

Dr V S Pai - Publications

Select Referred Research Publications

1. Pai, V.S. (2018). "My Foot: A Boutique with a Difference", 7(2), 1-7, **South Asian Journal of Business and Management Cases**, DOI: 10.1177/2277977918774649 (**SAGE Publication**)
2. Pai, V.S. (2018). "Challenges MNCs face in Emerging Markets: The Nestle Experience", 22(2), 223-231, **VISION – The Journal of Business Perspective, MDI**, DOI: 10.1177/0972262918767281 (**SAGE publication**)
3. Pai, V.S. (2016). "Single Business Vs Multi Business Firms in India: An Empirical Analysis", **European Journal of Economics and Management, the UK**, 3(3), 34-46. ISSN: 2056-7375.
4. Pai, V.S. (2016). "SELCO Ltd", **South Asian Journal of Business and Management Cases, SAGE Publication Ltd**, 5(2), 145-154. DOI: 10.1177/2277977916665929.
5. Pai, V.S. (2016). "Bata India Ltd: Executing a Business Turnaround", **SAGE Business Cases, SAGE Publications Ltd, UK**, Online ISBN: 9781473961685, DOI: <http://dx.doi.org/10.4135/9781473961685>.
6. Pai, V.S. (2015). "Cipla Global Ltd: Generics versus Drug Discovery", **International Journal of Case Studies in Management, HEC Montreal, Canada**, 13(4), 1-20.
7. Pai, V.S. (2015). "Nokia Ltd: Travails of a Market Leader", **VISION – The Journal of Business Perspective, MDI**, 19(3), 276-285. DOI: 10.1177/0972262915593672 (**SAGE Publication**)
8. Hiremath, C.V., and Pai, VS. (2015). "Local Firms versus MNCs in India: A Study of Competitive Performance", **European Journal of Economics and Management, the UK**, 2(1), 128-149. ISSN: 2056-7375.
9. Pai, V. S., and Subramanian, Ram. (2014). "Kraft Foods Inc. in India – The Cadbury Acquisition", **Asian Case Research Journal, Singapore**, 18(2), 371-399. DOI: 10.1142/SO21892751450014X (**World Scientific Publishing Co**).
10. Pai, V.S. and Hiremath C.V. (2013). "Comparative Performance of Domestic and Foreign Owned Firms: Evidence from an Emerging Market", **Review of Integrative Business and Economics Research, Hong Kong**, 2(2), 416-433.
11. Pai, V.S. (2013). "Godrej Consumer Products Ltd", **Business Case Journal, USA**, 20(2), 76-88.
12. Pai, V.S. (2006). "Trends in the Indian Banking Industry: Analyses of Inter-regional Trends in Deposits and Credits", **ICFAI Journal of Management Research, ICFAI University**, 5(1), 65-72.
13. Pai, V.S. (2003). "Developing Business Strategy: A Synthesis of Approaches", **IIMB Management Review**, 15(1), 55-60. (**Elsevier Publication**)

14. Pai, V.S. (2003). “MNC’s & Human Capital Accretion in the Software Industry”, **Productivity, National Productivity Council**, New Delhi, 44(3), 429-436.
15. Pai, V.S. (2003). “Strategic Alliances: Long-Lasting Marriages or Short-Lived Infatuations”, **ICFAI Journal of Management Research**, 2(3), 53-60.
16. Pai, V.S. (1995). “Trends in Handloom Exports: A Strategic Analysis”, **Decision, Indian Institute of Management, Calcutta**, 21(3), 159-170. (Springer publication)
17. Pai, V.S. (1995). “Diversified Companies and Financial Performance: A study”, **Finance India, Indian Institute of Finance**, Delhi, 9(4), 977-988.
18. Pai, V.S. (1991). “Indian Tea Industry: Strategic implication for 90s”, **Productivity, National Productivity Council**, New Delhi, 32(1), 121-124.

Papers Accepted For Publication

1. Pai, V.S. “Hero Honda Motors Ltd”, **Asian Case Research Journal, Singapore**. (World Scientific Publishing Co)
2. Pai, V.S. “Competing in the Indian Telecom Market: The Tata-DoCoMo Experience”, **The CASE Journal, USA**, (Emerald Publication)
3. Pai, V.S. “Emami Ltd: The Fair and Handsome Challenge”, **Ivey Publications, Canada**.

Paper Sent For Publication/Competition

- Pai, V.S. “ITC Ltd: Deploying e-Choupal for Competitive Advantage,” sent to South Asian Journal of Management.
- Pai, V.S. “Challenges MNCs face in Emerging Markets: The Nestle Experience”, sent to John Molson MBA Case Writing Competition 2016, Concordia University, Montreal, Canada.
- Pai, V.S. “Penetrating a High Growth Emerging Market: Renault’s India Saga”, sent to John Molson MBA Case Writing Competition 2016, Concordia University, Montreal, Canada.
- Pai, V.S. “Single Business Vs Multi Business Firms in India: An Empirical Analysis”, sent to European Journal of Economics and Management, the UK.

Paper Submitted/Presented In Conferences:

1. Pai, V.S. (2017, January). “Penetrating a High Growth Emerging Market: Renault’s India Saga”, presented in the 10th **International conference on Healthcare Systems and Global Business Issues** held in Pune on (Jan 2-3, 2017).
2. Pai, V.S. and Hiremath, V.H. (2016, February). Focus Vs Diversification: A Study of Select Indian Firms. **29th International Conference on Economics and Social Sciences (ICESS), Singapore**. Present the paper in person.
3. Hiremath, V.C., and Pai, V.S. (2014, January). Local Firms versus MNCs in India: A Study of Competitive Performance. **CYRUS Institute of Knowledge Conference on, West-Meets-**

East: Exploring Sustainable Development, Innovation, and Entrepreneurship Opportunities. Dubai, U.A.E. Presented by co-author Chetan V. Hiremath via Skype.

4. Pai, V.S., and Hiremath, V.C. (2013, June). Comparative Performance of Domestic and Foreign Owned Firms: Evidence from an Emerging Market. *SIBR-Thammasat 2013 Conference on Interdisciplinary Business and Economics Research, Bangkok*. Presented the paper in person. (June 6-8, 2013).
5. Pai, V.S. (2011, June). Hero Honda Motors Ltd: A Long Lasting Joint Venture. *SIBR-Thammasat 2011 Conference on Interdisciplinary Business and Economic Research, Bangkok* (did not attend and present because of personal reasons).
6. Pai, V.S. (2011, April). Tata DoCoMo: Competing in the Indian Telecom Market. *Faculty of Business Management and Accounting, Universiti Sultan Zainal Abidin, Malaysia* (did not attend and present because of personal reasons).

Awards Won:

- ✂ Won **2nd prize** in the **“Best Research Paper Competition”** for the paper titled, **“Trends in Handloom Exports: A Strategic Analysis”** organised by the **Association of Indian Management Schools (AIMS)**, and **Canadian Consortium of Management Schools (CCMS)**, Canada, at MDI, Gurgaon, on 26th Aug 1994
- ✂ Won **2nd runner up prize** for the case study, **“Hero Honda Motors Ltd: A Long Lasting Joint Venture”**, at the **International Case Study Competition** organized by **John Molson School of Business, Concordia University, Montreal, Canada** in January 2011.
- ✂ Won **2nd prize** for the case study, **“Tata Teleservices Ltd and NTT DoCoMo: A Strategic Tie Up”** at the **International Case Study Competition** organized by **John Molson School of Business, Concordia University, Montreal, Canada** in January 2012.

Select Book Reviews Published

1. Pai, V.S. (2005). *Rational Exuberance: Silencing the Enemies of Growth and Why the Future is better than You Think*, by Michael J Mandel, **Vikalpa, IIM Ahmedabad**, 30(3), 168-171.
2. Pai, V.S. (2006). *Passion to Win: How Winning Companies Develop and Sustain Competitive Edge*, by Abad Ahmed and OP Chopra, **South Asian Journal of Management, AMDISA**, 13(1), 129-131.
3. Pai, V.S. (2007). *The Extended Enterprise: Gaining Competitive Advantage through Collaborative Supply Chains* by Edward W Davis and Robert E Spekman, **IIM-B Management Review**, 19(1), 83-84.
4. Pai, V.S. (2005). *The Origin of Brands: Discover the Natural Laws of Product Innovation and Business Survival*, **IIM-B Management Review**, 17(4), 127-129.

5. Pai, V.S. (2008). *Tectonic Shift: The Geoeconomic Realignment of Globalizing Markets*, by Jagdish N Sheth and Rajendra S Sisodia, **South Asian Journal of Management, AMDISA**, 15(2), 125-128.

Case Studies uploaded to the European Case Clearing House/The Case Centre

1. Pai, V.S. (2007). *ITC: Adding Shareholder Value through Diversification*. Uploaded to the **European Case Clearing House, UK**.
2. Pai, V.S. (2006). *Amul: The Cooperative Model for Growth*. Uploaded to the **European Case Clearing House, UK**.
3. Pai, V.S. (2013). *Kanthappa Agencies Ltd*. Uploaded to the **The Case Centre, UK**.
4. *Micromax: From Leader to Loser, What Went Wrong?* Published by **The Case Centre, UK**.

National Business News Paper Publications

1. Pai, V.S. (2002, January 29). How competitive is the Indian private sector? *The Hind-Business Line*, p. 8.
2. Pai, V.S. (2001, June 27). Meeting the Chinese threat, *The Hindu Business Line*, p. 14.
3. Pai, V.S. (2000, October 1). The way to be fighting fit, *The Economic Times-Financial Times*, p. 4.
4. Pai, V.S. (2000, April 30). Auto-component makers have to gear up, *The Economic Times-Financial Times*, p. 3.
5. Pai, V.S. (2000, January 12). Forthcoming flash-point, *The Economic Times*, p. 10.
6. Pai, V.S. (2000, January 9). Marriages of convenience: Business partnering, *The Economic Times-Financial Times*, p. 3
7. Pai, V.S. (1999, October 31). Surviving changes in the car industry, *The Economic Times-Financial Times*, p. 3.
8. Pai, V.S. (1999, September 23). Business restructuring: Strategic thinking is key, *The Hindu Business Line*, p. 15.
9. Pai, V.S. (1999, September 19). Outsource intelligently, *The Economic Times- Financial Times*, p. 3.
10. Pai, V.S. (1995, June 24). The HLL-TOMCO merger-II: Advantages of the exercise, *The Hindu Business Line*, p. 8.
11. Pai, V.S. (1995, June 23). The HLL-TOMCO merger-I: Reasons behind the move, *The Hindu Business Line*, p. 8.
12. Pai, V.S. (1995, May 4). Defining the business clearly – Creativity in the decision – making process, *The Hindu Business Line*, p. 19.
13. Pai, V.S. (1995 April 20). Advantage of being the leader: Using the experience curve, **The Hindu Business Line**, p. 19.

14. Pai, V.S. (1995 April, 6). PLC and business planning: A perspective, *The Hindu Business Line*, p. 19.
15. Pai, V.S. (1995, February 16). Portfolio analysis paradigm: Playing to win, *The Hindu Business Line*, p. 18.
16. Pai, V.S. (1995, January 19). Benchmarking: A tool for building competitive advantage, *The Hindu Business Line*, p. 18

Business Magazine Publications

1. Pai, V.S. (2006). *Competition in the Indian TV Industry: An Analysis of Trends*, **Effective Executive**, ICFAI University Press, 8(1), 64-67.
2. Pai, V.S. (2005). *Public Call Offices in India: Predicting the Future*, **Effective Executive**, ICFAI University Press, 7(1), 33-39.
3. Pai, V.S. (2004). *Cola's Countryside Crusade: The Distribution Challenge*, **Marketing Mastermind**, ICFAI University Press, 4(11) 62-68.
4. Pai, V.S. (2004). *The Indian MNCs: Hype or Reality?* **Effective Executive**, ICFAI University Press, July, 38-40.
5. Pai, V.S. (2004). *Challenges for Indian Organized Retail: A Research Agenda*, **Effective Executive**, ICFAI University Press, 6(11), 31-34.
6. Pai, V.S. (2003). *Corporate India at Cross Roads: The Required Paradigm Shift*, **Effective Executive**, ICFAI University Press, 5(5), 27-30.
7. Pai, V.S. (2003). *Relationship Marketing: Old Practices in New Form*, **Marketing Mastermind**, ICFAI University Press, 3(6), 39-43.

Journals for which Dr. V.S. Pai is a Reviewer

1. [Asian Case Research Journal](#), NUS, Singapore (World Scientific Publishing)
2. [International Journal of Case Studies in Management](#), HEC-Montreal, Canada