

Name: **Atanu Ghosh**

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Date of birth: 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**), Fellow of All India Management Association (**FIMA**)

Area of Specialization: Strategic Management and Marketing Management

Professional/Academic Experience:

[A] Past Academic Experience:

August 2020 to February 2021 Dean, School of Management & Entrepreneurship, IIT Jodhpur

July 2008 - July 2020 - Professor, SJM School of Management, IIT Bombay

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

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

Sept 1999 – July 2008- Associate Professor, SJMSOM

[B] Past Work (Corporate sector) Experience:

Period	Designation/Nature of Work and Organisation
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.TEXTMACO 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.

[B] Past Experience of Interaction with industry sectors:

Period	Designation/Nature of Work and Organisation
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
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.

The Courses taught:

1. At Management Institutes [IIMA, SJMSOM, FLAME, BIM (Trichy), TAPMI, SDMIMD (Mysore), ITM]:

Strategic Management, Strategies for Corporate Growth, Management of International Business, Marketing Management, Services Marketing, Leadership, Product Policy & Management, International Marketing,

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, Advance Export Merchandising, Fashion Management Strategy, Costing, Retailing, New Product Planning and launching, Strategic Design Management

Invited member & Association:

- 1) was 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.
- 2) was a Member of the Frontier technology & Quality Improvement committee of Indian Merchants' Chamber for the year 2002-03?
- 3) Member of CII Maharashtra Knowledge Based Industries Panel 2003-2004

Academic administration:

- 1) Programme Coordinator, Apparel Marketing & Merchandising Programme, NIFT, Bangalore, 1997-98
- 2) **Adviser to the Director, IIT Bombay, May 2006 – March 2007**
- 3) Faculty Advisor of the International B School Meet of IIMA- CONFLUENCE, 2008, 2009, 2010
- 4) **Dean (Alumni and External Relationships), IIM Ahmedabad, August 2010 – June 2012**
- 5) Faculty Coordinator, International Relations, SJMSOM, IIT Bombay, 2013-2018
- 6) Faculty Coordinator, Admissions to M. Mgt programme of SJMSOM, IIT Bombay, 2016-2017

Affiliation with Professional Bodies:

- 1) Life Member of The Textile Association of India
- 2) Fellow Life Member, All India Management Association
- 3) Fellow Member, Institution of Engineers, India
- 4) Member, Academy of International Business

Membership of Board/Advisory Committee:

- 1) Independent Director of **Sewa Trade Facilitation Centre**, Ahmedabad [2010-2018]
- 2) **Member of the Governing Board of IES Management College and Research Centre, Mumbai**
- 3) **Member of the Governing Board, Institute of Apparel Management, Gurgaon, 2016-17**
- 4) Member on the Board of Studies for the Strategy area of NMIMS, Mumbai.
- 5) Member of Academic Advisory Board of GRG School of Management Studies, Coimbatore
- 6) Member, Academic Council, University of Engineering & Management, Kolkata, 2016-17
- 7) **Member of AIMA Council 2009-15 as the Elected Professional Individual Member**
- 8) **Member of Consumer Complaints Committee, The Advertising Standards Council of India - since February 2015**
- 9) Member of the Governing Board, IMT Nagpur from Nov 2019, IMT Hyderabad, from Dec 2019

Continuing Education Programmes conducted/ Delivered lectures on:

1. **Strategic Business Thinking: Business perspective**, for Senior Executives
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 Engineer Executives of Kvaerner Powergas India Pvt Ltd from August 2002.
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) **Techno Entrepreneurship: Branding, IPR & Valuation**
(iii) **Relationship Marketing: Customer Life time value, Best & worst practices of Relationship Marketing**

- 5) Conducted 4-day CEP Programmes on **Building Effective Business Organisations in Indian Apparel Industry** in March and October 2007
- 6) **Conducted 4-day CEP Programmes for Senior executives on “Strategies for Organisations’ Growth” in January 2013,2014, 2015 2016, 2017, 2018, 2019 and 2020, involving Chairman/MD/ DMD/ CEO/CFO/Founder of organizations, as faculty resource persons**

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) **Designed creatively an annual event “Leadership Lecture Series” as part of the compulsory course titled “Leadership, Vision & Entrepreneurship” and organized every year since 2000. More than 80 Leaders & achievers from corporate and non-corporate world were invited to share their experiences with the students of Management programme at SJMSOM, IIT Bombay**
- 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 in May 2007, as the Programme Coordinator. 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 5 day In Company MDP for the senior executives of Decitex Décor Exports, at IIMA
- 7) **Organised the International Conference of Strategic Management of India on “Challenges for Inclusive Growth in the Emerging Economies”, for Strategic Management Forum, 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
- 9) Organised a workshop for the students and faculty of SJMSOM on “Learning What is Not Taught” on 2nd, 3rd and 16th February 2013, addressed by Mr. R Gopalakrishnan and Dr. Jagdish Parikh
- 10) Organised and Coordinated “2-week Summer School” for the students of School of Management of University College of London in 2014,2015, 2016 ,2017 and 2018

Invited Lectures/talks delivered in India/abroad:

- 1) **"Supply Chain Management in Indian Apparel Industry"**, at the NIFT, Gandhinagar, NIFT, Bangalore, Institution of Engineers & Institute of Jute Technology, Calcutta, College of Textile Technology, Serampore, andt NIFT Delhi
- 2) **“Retailing in Apparel Products- strategies for success”** at NIFT, Bombay
- 3) **"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, in September 2003.
- 4) **"The innovative way of learning on Leadership: an experiment at the School of Management, IIT Bombay"**; at several Management Schools & Management Associations in India and abroad as well at many conferences/seminars
- 5) **" 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
- 6) **“Global Product Development Strategy"** at NID, Ahmedabad
- 7) **" Role of Innovation in the Changing Competitive Business Environment"** at the International Conference held at IBS Ahmedabad in 2008
- 8) **“Reverse Innovation”** to the Post Graduate students of Department of International Politics/Relations, School of Global Studies, Sikkim University, Gangtok, Sikkim on 7th May 2013
- 9) **"Disruptive Innovation for Emerging Economies - necessities, challenges and success stories"** at the

Inaugural function of the Management week of Baroda Management Association, held on 26th May 2013

- 10) Key note address on "**Ingredients for Productivity Improvement in Manufacturing and Services Industry**" at the National Conference on "Emerging trends in productivity" organized by SGGS Institute of Engineering & Technology, Nanded, Maharashtra in 2014
- 11) "**Research with relevance to the society**" for Distinguished Researcher Seminar Series, organized by the Department of Industrial and Management Engineering, IIT Kanpur, 2014, at IIM Rohtak, 2015, at KLS Gogte Institute of Technology, Belgaum 2017
- 12) "**Growth Strategy Through Innovation**" "**Need for Disruptive Innovation for Emerging Economies**" at Guwahati Management Association, 2015, Department of Management Studies, Goa University, 2016.; at IIM Rohatak, 2015, KIIT Business School and XIMB– Bhuvaneshwar, 2016; at Dept of Jute and Fiber Technology, Calcutta University, 2016, at IIFT and NIFT Kolkata, 2016, at Dept of Management Studies, IIT Delhi, 2016; Goa Institute of Management, 2016, NIFT Jodhpur, 2019
- 13) "**Design and Management Linkage**", NID, Gandhinagar, 2015, 2017 and 2019
- 14) "**Technology Enabled Eductaion**" at Birla Institute of Applied Sciences, Bhimtal, 2015
- 15) "**Why Innovation is necessary and how to drive it**" at School of Management and Entrepreneurship, Shiv Nadar University, Greater Noida, 2015
- 16) "**Learner Centric Approach for a New Educational Experience**" at CII National Higher Education Conclave, Coimbatore, 2015
- 17) Delivered **Convocation address as the Chief Guest** at Akhilesh Dinesh Mody Institute of Financial and Management Studies, on 23rd January 2016
- 18) "**Role of Technology in Logistics and Supply Chain**", Logistics Summit of CII- Institute of Logistics, 2015
- 19) A 'Special Talk' on "**Challenges to Management Education**" organized by Baroda Management Association at the Faculty of Management Studies, MSU Baroda, 2019
- 20) "**Case Study Writing and case discussion method**" Jamlal Bajaj Institute of Management Studies, Mumbai, 2016
- 21) "**Need for effective Academia -Industry collaboration**" at the INDO-GLOBAL EDUCATION SUMMIT, held in Mumbai 2017
- 22) Delivered lectures on "**Strategy and Innovation in the Emerging Economies**", for the participants of Asia Business Leadership programme, Graduate School of Management, Kyoto University, Japan, in June 2017, June 2018, June 2019 and July 2020.
- 23) Delivered the 4th C. R. Noddar Memorial Lecture on "**Challenges in the Changing Paradigm**" at ICAR-National Institute of Natural Fibre Engineering and Technology, Kolkata on 11th February 2020.
- 24) Delivered talk on "**Role of Technology in Business Management Education**" at PIBM's Virtual International Conference on Business Interventions and Technology in December, 2020.
- 25) "**Challenges of the manufacturing sector**", at the National Seminar of GIET University, in Nov-2020
- 26) "**Technology in Higher Education: Changes in Pedagogy and Delivery**" scheduled at the 4th Edition of CII National Higher Education Conclave on 5 December 2020.
- 27) "**Navigating Strategic Change: Leveraging Technology in Higher Education**" as the keynote speaker in the webinar, organised by Institute of Management Nirma University, Ahmedabad as part of its Silver Jubilee year celebration, on 21st March 2021

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 &	Strategy formulation for the PRIMA	Dec 1999

Boyce Mfg Co	division of Godrej & Boyce Mfg. Co	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
9. Electronic Payment System Case Study	Case Study on Growth and Future Opportunities	Feb-June, 2016

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.

Ph.D THESIS SUPERVISION:

1. Ashish Hattangdi (with Prof. Shishir Jha as Co-supervisor) worked on his thesis - "**Impact of ICTs in Higher Education Institutes**" and graduated in 2015
2. Kaniaka Khurana worked on her thesis - "**Viable and Creative –A Qualitative Study of Management in Indian Theatre Organisations**" and graduated in November 2020

Evaluation of Ph D Thesis:

Evaluated Ph D theses of Research scholars of IIT Delhi (5), IIMA(2), IIM Lucknow (2), NITIE (1), IISc (1), IIMB(1), FMS, Delhi University(1), Goa University(1), Sastra University(1), IIFM(1) PondicherryUniversity(1)

I. LIST OF PUBLICATIONS

- **Paper in proceedings – International :**

1. Atanu Ghosh and Manish Talukdar, "**Multinational Business strategies in the Indian Home-Appliances market**", the Conference of Academy of International Business, at IIT Bombay, 2003.
3. Atanu Ghosh and Saurabh Lahiri, "**E-Governance in Indian Perspective**", 'International Conference on E-governance', published by Tata McGraw Hill, 2003
4. Atanu Ghosh, Karuna Jain and J. Abdul Hakeem Ashiq "**Supply Chain Management in Indian Textile Industry**", International Symposium on Logistics held at IIM Bangalore, 2004.
5. Atanu Ghosh, Keerty Y.Nakray, and Shilpi Singh, "**ICTs, E-Governance and Rural Development**" International Conference on E-Governance, held in Colombo, 2004.
6. Atanu Ghosh Kunal Ghadse, Rajesh Pandey, and Premal Shah. "**Barista: making Coffee drinking an Experience**", IIMK - NASMEI International Conference on Marketing Strategies for Emerging Markets at the Taj Residency, Calicut, 2004.
7. Atanu Ghosh and Nitin Arora, "**Role of e-governance frameworks in effective implementation**" International Conference on E-Governance, Lahore University of Management Science, 2005
8. Atanu Ghosh and Arpita Nagdeve, "**Embracing on-line buying by consumers in India: an insight**" International Conference on "Marketing Paradigms for Emerging Economies," IIMA, 2005
9. Atanu Ghosh and Gargi Banerjee, "**A Study of E-governance in Rural India**" International Conference on E-Governance, IIT Delhi, 2006.
10. Atanu Ghosh and Gargi Banerjee, "**Information Technology As A Strategic Tool Of Business in India vis-à-vis USA and Spain**", 10th Annual International Convention of Strategic Management Forum, IIT Bombay, 2007

11. Ashish Hattangdia and Atanu Ghosh, “**Enhancing the quality and accessibility of higher education through the use of Information and Communication Technology**”, 11th Annual International Convention of Strategic Management Forum, IIT Kanpur, 2008
 12. Atanu Ghosh, Tania Bandyopadhyay, Mitali Medhe, Shishir K Jha, “**Transition towards customer- centric retailing strategies: a study on Indian retail industry**”, the SIBR Conference Proceedings (ISSN 2223-5078). Sydney, Australia 2020
- **Paper in proceedings – National:**
 1. Atanu Ghosh: “**Challenges and opportunities for Indian textile and apparel industry**”, 5th National convention of Strategic Forum of India, MDI, Gurgaon 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**”, National Textile Conference, UICT, Mumbai, 2003.
 3. Atanu Ghosh: “**Challenges in Silk Product Exporting**”, Seminar on 'Silk Technology', organized by the Central Silk Board and Indian Silk Export Promotion Council, 2003.
 4. Atanu Ghosh and Apurva Agrawal, “**Changing competitive business environment in India: Role of Innovation to cope with the challenges**” 7th Convention of the Strategic Management Forum of India, IIM Indore, 2004
 5. Atanu Ghosh and Subhashree Chaudhuri, “**Design as a Value Creator**” AIMA-MICA Integrated Marketing Summit on "Managing Markets in Turbulent Times", Mumbai, 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, “**VIKALPA**”-Journal of IIM Ahmedabad, September 2003
 4. Atanu Ghosh: An article - “**LEARNING THE ROPES FROM THE LEADERS**” based on the Unique format used by SJMSOM for the course "Leadership and Vision", published in the September 2014 issue of AIMA’s Journal - Indian Management.
 5. Kanika Khurana, Atanu Ghosh – “**Management in the performing arts – An empirical exploration of organizational structures in Indian theatre**” accepted by IIM Kozhikode Society & Management Review
 - **Paper in Journals - International:**
 1. Ashish Hattangdi, Atanu Ghosh and Shishir Jha “**A literature review of the perceptions of faculty about technology-enabled distance education**” published in International journal. ISSN: 1944-6934 (UGC approved) Citations: 10 (September 2017)
 2. Ashish Hattangdi, Shishir K. Jha and Atanu Ghosh - “**Integrating Information and Communication Technology in education: bottlenecks and solutions.**” published in journal International Journal of Engineering Technology Science and Research IJETS www.ijetsr.com Volume 4, Issue 10 October 2017.
 3. Kanika Khurana, Atanu Ghosh – “**Where do the lines blur? Exploring the separation between non-profit and for-profit theatre organisations in India,**” accepted by International Journal of Indian Culture and Business Management

II. Conference

International:

- 1] 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.
- 2] Presented a paper on “**Impact of Information and Communication Technology on Indian Business Sector – summary**” and took part in the panel discussion on “**Business and IT: A Global Perspective**”, at the Annual BIT/ Center for Management in the Information Economy

- Conference, held in July, 2005 at Anderson School of Management, UCLA.
- 3] 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.
 - 4] Presented a paper on "**Business and Information Technologies Study Report 2006- India**" at the 4th Annual International BIT Conference, held at Korea University Business School, Seoul, in June 2007
 - 5] A special address on "**Blue Ocean Strategy & Indian Textile Industry**" during the Inaugural session of INTEXCON 2019 held at IIM Ahmedabad on 3-4 October 2019
 - 6] An invited talk entitled "**Blue Ocean Strategy – a Choice for Indian Textile Industry too!**" at the International Conference (ICTX2020) on "Innovative Approaches for the Development of Sustainable Textile Products and Processes" held in February, 2020

- **National :**

- 1] 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.
- 2] 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
- 3] Presented a paper on "**Challenges in Silk Product Exporting**", at a Seminar on 'Silk Technology', organized by the Development Commissioner (Handlooms), Govt. of India, Central Silk Board and Indian Silk Export Promotion Council, December , 2003.
- 4] 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.
- 5] Presented a paper on "**LEARNING LEADERSHIP & VISION FROM LEADERS : A SUCCESSFUL INNOVATIVE EXPERIMENT AT SJMSOM, IIT BOMBAY**" at the 9th Convention of Strategic Management Forum held at IIM Kozhikode on 18-20 May 2006.
- 6] Presented a paper on "**Capturing consumer expectation to formulate strategies for e-commerce firms**" co-authored with Ms Sujata Biswas, Kirankumar Momaya, at 18th Annual Convention of Strategic Management Forum 2015, held at IIFT, New Delhi
- 7] Presented a paper titled "**Issues for the Sustainability of Performing Arts Organisations**" authored with Kanika Khurana at the 20th Annual Convention of the Strategic Management Forum, held at IIM Tiruchirappalli on 25-27 December 2018
- 8] Presented a paper on "**Transition towards customer-centric strategies: a study on Indian hotel industry**" authored with Tania Bandyopadhyay, Shishir K Jha at the 21st Annual Convention of the Strategic Management Forum, held at IIM Lucknow in December 2019
- 9] Presented a paper on "**Challenges and Opportunities for MSMEs to contribute to Inclusive Development**" at the Symposium for Development of Shared Knowledge on Inclusive Development and Growth Dynamics Organized by the Collaborative Platform between IIT KGP and AIPPDS on the 14- 15 February, 2019 at IIT Kharagpur

III. Published book and Chapters in Book

1. The following 2 articles written with other co-authors, got published in THE BUSINESS AND INFORMATION TECHNOLOGIES (BIT) PROJECT – A Global Study of Business Practice, 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. 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.*”, published in August 2009 by World Scientific Publishing Company.
3. 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 in 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. Published an article titled “IIMA as I have experienced it” in the book “Nurturing Institutional Excellence: Indian Institute of Management Ahmedabad”, Macmillan Publishers India, 2011
5. 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] in 2013

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) “**Branding for High-Tech Products and Services**” presented at MDP on “Venture Management” for the students of Hoseo University, Seoul, South Korea on 16th August 2001. Published by APCTT in their e-newsletter (visited on 14th July 2002) http://www.technology4sme.com/ecoach/countries/india/india_bd_branding_byiitb.html
- 4) 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

VI. 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