

**Dr. Balakrishna Grandhi**  
**Masters in Management Sciences (Madras University)**  
**MBA & PhD (Carlson School of Management, USA)**  
**Fellow of Chartered Institute of Marketing (UK)**

S P Jain School of Global Management  
Block 5, Dubai International Academic City,  
P. O. Box 502345, Dubai, UAE

**LinkedIn:** [www.linkedin.com/in/bgrandhi](http://www.linkedin.com/in/bgrandhi)  
**Work:** [balakrishna.grandhi@spjain.org](mailto:balakrishna.grandhi@spjain.org)  
**Personal:** [b\\_grandhi@yahoo.com](mailto:b_grandhi@yahoo.com)

---

### **Passion**

Dr. Grandhi has nearly forty-five years of experience in academics and industry, as a professor/consultant/entrepreneur/practitioner, across the US, Canada, Singapore, Sydney, Dubai and India.

He continues his passion to add value and make a difference through teaching and mentoring students, faculty, senior managers and CXOs. He believes in bringing out the best in everyone.

He has an immense passion to equip participants with **Stragility** - - a 'strategic' and 'agile' thinking capability to grow stakeholder value in an ever changing and uncertain business environment.

### **Current Role**

**Dean - Global MBA and MGB**  
**Professor of Marketing & Strategy**  
**Director – Accelerated Management Program**

Member of the Academic Board, Academic Course Development & Regulations Committee and Examinations Board governing the academic programs across Dubai, Mumbai, Singapore and Sydney.

Has a passion to design innovative curriculum and build teams for delivering high impact learning. Adjudged 'Professor Of The Year' from 300+ faculty.

For benchmarking SP Jain's programs, met thought leaders at business schools at Harvard, Babson, Bentley, Cornell, Emory, Georgia State and Georgia Tech universities: <https://photos.app.goo.gl/aizkjM21P5uAm9bF7>

Member of the core team, making SP Jain School of Global Management (the youngest business school) to attain global rankings:

Forbes: Top 15 Best International 1-year MBAs (2019-21)

Times Higher Education – Wall Street Journal: Top 5 1-year MBAs (2018-19)

Forbes: Top 20 Best International 1-year MBAs (2013-15, 2015-17, 2017-19)

The Economist: Top 100 Full-time MBAs worldwide (2015)

Financial Times: Top 100 Global MBA programs (2011 and 2012)

### **Prior Role (2006 – 2016) : Dean - Executive MBA**

Launched a cutting-edge Executive MBA Program across Dubai, Singapore, Sydney and Mumbai. Designed an innovative curriculum upon interfacing with senior alumni, Industry Advisory Boards and global thought leaders. Enhanced experience by adopting blended learning and ensuring contemporary learning outcomes with cutting edge content, pedagogy and assessment.

### **Qualifications**

**FCIM (2015), Fellow of Chartered Institute of Marketing, UK**

**PhD (1980), Carlson School of Management, University of Minnesota, USA**  
Major in Marketing and Minor in Finance

**MBA (1975), Carlson School of Management, University of Minnesota, USA**  
Major in Marketing

**Masters in Management Sciences (1973), Madras University, India**  
Major in Marketing

## **Teaching Experience (Nearly 25 Years)**

**S P Jain School of Global Management - Dubai, Singapore, Sydney and Mumbai (2006 – present)**

### **Subjects Taught/Areas of Interest:**

Business Strategy & Sustainability, Blue Ocean Strategy, Marketing Management, Marketing Metrics & Audit, Strategic Innovation, Global Retail Strategies, Strategic Marketing, Product & Services Marketing and Customer Value Management.

**Administrative Staff College of India, Hyderabad (1996 – 2006)**

### **Subjects Taught:**

Sales Management, Strategic Brand Management, Product Strategies and New Product Development, Services Marketing and Strategic Retailing

### **Programs Conducted:**

Open programs for Young Managers, Middle and Senior Management; Advanced Management Programs for CXOs, Customized Programs for several Organizations, in the Private and Government Sectors.

**University of Ottawa, Ottawa, Canada (for Part-time MBA) (1977 – 1980)**

### **Subject Taught:**

Principles of Marketing

**Carlson School of Management, USA (while pursuing PhD) (1974 – 1977)**

### **Subject Taught:**

Principles of Marketing

## **Industry Experience (Nearly 20 years)**

### **CEO/ Executive Director (1980 – 1996):**

Of three medium sized family-managed businesses in Hospitality, Private Dairy and Vegetable Oils, all in Andhra Pradesh, India

### **Responsibilities:**

Business development and integrating functional processes (production, operations, finance, HR, marketing, distribution & logistics) to meet and exceed stakeholder expectations.

### **Manager – Marketing Research (1977 – 1980):**

at the World Headquarters of Bell Canada, Ottawa, Canada

### **Responsibilities:**

Member of Corporate Business Development team – Interfacing with Bell Northern Research (R&D wing), Northern Telecom (manufacturing wing) and Communication Group (IT wing) for Identifying and harnessing new business opportunities.

## **Memberships**

- The American Marketing Association
- Chartered Institute of Marketing, UK
- Country Director – EuroMed Research Business Institute

## **Awards & Recognitions**

- Medical Data Reports Inc. Fellowship, Carlson School of Management, 1974
- Roland S Vaile Fellowship for Scholastic Performance, Carlson School of Management, 1974
- Jack L Hurley Grant, Carlson School of Management, 1975

- Doctoral Research Grant for Thesis: “Modeling Group Interaction and Choice Selection Processes in Industrial Buying”, American Marketing Association 1976
- Awarded ‘Outstanding Professor’ of the year at SP Jain School of Global Management in 2013, out of nearly 300 full time and adjunct faculty from across the world teaching in different programs
- Certified trainer in ‘Blue Ocean Strategy’ and in ‘MarkStrat’ simulations of **STRATX**, France
- Certified trainer in ‘Conscious Capitalism’ and ‘Marketplace Live’ simulations of **Innovative Learning Solutions**, Knoxville, Tennessee

## Mentoring

### Global MBA and MGB students:

Over the years, mentored hundreds of students and working professionals in their Capstone industry projects for several Dubai, India, Singapore and Sydney based organizations / business units including:

Frost & Sullivan, Phillips, Du Telecom, Maersk Logistics, Google, Ranbaxy, 3M, Marico, Nokia Siemens Networks, CapitaLand, Changi International Airport Services, Dun & Bradstreet, Dunia Finance, Black & Decker, Agility Research, Volvo, LG Electronics, Haier, Heinz, Siemens, Suzlon, Pepsi Foods, DHL, Swarovski, Landmark Retail, Bloomberg, Cannon, Dulsco, Africa + Eastern, Vietnam Airlines, Dell, Australian Business Chamber of Commerce, etc.

### DBA students:

As a Principal Advisor, mentoring SP Jain’s DBA (Doctor of Business Administration) students in their industry-based dissertation research

## **Participation in Conferences /Workshops**

- Invited to present research on “Proximity Marketing for Emerging Countries” at the ‘2012 Emerging Markets Conference’ organized by the International Management Research Academy at London, UK
- Participated in “Global Franchising in Emerging Countries: Opportunities and Challenges” at The Academy of Indian Marketing’s International Conference, at 2013 at New Delhi
- Participated in a symposium – “Are B-schools Doing their Job?”; and presented research on “Navigating Retail Brands for Staying Alive” at the 3rd EuroMed conference in Cyprus, in November 2010 - - subsequently published in EuroMed Journal of Business, Vol. 7 Issue: 1 pp. 66 - 82
- Presented research “Crowd Sourcing for Dubai Apparel Industry: Mirage or Reality?” at the 6th EuroMed Research Business Institute conference at Estoril, Portugal in 2013
- Convened in partnership with Microsoft, a high-profile conference: ‘Big Data - - Achieving Customer Intimacy’, Dubai, November 2014
- Awarded Faculty Fellow 2014 at the 2<sup>nd</sup> Association of Indian Marketing – American Marketing Association – Sheth Foundation’s Doctoral Consortium at Indian Institute of Management, Ahmedabad, India
- Participated in a panel discussion, at the 3<sup>rd</sup> Association of Indian Marketing American Marketing Association - Sheth Foundation’s Doctoral Consortium in Dubai, on the theme ‘Branding and Marketing Strategy’, along with Dr. Robert Meyer of Wharton and Dr. Bernd Schmitt of Columbia University. Also, Awarded Faculty Fellow for 2015.
- Delivered a talk on ‘Globalizing Indian Management Education: Opportunities and Challenges,’ at a Roundtable on March 11, 2015 organized as part of the first Asia Management Conclave at Singapore Management University.

- Participated in an Expert Workshop on November 10<sup>th</sup> 2015 to explore Emerging Issues for building a view of the 'Future of Trade' moderated by thought leader Tim Jones of Future Agenda, 2016
- Contributed to the book "Breakout Strategies for Emerging Markets: Business and Marketing Tactics for Achieving Growth" by Dr. Jagdish Sheth [et.al.](#), 2016 (Pearson)
- Invited to present research "Data Driven Marketing for Growth and Profitability" at the 10<sup>th</sup> EuroMed conference in Rome, September 2017.

### **Publications:**

Grandhi, B. (1978), Better tools of the industrial marketing concept. *Industrial Marketing Management*, 7, 71-76.

Grandhi, B., Singh, J., & Patwa, N. (2012), Navigating Retail Brands for Staying Alive. *EuroMed Journal of Business*, 7 (1), 66–82.  
<http://dx.doi.org/10.1108/14502191211225383>

Grandhi, B., & Singh, J. (2015), What a Waste! A Study of Food Wastage Behavior in Singapore. *Journal of Food Products Marketing*, doi: 10.1080/10454446.2014.885863

Shams, S. M. R., Vrontis, D., Weber, Y., Weber, Tsoukatos, E., & Ferraris, A. (Eds.). (2019), *Cross-functional Knowledge Management, The international Landscape*. Abingdon, OX: Routledge.

Ferraris, A., Giudice, M., Grandhi, B., & Cillo, V. (2019), Refining the Relation Between Cause-related Marketing and Consumers Purchase Intentions. *International Marketing Review*, V

<https://doi.org/10.1108/IMR-11-2018-0322>

Iazzi A., Scorrano P., Rosato P., Grandhi B. (2019), Millennial Generation Preferences For Rosé Wine: An exploratory Study of the Italian and French Markets, British Food Journal, [10.1108/BFJ-07-2019-0478](https://doi.org/10.1108/BFJ-07-2019-0478)

Accepted/Under Review for Publication by the EuroMed Journal of Business:

Grandhi, B., Patwa N., & Saleem, K., "Data Driven Marketing for Growth and Profitability", is under Review for publication in The EuroMed Journal of Business.

Belyaeva, Z., Shams, S M R., Santoro, G., Grandhi, B., 'Unpacking Stakeholder Relationship Management in the Public and Private Sectors: The Comparative Insights' (EMJB-06-2019-0085), accepted for publication in EuroMed Journal of Business.