

<b>Research Focus Area</b>	Management education in emerging markets	
<b>Supervision Team</b>	Prof Neha Purushottam and Prof PMD Rwelamila	
<b>Name</b> Prof Neha Purushottam	<b>Academic Profile</b> She is a PhD in Management Studies, MBA with specialization in Marketing and MA (Economics). Her area of specialization is sustainability marketing, sustainable consumer behaviour, green marketing, cause-related marketing, social marketing, social media and sustainability. She also works in the area of sustainability and management education. Her interdisciplinary area of work is focused around exploring possibilities of using project management tools in solving marketing and strategy challenges in current business environment.	<b>Capacity</b> 2
<b>Name</b> Prof PMD Rwelamila	<b>Academic Profile</b> He is PhD (Project Management), MSc (Construction Project Management) and APD (B. Economics). His specialisation areas are project management, project delivery systems, influence of culture on project management, and construction industry development. His research interests are appropriate project delivery systems, best practices in construction industry development, public private partnerships (PPPs) in infrastructure development, construction industry policy, culture in organisations, TQM and project dispute resolution methods. He also works in interdisciplinary area to identify application of project management in addressing issues of marketing and strategy.	<b>Capacity</b> 2
<b>Research Agenda for Focus Area</b>	The current context indicates that there is a growing need for responsible leadership, sustainable development and social entrepreneurship. Emerging and developing countries faces some unique challenges which contributed to some additional responsibility for business schools working in these contexts. In the era of growing multi-polarity and complexity, it becomes important to understand these challenges in order to find some unique solutions suitable for the emerging market environment.	
<b>Reading (Subject Field):</b>	<ul style="list-style-type: none"> <li>• Jamali, D. (2005). Changing management paradigms: implications for educational institutions. <i>The Journal of Management Development</i>, 24(1/2), 104-116.</li> <li>• Cox, S. &amp; Taylor, J. (2006). The Impact of a Business School on Regional Economic Development: a Case Study. <i>Local Economy</i>, 21(2), 117-135.</li> <li>• Ackbarally, N. (2011). Africa should be a donor not recipient- Mo Ibrahim. <i>African Business</i>, 60-61.</li> <li>• April, K., &amp; April, A. (2007). Growing leaders in emergent markets: Leadership enhancement in the new South Africa. <i>Journal of Management Education</i>, 31(2), 214-244.</li> <li>• Hawawini, G. (2005). The future of business schools. <i>The Journal of Management Development</i>. 24(9), 770-783.</li> <li>• Siddiqi, M. (2011, February). Africa emerges leaner and stronger. <i>African Business</i>, 26-27.</li> </ul>	
<b>Reading (Research Methodology):</b>	<ul style="list-style-type: none"> <li>• Hair, Joseph F.; Black, William C.; Babin, Barry J. and Anderson, Rolph E. (2010). <i>Multivariate Data Analysis</i> (7<sup>th</sup> ed.). NJ: Pearson Education.</li> <li>• Ghauri, Pervez N., and Kjell Grønhaug. <i>Research methods in business studies: A practical guide</i>. Pearson Education, 2005.</li> <li>• Malhotra, N.K (2010). <i>Marketing Research: An Applied Orientation</i> (6<sup>th</sup> ed.).NJ: Pearson Education, Inc.</li> <li>• Yin, R. K. (2014). <i>Case study research: Design and methods</i>. Sage publications.</li> </ul>	
<b>Additional resources i.e. scholar and industry</b>	Late Prof. Sumantra Ghoshal (London Business school) Henry Mintzberg (McGill University)	

<b>communities</b>	
<b>Potential research projects/topics/titles</b> Focus areas are crystallised in: <ul style="list-style-type: none"><li>• Exploration of role of business schools in sustainable development.</li><li>• Exploration of challenges for Business schools in emerging markets.</li><li>• Examination of practices of business schools in emerging markets.</li></ul>	