
Professor (Corporate Strategy & Policy Area)
Indian Institute of Management at Bangalore

EXPERIENCE:

October 2007 onwards: Professor, Corporate Strategy and Policy Area, Indian Institute of Management (IIM) Bangalore.
September 2001 – September 2007: Associate Professor, Corporate Strategy and Policy Area, IIM Bangalore.
February 1998 – September 2001: Assistant Professor, Corporate Strategy and Policy Area, IIM Bangalore.
April 1996 - February 1998: Visiting Faculty (full time) as Assistant Professor, Corporate Strategy and Policy Area, IIM Bangalore.
May 1990 - May 1991: Assistant Management Executive, Management Pool. National Dairy Development Board (NDDB), Anand.
May 1989 - May 1990: Management Trainee, Management Pool, NDDB, Anand. (deputed to Amul after 24 weeks project training)

POSITIONS HELD:

March 2009 onwards: Member India Design Council, Ministry of Commerce and Industry, Government of India.
September 2009 onwards: Member Governing Council, Strategy Academy.
April 2011 onwards, Member, USID Foundation Advisory Board.
August 2010 onwards, Editorial Advisory Board for Emerald Emerging Markets Case Studies.
December 2009 onwards, Area Editor for Strategy and Entrepreneurship, Journal of Indian Business Research
May 2008 onwards: Member Board of Studies, Indian Institute of Plantation Management, Bangalore.
May 2006 onwards: Member Board of Studies, International School of Information Management, Mysore.

PAST POSITIONS HELD:

May 2006 – May 2009: Member Board of Governors, Strategic Management Forum of India.
June 2005 – December 2008: Editorial Board Member of the Journal of Management, USA.
June 2006 – May 2008: Chairperson Post Graduate Program, Indian Institute of Management Bangalore.
June 2001 – September 2004: Chairperson Student Placements, Indian Institute of Management Bangalore.

AWARDS:

1. Second in "Case Writing Competition", Association of Indian Management Schools, Bhubaneswar, 2003.
2. National "Best Research Paper Award" from the Association of Indian Management Schools at Noida, 2002.
3. Nominated "Carolyn Dexter Award" for research paper presented at the Academy of Management Meeting, USA, 2001.
4. National "Best Young Teacher Award" from the Association of Indian Management Schools at Bangalore, 2000.
5. P.D. Agarwal - TCI Award for Doctoral Research in Management, P. D. Agarwal Foundation, Jaipur, India, 1995.
6. Won 6 Chaudhary-Padmanabhan-Pant Published Paper Awards Indian Institute of Management Ahmedabad, 1994-96.

EDUCATION:

Fellow Program in Management (Business Policy) Ph.D. equivalent, Indian Institute of Management at Ahmedabad, India. (1996)
PG Diploma in Rural Management (2 year full time - MBA equivalent), Institute of Rural Management at Anand, India. (1989)
Bachelor of Science (Physics & Electronics) (3 year full time), Elphinstone College, Mumbai, India (Bombay University). (1987)

COURSES TAUGHT:**Doctoral Level Courses at IIMB:**

1. Qualitative Research Methods (33 hours) 2012, 2011, 2010, 2009, 2008 (22 hours) 2006, 2005 (joint), 2004 (joint), 2003.
2. Strategy Process Research (44 hours) 2007 (joint), 2006, 2005, 2004, 2003, 2002, 2001, (33 hours) 1997, 1996 (joint).
3. Strategy Content Research (33 hours) 1996.

Post Graduate Level Courses at IIMB:

4. Corporate Strategy and Policy (33 hours) 2010, 2009, 2008, 2003, 2001 (44 hours) 1999, 1998, 1997.
5. New Product Development (33 hours) 2011a, 2011b, 2010a, 2010b, 2009a, 2009b, 2008, 2007, 2006a, 2006b, 2005.
6. Creating Successful New Products (33 hours) 2002, 2001, 2000, 1999, 1998 (joint).
7. New Product Design and Development (22 hours) 1997 (joint), 1996 (joint).

DOCTORAL DISSERTATION EXAMINER:

1. Niranjana Kalyandurg "Understanding Global Team Effectiveness in Context of Product Development Teams" 2010. Indian Institute of Science at Bangalore.
 2. Anirban Banerjee "Complexity and Strategic Decision Making: A Quasi-Experimental Study" 2010 (Strategy) Indian Institute of Management at Calcutta.
 3. Manu Parasher "Social Networks in Organisations: Impact of Environment", 2007 (OB&HR) Indian Institute of Management at Bangalore.
 4. D. Dhyanithy "Empirical Analysis of Growth Options: Volatility Effects at Project and Firm Level" 2005 (Strategy) Indian Institute of Management at Lucknow.
 5. N. Dayasindu "Reasons for the Inimitability of Network Resources: A Case Study in the Research and Development Services Domain of the Indian Information Technology Industry" 2002 (QMIS) Indian Institute of Management at Bangalore.
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DOCTORAL DISSERTATION COMMITTEE CHAIR/MEMBER AT IIMB:

1. Saurabh Pandya (Strategy Area – starting 2011) Chair
2. Niharika Garud (OB&HR Area – starting 2011)
3. Deepali Sharma (OB&HR Area – starting 2010) “Creation and Co-evolution of Institutions: Evidence from Indian Mobile Telecommunications Industry”.
4. Devi Vijay (OB&HR Area – starting 2010) “Emergence and Diffusion of Collective Action Frames in Community Based Organisations: The Case of Palliative Case Societies in Kerala”
5. Srinivasan R Tatachari (OB&HR Area – starting 2009) “The Dynamics of Organizational and Group Identifications in Newcomers”
6. Padmaja Parulkar (OB&HR Area - 2011) - “Evolution of Human Resource Practices in High Employee Growth Organisations”.
7. Annapurna N (Finance - 2011) “Replication and Evolution of Micro Finance Models: Case of Grameen Model”.
8. Ananya Upadhyay (QMIS Area - 2010) - “Knowledge Sharing and Team Performance in Distributed Teams: Interplay of Communication and Task Characteristics”.
9. Prarthan B. Desai (OB&HR Area - 2009) “Maintaining and Enhancing Internal Legitimacy of the Alternate Organizational Identity in Dual-identity Organisations”.
10. Thomas Joseph (Strategy Area - 2009) “Alliances for Innovation: The Impact of Firm and Alliance Characteristics on Learning Skills and Competencies from Partner(s) in the Indian Biotechnology Industry”.
11. Joseph Shields (Strategy Area - 2003) "A Study of the Factors that Affect the Formation and Performance of International Strategic Alliances of Domestic IT Firms in an Emerging Economy".
12. Thillai Rajan Annamalai (Public Systems Area - 2000) "Restructuring of a Vertically Integrated Electrical Utility: A Study and Analysis of the Reforms in Orissa".
13. Pankaj Kulshreshtha (QMIS Area - 1999) "Investigations into Preference Relations, Choice Functions and Rationality in Decision Making Contexts".

CONTRACT RESEARCH AND CONSULTING:

1. Future Group, IIMB Executive Course Design (2 member team), 2011.
2. Cap Gemini Consulting, IIMB Executive Course Design (2 member team), 2011.
3. NHPC Limited, IIMB Executive Course Design (2 member team), 2010.
4. Amul Limited, IIMB Executive Course Design, 2007.
5. Trent Limited, Mumbai, IIMB Executive Course Design (2 member team), 2006.
6. Gujarat Milk Marketing Federation (Amul), Ahmedabad, IIMB Executive Course Design, 2006.
7. Union Bank of India, Bangalore, Design of One Year Management Program, (4 member team), 2006.
8. National Dairy Development Board, Delhi, Consultative Meetings on Dairy Cooperatives, 2005.
9. HMT Machine Tools Limited, Bangalore, Revised Revival Plan Consulting Project, (two member team), 2005.
10. HMT Limited Tractors Division, Bangalore, Revival Plan Consulting Project, (two member team) 2004.
11. HMT Machine Tools Limited, Bangalore, Revival Plan Consulting Project, (two member team), 2004.
12. University of Pennsylvania Institute for the Advanced Study of India, Case Research Project, 2002.
13. Tetra Pak India Private Limited, Pune, Case Development for Workshop at National Milk Seminar at Goa, 2002.
14. International NGO Training and Research Center, Oxford, UK, Contract Research (20 days), 1999.
15. Wipro-GE Medical Systems, Bangalore, IIMB Executive Course Design (2 member team), 1999.
16. Reliance Industries Limited, Mumbai, IIMB Executive Course Design Team, 2008, 2007, 2002, 2000, 1998.
17. Institute of Technology Management, Mussoorie, Invitee for Technology Management Course Design (1 day), 1996.

TOP MANAGEMENT WORKSHOPS:

1. *ETA Ascon Group*, Top Management Workshop on Strategy Planning Process (one day), 2011.
2. *Honeywell Technology Solutions Limited*, Bangalore, Top Management Workshop on Product Innovation (half day), 2008.
3. *Tata Quality Management Services*, Pune Top Management Workshop for Tata Group on Strategy and Innovation, (half day), 2007.
4. *International Business Division, ITC Limited*, Hyderabad, Business Planning Workshop for two business groups (1 day), 2005.
5. *Tetra Pak India Private Limited*, Pune, Top Management Case Workshop, National Milk Seminar Goa (half day), 2002.
6. *Tessaract Design*, Bangalore, Top Management Business Growth Planning Workshop (2 days), 2000.

INVITED GUEST SESSIONS FOR CORPORATES:

1. *Larsen & Toubro Limited*, Lonavla, Strategy (1.5 days), 2011.
2. *Bharat Electronics Limited*, Strategy, Bangalore (2 days) Delhi (2 days), 2011.
3. *Strategy Academy*, Bangalore (4 half days) 2011, (7 half days), 2010, (7 half days) 2009, (9 half days), 2008.
4. *NACO*, Delhi (one session), 2009.
5. *Crompton Greaves*, Pune, Strategy (1 day), 2008.
6. *Union Bank of India*, Strategy, 2006 (7 half days), 2007 (7 half days), 2009 (7 half days), 2011 (7 half days).
7. *Oracle India*, Strategy (2 day joint), 2007.
8. *Quest*, Strategy (2 day joint), 2007.
9. *Honeywell* Pune, Strategy (1 day), 2006.
10. *Indianoil Institute of Petroleum Management*, Gurgaon, Strategic Thinking for Competitive Advantage (3 days joint), 2005a, 2005b.
11. *Hindustan Aeronautics Limited*, Bangalore, Product Development (2 days joint), 1998, (half day) 2009.

INVITED GUEST SESSIONS FOR INSTITUTIONS:

12. *Shrishti School of Art, Design and Technology*, Bangalore, Session on Business Planning, (half day), 2011.
13. *National Institute of Design*, Bangalore, Session on Business Planning, (one day), 2010.
14. *Indian Institute of Management Indore*, New Product Development, 2009a(10), 2009b(10), 2010a(10), 2010b(10).
15. *Chandragupta Institute of Management*, Patna (1.5 days), 2011, (2 days), 2010.
16. *BSchool*, Chennai, Technology Management, 2004(3), 2006(3).
17. *XLRI School of Management*, Jamshedpur, (Core Course) Strategic Management, 2004a (24 hrs), 2004b (24 hrs).
18. *Sbristi School of Art, Design and Technology*, Bangalore (2 hours) on Strategy, 2002.
19. *IIM Kozhikode*: (part of Core Course) on Strategic Management, 2001 (8 hrs).
20. *IIM Kozhikode*: (part of Core Course) on Strategic Management, 2000 (18 hrs).
21. *TA Pai Management Institute*, Manipal, (MBA Elective) on Product Design and Development, 1998a (25 hrs), 1998b (25hrs).
22. *Rajagiri College*, Cochin, (part of MBA Core Course) on Strategic Management, 1998 (8 hrs).

TEACHERS WORKSHOPS CONDUCTED:

1. *Academy of Management Meeting*, Unique Indian Video Cases on Social Innovations, San Antonio USA (half day), 2011
2. *Siddaganga Institute of Management*, Case Teaching for Business School Faculty (half day), 2010
3. *Reva School of Business*, Case Teaching for Business School Faculty (half day), 2010.
4. *Case Research Society of India* Case Teaching Workshop for Management Teachers (six days), 2008 (jointly with IIMA).
5. *Strategic Management Forum Foundation Course for Strategic Management Teachers* (six days), 2004, *Elective Course*, (six days) 2006.
6. *Annamalai University*, Workshop on Teaching (half day), 2008.
7. *Reliance Industries*, Case Writing Workshop (half day), 2007.
8. *Central University Hyderabad*, Case Writing Workshop (half day), 2007.
9. *MATS School of Business*, Case Teaching for Business School Faculty (one day), 2005.
10. *School of Management and Communications*, Cochin, Workshop on Teaching (two days), 2005.
11. *Acharya Group*, Workshop on Teaching (one day), 2004.
12. *School of Communications and Management Studies*, Cochin, Workshop on Teaching (two days), 2004.
13. *Xavier Institute of Management & Entrepreneurship*, Bangalore: Session on Case Method for Faculty, 2004.
14. *Rajagiri College*, Cochin, Case Method of Teaching for Faculty (three days), 1998.

RESEARCH GRANTS:

1. Business Strategies of Small Enterprises in India, *Nadathur S. Raghavan Center for Entrepreneurial Learning*, IIMB, 2000 (closed).
2. Cases on Product Development in the Indian Software Industry, *University of Pennsylvania Institute for Advanced Study of India*, (two member team), 1999 (closed).
3. Financial Support for Software Enterprises in India. *Center for Software Management*, IIMB, 1998 (closed).

EXECUTIVE PROGRAMS DESIGNED AND COORDINATED:**Open Programs at Indian Institute of Management Bangalore:**

1. *Strategic Analysis for Competitive Advantage* (5 days joint) 2011, 2010, 2009, 2008, 2007, 2006, 2005, 2003.
2. *Green Product Strategy* (3 days joint), 2011.
3. *Competitive Intelligence* (2 days), 2011.
4. *Product Development Strategy for Entrepreneurs* (2 days joint), 2009.
5. *Management Program for Women Entrepreneurs* (6 weeks joint) 2010, 2009, 2008, 2007, 2006, 2005, 2004.
6. *NID-IIMB Joint Program on Strategy and Design* (4 days), 2008.
7. *Creating Successful Software Products* (3 days joint) 2003, 2002.
8. *Creating Successful New Products* (3 days joint) 2002, 2000. (4 days joint) 1999, 1998.
9. *Management Program for Trainers of Women Entrepreneurs* (7 weeks joint) 2003, 2002.
10. *Business Growth Program* (13 weeks joint), 2002, 2000.

Customised Programs:

11. *Management Program for Managers of Future Group Retail* (18 days – joint) 2011.
12. *Strategy Program for Cap Gemini* (2 days – joint), 2010.
13. *Strategic Analysis for Competitive Advantage for NHPC* (4 days - joint), 2010, 2011.
14. *Management Program for Managing Directors of Amul Milk Unions* (10 days), 2007. *Marketing Managers of Amul* (6 days), 2007.
15. *Management Program for Managers of Trent Retail* (10 days joint) 2007a, 2007b.
16. *Management Program for Siemens* (9 weeks joint) 2006, 2005.
17. *Management Program for Cognizant* (10 days joint), 2006a, 2006b, 2004a, 2004b, 2004c.
18. *Management Program for Wipro-GE Medical Systems* (2 weeks joint) 1998.
19. *Management Program for Reliance: Commercial* (9 weeks joint) 2008a, 2008b, *General* (10 weeks joint) 2007, 2008.
20. *Management Program for Reliance: Commercial* (14 weeks joint) 2003, 2001, 1999, 1998, *Marketing* (14 weeks joint) 2003, 2001.

MODULES TAUGHT IN EXECUTIVE PROGRAMS AT IIMB***Sessions on Strategic Management**

- *Strategic Analysis for Competitive Advantage*, 2011 (14), 2010(14), 2009(11), 2008(11), 2007(13), 2006(15), 2005(10), 2003(10).
- NID –IIMB Joint Program on Design and Strategy, 2008(5).
- *Management Program for Entrepreneurs*, 2007(17); *Advanced Management Program*, 2008(3); *Marketing for Entrepreneurs*, 2003(3).
- *Executive General Management Program*, 2005(15), 2006a(15), 2006b(8), 2006c(15), 2008(8), 2009(4), 2010(10); *Executive General Management Program for IT*, 2007(3), 2009(10); *Executive General Management Program International*, 2011(10).
- *Management Program for Women Entrepreneurs*, 2004(6), 2005(8), 2006(6), 2007(8), 2008(8), 2009a(8), 2009b(8), 2010a(10), 2010b(10).
- *Management Program for Trainers of Women Entrepreneurs*, 2002(4), 2003(6).
- *Management Teachers Program*, 2008a (3), 2008b(1), 2006(8), 2005(7), 2004a(8), 2004b(8).
- BPOs: *24by7 Customer* 2005(8), *Accenture* 2008(9) *Infosys* 2008(3).
- Consulting: *Cap Gemini*, 2010(5), 2011(5)
- Durables: *Apollo Tyres*, 2009(6); *Saint Gobain*, 2004(6). *Titan*, 2004(6), 2007a(5), 2007b(5), 2007c(5).
- Energy: *Kerala Electricity*, 2009(3); *Ministry of Non Conventional Energy* 2003(1); *NHPC*, 2010(10), 2011(10).
- Financial: *Bharti-Axa*, 2010(2); *Kotak*, 2007(4); *Bank of India*, 2004(4);
- FMCG: *Hindustan Lever Limited (Unilever India)*, 2002(4), 2003(3), 2006(15), 2010(12), *Gujarat Cooperative Milk Marketing Federation (Amul)*, 2007a(8), 2007b(3), *Trent Retail*, 2007a(5), 2007b(6).
- Government: *Indian Administrative Service*, 2007(2); *Jan Shiksha Sansthan*, 2005a(2), 2005b(2), 2005c(2), 2005d(2).
- Hospitality: *India Hotels Limited (Taj Group)*, 2000(9).
- Petrochemicals: *Reliance Industries*, 1997(7), 1998(12), 1999(14), 2001(2), 2002(2), 2003a(2), 2003b(4), 2006a(4), 2006b(4), 2007a(2), 2007b(13), 2007c(12), 2007d (12), 2008a (14), 2008b (15), 2009 (12). *ONGC India*, 2010a (3), 2010b (3)
- Software Firms: *Cognizant Technology Solutions*, 2004a(4), 2004b(5), 2004c(6), 2005a(6), 2005b(3), 2006a(6), 2006b(5). *Oracle India*, 2006(2), 2007(3), *SAP India* 2010(2), *Software Consortia* 2001(9).
- Technology Firms: *Alstom*, 2004(6), *Asea Brown Bovari Limited* 2003(5), *Bharat Electronics* 2004(2), *Honeywell Technology Solutions* 2006a(5), 2006b(5), *SKF* 2007(3), *Siemens*, 1998(12), 2000(12), 2005(12), 2006(2), 2007(8), 2009(2), *Wipro-GE Medical* 1999(6).

Sessions on New Product Development

- *Advanced Management Program*, 2009 (2), 2008(2); *Action Program on Going International*, 2003(2).
- *Product Development Strategy for Entrepreneurs*, 2009 (5); NID –IIMB Joint Program on Design and Strategy, 2008 (5).
- *Creating Successful Software Products*, 2002(3), 2003(3); *Creating Successful New Products*, 2002(3), 2000(4), 1999(4), 1998(4).
- *Executive General Management Program*, 2005(2), 2006(6); *Executive General Management Program for IT*, 2008(4),
- *Fast Track General Management Program*, 2002a(4), 2002b(4), 2003(4), 2004(3), 2005(5).
- *Management Program for Entrepreneurial Firms*, 2003(4), 2005a(3), 2005b(3); *Executive Program on Intrapreneurship*, 2001(2).
- *Management Program for Women Entrepreneurs*, 2004(2), 2005(2), 2006(2), 2007(2), 2008(2), 2009(2). 2010a(2), 2010b(2).
- *Management Teachers Program*, 2006(2); *Management Program for Technologists*, 1998(6), 1999(8), 2000(3).
- *Consortia of Software Firms*, 2001a(6), 2001b(6).
- *BPL Limited*, 2000a(4), 2000b(4), 2001(3); *Hewlett Packard ISO*, 2002(2); *Intel India*, 2006(2); *ITC* 2008(2); *L&T Limited*, 2002(3).
- *Reliance Industries*, 2001(6), 2003(6), 2005(4). 2005a(2), 2005b(2). 2007b(4), 2007c(4), 2007d (3), 2008a (6), 2008b (6), 2009 (4)
- *Siemens Limited*, 1997(4), 2001a(4), 2001b(4), 2003(4), 2004(2), 2005(3).

Sessions on Entrepreneurship

1. *Business Growth Program*, Bangalore 2002 (took 1 session and 7 days of workshops)
2. *Business Growth Program*, Bangalore 2000 (took 3 sessions and 6 days of workshops)
3. *Business Growth Program*, Hyderabad 1998 (took 1 session and 3 days of workshops)

SESSIONS AS GUEST FACULTY IN COURSES AT IIMB:

1. Doctoral: Product Development Research (6 hours as guest faculty) 2007.
2. Doctoral: Case Research Methodology (2 hours as guest faculty) 2000, 2001, 2002.
3. Corporate Strategy and Policy (as substitute faculty), 2000(2), 2001(1), 2002(1), 2006(2).
4. Marketing Management (1.5 hours as guest faculty) 2005.
5. Operations Management (1.5 hours as guest faculty) 2003, 2004a, 2004b, 2005a, 2005b, 2005c, 2006a, 2006b, 2006c, 2007.
6. Public Policy Program – Strategic Management of Development Programs, 2006(1), 2005(1).
7. Creating Successful New Products (1.5 hours as guest faculty) 2003.
8. Retailing Management (1.5 hours as guest faculty) 2006.
9. Film and Discussion; PGP Orientation 2006a(2), 2006b(2), 2006c(2), 2006d(2), 2007a(2), 2007b(2), 2007c(2), 2007d(2).
10. Case Method: PGP Orientation 1999(1), 2000(1), 2001(1), 2006(2), 2007(2), 2008(2),
11. Doing Effective Contemporary Concerns Studies: A Workshop for MBA students in 2002(2).

PUBLICATIONS**Refereed International Journals**

1. Gerard George and Ganesh N. Prabhu (2003) "Developmental Financial Institutions as Technology Policy Instruments: Implications for Innovation and Entrepreneurship in Emerging Economies", Research Policy, Vol.32, p.89-108. (Rating A)
2. Rishikesh T. Krishnan and Ganesh N. Prabhu (2002) "Innovation in the Indian IT Industry: A Study of the Software Product Development Process", Science, Technology & Society, Vol.7, No.1, p. 91-115.
3. Ganesh N. Prabhu and Simon Heap (2001) "Zurich Financial Services' Partnerships with Indian NGOs: Corporate Citizenship through Capacity Building of Development Actors", Journal of Corporate Citizenship, Issue 3, Autumn, p. 23-31.
4. Gerard George and Ganesh N. Prabhu (2000) "Developmental Financial Institutions as Catalysts of Entrepreneurship in Emerging Economies", Academy of Management Review, Vol. 25, No. 3, p. 620-629. (Rating A+)
5. Ganesh N. Prabhu (1999) "Managing Research Collaborations as a Portfolio of Contracts: A Risk Reduction Strategy by Pharmaceutical Firms", International Journal of Technology Management, Vol. 18, No. 3&4, 1999, p. 207-231. (Rating A)
6. Ganesh N. Prabhu (1999) "Implementing University-Industry Joint Product Innovation Projects" Technovation: The International Journal of Technological Innovation and Entrepreneurship, Vol. 19, p. 495-505. (Rating B)
7. Ganesh N. Prabhu (1999) "Social Entrepreneurial Leadership" Career Development International, MCB Internet Conference Special Issue on Leadership, Vol.4, No.3, p.140-145. (Rating B)
8. Ganesh N. Prabhu (1998) "The Serving Spoon Case" Asian Case Research Journal, Vol. .2, No. 1, 1998, p. 83-94.
9. Ganesh N. Prabhu (1997) "Joint Research and Development Projects as Technology Training Ventures" Ganesh N. Prabhu, Technology Analysis & Strategic Management, Vol. 9, No. 4, p. 453-472. (Rating B)
10. Ganesh N. Prabhu (1994) "Dairy Effluent Utilization in Forestry", Greener Management International: The Journal of Corporate Environmental Strategy and Practice, Issue 7, 1994, p.45-51.
11. V. Ravi Anshuman and Ganesh N. Prabhu (in press) "Real Options in Mutually Competitive Pharmaceutical R&D Projects", European Journal of Management and Public Policy.

Papers in International Journals and Edited Books

12. Ramya T. Venkateswaran and Ganesh N. Prabhu (2011) "Taking Stock of Research Methods in Strategy-as-Practice" in Leading Issues in Business Research Methods, Vol. 1, edited by Antony Bryant, Academic Publishing International Ltd, Reading, UK, pg. 180-191.
13. Ramya T. Venkateswaran and Ganesh N. Prabhu (2010) "Taking Stock of Research Methods in Strategy-as-Practice" Electronic Journal of Business Research Methods, Vol. 8, Issue 2, p.156-162. <http://www.ejbrm.com/volume8/issue2>
14. Prabhu, Ganesh N. and Ashis Mishra (in press) "Multi-brand Retail Failures in India" Retail Digest (Oxford).
15. Rishikesh T. Krishnan and Ganesh N. Prabhu (2003) "Software Product Development in India: Lessons from Six Cases" in Anthony P. D'Costa, E. Sridharan (eds) India in the Global Software Industry: Innovation, Firm Strategies and Development, Palgrave Macmillan, December. p.139-163.
16. Prabhu Ganesh N. (2003) "Case Research on Inter-organizational Projects: Methodological Issues, Improvisations and Adaptations" European Conference on Research Methods in Business and Management, UK, March 20-21, 2003. p. 277-284.
17. Prabhu, Ganesh N. (1996) "Knowledge Building in Industrial Firm - Technology Institution Joint R&D Projects: A Process Model" in Jeff Butler & Andrea Piccaluga (eds.) Knowledge, Technology and Innovative Organizations, Edizioni Angelo Guerini e Associati SpA, Milano, Italy, p. 301-316.
18. Prabhu, Ganesh N. (2000) "Zurich Financial Services Community Trust Limited's Partnerships with Indian NGOs" in Simon Heap (ed.) NGOs Engaging with Business: A World of Difference and a Difference to the World, International NGO Training and Research Center, Oxford, UK. INTRAC NGO Management and Policy Series No. 11, p.145-166.
19. Prabhu, Ganesh N. (2000) "Federation of Indian Chambers of Commerce and Industry's Socio-Economic Development Foundation" in Simon Heap (ed.) NGOs Engaging with Business: A World of Difference and a Difference to the World, International NGO Training and Research Center, Oxford, UK. INTRAC NGO Management Policy No. 11, p.226-237.
20. Prabhu, Ganesh N. (1999) "Implementing Multi-Organizational R&D Contracts through Multi-Organizational Matrix Structures in Large High Technology Projects" R&D Management Conference 1999 on "R&D as a Business" Council for Scientific & Industrial Research, New Delhi & R&D Research Unit, Manchester Business School, UK. p. 231-238.

Papers in Indian Books

21. Prabhu, Ganesh N. (2010) "Pradesh Milk Federation" Teaching Case published in D. Mishra, P.S. Roy and S.K. Sarma (eds.) "Rural Management Cases", Institute of Rural Management Anand, p.155-172.
22. Majmudar, Utkarsh and Ganesh N. Prabhu (2000) "A Transporter Bid Estimation Model" in B.S. Sahay (ed.) Supply Chain Management in the Twenty-first Century. Macmillan India, New Delhi. p. 122-128.
23. Prabhu, Ganesh N. (1999) "Managing Design for Creating Corporate Advantage: The Challenge for Indian Firms" Conference proceedings of the Second Annual 8M Management Paper Contest and Conference on Creating Corporate Advantage at New Delhi, India, February 27, 1999. p. 15-21.
24. Sikdar, Arijit and Ganesh N. Prabhu (1999) "Indigenous Development of Technology in India: A Critical Analysis." in B.K. Pattnaik (ed.) Technology Transfer and In-house R&D in Indian Industry, Allied Publishers, Delhi, p. 345-358.

25. Prabhu, Ganesh N. (1995) "Sheet Material Scrap Reduction Techniques: A Demonstration". Proceedings of National Conference on Product Design. Designer's Guild of India, Bangalore, p.93-99.
26. Paranjpe, Ranjana P. and Ganesh N. Prabhu (1989) "Procurement Transport of Liquid Milk: An Analysis of Alternatives - With or Without Ice", IRMA Publications Case Study Series, Wiley Eastern, New Delhi. No.2.

Papers in Indian Journals

27. Gupta, Amit and Ganesh N. Prabhu (2011) "Governance of IIMs: A Critique of the Bhargava Committee Report" Economic and Political Weekly, Vol.46, No.17, p.16-20. <http://www.epw.org.in/epw/uploads/articles/15973.pdf>
28. Prabhu, Ganesh N. and Rishiksha T. Krishnan (2005) "Round Table Discussion on New Product Development", IIMB Management Review, Vol. 17, No. 3, September, p. 81-96.
29. Prabhu, Ganesh N. (2005) "New Product Development: Strategic Imperatives for Indian Firms", Oorja.
30. Prabhu, Ganesh N. (2002) "Interview - Anu Aga: A Culture of Innovation and Openness", IIMB Management Review, Vol. 14, No. 1, March, p. 39-53.
31. Krishnan, Rishiksha T. and Ganesh N. Prabhu (1999) "Creating Successful New Products: Challenges for Indian Industry" Economic and Political Weekly, Vol.34, No.31, p. M114-M120.
32. Prabhu, Ganesh N. (1997) "Small Scale Industries and Technology Management" in "Round Table on Small Scale Industries", IIMB Management Review, Vol. 9, No. 4, October-December, p. 75-78.
33. Prabhu, Ganesh N. (1997) "Should Indian Firms Necessarily Try to Globalize?" Journal of Contemporary Management, Vol. 1, Jan, p. 35-39.
34. Prabhu, Ganesh N. (1996) "Technology Institution - Industrial Firm Partnerships in Post Liberalized India", The Social Engineer: A Journal of International Perspective on Development, Vol.5, No.2, July, p.78-87.
35. Prabhu, Ganesh N. (1996) "Globalization and Localization Strategies: A Conceptual Integration", NMIMS Management Review, Vol. 8, No. 1, January-June, p. 88-103.
36. Prabhu, Ganesh N. (1994) "Management Games: A Strategy Training Tool", Indian Journal of Training and Development, Vol.24, No.4, October-December, p.274-283.
37. Prabhu, Ganesh N. (1994) "A Decision Support System for Milk Sales", Indian Dairyman, Vol.46, No.9, Sep, p.567-571.
38. Prabhu, Ganesh N. (1994) "Organizations and Environments: A Critical Review", NMIMS Management Review, Vol.6, No.2, July-December, p.96-112.
39. Prabhu, Ganesh N. (1984) "A Low-cost Optical Telescope", Mahaviswa, Journal of the Indian Astronomical Society, Vol.5(1), p.25-26.

Papers in International Conference Proceedings

40. Ramya T. Venkateswaran and Ganesh N. Prabhu (2010) "Taking Stock of Research methods in Strategy-as-Practice" Presentation at the European Conference on Research Methods in Business and Management, Madrid, Spain, June 24-25, 2010. CD-ROM.
41. Prabhu, Ganesh N. and Anjana Vivek (2010) "Management Program for Women Entrepreneurs in India: Business Plans and Group Processes as Catalysts for Enterprise Creation by Women" Presentation at the International Conference of Business and Industrial Research at Bangkok, March 17-18, 2010.
42. Prabhu, Ganesh N (2007) "Financing Software Product Development: Process Issues and Policy Implications" Asia Pacific Management Conference at Melbourne, November 18-20, 2007 (CD-ROM).
43. Prabhu, Ganesh N (2007) "A Process Model of the Natural Formation of Technology Clusters in Emerging Economies" 6th Triple Helix Conference at Singapore, May 16-18, 2007 (CD-ROM).
44. Prabhu, Ganesh N (2006) "Business Strategies of Small Monopoly Enterprises in Emerging Economies" Asia Pacific Management Conference at Bangkok, November 17-19, 2006 (CD-ROM).
45. Prabhu Ganesh N. (2003) "Case Research on Inter-organizational Projects: Methodological Issues, Improvisations and Adaptations" European Conference on Research Methods in Business and Management, UK, March 20-21, 2003. p. 277-284.
46. Prabhu, Ganesh N. (1999) "Implementing Multi-Organizational R&D Contracts through Multi-Organizational Matrix Structures in Large High Technology Projects" R&D Management Conference 1999 on "R&D as a Business" Council for Scientific & Industrial Research, New Delhi & R&D Research Unit, Manchester Business School, UK. p. 231-238.
47. Prabhu, Ganesh N. (1997) "Assuring R&D Quality Across Organizations in Industry - Technology Institution Joint R&D Projects". Portland International Conference on Management of Engineering and Technology, Portland, Oregon,(CD-ROM)

INTERNATIONAL CONFERENCE PRESENTATIONS:

1. Prabhu, Ganesh N. (2011). "Forms of Capital and Managerial Bricolage in the Creation of Developing Country Multinationals" Presentation at the Internationalization of Developing Country Firms Discussion Paper Session, Academy of Management Meeting, San Antonio, USA, August 12-16, 2011.
2. Prabhu, Ganesh N. (2011). "Publicly Held Microfinance Firms as a Form of Organized Crime in Emerging Economies" Presentation at the Managing in Emerging Economy and Multinational Contexts Cross Divisional Paper Session, Academy of Management Meeting, San Antonio, USA, August 12-16, 2011.
3. Ramya T. Venkateswaran and Ganesh N. Prabhu (2010) "Taking Stock of Research Methods in Strategy-as-Practice" Presentation at the European Conference on Research Methods in Business and Management, Madrid, Spain, June 24-25, 2010.

4. Prabhu, Ganesh N. and Anjana Vivek (2010) "Management Program for Women Entrepreneurs in India: Business Plans and Group Processes as Catalysts for Enterprise Creation by Women" Presentation at the International Conference of Business and Industrial Research at Bangkok, March 17-18, 2010.
5. Prabhu, Ganesh N. and Ashis Mishra (2009) "Multi-brand Retail Failures in India" Presentation at the Asia Pacific Retailing Conference at Hong Kong, August 25-27, 2009.
6. Ashis Mishra and Ganesh N. Prabhu (2009) "Retailing Strategy Models in India" Presentation at the Asia Pacific Retailing Conference at Hong Kong, August 25-27, 2009.
7. Prabhu, Ganesh N (2007) "Financing Software Product Development: Process Issues and Policy Implications" Presentation at the Asia Pacific Management Conference at Melbourne, November 18-20, 2007.
8. Prabhu, Ganesh N (2007) "A Process Model of the Natural Formation of Technology Clusters in Emerging Economies" Presentation at the 6th Triple Helix Conference at Singapore, May 16-18, 2007.
9. Prabhu, Ganesh N (2006) "Business Strategies of Small Monopoly Enterprises in Emerging Economies" Presentation at the Asia Pacific Management Conference at Bangkok, November 17-19, 2006.
10. Prabhu, Ganesh N (2006) "The Bangalore Technology Cluster: Perspectives on a Microcosm of India's Growth" Presentation at Scuola Superiore di Studi Universitari e di Perfezionamento S. Anna, Pisa, October 19, 2006.
11. Prabhu, Ganesh N (2006) "Internationalization of Management Education at Indian Institute of Management Bangalore" Presentation at International School of Management and Technology (SIAF), Volterra, Pisa, October 23, 2006.
12. Moorthi, YLR; S. Ramesh and G.N. Prabhu (2005). "Adverse Country of Origin Image: Implications for International Marketing" Presentation at the International Management Division, Academy of Management Meeting, Honolulu, USA, August 5-10, 2005.
13. Prabhu, Ganesh N (2005) "India in the Global Software Industry: Innovation, Business Strategies and Development" Presentation at the Asia Innova 2005 on "Success of New Technologies in India: Reality and Opportunities" organized by CASA Asia and PromoMadrid at Madrid, Spain, September 16, 2005.
14. Prabhu Ganesh N. (2003) "Case Research on Inter-organizational Projects: Methodological Issues, Improvisations and Adaptations" Presentational at the European Conference on Research Methods in Business and Management, Reading, UK, March 20-21, 2003.
15. Prabhu, Ganesh N. and Utkarsh Majmudar (2001). "A Conceptual Map of Business Models in Internet Commerce" Presentation at the Technology & Innovation Management Division, Academy of Management Meeting, Washington DC, August 3-8, 2001.
16. Prabhu, Ganesh N. (2000). "Zurich Financial Services Community Trust Limited: Partnerships with NGO's in India" Presentation at the International Society for Third Sector Research Conference at Dublin, Ireland, July 5-8, 2000 (in absentia presented by Simon Heap).
17. Prabhu, Ganesh N. (1999). "A Process Typology of University - Industry Joint Product Development Projects" Presentation at the Technology and Innovation Management Division, Academy of Management Meeting, Chicago, USA, August 6-11, 1999.
18. Prabhu, Ganesh N. (1999). "Research Environment and Collaboration Opportunities in India" Presentation at the Asia Academy of Management Meeting, Academy of Management Conference at Chicago, USA, August 6-11, 1999.
19. Prabhu, Ganesh N. (1995) "Knowledge Building in Industry - Technology Institution Joint R&D Projects: A Process Model". Presentation at the R&D Management Conference 1995 on "Knowledge, Technology and Innovative Organizations" organized jointly by the Scuola Superiore di Studi Universitari e di Perfezionamento S. Anna, Pisa and the R&D Research Unit, Manchester Business School, UK at Pisa, Italy, September 20-22, 1995. (Report in R&D Management, Vol.26, No.3, p.299-306, 1996).

INTERNATIONAL CONFERENCES IN INDIA:

20. Prabhu, Ganesh N and Chandrashekar Mohanty (2009) "Fourrell: A Family Business with a Monopoly in Domestic Gas Candles" Presentation at the Second Asian Invitational Conference on Family Business, Hyderabad, February 6-8, 2009.
21. Prabhu, Ganesh N (2008) "Teaching Strategy in India" Invited Talk at the Strategic Management Society India Special Conference at Hyderabad, December 12-14, 2008.
22. Prabhu, Ganesh N (2008) "Business Opportunities in Enhancing User Experience Design" Invited Plenary Talk at the Usable Software and Innovative Design (USID) Foundation International Conference, Bangalore, September 4-6, 2008.
23. Prabhu, Ganesh N (2006) "Product Development Opportunities in Emerging Economies" Presentation at the Product Development Management Association India Conference at Chennai, December 19-21, 2006.
24. Prabhu, Ganesh N (2006) "Lessons from Joint R&D Projects" India-Israel Workshop on Technology Innovation & Finance, Bangalore, February 23-25, 2006.
25. Mumby-croft, Roger, Richard Beresford, Kalyani Gandhi, Vishnuprasad Nagadevara, Ganesh N Prabhu (2003) "Capacity Building for Trainers of Grassroots Women Entrepreneurs in India: Reflections on an Indo-UK Jointly Developed Pilot Executive Programme" 3rd International Entrepreneurship Forum (IEF) Conference, Bangalore, March 6-8, 2003.
26. Prabhu, Ganesh N. (2000) "Product Development Research: Opportunities for Indo-UK Collaboration" Invited presentation at the Indo-UK Joint Seminar on Technology Management organized jointly by the Department of Science and Technology, British Council and Administrative Staff College of India at Hyderabad, India, March 4-5, 2000.
27. Prabhu, Ganesh N. (1999) "Implementing Multi-Organizational R&D Contracts through Multi-Organizational Matrix Structures in Large High Technology Projects" R&D Management Conference 1999 on "R&D as a Business" organized by the Council for Scientific and Industrial Research and the R&D Research Unit, Manchester at Delhi, December 6-8, 1999.

28. Prabhu, Ganesh N. (1999) "Towards Developing an Effective Policy Model for Promoting University-Industry-Government Technology Collaboration in India" Research Proposal Presentation at Workshop on Management Research organized by the Aditya Birla Center at London Business School held at the Indian Institute of Management Calcutta, April 9-10, 1999.
29. Majmudar, Utkarsh and Ganesh N. Prabhu (1998) "A Transporter Bid Estimation Model" International Conference on Supply Chain Management for Global Competitiveness at Management Development Institute Gurgaon, India, Nov 20-21, 1998.
30. Prabhu, Ganesh N. (1998) "Setting National Technology Trajectories: The Technology Assessment Role of Developmental Financial Institutions in Developing Countries" International Association for Technology Assessment and Forecasting, New Delhi, Nov 17-19, 1998.
31. Prabhu, Ganesh N. (1998) "A Spreadsheet Based Decision Support System for Forecasting and Optimizing Retail Inventory of Perishable Liquid Products". International Conference on Stochastic Processes and Their Applications, Anna University, Chennai, India, January 8-10.
32. Prabhu, Ganesh N. (1997) "Assuring R&D Quality Across Organizations in Industry - Technology Institution Joint R&D Projects". International Conference on Management of Technology, Indian Institute of Technology Delhi, December 21-24, 1997.
33. Prabhu, Ganesh N. (1997) "Bridging the Innovator-Firm Gap for Commercialization of Grassroots Innovations: Drawing Lessons from a Study of a Targeted Technology Financing Scheme in India". International Conference on Creativity and Innovations at the Grassroots for Sustainable Natural Resource Management organized by the Indian Institute of Management Ahmedabad, India, January 10-14, 1997.
34. Prabhu, Ganesh N. (1996) "Joint R&D Projects of Small and Medium Firms and Technology Institutions with Developmental Financial Institutional Support: A Strategy Process Study". Global Conference on Small and Medium Industry and Business jointly organized by the SDM Institute of Management Development, Mysore and Indiana - Purdue University, USA at Bangalore, India, January 3-5, 1996.
35. Prabhu, Ganesh N. (1995) "Impetus for Firm/Entrepreneur and Technology Institution Interaction through Developmental Financial Institutions". R&D Management Conference 1995 on "Entrepreneurship and R&D" organized by Administrative Staff College of India, Hyderabad and the R&D Research Unit, Manchester, UK at Hyderabad, India, January 4-7, 1995.
36. Prabhu, Ganesh N. (1992-abs) "A Dynamic Decision Support System for Local Milk Sales Forecasting and Optimization". International Symposium on Rural Management of Cooperatives, Institute of Rural Management, Anand, December 1992.

NATIONAL CONFERENCE PRESENTATIONS:

37. Prabhu, Ganesh N (2009) "Strategy, Leadership and Innovation: Lessons from Alexander" Invited Talk at the 21st Karnataka Chartered Accountants Annual Conference, Bangalore, May 29-30, 2009.
38. Prabhu, Ganesh N (2008) "Marketing of Innovations in Semi-Urban Markets" Invited Talk at the National Conference on Emerging Trends in Marketing, Noida, August 21-22, 2008.
39. Prabhu, Ganesh N (2004) "Product Innovation: Strategic Imperatives for Indian Firms" Invited Talk at the National Seminar on Strategizing Business: Mapping for Excellence, India International Institute of Management, Jaipur, December 16, 2004.
40. Prabhu, Ganesh N (2004) "Health Policy Evaluation: Balancing Equity, Efficiency and Effectiveness Concerns" Invited Talk at the Protocol Development Workshop on Health Policy: Barriers to Translating Research to Policy, Child Development Center, Thiruvananthapuram, September 22-24, 2004.
41. Prabhu, Ganesh N (2003) "Building a Global Management Education Brand: An Ongoing journey by IIMB" Invited Talk at the 11th Quality Summit on Building Competitiveness in Education: The Quality Way, Confederation of Indian Industries Bangalore, Nov 5-6, 2003.
42. Prabhu, Ganesh N (2003) "Pradesh Milk Federation", Best Case Writing Awards Session, Association of Indian Management Schools Convention 2003, Xavier Institute of Management, Bhubaneswar, August 22-24, 2003.
43. Prabhu, Ganesh N (2002) "Developmental Financial Institutions as Technology Policy Instruments: Implications for Innovation and Entrepreneurship in Emerging Economies", Gerard George and Ganesh N. Prabhu, Best Research Paper Award Session, Association of Indian Management Schools Convention 2002, Amity Business School, Noida, August 23-25, 2002.
44. Prabhu, Ganesh N. (2002) "Pradesh Milk Federation" Case Developed Specifically for Case Workshop at the National Milk Seminar organized by Tetra Pak India Private Limited and held at Taj Exotica, Goa, January 18-19, 2002.
45. Krishnan, Rishiksha T. and Ganesh N. Prabhu (2001) "Innovation in the Indian Information Technology Industry: A Study of the Software Product Development Process" Presented at the workshop The Context of Innovation in India: The Case of the Information Technology Industry organized by the University of Pennsylvania Institute for the Advanced Study of India, New Delhi, India, August 18-19, 2001.
46. Prabhu, Ganesh N. (2001) "Strategy Pedagogy Change at IIMB" Strategic Management Forum of India Conference organized by and held at the Indian Institute of Management Ahmedabad, May 24-26, 2001.
47. Utkarsh Majmudar and Ganesh N. Prabhu (2000) "Electronic Commerce Business Models: A Conceptual Framework" Association of Indian Management Schools Convention organized by and held at the Indian Institute of Management Bangalore, August 27-29, 2000.
48. Prabhu, Ganesh N. (1999) "Strategy Pedagogy at IIMB" Strategic Management Forum of India Conference organized by and held at the Indian Institute of Management Bangalore, May 26-28, 1999.
49. Krishnan, Rishiksha T. and Ganesh N. Prabhu (1998) "Future Directions for Research in Product Development in India" Operations Management Workshop held at the Indian Institute of Management Bangalore, December 26-27, 1998.

50. Prabhu, Ganesh N. and Rishiksha T. Krishnan (1998) "Financial Support for Product Development in the Indian Software Industry: A Study of the Process and Implications for Policy" Research proposal workshop The Context of Innovation in India: The Case of the Information Technology Industry University of Pennsylvania Institute for the Advanced Study of India, New Delhi, July 24-25, 1998.
51. Krishnan, Rishiksha T. and Ganesh N. Prabhu (1998) "Innovation in the Indian Information Technology Industry: A Study of the Software Product Development Process" Research proposal workshop The Context of Innovation in India: The Case of the Information Technology Industry organized by the University of Pennsylvania Institute for the Advanced Study of India, New Delhi, India, July 24-25, 1998.
52. Prabhu, Ganesh N. (1998) "Potential of Typological Theories in Entrepreneurship Research" Third National Seminar on Current Trends in Entrepreneurship Research organized by and held at the Entrepreneurship Development Institute, Ahmedabad, India, March 18-20, 1998.
53. Prabhu, Ganesh N. (1997) "Report of the Expert Committee on Small Enterprises: Issues Related to Technology Development" Invited Presentation at the Southern Region Workshop on the Abid Husain Expert Committee on Small Enterprises organized by and held at the Indian Institute of Management at Bangalore, India, August 22, 1997.
54. Prabhu, Ganesh N. and Rishiksha T. Krishnan (1997) "Introducing an Inter-disciplinary Product Development Course in a Management Institute in India: An Experience" Invited presentation at the National Workshop on Technology Management organized by the Institute of Management and Entrepreneurship Development at Pune, India, March 5-6, 1997.
55. Prabhu, Ganesh N. (1994) "Sheet Material Scrap Reduction Techniques: A Demonstration". National Conference on Product Design Designer's Guild of India, Center for Electronics Design and Technology, Indian Institute of Science, Bangalore, October 20, 1994.

INTERNET CONFERENCE PAPERS:

1. Prabhu, Ganesh N. (1998) "Social Entrepreneurial Leadership" Internet Conference on Leadership in Management sponsored by MCB Journal Career Development International, Web:http://www.mcb.co.uk/services/conferen/Sept98/lim/paper_a2.html
2. Prabhu, Ganesh N. (1996) "World Bank Supported Firm and Technology Institution Collaboration" World Bank Thinktank Conference on Philanthropic Foundations: Science and Technology for Development World Bank and Carnegie Corporation.

CONFERENCE CHAIR, COMMITTEE MEMBERSHIP, PROFESSIONAL MEETINGS:

1. Participant in Conference on Research into Design: Supporting Sustainable Product Development, Bangalore, India, 10-12 Jan, 2011.
2. Referee for Case on Greening of Industry, Sep 2010.
3. Joint Mentor Product Development Team in USID Gurukul 2010 at Indian Institute of Technology Kanpur, Aug 21 to Sep 4, 2010.
4. Participant in LeNS Conference on Sustainability in design: NOW! Challenges and Opportunities for Design Research, Education and Practice in the XXI Century Bangalore, India, 29th Sep - 1st Oct 2010.
5. Mini Track Chair on Research Methods in Strategy-as-Practice, European Conference on Research Methodology, Madrid, June 23-25, 2010.
6. Session Chair, Working Conference on PURA (Dr. Abdul Kalam initiative) at Indian Institute of Management Indore, June 10, 2010.
7. Technical Program Committee of the IEEE Conference on Management of Innovation and Technology, Singapore, June 2-5, 2010.
8. Judge for Doctoral Dissertation Awards at Doctoral Colloquium at Indian Institute of Management Ahmedabad, Jan 8-9, 2010.
9. Panelist on Post Doctoral Careers at Doctoral Colloquium at Indian Institute of Management Ahmedabad, Jan 8-9, 2010.
10. Co-Chair of Strategy Area, India Academy of Management Conference at Jamshedpur, December 28-30, 2009.
11. Advisory Committee, International Conference on Management and Valuation of Intangibles, Chandigarh, December 22-23, 2009.
12. Inaugural Address at AICTE National Seminar on "Emerging Facets of Management: Issues & Challenges", Ambala, Nov 6-8, 2009.
13. Invited Referee for book manuscript *Business Transformation Strategies: The Strategic Leader as Innovation Manager* for Sage, September 2009.
14. Panelist on Business Innovation at Melton Foundation India Symposium at Bangalore, August 6, 2009.
15. Member India Design Council Task Force on Role of Design Council as a Regulatory Body for Accreditation of Design Education.
16. Panelist at Literary Festival at Motilal Nehru National Institute of Technology, Allahabad, January 16-18, 2009.
17. Member of Confederation of Indian Industries' Forum on Innovation, Bangalore, 2008 onwards.
18. Judge for Business Leadership Contest at Vishveshvaraya National Institute of Technology, Nagpur, September 27-28, 2008.
19. Session Chair at the IEEE Conference on Management of Innovation and Technology, Bangkok, September 21-24, 2008.
20. Technical Program Committee, IEEE Conference on Management of Innovation and Technology, Bangkok, September 21-24, 2008.
21. Invited Panelist on Customer Focus at Strategic Leadership Meeting of Honeywell Technology Solutions, August 25, 2008.
22. Valedictory Address and Session Chair at National Conference on Emerging Trends in Marketing, Noida, August 21-22, 2008.
23. Judge for Research Paper Award at Sinhgad Institute of Management and Communication, 2007.
24. Participant in Entrepreneurship Development Institute of India Conference on Entrepreneurship at Ahmedabad 2007.
25. Panelist at Intel Academic Forum on Innovation in Emerging Markets, Delhi, October 26, 2007.
26. Chair, Product Development Management Association International Conference at Bangalore, December 17-19, 2007.
27. Consultation Committee on Curriculum for Post Graduate Program on Information Management, Bangalore 2006.
28. HMT Limited Revival Plan. Presentation to Board for Restructuring Public Sector Enterprises, New Delhi, 2006.
29. HMT Machine Tools Revival Plan. Presentation to Board for Restructuring Public Sector Enterprises, New Delhi, 2005.
30. Program Committee of "European Conference on Research Methodology in Management", 2010, 2009, 2008, 2007, 2006, 2005, 2004.

31. Session Chair on "Product Development at the Bottom of the Pyramid" PDMA Conference, Chennai, Dec 19-21, 2006.
32. Scientific Advisory Committee of the Globelics International Conference, Trivandrum, October 4-7, 2006.
33. Session Chair at Strategic Management Forum Conferences, 1999, 2001, 2006.
34. Scientific Advisory Committee, Entrepreneurship, Innovation and Small Business Conference 2005 IESE Business School, Barcelona.
35. Guest Editor of the IIMB Management Review Round Table on "New Product Development" 2005.
36. Editorial Board Member of the Journal of Management (Rated A), USA, 2005 to 2008.
37. "European Conference on Research Methodology in Management" Portugal, 2007, Reading, 2006, Paris 2005, Reading 2004.
38. Review Committee of IIMB Management Review Conference on "Innovation: The Next Lever for Value Creation". 2004.
39. Panel Discussion Speech at Seminar on Women Entrepreneurship, AWAKE, Bangalore, 2004.
40. Participant in Skoll Conference on Social Enterprise, Oxford, 2003.
41. Chief Guest's Inaugural Address at the Inauguration of the Magnus Business School at Bangalore on July 23, 2003.
42. Committee "International Symposium on Product Lifecycle Management" University of Michigan & Indian Institute of Science, 2003.
43. Invited Participant at ILO Workshop on Employment Dynamics in the Information Economy, Delhi, May 7-8, 2002.
44. Valedictory: National Seminar on Women Entrepreneurship and Economic Development, Ethiraj College, Chennai, Dec 9-11, 2002.
45. Occasional Reviewer for International Business Review, IIMB Management Review and Vikalpa.
46. Two week visits each to Oxford Brookes University under British Council Exchange Program 2000, 2002, 2003, 2004.
47. Selected Participant, New Faculty Consortium, three day professional development workshop of the Entrepreneurship Division at the Academy of Management Meeting, Washington DC, August 3-5, 2001.
48. Selected Participant, New Faculty Consortium, three day professional development workshop of the Business Policy and Strategy Division at the Academy of Management Meeting, Chicago, August 7-8, 1999.
49. Participant in International Workshop on Operations Management, Indian Institute of Management Bangalore, 1998.
50. Invited Participant in Earth Charter Consultation Meeting, Center for Environment Education, Bangalore, December 1998.
51. Participant in International Conference on High Performance Computing (HiPC97), 1997.
52. Rapporteur in International Conference on Public Safety and Health Hazards, CERC Ahmedabad, March 24-26, 1995.
53. Participant in Program on Human Resource Management, Vaikunt Mehta National Institute of Cooperative Management, 1990.

TEACHING CASES AND OPINION ARTICLES:

1. Parul Bajaj and Ganesh N. Prabhu (2008) "PaGaLGuY", used in New Product Development course PGP 2009, 2010, 2011.
2. Anuradha S, Balasubramaniam S and Ganesh N Prabhu (2008) "Amar Chitra Katha" New Product Development course PGP 2009.
3. Prabhu, Ganesh N. (2009) Why an IIM exclusively for women is a good idea Pagalguv <http://pagalguv.com/rankings/>
4. Prabhu, Ganesh N. (2008) Opinion on IIM Review (November 17) Pagalguv <http://pagalguv.com/rankings/welcome/article/opinion/7>
5. Prabhu, Ganesh N. (2009) Behind the scenes of placements at the IIMs - Part 1 (May 12) Pagalguv <http://www.pagalguv.com/?p=1891>
6. Prabhu, Ganesh N. (2009) Behind the scenes of placements at the IIMs - Part 2 (May 18) Pagalguv <http://www.pagalguv.com/?p=1902>
7. Prabhu, Ganesh N. (2009) Behind the scenes of placements at the IIMs - Part 3 (May 29) Pagalguv <http://www.pagalguv.com/?p=1916>

BUSINESS PRESS:

1. Prabhu, Ganesh N. (2000) "Combining Act", Deccan Herald, November 26, 2000, p.3.
2. Prabhu, Ganesh N. (2000) "Initiating New Dialogue", Deccan Herald, June 11, p.4.
3. Prabhu, Ganesh N. (2000) "Rules for Success", Deccan Herald, May 21, p.3.
4. Prabhu, Ganesh N. (1999) "New Approaches", Deccan Herald, July 4, p.3.
5. Prabhu, Ganesh N. (1998) "A Man of Experience", Economic Times, April 13, p.7.
6. Prabhu, Ganesh N. (1994) "Training the Future Manager", The Strategist, September 6, p.5.
7. Prabhu, Ganesh N. (1994) "Power Games", The Strategist, June 14, p.3.
8. Prabhu, Ganesh N. (1993) "Catching Up with the MNCs", Economic Times, October 21, p.17-18.
9. Prabhu, Ganesh N. (1993) "Excellence through People: The Canbank Way", Vikalpa, Vol.18, No.3, July-Sep, p.59-61.

PAST PROPOSALS:

1. Principal Investigator on UK-India Science Bridge Proposal on Digital Economy with Imperial Collage London. 2008.
2. Co-Investigator on UK-India Science Bridge Proposal on Product Development with Cambridge University, UK. 2008.
3. Principal Investigator on India-UAE-Singapore based Science of Generosity research proposal, USA. (Budget US\$150000), 2009.
4. Principal Investigator in Italy-China-India Joint Proposal with Sant Anna University, Italy on Outsourcing R&D to India, 2009.
5. Coordinator of USA - India Joint Research Workshop Proposal under National Science Foundation, USA 2009.

TRAVEL AND CONFERENCE GRANTS:

1. Awarded "International Travel Grant" of the All India Council for Technical Education, India, 1999.
2. Awarded Tata-IBM Scholarship for International Conference on High Performance Computing (HiPC97), 1997.
3. Awarded "International Travel Fellowship" of the Department of Science and Technology, India, 1995.
4. Awarded "International Travel Grant" of the Indian Council for Social Science Research, 1995 (could not utilize).
5. Awarded "RADMA Scholarships" for R&D Management Conferences, Pisa (1995) and Hyderabad (1995) R&D Research Unit, UK.