore
- 2) **Have designed creatively a “ Leadership Lecture Series” as an annual event , forming a part of the compulsory course titled “ Leadership, Vision & Entrepreneurship”. This has been organized year since 2000 and more than 60 Leaders & achievers from the corporate and non-corporate world were invited to share their experiences with the final year students of Master of Management .**
- 3) Conducted workshops on “Leadership” at Indian Business Academy, Bangalore, on 1-3 December 2006, at Department of Management Studies (University of Goa) on 26-28 January 2007 and at MICA, on 8-9 November 2008.
- 4) **Organised the Tenth International Annual Convention of Strategic Management of India, held at IIT Bombay on 10-12 May 2007, as the Programme Coordinator. This was attended by more than 100 participants, 60 papers were presented, proceedings was released at the Inaugural Function and Corporate Leaders and Senior Executives delivered talk on “Current Challenges faced by various industry sectors in India”**
- 5) Conducted a 4 day workshop on “Strategic Thinking and Innovation” for the students of Strategic Design Management programme of NID, Ahmedabad
- 6) Coordinated a 5 day In Company MDP for the senior executives of Decitex Décor Exports, Mumbai and taught 5 sessions of Marketing
- 7) **Organised the International Conference of Strategic Management of India on “Challenges for Inclusive Growth in the Emerging Economies”, held at IIM Ahmedabad on 15-17 December 2010, as the Programme Coordinator.**
- 8) Coordinated long duration MDPs of 10weeks each ( over 18months) during 2010-13 on “General Management” for Essar Group and Cummins Group in India for their middle level executives

### **Invited Lectures/talks delivered in India/abroad:**

- 1) On "**Supply Chain Management in Indian Apparel Industry**", at the National Institute of Fashion Technology, Gujarat on 14th March 2001, at National Institute of Fashion Technology, Bangalore on 2nd May 2002, at the Institution of Engineers & Institute of Jute Technology, Calcutta on April 23, 2003, at the College of Textile Technology, Serampore, West Bengal on April 23, 2003.
- 2) On "**Changing Indian Retail Environment: Challenges Ahead. Can IT help?**" at the seminar on "The Retailing Industry", organized by K.C.College of Management, Bombay
- 3) On "**Supply Chain Management for Performance Improvement**" at the seminar "Enterprise Management" organized by ICFAI Business School, Bombay
- 4) On "**Retailing in Apparel Products- strategies for success**" at NIFT, Bombay on 11th Feb 2003
- 5) Presented a paper titled "**Impact of Information and Communication Technologies on Indian Business Sector**" at the UCLA Conference on 'Managing in the Global Information Economy', held at Anderson Graduate School of Management, Los Angeles, on September 12 & 13, 2003.
- 6) On "**Supply Chain Management Issues in Fashion Industry**", at NIFT Delhi, on December 15, 2003
- 7) On "**Changing Indian Retail Environment: Challenges Ahead ...Can Information Technology HELP?**" at Institute for Integrated Learning in Management, New Delhi, on 16th December 2003.
- 8) On "**Post-WTO Challenges in Indian Textile Industry: Opportunities for Textile Professionals**", on the occasion of the Reunion Ceremony of College of Textile Technology, Serampore, West Bengal held on January 26, 2004.
- 9) On "**The innovative way of learning on Leadership: an experiment at the School of Management, IIT Bombay**"; at several management schools in India and abroad as well at many conferences/seminars
- 10) Took part in and moderated a panel discussion on "**Competency Based Leadership Development**", held as part of the Annual event Human Equation, at K. J. Somaiya Institute of Management Studies and Research.2004 on September 11, 2004
- 11) On "**Building a customer centric organization : Role of Sales and Marketing personnel**", at their Annual Sales and Marketing Conference of Eastern Engineering Group, on 12<sup>th</sup> March 2005
- 15) On "**Design and Innovation as a Differentiator**" and another on "**Merchandising in Apparel industry - Major Challenges**" to the faculty and students of Lifestyle Design and Apparel Design and Merchandising group, NID, Ahmedabad, on December 23-24, 2004.
- 16) On "**Global Product Development Strategy**" at National Institute of Design (NID), Ahmedabad on 23rd July 2006.
- 17) Delivered the key note address at "Athithi06" Annual Conference on "Hospitality Management", held at Kohinoor Institute of Management, Khandala on 22-23 September, 2006.
- 18) Took part as a panel member at a Symposium on "**Critical Human Capital Management Challenges Facing India & the West: Shaping Talent for the Future**" - jointly organised by The Human Capital Institute, DNL Global and SJMSOM, IIT Bombay, on 7<sup>th</sup> November 2006.
- 19) Delivered a talk on "The Challenges for SSIs in dealing with fashion products" during the Technical Seminars and Industrial exhibition cum vendor development meet organised by the Small Scale Service Institute, Hubli from 22-26 February, 2007.
- 20) Delivered a talk on " Role of Innovation in the Changing Competitive Business Environment" at the International Conference held at IBSAhmedabad during 15th and 16th Aug2008.
- 21) Delivered a talk on "Creating Wealth Creators and Leaders for Tomorrow: Conceptualisation, Implementation, experience and its impact" at Confluence 2008, International Business School Meet at IIM Ahmedabad on 23<sup>rd</sup> November 2008

**Membership of Board:** Independent Director of **Sewa Trade Facilitation Centre**, Ahmedabad

**Sponsored Projects undertaken :**

Sponsoring Agency	Title of the Project	Period
1. Morarjee Mills, Bombay Dyeing, Mayfair Clothing	Supply Chain Management in Indian Textile & Apparel Industry.	May 2000
2. HDFC Bank Ltd	Customer Service and Satisfaction for Retail Bank Consumers	2003-04

**Consultancy Work done :**

Organization	Title of the Project	Period
1. PRIMA Division of Godrej & Boyce Mfg Co	Strategy formulation for the PRIMA division of Godrej & Boyce Mfg. Co	Dec 1999 June 2000
2. Gherzi Eastern Ltd	To assess the competencies of garment sector of Bangladesh and formulating a strategy for post-MFA period	May 2002
3. Swiss Agency for Development and Cooperation	Assessment of economical viability of an NGO in Bangladesh	Dec 1997
4. Gherzi Eastern Ltd	Sector Study of Indian Textile Industry	Feb 1999
5. AkerKvearner Powergas (I) Pvt Ltd	Evaluation of the Effectiveness of 25 week MDP on General Management, conducted by SOM, IIT Bombay	October 2004
6. State Bank Staff College	Right-sizing of Corporate Centre of State Bank of India	May 2007
7. State Bank Staff College	Review of staffing (Officers) Global IT Centre of SBI	Aug-Dec 2007
8. National Institute of Design Ahmedabad	Reviewing and Restructuring of the course curriculum of "Strategic Design Management" Programme.	May-June 2008

**Technologies/Products Developed For Industrial Applications:**

- 1) Developed a comprehensive fully integrated costing system for variable costing, product pricing and contribution analysis of textile products for Arvind Mills Ltd, Ahmedabad
- 2) Developed a comprehensive and fully integrated Management Information System for the Ready Made Garments division of Bombay Dyeing & Manufacturing Co. Ltd.
- 3) Designed and developed a positive drive mechanism for the sizing machine for stretch reduction.

**POST GRADUATE THESIS SUPERVISION:**

Supervised 51 students of Master of Management Programme for their Final Projects during 2001-07

B.Tech Projects Supervision:

Supervised 4 students of B.Tech Programme for their Projects during 2001-03

**Supervision of Ph.D. scholars:**

Following 2 students are working for their Ph.D. thesis under my supervision:

1. Ashish Hattangdi ( with Prof. Shishir Jha as Co-supervisor) : "Impact of ICTs in Higher Education Institutes"

**LIST OF PUBLICATIONS**

• **Paper in proceedings – International :**

1. Atanu Ghosh and Manish Talukdar

"**Multinational Business strategies in the Indian Home-Appliances market**" presented at the INAUGURAL CONFERENCE of Academy of International Business, INDIA on "Globalization and India: Addressing the Challenges" held at IIT Bombay from 31<sup>st</sup> Jan to 2<sup>nd</sup> Feb 2003.

2. Atanu Ghosh, Ajitkumam Ng, Rajesh Bansal and Harvinder Pal

"**India's Car is Born**", Proceedings of the 6th Annual Convention of the International Conference

- on 'Strategic Management in a Globalising World: Perspective from a Developing Economy', organized by the Strategic Management Forum in Association with Xavier Labour Relations Institute, Jamshedpur, April, 2003.
3. Atanu Ghosh and Saurabh Lahiri  
**"E-Governance in Indian Perspective"**, Proceedings of the 'International Conference on E-governance' in the form of a Book titled 'Promise of E-Governance', edited by **Prof. M. P. Gupta**, published by Tata McGraw Hill, 2003
  4. Atanu Ghosh, Karuna Jain and J. Abdul Hakeem Ashiq  
**"Supply Chain Management in Indian Textile Industry"**, in the Proceedings of the International Symposium on Logistics held at IIM Bangalore from July 11 - 14, 2004.
  5. Atanu Ghosh, Keerty Y.Nakray, and Shilpi Singh,  
**"ICTs, E-Governance and Rural Development"** in the Proceedings of the International Conference on E-Governance, held in Colombo on November 29 - December 1, 2004.
  6. Atanu Ghosh Kunal Ghadse, Rajesh Pandey, and Premal Shah.  
**"Barista: making Coffee drinking an Experience"**, in the proceedings of IIMK - NASMEI International Conference on Marketing Strategies for Emerging Markets at the Taj Residency, Calicut, on December 21-22, 2004.
  7. Atanu Ghosh and Sanjeev Das  
**"Change in Competitive Environment and Emerging Challenges for Indian automobile industry"**, in the proceedings of the Second AIMS International Conference on Management (AIMSiCOM2), on the theme "Managing in a Global Economy: Emerging Challenges to Management Profession", held at IIM Calcutta, on December 28-31, 2004.
  8. Atanu Ghosh and Subhashree Chaudhuri attended  
**"Automobile Industry segment in India: strategic moves and performance during the phases of Pre-Liberalisation, Transition and Post-Liberalisation "** in the proceedings of the 3rd International Conference on "Globalization & Competitiveness", held during January 11, 2005 to January 13, 2005 at VGSOM, IIT Kharagpur.
  9. Atanu Ghosh and Arpita Nagdeve  
**"Embracing on-line buying by consumers in India: an insight"** in the proceedings of the International Conference on "Marketing Paradigms for Emerging Economies," held at IIM Ahmedabad on January 12-13, 2005.
  10. Atanu Ghosh and Nitin Arora  
**"Role of e-governance frameworks in effective implementation"** in the Proceedings of the International Conference on E-Governance ICEG 2005, held at Lahore University of Management Science, Pakistan on 9-11 December 2005.
  11. Atanu Ghosh and Gargi Banerjee  
**"A Study of E-governance in Rural India"**, in the proceedings of the International Conference on E-Governance (ICEG 2006), held at IIT Delhi on 15-17 December 2006.
  12. Atanu Ghosh and Gargi Banerjee  
**"Information Technology As A Strategic Tool Of Business in India vis-à-vis USA and Spain"**, in the Proceedings of 10<sup>th</sup> Annual International Convention of Strategic Management Forum, held at IIT Bombay on 10-12 May 2007
  13. Ashish Hattangdia and Atanu Ghosh  
 Enhancing the quality and accessibility of higher education through the use of Information and Communication Technology

#### **Paper in proceedings – National:**

1. Atanu Ghosh  
**"Challenges and opportunities for Indian textile and apparel industry"** presented at the 5th National convention of Strategic Forum of India, held at MDI, Gurgaon on 25-27 April 2002

2. Atanu Ghosh  
**"Role of Supply Chain Management in Indian Textile & Clothing Industry for building a brand Made in India with strong positive Image"**, Proceedings of the National Textile Conference 2003, UICT, Mumbai, December 2003.
  3. Atanu Ghosh  
**"Challenges in Silk Product Exporting"**, Proceedings of the Seminar on 'Silk Technology', held during 'SILK WEEK', in New Delhi, and organized by the Development Commissioner (Handlooms), Govt. of India, Central Silk Board and Indian Silk Export Promotion Council, December, 2003.
  4. Atanu Ghosh and Apurva Agrawal  
**"Changing competitive business environment in India: Role of Innovation to cope with the challenges"** in the Proceedings of the 7th Convention of the Strategic Management Forum of India, organised by IIM Indore from 13th to 15th May 2004
  5. Atanu Ghosh and Subhashree Chaudhuri  
**"Design as a Value Creator"** was included as a background reading material for the participants of the AIMA-MICA Integrated Marketing Summit on "Managing Markets in Turbulent Times", held in Mumbai on January 14-15, 2005.
- **Paper in Journals - National:**
    1. Atanu Ghosh, Ajitkumar Singh, Rajesh Bansal and Harvinder Pal  
A case study titled **"India's Car is Born"**, 'Decision', IIM Calcutta Journal, January–June 2003 issue.
    2. Atanu Ghosh  
Analysis of the case **"TI Cycles: New Product Strategy (A)"** written by Prof.A.K. Jain and Prof M.R.Dixit of IIMA , "VIKALPA" the Journal of IIM Ahmedabad, September 2003
    3. Atanu Ghosh  
**"E-Learning"**, Paradigm, the Journal of Institute of Management Technology, Ghaziabad, December 2003

## II. Conference

### International :

- 1] Participated at the 15<sup>th</sup> International Conference on Computer Communication organized by ICCC on 12-14 August 2002 in Mumbai
- 2] Participated and presented a paper on "Information and Communication Technologies in India and its Impact on Business Sector" at the Conference on **'Managing in the Global Information Economy'**, jointly organized by the Center for International Business Education & Research and Center for Management in the Information Economy and held at The Anderson Graduate School of Management, UCLA on September 12 & 13, 2003.
- 3] Presented a paper on **"E-Governance in Indian Perspective"**, co-authored with Saurabh Lahiri, 3rd Year B.Tech. Student, CE, IT-BHU, Varanasi, at the 'International Conference on E-governance', held at IIT Delhi on December 18-20, 2003 and chaired a session on 'Government-Citizen Relationship'.
- 4] Presented a paper on **"Impact of Information and Communication Technology on Indian Business Sector – summary"** and took part as a Panelist in the panel discussion on "Business and IT : A Global Perspective", at the Annual BIT/ Center for Management in the Information Economy Conference for 2005 titled "Globalization in the Information Economy The Technology Perspective", held on July 22-23, 2005 at the Anderson School of Management, UCLA.
- 5] Presented two papers jointly written with Ms. Gargi Banerjee - **"Marketing Strategy in Digital Economy: An Indian Perspective"** and **"Impact of ICT on Indian business sectors"** at the Third Annual Conference of BIT (Business and Information Technologies)

Study at SDA Bocconi School of Management, Milan, Italy on 1st June and at University of Lugano (Switzerland) on 2nd June 2006.

- 6] Participated in a Panel Discussion and Presented a paper on “Business and Information Technologies Study Report 2006- India” at the 4<sup>th</sup> Annual International BIT Conference on the theme “New Frontiers in Business and Information Technologies”, held at Korea University Business School, Seoul, Korea on 21-22 June 2007
- 7] Presented the "Findings of Business and Information Technologies Study 2006" at the 2nd International Conference on Management IBSA.ICON 07 held at Ahmedabad on 27<sup>th</sup> December 2007.
- 8] Participated and presented a paper co-authored with Ms. Gargi Banerjee on “Findings from the Business and Information Technologies Study in India -2006”, at the 5th International Conference on E-Governance (ICEG 2007) held in Hyderabad on 28-30 December 2007.

- **National :**

- 1] Participated at the 'Manufacturing Summit', organised by CII, in Mumbai from October 22-24, 2002.
- 2] Participated at a one-day seminar on "**Kaizen for Service Sector**" organized jointly by Kaizen Institute of India and Indian Merchants' Chamber at Mumbai on 19 Feb 2002.
- 3] Attended the 6th International Convention of Strategic Management Forum of India, held at XLRI, Jamshedpur from April 24-26, 2003
- 4] Presented a paper on "**Role of Supply Chain Management in Indian Textile & Clothing Industry for building a brand Made in India with strong positive Image**" at the National Textile Conference 2003 organised by UICT, Mumbai, December 2003.
- 5] Presented a paper on "**Globalization and Strategy for New Global product development**", at a National Seminar on 'Management of Global Product Development Projects', held on November 28, 2003 at SOM, IIT Bombay
- 6] Presented a paper on "**Challenges in Silk Product Exporting**", at a Seminar on 'Silk Technology', held during 'SILK WEEK', at New Delhi, and organized by the Development Commissioner (Handlooms), Govt. of India, Central Silk Board and Indian Silk Export Promotion Council, from December 15 to 17, 2003.
- 7] Presented a case study on '**Airtel - A Case Study on Brand Building**', jointly authored with **Vineet Gupta, Kiran B. Pillai**, SOM, and **Nitin Dewan**, EE, at a National Seminar on 'Building Brands in Indian Markets', held at IIM Kozhikode on December 13-14, 2003.
- 8] Presented a paper on "**LEARNING LEADERSHIP & VISION FROM LEADERS : A SUCCESSFUL INNOVATIVE EXPERIMENT AT SJMSOM, IIT BOMBAY**" and chaired a technical session at the 9th Convention of Strategic Management Forum held at IIM Kozhikode on 18-20 May 2006.

### **III Chapters in Book**

1. The following 2 articles written by Prof. Atanu Ghosh (SJMSOM) with other co-authors, got published in THE BUSINESS AND INFORMATION TECHNOLOGIES (BIT) PROJECT – A Global Study of Business Practice, edited by Uday Karmarkar & Vandana Mangal (University of California, Los Angeles, USA) and published by World Scientific, Feb 2007.
  1. The India Business and Information Technologies (BIT) Survey (Atanu Ghosh et al.)
  2. Impact of Information and Communication Technology on Indian Business Sector Review Report (Atanu Ghosh & A K Choudhary)
2. Published a research paper entitled “The Impact of Information Technologies on Indian Businesses: Annual Report 2005–2006 (A Ghosh, Gargi Banerjee and Ashish Hattangdi )in a new book entitled “*The Business and Information Technologies (BIT) Project: A Global Study*



*of Business Practice.*”, co-edited by Professor Uday S. Karmarkar, UCLA Anderson and Vandana Mangal, Associate Research director of UCLA Anderson's Business and Information Technologies (BIT) Global Research Network. The book was published in August 2009 by World Scientific Publishing Company.

3. Published a Chapter ( No.17) entitled “ Information and Communication Technology in India and its Impact on Business Sectors: A Pilot Study” by Atanu Ghosh and T. N. Seshadri on Page no.413 -428 of the book entitled “Managing in the Information Economy - Current Research Issues , Series: Annals of Information Systems , Vol. 1 , published by Apte, Uday; Karmarkar, Uday (Eds.) ISBN: 978-0-387-34214-6, Publisher: Springer US
4. The first book titled “ **Strategies for Growth**” is published by Random House India in 2010

#### **IV Case Studies Registered with IIMA**

1. “SEWA Trade Facilitation Centre: Designing Roadmap for Business Expansion”, jointly with Professor Anand Kumar Jaiswal, and Harit Palan, Research Associate. [registered with IIMA Case Unit under BP0329]
2. “RUDI Rural Distribution Network of SEWA: Creating the Fortune for the Bottom of the Pyramid” , jointly with Professor Anand Kumar Jaiswal, and Harit Palan, Research Associate. [registered with IIMA Case Unit under MAR0409]
3. “Akshaya Patra, Gandhinagar” , jointly with Shravanti Mitra, Professor G. Raghuram, [registered with IIMA Case Unit under QM0254]

#### **V Newspaper/Magazines/ Newsletter:**

- 1) Published an article in The Economic Times on **Relationship Marketing**, on 19-2-2000 under the column HARDSHELL Inside India Marketing.
- 2) Published an article on Leadership in The Economic Times on 11th June 2001
- 3) Contributed an article on “**Appropriate Technology**” in the newsletter “Technology Management” Published by the School of Management, IIT Bombay.
- 4) “**Branding for High-Tech Products and Services**” presented at MDP on “Venture Management” for the students of Hoseo University, Seoul, South Korea on 16<sup>th</sup> August 2001. Published by APCTT in their e-newsletter ( visited on 14<sup>th</sup> July 2002) [http://www.technology4sme.com/ecoach/countries/india/india\\_bd\\_branding\\_byiitb.html](http://www.technology4sme.com/ecoach/countries/india/india_bd_branding_byiitb.html)
- 5) An article on “**Supply Chain for the Apparel Industry – Some Tips**” was published in RETAIL e-LETTER of The Retail Vision Group, Issue No. 21, 20<sup>th</sup> November 2003, PP4-5 <http://www.visitscgonline.com/NewsletterNov03.pdf>
- 6) An article titled “ Human Capital Management in Globalizing India” co-authored with Ms. Gargi Banerjee published the first edition of The DNL Global Quarterly in July 2007 [http://www.dnlglobal.com//includes/repository/newsitem/Talent\\_Management\\_article.pdf](http://www.dnlglobal.com//includes/repository/newsitem/Talent_Management_article.pdf)

#### **Books Reviewed/ Edited:**

- 1) Traditional Industry in the New Market Economy – The Cotton Handlooms of Andhra Pradesh : By Kanaklatha Mukund and B Syama Sundari, Sage, 2001, for IIMB Management Review, Volume 15, Number 1, March 2003
- 2) Textile and fashion: challenges and strategies for the industry, Edited by Mote V.L., Tata Mc- Graw Hill publishing, 2000 for IIMB Management Review, Volume 14, Number 4, December 2002
- 3) Edited the Proceedings of 10th International Annual Convention of Strategic Management Forum.
- 4) Edited the Proceedings of IIMA-SMF International Conference, held at IIMA on 15-16 December 2010