

Research Focus Area	Marketing and strategy related issues and applications of project management	
Supervision Team	Prof. Neha Purushottam and Prof. PMD Rwelamila	
Name Prof. Neha Purushottam	Academic Profile 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.	Capacity 2
Name Prof. PMD Rwelamila	Academic Profile 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.	Capacity 2
Research Agenda for Focus Area	The research agenda for this area is can be further categorised into two main phases. The first phase is to explore the limitations of traditional theoretical domains of marketing and strategy in explaining dynamisms and complexity-related challenges and its impact of performance. The next phase is to examine the challenges identified in phase first w.r.t. project management practices to improve organizational efficiency and effectiveness.	
Reading (Subject Field):	<ul style="list-style-type: none"> • Cicmil, Svetlana F.K. (1997). Critical factors of effective project management. <i>The TQM Magazine</i>, 9(6), 390-396. • Cooper, T., Purdy, M., & Foster, M. (2010). A portfolio strategy for locating operations in the new “multi-polar world”. <i>Strategy and Leadership</i>, 38 (4), pp 42-49. • D’aveni, R. A., Dagainino, G.B. & Smith, K.G. (2010). The age of temporary advantage. <i>Strategic Management Journal</i>, 31(13), 1371-1385. • Dimirovski, Georgi M., Dinibutun, A. Talha, Kile, F., Neck, R., Stahre, J., Vlacic & Ljubisa B. (2006). Control system approaches for sustainable development and instability management in the globalization age, <i>Annual Reviews in Control</i>, 30(1), 103–115. • Etzioni, E. (1965). Strategic Models for a De-Polarizing World Source. <i>Journal of Peace Research</i>, 2(2), 136-146. • Grundy, T. (1998). Strategy implementation and project management. <i>International Journal of Project Management</i>, 16(1), 43-50. • Mckee, F., Cox, E., Housden, M. and Parkinson, L. (2009). Project management in Marketing. UK: Butterworth-Heinemann. 	
Reading (Research Methodology):	<ul style="list-style-type: none"> • Hair, Joseph F.; Black, William C.; Babin, Barry J. and Anderson, Rolph E. (2010). <i>Multivariate Data Analysis</i> (7th ed.). NJ: Pearson Education. • Pettigrew, A. M. (1990). ‘Longitudinal field research on change: Theory and practice.’ <i>Organization Science</i>, 1(3), 267-292. 	
Additional resources i.e. scholar and industry	D’aveni, R. A. (Tuck School of Business), Mckee, F. (Chartered Institute of Marketing)	

communities	
Potential research projects/topics/titles	
<ul style="list-style-type: none">• To identify challenges of multi-polarity on strategies and project management.• To examine managing marketing strategies as project and its implications of success of strategies.	