

DR. RAJIV AGARWAL.
PROFESSOR

S.P. Jain Institute of Management & Research (SPJIMR)

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Summary of Achievements:

- Authored the first simulation in the world, on family businesses, "Honey Heritage" Published by Harvard Business Publishing in May 2019.
- Authored Masters of Management Book series, published by Rupa Publications on five Indian industrialists, viz. Mr. Kumar Mangalam Birla, Mr. Anand Mahindra, The Tatas, Mr. Azim Premji.
- Authored a Textbook on Family Business Management released by Sage Publications
- Currently teaching, following a passion for Academics with strong Academic Credentials.
- Certificate holder in Advanced Family Business Advising and Advanced Family Business Wealth Advising (ACBFA, ACBWA) from Family Firm Institute, Boston, USA. First Indian to be dually certified.
- 25 years experience as Founder/Entrepreneur in family owned business running India's largest Independent CD/DVD Manufacturing Facility.
- Passion for Information Technology and its usage in Education sector.

CURRENT RESPONSIBILITIES:

Feb 2012 to-date:

- **Head- Strategy Area SPJIMR**
- **Professor**, Core Faculty, Strategy, Family Business & Entrepreneurship.
- **Program Head**, Owner's Management Program.
- **Program Head**, Women's Management Program.
- **Head, SPJIMR** Kindle Project
- **Core Team Member**, Teaching with Simulations, (earlier also with Design Thinking Team)
- **Member of the IT Committee, SPJIMR.**
- **Lead**, SPJIMR Simulations Development Center
- **System Admin and Head**, ekosh, the SPJIMR LMS.

About SPJIMR:

- The two year Full-time MBA Program) is ranked amongst the top 5 MBA Programs in India.
- SPJIMR is ranked amongst the top 5 Business Schools in India.

Teaching Responsibilities:

Courses developed and taught: (Have consistently been rated 8.5-9.5 out of 10)

- **Two year Full time MBA Program (PGDM) (Rated 8.5-9.0)**
 - *Strategy (Jointly Shared Course)*
 - *Design Thinking (co-shared Course)*
 - *Entrepreneurship & New Venture Creation*
- **Executive MBA Program: (PGEMP) (Rated 8.5-9.0)**
 - *Strategy*
 - *Entrepreneurship & New Venture Creation*
 - *Corporate Mergers & Alliances Elective*
 - *Corporate Entrepreneurship*
- **Full One Year MBA Program for Senior Executives (PGPM) (Rated 8.5-9.0)**
 - *Strategy*
 - *Entrepreneurship & New Venture Creation*
- **Family Managed Business Program (Rated 9.0-9.7)**
 - *Family Business and Business Families*
 - *Introduction to Strategy and Advanced Strategy*
 - *Entrepreneurial Thinking*
 - *Information Technology for Businesses*
- **Owner Manager's Program (OMP) (Rated 8.5-9.5)**
 - *Family Business and Business Families*
 - *Strategy*
 - *Growth in Family Businesses*
- **Women's Management Program (WMP) (Rated 8.5-9.5)**
 - *Family Business and Business Families*

- Faculty Panel Member, for evaluating Business plans in the *Family Managed Business Program & Grow your Business (GYB)*, *Start your own Business Programs (SYB)* in the Centre for Entrepreneurship, SPJIMR.

- Strategy module in Management Development Programs (1 ½ day workshop for senior executives)

Other Responsibilities handled:

- Was leading the tech team for online teaching for SPJIMR during the Covid-19 pandemic, and implemented and executed the technology platforms for taking all the classes online.
- In charge Admissions process including Interviews, Shortlisting and Acceptance of Prospective Candidates from the applicant pool (2014-2016)
- Was responsible for the AACSB certification initiative for the FMB Department in the Institute (reporting to the Dean). (2013-2016)
- Am responsible for the Academic Quality of the inputs on *ekosh*, the SPJIMR electronic Learning Platform. (2013 -2019)
- Am responsible for co-ordinating the Exams, Assignments, Grades, GPA being done electronically and act as the interface between the Faculty, Research Associates, Teaching Assistants, Administration and Students. (2013 to 2016)
- Heading the initiative for Simulations development for SPJIMR.

Achievements in Strategic Areas:

- Headed the Kindle project which involved giving the First year PGDM students textbooks on the Kindle device. Was singularly heading the entire project on behalf of SPJIMR and co-ordinated with various stakeholders to launch this project, for the first time in the world. The end result was delivery of textbooks and case materials on individual student's kindles.
- Redesigned the curriculum for the Family Managed Program.
- Designed the Corporate Entrepreneurship and Corporate Mergers & Acquisitions Courses.
- Have written 11 cases, (published in Ivey) for the Family Managed Business department to start creating intellectual property, a first for the Department. Was amongst the leading contributors to case writing efforts in SPJIMR.
- Am responsible for the commissioning "ekosh" (Moodle based LMS for SPJIMR) which is now the backbone for the entire Department. Was responsible for the design, coding, rollout, training and trouble shooting before handing it over to the Institute.
- Am currently working on a Social Media Initiative for the Students and Alumni.
- Am heading the initiative to offer SPJIMR teaching content digitally, on the internet and have been working with various faculty members on this initiative.
- Am responsible and heading the initiative to publish cases based on the social sector projects undertaken by the MBA students, involving the PGDM faculty members (9 currently) and working towards establishing and heading the SPJIMR Case Publishing Division. The goal was to get these cases eventually distributed by Harvard Business School Publishing. Am also responsible for the HBS relationship for this initiative. Have jointly published one such case "AGV: Crisis at the Top" with Ivey, to demonstrate proof of concept.
- Have automated and streamlined the workflows for the Admission process for the FMB,OMP, and WMP Programs.

Visiting Professor of Entrepreneurship and New Ventures, IIM Kozhikode, PGP Program.

Taught at the Full-time MBA and Executive Education programs. (2014-2017)

Visiting Professor of Entrepreneurship, IIM Indore, PGPX Program.

Taught full course on Strategic Management of Small and Medium scale enterprises, at the one year part-time MBA students (Dec.2014 –Jan. 2015)

Board Member, Academic Area Committee in Strategic Management & Entrepreneurship, Faculty of Management, Nirma University, Ahmedabad, India. (2015-2018)

Papers Published (Peer Reviewed):

1. Harish at Maharani Pharma:Rajiv Agarwal, Ratika Gore, Published by Sage Business Cases.

2. Managing Expectations and Stakeholders: Harsh Ahuja's Family Dilemma, Rajiv Agarwal, Published by Sage Business Cases. <http://dx.doi.org/10.4135/9781529742718>
3. Sunil Kapoor at SK Industries: Managing Family Business, Published by Sage Business Cases. <http://dx.doi.org/10.4135/9781529742305>
4. Agarwal, R., Kumar, A., D'Souza, K., (2016), "Literature Survey On Career Choices Of Successors In Family Businesses In India", *Journal of Applied Management and Investments*, 5(1), 1-19.
5. Agarwal, R., Kumar, A., D'Souza, K., (2015), "Successors in Indian Business Families: A Demographic Sample Study", *Journal of Applied Management and Investments*, 4(4), 201-208.
6. Agarwal, R., Kumar, A., D'Souza, K., (2015), "A Study Of The Factors Influencing Successors' Choices In Indian Family-Managed Businesses", *Journal of Applied Management and Investments*, 4(3), 128-136.
7. Prasad, A., Agarwal, R., (2015), "The Oxymoron that is Business Ethics", *Journal of Management Research*, 15(1), Jan-March 2015, 13-22.

White papers published:

- **Women Entrepreneurship in India: Managing the Social Paradoxes**, A white paper published by SPJIMR – FICCI FLO Mumbai, in December 2020. Was the Project Leader along with five co-authors. This report was released by Mr. Amitabh Kant, Chariman NITI Ayog on 12th March, 2021.

Cases Published:

- Authored/co-authored **3 of 14 top selling cases** sold in India in 2014 by Richard Ivey Publishing. (Source: Ivey Publishing).
- Authored **17th and 18th global top selling cases** by Ivey in 2015.
- Authored/Co-authored **top 9 of the top 20 best selling cases sold worldwide** in June 2015 by Richard Ivey Publishing.
- Authored/Co-authored **top 9 of the top 20 best selling cases sold worldwide** in July 2016 by Richard Ivey Publishing.

1. Balaji Wafers: Taking the Pepsi Challenge. Published by Richard Ivey School of Business, Authors: Rajiv Agarwal , Ashita Aggarwal.
2. AGV: Crisis at the Top, Case 9B14C008, Published by Richard Ivey School of Business, Authors: Rajiv Agarwal , Keith D'Souza , Arun Jacob Kumbluvellil (<http://www.iveycases.com/ProductView.aspx?id=62111>)
3. AGV: Crisis at the Top – Teaching note, Case 8B14C008, Published by Richard Ivey School of Business, Authors: Rajiv Agarwal , Keith D'Souza , Arun Jacob Kumbluvellil
4. Indian Steel Ltd, Tri-party Negotiation – The Buyer (A), Case 9B14C005, Published by Richard Ivey School of Business, Authors: Samish Dalal, Rajiv Agarwal (<https://www.iveycases.com/ProductView.aspx?id=61996>)
5. Indian Steel Ltd, Tri-party Negotiation – The Seller (B), Case 9B14C006, Published by Richard Ivey School of Business, Authors: Samish Dalal, Rajiv Agarwal (<http://www.iveycases.com/ProductView.aspx?id=61997>)
6. Indian Steel Ltd, Tri-party Negotiation – The Consultant (C), Case 9B14C007, Published by

- Richard Ivey School of Business, Authors: Samish Dalal, Rajiv Agarwal (<http://www.iveycases.com/ProductView.aspx?id=61998>)
7. Indian Steel Ltd, Tri-party Negotiation – Teaching note, Case 8B14C005w, Published by Richard Ivey School of Business, Authors: Samish Dalal, Rajiv Agarwal
 8. When there is no will, is there a way? Case 9B13C006, Published by Richard Ivey School of Business, Authors: Rajiv Agarwal, Samish Dalal. (<http://www.iveycases.com/ProductView.aspx?id=57649>)
 9. When there is no will, is there a way? Teaching Note, Case 8B13C006, Published by Richard Ivey School of Business, Authors: Rajiv Agarwal, Samish Dalal
 10. Pramanik Containers And The Bottleneck Challenge (A), Case 9B12E014, Published By Richard Ivey School Of Business, Author Rajiv Agarwal (<http://www.iveycases.com/ProductView.aspx?id=57014>)
 11. Pramanik Containers And The Bottleneck Challenge (B), Case 9B12E015, Published By Richard Ivey School Of Business, Author Rajiv Agarwal. (<http://www.iveycases.com/ProductView.aspx?id=57015>)
 12. Simplified Chinese version of case 9B12E014. Pramanik Containers And The Bottleneck Challenge (A), Case 9B12EC014, Published By Richard Ivey School Of Business, Original Author Rajiv Agarwal. Translated by Ivey into Chinese.
 13. Simplified Chinese Version of Case 9B12E015 Pramanik Containers And The Bottleneck Challenge (B), Case 9B12EC015, Published By Richard Ivey School Of Business. Translated by Ivey into Chinese.
 14. Pramanik Containers And The Bottleneck Challenge (A) And (B) - Teaching Note, Case 8B12E015, Published By Richard Ivey School Of Business, Author: Rajiv Agarwal.
 15. The Cinnamon Case: Sales Negotiation (Role Play) (A) The Seller, Case 9B12C046A, Published by Richard Ivey School of Business, Authors: Samish Dalal, Rajiv Agarwal (<http://www.iveycases.com/ProductView.aspx?id=56312>)
 16. The Cinnamon Case: Sales Negotiation (Role Play) - (B) The Buyer, Case 9B12C046B, Published by Richard Ivey School of Business, Authors: Samish Dalal, Rajiv Agarwal. (<http://www.iveycases.com/ProductView.aspx?id=56313>)
 17. The Cinnamon Case: Sales Negotiation (Role Play) (A) The Seller and (B) The Buyer, Teaching Note, Case 8B12C046, Published by Richard Ivey School of Business, Authors: Samish Dalal, Rajiv Agarwal
 18. The Case of the Increasing Topline, Case 814-042-1, Published by the Case centre, Author Rajiv Agarwal, (link <http://www.thecasecentre.org/educators/products/view?id=122133>)
 19. Teaching note for The case of the Increasing Topline, Author Rajiv Agarwal, Case 814-042-8, Published by the Cascentre.
 20. The Airline Industry in India: 2012, Case 314-184-1, Published by the Case centre, Author Rajiv Agarwal, (<http://www.thecasecentre.org/educators/products/view?id=122133>)
 21. Teaching note for The Airline Industry in India, 2012, Author Rajiv Agarwal, Case 314-184-8, Published by the Cascentre.

Articles written in Media:

1. Board Seats for Women Successors: It is a matter of mindsets, not rights. Economic Times. <https://hr.economictimes.indiatimes.com/news/workplace-4-0/diversity-and-inclusion/board-seats-for-women-successors-it-is-a-matter-of-mindsets-not-rights/78775682>
2. Amazon continues its juggernaut into physical retail domain: Malls pivot to survive, ET Brand Equity, August 14, 2020. <https://brandequity.economictimes.indiatimes.com/news/industry/amazon-continues-its-juggernaut-into-physical-retail-domain-malls-pivot-to-survive/77531166>

3. Online classes will change education forever; here's how business schools must evolve. Financial Express. <https://www.financialexpress.com/industry/online-classes-business-schools-distant-learning-coronavirus-lockdown-digital-india-internet-education-infrastructure-online-learning/1945605/>
4. Education in post-Covid-19 era. Financial Express.
5. Leadership in the time of Covid-19 for Family businesses. The Hindu Business Line. <https://www.thehindubusinessline.com/specials/new-manager/leadership-in-the-time-of-covid-19-for-family-businesses/article31271947.ece>
6. Tough road ahead for Intel?, Forbes India, August 5, 2020, https://www.forbesindia.com/article/bharatiya-vidya-bhavan039s-spjmr/tough-road-ahead-for-intel/61367/1?fbclid=IwAR1AtUVttiX3j_hu2zMqYqtdqxZua_yYfoYS6Hy_AbBD_Vk_MmEVuDL8a0c
7. Covid-19 crisis : A golden opportunity for family businesses, Fortune India, May 20, 2020, https://www.fortuneindia.com/opinion/covid-19-crisis-a-golden-opportunity-for-family-businesses/104574?fbclid=IwAR1nhUetX2B3jzxHNnHmW_qfqMbQMFr_eAFRITbs7KQwTGtsRdpl571J2Xg
8. Family business: Strengthening relationships in the time of Covid-19, Fortune India, May 18, 2020. https://www.fortuneindia.com/opinion/family-business-strengthening-relationships-in-the-time-of-covid-19/104566?fbclid=IwAR15MHEBEI6GPISphbf21Qa53Y7XdtzKfs3ObhDo43-OWhTBIWMDPA_p15o
9. Family business: Leadership in the time of Covid-19, Fortune India, April 2, 2020. <https://www.fortuneindia.com/opinion/family-business-leadership-in-the-time-of-covid-19/104378?fbclid=IwAR1EydGNjLr6jvDI5uXAR2NJzYOan3NmlkToFMrO8xyAiDMKDFmaTef12oc>
10. The role of sons-in law in family businesses, Fortune India, May 5, 2020. <https://www.fortuneindia.com/opinion/the-role-of-sons-in-law-in-family-businesses/104226?fbclid=IwAR3z07U0nU3C0jaOlplpuzdtSDkaHn0SRgBE4AI5mnwwiYOHZHH22U2fpfU>
11. The role of daughters in Indian family businesses, Fortune February 18, 2020, <https://www.fortuneindia.com/opinion/the-role-of-daughters-in-indian-family-businesses/104150?fbclid=IwAR1XkFkleTWLpLTrF0AkRKN3DGuhltkX-cUMQTrmDaYcHMR4aPYmloXwphE>
12. Succession in family businesses: Right, responsibility, or a privilege? Fortune, December 18, 2019, <https://www.fortuneindia.com/opinion/succession-in-family-businesses-right-responsibility-or-a-privilege/103901?fbclid=IwAR1ZcoK5y1xGQofHIVtdKsT4uTMZJR6KrrbJKWhIWciQ9jY10HTelxwJZs>
13. The need for family offices, Fortune India, June 22, 2018. <https://www.fortuneindia.com/opinion/the-case-for-setting-up-family-offices/102037>
14. The evolution of family offices, Forbes India, May 28, 2018, <http://www.forbesindia.com/article/spjmr/the-evolution-of-family-offices/50311/1>

15. Decoding Family Office, Business Today, Print Edition, June 3, 2018.
<https://www.businesstoday.in/magazine/the-hub/decoding-family-office/story/276820.html>
16. Philanthropy in Business Families: The growing role of the Daughters in law, The Economic Times Family Business Forum,
https://economictimes.indiatimes.com/familybusinessforum/insights/philanthropy-in-business-families-the-growing-role-of-the-daughters-in-law/familybusinessforum_show/63517614.cms
17. Successor's dilemma: To or not to take over an unethical family business, Forbes India, March 14, 2018. <http://www.forbesindia.com/article/spjimr/successors-dilemma-to-or-not-to-take-over-an-unethical-family-business/49669/1>
18. In defence of the Silver Spoon Kids, People Matters, January 3, 2018,
<https://www.peoplesmatters.in/blog/culture/in-defence-of-the-silver-spoon-kids-family-run-businesses-17144>
19. 7 considerations when hiring professionals for a family business 26th Sept. 2017, Inc.com USA. (<https://www.inc.com/entrepreneurs-organization/7-considerations-when-hiring-professionals-for-a-family-business.html?cid=search>)
20. Less is More, Indian Management Magazine, August 2017, Vol 56, Issue 8, page 76.(
<https://www.aima.in/media-centre/publications/indian-management-august-2017.html>)
21. Leadership lessons for leaders: What would they look like? Forbes India, July 20, 2017 (<http://www.forbesindia.com/article/spjimr/leadership-lessons-for-leaders-what-would-they-look-like/47583/1>)
22. Family Managed Businesses and the dilemma of stepping down in favour of professionals, Forbes Online, Thought Leadership, July 7, 2017. (<http://www.forbesindia.com/article/spjimr/family-managed-businesses-and-the-dilemma-of-stepping-down-in-favour-of-professionals/47461/1>).
23. "Yudh ki karvai ke tarah hoti hai destination wedding" Dainik Bhaskar, Indore, Business Page.
24. The need for family businesses to stay relevant, BW Businessworld, June 11, 2017. (<http://businessworld.in/article/The-Need-For-Family-Businesses-To-Stay-Relevant/12-06-2017-119878/>)
25. Asian Paints' Jalaj Dani Resigns After 18 years, BW Businessworld, June 11, 2017. (<http://businessworld.in/article/Asian-Paints-Jalaj-Dani-Resigns-After-18-Years/11-06-2017-119875/>)
26. How to grow kids in Wealth, BW Businessworld, June 11, 2017. (<http://businessworld.in/article/How-To-Grow-Kids-In-Midst-Of-Wealth/11-06-2017-119873/>)
27. The Need for Family Businesses to Stay Relevant, , Forbes India, June 28, 2017 (<http://www.forbesindia.com/article/spjimr/the-need-for-family-businesses-to-stay-relevant/47363/1>)
28. Surviving the Silver Spoon, Huffingtonpost, June 4, 2017. (http://www.huffingtonpost.in/rajiv-agarwal/surviving-the-silver-spoon_a_22121053/)
29. Legacies redefined, Business India, March 27, 2017.

30. When Good Companies make disastrous moves Forbes India Magazine, Thought Leadership, March 17, 2017. <http://www.forbesindia.com/article/spjimr/when-good-companies-make-disastrous-moves/46231/1>.
31. Why Ananya Birla's Singing debut is applaudable, Business Today, December 16, 2016, <http://www.businesstoday.in/opinion/columns/why-ananya-birla-singing-debut-is-applaudable/story/242369.html>
32. Cipla's pathbreaking Succession formula, The Hindu Business Line, December 15, 2016, <http://www.thehindubusinessline.com/todays-paper/tp-opinion/cipla-pathbreaking-succession-formula/article9427279.ece>
33. The Cyrus Mistry Tata Sons imbroglio is a common family business issue, Forbes India Magazine, Thought Leadership, December 13, 2016. <http://www.forbesindia.com/article/spjimr/the-cyrus-mistrytata-imbroglio-a-common-family-business-issue/45101/1>
34. Dealing with LGBT in business families, Op-Ed, The Economic Times, December 10, 2016, <http://epaperbeta.timesofindia.com/Article.aspx?eid=31818&articlexml=DEALING-WITH-LGBT-IN-BUSINESS-FAMILIES-Out-of-10122016008039>
35. Business in the time of Broken Families, The Hindu Business Line, April 13, 2016. (<http://www.thehindubusinessline.com/todays-paper/tp-opinion/business-in-the-time-of-broken-families/article8468169.ece>)

Media Coverage/ Quotes:

1. Takeaways from the Tata Tussle, *The Economic Times*, Nov 22, 2016, <http://economictimes.indiatimes.com/news/company/corporate-trends/takeaways-from-the-tata-tussle/articleshow/55550768.cms>
2. Tata, une Affaire de familles, *Fevrier- Mars*, 2017, *Afrique Mediterranee Business* (<http://ow.ly/d/6cU4>)
3. Rajasthan Patrika Plus, "Family Interest ko Business se Alag karna hoga" Jaipur Edition, June 22, 2017.
4. PGDM Students at SPJIMR carry fewer textbooks thanks to the kindle, *Times of India*, July 14, 2017, <http://m.timesofindia.com/home/education/news/pgdm-students-at-spjimr-carry-fewer-textbooks-thanks-to-kindle/articleshow/59597848.cms>
5. Kindle Project: <http://www.thehindu.com/sci-tech/technology/spjimr-partners-with-amazon-to-move-mba-textbooks-to-kindle-e-readers/article19284173.ece>
6. *Economic Times*, 22nd August, 2017: <http://m.economictimes.com/news/company/corporate-trends/a-family-that-deleted-the-ctrl-button/articleshow/60165818.cms>
7. *Economic Times*, 22nd August, 2017: <http://m.economictimes.com/news/company/corporate-trends/why-business-scions-are-going-to-b-school/articleshow/60165647.cms>
8. Group firms collaborate with Tata Trust, *Business Standard*, January 8, 2018. http://www.business-standard.com/article/companies/csr-projects-for-one-tata-group-firms-collaborate-with-tata-trusts-118010900031_1.html

9. Balancing business, family difficult but achievable, Times of India, Mohnish Nelarwar, Jan 28, 2018. <https://timesofindia.indiatimes.com/city/nagpur/balancing-business-family-difficult-but-achievable/articleshow/62675060.cms>
10. Athang Jain's litmus test, Mumbai Mirror, July 1, 2018. <https://mumbaimirror.indiatimes.com/others/sunday-read/athang-jains-litmus-test/a-bust-of-founder-bhavarlal-jain-holds-pride-of-place-in-jain-irrigations-jalgaon-headquarters-r-athang-sorts-mangoes-in-the-food-unit/articleshow/64811229.cms>
11. Two's company, A sibling survival guide, " Livemint, September 18, 2019. <https://www.livemint.com/Leisure/SkO4skYW4l0dG60Y516K2J/Twos-company-A-sibling-survival-guide.html>
12. Thoughts on the Godrej Family issues: Economic Times, Navbharat Times (Hindi Editions), June 29, 2019.
13. Why Indian family businesses still don't have space for women, LiveMint, Rashmi Menon, 28th September 2020.

Press Coverage of the Honey Heritage: Family Business Simulation

1. **Indian prof's family biz simulation to be marketed by Harvard Publishing: BusinessLine on Campus**, https://bloncampus.thehindubusinessline.com/b-school-corner/indian-profs-family-biz-simulation-to-be-marketed-by-harvard-publishing/article29288522.ece?fbclid=IwAR0Ko-jitl18u4AWs6od_7feMWSJfif9DDQYfKXLIHzztVpWMWY8P7W05uA
2. **First Indian Professor To Design, Develop And Teach At Harvard Business School**, BWEducation, August 29, 2019, http://bweduction.businessworld.in/article/First-Indian-Professor-To-Design-Develop-And-Teach-At-Harvard-Business-School/29-08-2019-175423/?fbclid=IwAR03RR4ndsT2_AnptWeUkRUgRWkSGrziJIHJTAMOEhQhNNFtruSG6A-OqI#.XWen3apcKpU.whatsapp
3. **Rajiv Agarwal Becomes First Indian Professor To Design, Develop And Teach Simulation On Family Businesses At HBS, BW Businessworld, August 29, 2019.** <http://www.businessworld.in/article/Rajiv-Agarwal-Becomes-First-Indian-Professor-To-Design-Develop-And-Teach-Simulation-On-Family-Businesses-At-HBS/29-08-2019-175440/?fbclid=IwAR0IPvEYE6w4T6pyIOYuoL1Nlplzsw78bhMjavLHkQlcyoW1jfnKIVQqgcA>
4. Simulation, a hands-on study tool at business schools, takes .. Hemali Chhopia, Times of India, Oct 9, 2019. <http://timesofindia.indiatimes.com/articleshow/71494618.cms?fbclid=IwAR0IPvEYE6w4T6pyIOYuoL1Nlplzsw78bhMjavLHkQlcyoW1jfnKIVQqgcA>

Areas of Interest:

- Family Managed Business Issues
- Entrepreneurship and New Businesses
- Strategy and Growth in Family Businesses

Research Papers currently working on: (Working Titles)

- Successor's Post Succession Model.

- Family Business in India, a study of the current businesses.
- Culture and its impact in family businesses
- IT usage in Family Managed Businesses.

Workshops Attended:

- **Case Writing Workshop, Harvard Business School**, Boston. (January 2015).
- **Global Colloquium on Participant Centered Learning, (Glocoll), Harvard Business School**, (July 2014) represented SPJIMR and participated amongst 140 faculty from all over the world.
- **Design Thinking, Creative Thinking and Innovation Workshop** conducted by Dr. Srikant Datar, Harvard Business School, conducted and hosted by SPJIMR in 2013. Was assisting the organizing committee to electronically host the Workshop material as per the requirements of Dr. Datar, and am responsible for all the participants post-workshop communications with the workshop participants.
- **Harvard Case Writing Workshop**, held by HBSP in Mumbai and conducted by Prof V.G. Narayanan, Harvard Business School in 2013.
- **AACSB Conference**, Goa, Feb 2013. Represented the Institute for understanding the AACSB Certification Process.

Workshops Conducted:

- **Faculty Development Program, Teaching with Simulations, joint workshop with Harvard Publishing, for B-School faculty, since 2018.**
- **Faculty Development Case Writing Workshop for SPJIMR Faculty.** (January 2016).
(Rated 9.5+ out of 10, and appreciation from the Dean). Repeat Workshop in April 2016.
- **Faculty Development Case Writing Workshop for Faculty at BITS Pilani.** (August 2016).
- **Faculty Development Program, Teaching with Simulations**, SPJIMR Sept 2016, External Faculty, Sept. 2016, Delhi- March 2017, March 2018, Sept. 2018)

Consulting Projects Undertaken:

- Knowledge Capture by Cases : Consulting cum Workshop for Senior executives at Gas Authority of India Ltd (GAIL) in December 2016 – March 2017.
- Change Management session with Mazagon Dockyard Ltd.
- Growth strategy for a Family business Showroom in a Tier Two City.
- Growth Strategy and restructuring for Jewellery Chain
- Family and Business Restructuring for Family Managed Non-Ferrous Metal Manufacturing Company including advising on management structuring and financial operations.
- Various families on various issues relating to family and business.

MDPs Participated:

- Have participated in multiple management development programs with multiple companies.
- Program Director, Pidilite Capstone Program 2018, 2019, 2020.
- Novartis Oncology Partnership for NGOs engaged in Oncology treatment, September 2016. Strategy and leadership sessions
- Sun Jewels, Oct 2016, Strategy in Business.
- Doing Business in India, March 2015, took sessions on family business in India.
- CGI Bengaluru, 14-15th July, 2017 Strategy in the context of Project Management and Aligning Strategy to Business.

Other Current Activities:

- Working on an entrepreneurial project for developing an app for playing Antakshari for Hindi Music on Mobile phones. It is one of the three apps available worldwide. Android version under beta testing, iOS under development.

PROFESSIONAL QUALIFICATIONS:

Certificate in Advanced Family Business Advising (ACFBA) and Advance Certificate in Family Wealth Advising (ACBWA) from the Family Firm Institute (FFI), Boston, USA. (2016). The Family Firm Institute (www.ffi.org) is an international professional membership organization of over 1800 individuals and organizations across 88 countries, dedicated to providing interdisciplinary education and networking opportunities for family business and family wealth advisors, consultants, educators and researchers.

EDUCATIONAL QUALIFICATIONS:

**Birla Institute Of Technology And Science, Pilani (BITS Pilani) (2013-2017)
Ph.D. in Family Business.** Thesis topic, "An Empirical Study of Career Choices of Successors in Family Managed Businesses in Indian Context".

Harvard Business School: (2000)

Owner/President Management Program (OPM 30). Graduated in 2000. (OPM is a three weeks in a year program, over three years, equivalent to an Harvard MBA, for Owners/Presidents of Self-Owned Businesses)

Stanford University, School Of Management: (2005)

Executive Education Course (3 weeks) for young entrepreneurs in growing businesses.

S.P. Jain Institute of Management & Research (SPJIMR) (1989-91):

Masters in Management Studies (MMS), Specialised in Marketing with extra credits in Finance. Was ranked in the top four in the Graduating Class. **Ranked 8th in the All India Entrance Exams.**

Sydenham College of Commerce & Economics: (1984-89)

Bachelor of Commerce (B.Com.) Ranked 5th in Bombay University in B.Com. Graduate Examinations.

Institute of Costs & Works Accountants of India ICWAI (Intermediate) (1988)

SSC (Maharashtra Board) 1984; GD Somani Memorial School (82.2%)(1984)

PROFESSIONAL EXPERIENCE:

Currently setting up a TCT Sawblade manufacturing unit for domestic and export markets.

Independent Director: Polson Ltd.

**Managing Director: Aftab Electronics Pvt Ltd., Multispark Electronics Pvt Ltd.
Rajes Art Printers Pvt Ltd., KRCD India Pvt Ltd.**

1994 to Current: Director (Operations), KRCD (India) Pvt. Ltd. India's first CD/DVD manufacturing facility.

Setup as Koch Rajes CD Industries, a joint venture with Koch International AG, and in technical collaboration with Koch Digitaldisc GmbH, Austria. The Indian promoters bought over the Austrian collaborators in 2000 and changed the name to KRCD (India) Pvt. Ltd. The company manufactured CDs and DVDs, for local and export markets, for Music, Movie and Software companies like Universal Music, Saregama, BIG Home Video, Disney, Excel Productions, Sony, UTV, Microsoft, Novell, etc. KRCD operated out of two facilities, in Worli and Vashi. It had a combined strength of about 75 persons, and could manufacture over 200,000 discs per day, and was the largest independent CD/DVD manufacturer in India.

Responsibility:

Was in charge of all the daily operations, customer relationships, technology, and finances of the company.

Achievements:

- Responsibility for the relationship with the JV Partners from the signing to the buyout.
- Market development including developing customers and products in India. Eg Worked with Sony to launch Video CDs in India, as their manufacturing partner.
- Introduction of new technologies in our company, and setting up processes to offer products matching international standards.
- Production, Quality control, Operations, which resulted in KRCD being the foremost company in this sector.
- P&L responsibility for the Company.
- Digital initiative for developing CD-on-Demand Kiosks and the Digitizing initiative, for building a database for all Indian Music.

- **Patent applied** for the process of digitizing and retrieving of the music. The methodology developed in 2000 is still not replicated by the leading music and technology companies. (Patent Application No. 3340/MUM/2011 dt. 28 November 2011 Title: "SYSTEM AND METHOD FOR SEGREGATING RETRIEVING AND PLAYING MUSIC")

1992-1999: Director. Rajes Art Printers.

Set up an audio cassette manufacturing plant, in 1992, catering to customers in the Music industry like TIPS, Magnasound, Saregama, Venus, etc. becoming the largest independent facility in India, in 1993, with an installed capacity of over 150,000 cassettes per day. Migrated to CDs, in 1995, and closed this down around 1999.

Responsibility:

Was responsible for technology, sales and production.

Achievements:

- Setup the company with my Father.
- Was responsible for technology absorption and adaptation
- Developed and manufactured Philips Blank cassettes for the first time in India, replacing a previously imported product for Philips India.

1992: DBS Ltd. (Part of DBS Business Centres) Management Trainee

4 months in the IT department, at the Corporate office Chennai, as a part of the team setting up their All India IT network.

Responsibility:

Troubleshooting and testing the system before rollout, and executing this in two centers in India.

Achievements:

Helped develop the IT system being the liaison between the Management and the Developers, and contributed to have the system implemented well within the time frames given.

1992 Grasim (Consumer products) Marketing /Finance Management Trainee:

(Campus Placement, 6 months) Was amongst the first recruits in the Consumer Products Division.

Responsibility:

Drawing up Marketing and Financial plans for the new products.

1991 Canbank Financial Services Ltd. Mumbai. Summer Trainee Summer Project on the Paper Industry, and Loan Schemes of Various Financial Institutions in India.