



**PROF RANJAN DAS**

Professor of Strategic Management, Indian Institute of Management Calcutta [IIMC]

And

Chairman and Chief Mentor – The Strategy Academy

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**Qualification**

- Doctorate [Fellow] in Management with specialization in Strategic Management from Indian Institute of Management Ahmedabad (IIMA);
- Master of Science [Applied Mathematics] from Calcutta University

**Experience**

- Total 34 years [as on January 12] comprising
  - **20 years in industry** during which Prof Das had held such senior positions as General Manager of an MNC and Managing Director of a Joint Sector Company in India
  - **10 years in teaching, training, research and consulting at IIM Calcutta** [ as at January 12]; in addition to teaching at IIM Calcutta, he had also taught as a visiting faculty at School of Business and Management, Hong Kong University of Science and Technology (HKUST), Beirut University, Beirut and Indian School of Business, Hyderabad.
  - **4 years** [beginning January 2008] as an **Academic and Social Entrepreneur** engaged in setting up India's FIRST and only one Business School that delivers [1] AICTE/UGC approved MBA/PGDM programs to meet the needs of busy working people and [2] short/medium/long duration in-company as well as open programs for delivering executive education, through LIVE and 2 way interactive video-conferencing [web-based] platform; the LIVE sessions are taken personally by faculty working in various business schools spread all over India and the world and these sessions can be attended by busy working people from ANYWHERE [home/office/outstation]

## **Research Interests**

Prof Das's research interest focuses on such areas as strategic thinking, strategy development, strategy execution and management of change, innovation, entrepreneurship and leadership. He draws on his 20 years of senior level industry experience [please see above], 10 years of teaching, training and consulting experience and 4 years of experience as an Entrepreneur cum Institution builder to conceptualize new theories and de-mystify existing concepts. His research aims primarily to enhance corporate performance in an inclusive way following the principle: "Do well by doing good and without causing harms to others".

## **Publications**

### **LIST OF BOOKS WRITTEN BY PROF RANJAN DAS**

1. Managing Diversification – The General Management Process [McMillan]
2. Strategic Management of services [Oxford]
3. Crafting the Strategy [McGraw Hill]
4. Entry strategies for MNCs [Oxford] – co-authored
5. Complex Issues Management [McGraw Hill] – co-authored
6. Corporate Restructuring [McGraw Hill] – co-authored

### **LIST OF ARTICLES/BOOK CHAPTERS/CASE STUDIES:**

- Several articles published in International Journal of repute
- Many case studies in strategy and strategy related areas
- Book chapter on Ethical Issues in Corporate Restructuring
- Attended International conferences – the latest being the one organized by Strategic Management Society, USA in 2011 where a paper was presented by Prof Das on a new model for setting up entrepreneurial venture

## **Consulting and Training Interests**

Prof Das's consulting and training interests span vast areas. He predominantly advises companies in such areas as visioning, strategic thinking, strategy development, strategy execution and management of change, corporate transformation, innovation, entrepreneurship and leadership. Prof Das also provides consulting services in strategy-linked areas such as strategic marketing and brand management, strategic risk management, resource restructuring and productivity, project management, MIS for management control and performance management and rewards. He takes keen interest in helping large and medium sized companies to become passionate about chasing seemingly impossible vision. He facilitates setting up stretched milestones to achieve such a vision and in the process shape evolution of the industry spaces they are in or likely to be in as well as create their own destiny. Prof Das aims to make every company he consults with not only become an outstanding performer but also

helps each such company stand out from the crowd. He regularly conducts visioning and strategy workshops for organizations to unlock their true potentials.

#### Some of organizations who have used the services of Prof Ranjan Das

[As Strategic and General Management Consultant and also as a Facilitator for business and organizational transformation as well as for building capabilities of senior and middle management officials]

ABB, Accenture, Aditya Birla Group, Aircel, AKK Group Bangladesh, Akzo Nobel Singapore, Arvind Group, Axis Bank, Bharat Petroleum, Birla Corporation, Birla Tyres, Birla White, Bosch -Germany, BPCL, CEAT, Colgate, Credit Suisse Singapore, Dr Reddy's, Emami, Dredging Corporation, Famycare, GAIL, Genpact, Godrej Saralee, Harrisons Malayalam, HDFC Bank, Hindalco, HP, Idea Cellular, Indian Oil, ITC, JSW, Knowledge Group Kuala Lumpur, Kuwait Oxygen Company, Larsen and Toubro, L&T Infotech, Linc Pen, Mahindra and Mahindra, Mahindra Finance, Max New York Life Insurance, Nestle, NIIT Technologies, NTPC, ONGC, Oracle Corporation, Rahim Afrooz Bangladesh, Ranbaxy, Raymond, RIECO, Steel Authority of India, Star TV, Sudarshan Chemicals, Supreme Industries, Tata Lucent Technologies(now Alcatel Lucent), Tata Motors, TATA STEEL, Tata Steel Processing, Times of India, TIL, Thermax, Ultratech, Welspun and Wipro

#### Independent Directorship and Position held in Industry Association

Prof Das serves as an Independent director on the boards of public limited companies in India. He had been the Regional Chairman of Marketing and Competitive Strategy Committees of Confederation of Indian industry.

#### Executive Education

Prof Das has extensive experience of offering long, medium and short duration executive education programs using face to face as well as live, two way interactive digital technology. He is one of the pioneers of long duration executive education programs in India using flexible learning system and deploying digital technology.

Prof Das had offered more than 200 long, medium and short duration executive education programs during the last 15 years in India, Singapore, Kuala Lumpur, Manila, Dhaka, Colombo, Dubai, Abu Dhabi and Riyadh.

#### Academic and Social Entrepreneurship and Institution Building

Prof Das took a special leave from IIM Calcutta in 2008 to set up an innovative institution named The Strategy Academy (TSA) which is India's FIRST LIVE DIGITAL Academy, that SPECIALIZES in delivering faculty-led LIVE Strategy, Leadership and General Management programs to the PC/Laptops of participants, WHEREVER they are, both during and outside office hours.

During the last few years, the Academy has run several long duration programs, including post graduate level autonomous programs, mainly for working managers,

business persons and would-be-entrepreneurs. The Academy, continuing its focus on developing capabilities of managers to make them leaders, strategists and value creators, has also introduced AICTE-UGC-DEC approved MBA and PGDM programs that are delivered LIVE outside office hours to the PC/Laptops of participants and that can be accessed from ANYWHERE – home, office or outstation.

Prof Das has since returned to IIM Calcutta after his special assignment to set up The Strategy Academy but he continues to be the Chairman and Chief Mentor of the Academy.

### **Courses Taught**

Following MBA and Doctoral level courses were taught by Prof Das:

1. Strategic Management
2. Strategic Analysis
3. Industry and Competitive Analysis
4. Strategy Execution
5. Management of Service Organization
6. Strategic Repositioning and Corporate Restructuring
7. International Management
8. Strategic Risk Management
9. Strategy Process [doctoral course]