

Curriculum Vitae

Dr. Pranab S Deb

Professional Experience

Current Assignment (June 2019 onwards)

Associate Dean (Admissions and Academics), Kirloskar Institute of Advanced Management Studies (KIAMS), Harihar, Karnataka

Total Experience: 22+ years (including academics and industry)

Academics

Total experience of 12+ years in institutes like IBS, Hyderabad, FLAME, Pune, Regenesys Business School, Johannesburg, South Africa, Kaziranga University, Jorhat, Assam

Industry

Total industry experience is 11+ years in leading organizations like PCS Industries, Zenith Computers Ltd., CMS Computers Ltd., TVS Electronics and the last assignment was as Regional Head for KRSL, an Indian MNC

Educational Qualification

- **Doctorate in Philosophy (PhD)** in Knowledge Management, Symbiosis International University, Pune, July 2010
- **Masters in Management Science (MMS)** specializing in Marketing Management from Symbiosis Institute of Business Management, Pune, June 1994
- **Masters in Technology (M.Tech.)** specializing in Electronics and Communication Engineering, June 2005
- **Management Teacher's Program** in Strategic Management from Strategic Management Forum of India, an AICTE approved strategic management research body

Corporate Training

- Corporate Training at YASHADA on Knowledge Management and SMART City project, for Department of Meteorology, 2016
- MDP on Marketing Management for Top Management at SHASHUN Pharma, Chennai, November, 2013
- MDP on Marketing Management for Middle Management at SHASHUN Pharma, Chennai, December, 2013
- MDP on Marketing Management for Top Management at RUCHA Technologies, Aurangabad, November, 2013

- Teamed with Prof. Lauren Mathys of INSEAD, France for a lecture series on Blue Ocean Strategy in 4 cities ie Delhi, Dehradun, Bhubaneswar and Hyderabad, 2011
- Corporate training on Knowledge Management for IAS Officers (new joiners of ESIS Department), 2012
- Corporate training at YASHADA on Customer Relationship Management (CRM) for Jt. and Dy. Commissioners (District Employment Exchange), 2012
- Corporate training at YASHADA on Customer Relationship Management (CRM) for Jt. and Dy. Commissioners (District Animal Husbandry Department), 2012
- Academic Sessions for SCDL, Pune at different corporate locations like WIPRO Infotech (Kolkata, Hyderabad, Chennai), Dr.Reddy's (Mumbai, Indore, Chennai, Kolkata), IBM (Kolkata), IBM Daksh (Delhi), EATON (Pune), CIPLA (across India through VC) 2007-present

Professional Certifications

- **International Business Strategy**, IIFT, Delhi, 2013
- **Managing Strategic Incoherence**, IIM, Lucknow (NOIDA Campus), 2011
- **Merger, Acquisition, Restructuring and Alliances**, IIM, Calcutta, 2007
- **Strategic Management of Technology**, MDI, Gurgaon, 2005
- **Nuances of Strategy Implementation**, IIM, Kozhikode, 2005
- **Designing Organizations for Uncertain Environments**, XLRI, Jamshedpur, 2004
- **Strategic Alliances and Joint Ventures**, IIM, Indore, 2004
- **Management of Change and Transformations**, IIM, Lucknow, 2004
- **Strategic Management**, IIM, Bangalore, 2004

Areas of Academic & Research Interest

Knowledge management, Business strategy, Services, Retailing, Strategic Marketing, Technology marketing, Brand Management

Publications

Books:

1. International Marketing; Cengage; Currently under negotiation

International Conference Papers:

1. Deb, Pranab S and Saha, Bulbul '**Transforming National Brands into International Brands: A Case Study on Parle G**' at the International Conference on Public Sector Enterprises Going Global: Issues, Opportunities and Challenges

organized by Institute of Public Enterprise, Hyderabad in collaboration with EGADE Business School, Mexico City, Mexico at IPE, Hyderabad, December 2013

2. Deb, Pranab S. '**Impact of Knowledge Management on New Product Development in medium sized information technology companies in eastern India**' at the International Colloquium on Business & Management (ICBM), Bangkok, approved for presentation at Bangkok, Thailand, January 2012
3. Deb, Pranab S. and Majumder, Debajyoti '**Impact of Visiting Faculties on Management Institutions in Pune city, India**' at the International Colloquium on Business & Management (ICBM), Bangkok, approved for presentation at Bangkok, Thailand, January 2012
4. Deb, Pranab S. and Bandyopadhyay Prabir, '**Knowledge Management applied to IT Products Marketing in India**' at the International Conference on Knowledge Management organized by National Productivity Council, New Delhi, January 2007
5. Deb, Pranab S. and Sikdar A., '**Knowledge Management Applied to Higher Education : An Indian Experience in Management Education**' at the International Conference in Higher Education and Emerging Trends in Information Technology organized by Maznoon College, Muscat, Oman, March 2005

National Conference Papers

1. Deb, Pranab S., Nasim Saboohi, Mittal Ramesh and Kapur Sandeep, '**Managing Innovations at Grassroots : A Case Study of GIAN**' in Strategic Issues in Development Organizations and Corporate Social Responsibility conference at Indian Institute of Forest Management (IIFM), Bhopal, Madhya Pradesh, India, May 2005
2. Deb, Pranab S., '**Strategies for Managing the Technology Life Cycle**' at the National Conference on Global Competitiveness conference held at ICFAI Business School, Kolkata, January 2006
3. Deb, Pranab S, '**Challenges in Service Industry: A Study on the attractiveness of the Indian BPO Industry for MBA students**' at the National Conference on Strategic Management of Developing Nations: Emerging Paradigm held at Purvanchal University, Jaunpur, India, March 2006
4. Deb, Pranab S., '**Sustainability of Non Government Organizations in Developing Countries: A study of NGOs operating in Rajasthan**' at the National Convention of SMFI held at IIM, Kozhikode, May 2006