

Suresh Bhagavatula

Education

- **Ph.D.** (2009) Organisation Studies and Public Administration, Vrije Universiteit, Amsterdam
- **MS** (1997) Appropriate Technology, University of Flensburg, Germany
- **BE** (1991), Chemical Engineering, Shivaji University, Kolhapur

Research

Publications

Refereed

- Bhagavatula, S., Elfring, T., Tilburg, A., Bunt, G., 2010. "Direct and mediating role of social and human capital in influencing opportunity recognition and resources mobilisation of entrepreneurs in handloom clusters in India." **Journal of Business Venturing**, 25, 245 – 260

Non Refereed

- Bhagavatula, S (2009) "Managing Networks for Entrepreneurial Success: Academic note", **IIM B Management Review**, Vol. 21, No. 1, pp 52 – 69.
- Bhagavatula, S (2009) "Managing Networks for Entrepreneurial Success: A Round Table Discussion", **IIM B Management Review**, Vol. 21, No. 1, pp 52 – 69.

Monograph

- Bhagavatula, S (2009) "Weaving Social Networks: Performance of small rural firms in India as an outcome of entrepreneurs' social and human capital", VU University Publishing, Amsterdam

Papers in progress

- With Tom Elfring, "The Structure of Content in Multiplex Ties: Exploring the advantages for entrepreneurs in rural India."
- With K Kumar and Shameen Prashantham, "Strategic Intent and network revolution in a startup"
- With A Federica, and K Kumar "Mutual Influence of Opportunity Recognition and Cluster Evolution: An Exploratory Study Within Bangalore IT Cluster"
- "The working of entrepreneurs in a competitive low technology industry: The case of master weavers in the handloom industry"
- With R J Baken, "Analysing India's new tourism policy";

Research in progress

- "Does distance matter? The use of mobile technology on social networks of low income households", (Nokia Funded Project)
- "Interlocking of Board of Directors of NSE Companies, (Funded by Ministry of Corporate Affairs"; Research Collaborators: N Balasubramanian, Sameer Barua, Rejie George)
- "Opportunity recognition in creative industries", (IIM B funded project)
- "Bootstrapping techniques of Indian entrepreneurs", (Not funded; Research collaborator K Kumar)

Conferences

Refereed presentations

- Bhagavatula, S and Elfring, T, (Sept. 2010), "The Structure of Content in Multiplex Ties: Exploring the advantages for entrepreneurs in rural India." **Strategic Management Society's 30th Annual Conference**, Rome, Italy.

- Bhagavatula, S., Rejie George, Balasubramanian, N. and Barua, Sameer (Oct. 2009), The letter and spirit of corporate governance and elite director networks: A longitudinal analysis of director interlocks in India, **Two-Mode Social Network Analysis**, The Network Institute, Amsterdam.
- Bhagavatula, S. (2009), An exploratory study into informal networks at a workplace, **International Conference on Social Network Analysis**, NISTADS, New Delhi,
- Angeli F., Kumar, K. and Bhagavatula, S. (2008), Mutual Influence of Opportunity Recognition and Cluster Evolution: An Exploratory Study Within Bangalore IT Cluster”, **The Strategic Management Society’s Special India Conference**, Hyderabad,
- Bhagavatula, S., Elfring, T., Tilburg, A., Bunt, G. (2006) Direct and mediating role of social and human capital in influencing opportunity recognition and resources mobilisation of entrepreneurs in handloom clusters in India, **“First International Research Conference on Entrepreneurship in Emerging Regions”**, Indian School of Business, Hyderabad
- Scholten, V., Bhagavatula, S., Bunt, G., Elfring T., (2004) A measurement model for measuring Tie Strength in Business networks: The case of a Dutch High Tech and an Indian Low-Tech Organisations, **XXIV International Social Network Conference**, Portorož, Slovenia
- Bhagavatula, S., Elfring, T., Tilburg, A., (2002) *Can studies in Entrepreneurship revive a traditional rural Industry? Cases from Handloom sector in India*; **Babson Kaufmann Entrepreneurship Research Conference**, June 2002, Boulder, Colorado, USA

Invited presentations

- Bhagavatula, S. (2006) Entrepreneurship as a vehicle for transfer of technologies in Renewable Energies, **International Workshop of Asian Alumni of SESAM**, University of Flensburg, Bali, Indonesia.
- Bhagavatula, S and Elfring, T., (2002) Methods for analysis of Networks and marketing channels in a traditional rural cluster: Case of handloom in India; **Social Network Methodology Day**, Amsterdam, The Netherlands.
- Bhagavatula, S., (2000) Strategies to improve micro enterprises in the district of Visakhapatnam. **‘Livelihoods based on Appropriate Technologies’**, Approtec Asia, Manila, Philippines.

Other research Services

Academic Conferences

- Co-Chair, Strategic Management Society’s Faculty Development Workshop (Dec, 2010)
- Session Chair – “Resource Accumulation in Embryonic Firms” – SMS Conference, Rome (Sept, 2010)

Ad hoc Reviewer

- Journal of Business Venturing
- IIM B Management Review
- Academy of Management Annual Conference (Entrepreneurship and OB Divisions, 2006 – 2010)

Member

- International Network for Social Network Analysis (INSNA)
- Strategic Management Society
- Academy of Management Society

Articles

- Bhagavatula, S. (March 2007) How to be in that right network? Some Theoretical Insights, **BusinessGyan**, Bangalore,
- Bhagavatula, S (1999), Rural Marketing and Enterprise development, **Proceedings of AID India Conference**, Chennai

- Bhagavatula, S (1998) Information System of Appropriate Technology based on Internet, **Appropriate Technology Forum**, Vol. No. 11, pp. 5-6, Germany

Grants and Scholarships

- Nokia Research Grant (May 2010)
- Kauffman Foundation and Babson College award (July 2002)
- Mansholt Junior Research Grant, Wageningen University (February 2001 to July 2001)
- Japan International Cooperation Agency, (September to October 2000)
- German Academic Exchange Service (DAAD), (April 1995 to June 1997)

Teaching

- **PGP** Entrepreneurship and New Venture Creation - Business Plan Workshop (2008 – Term 5; 2009 and 2010 – Term 4)
- **PGSEM** Social Network Analysis for Entrepreneurship and Managers **Quarter 4** (2008, 2009 and 2010)
- **FPM** Methods and Learning in Social Network Analysis **Term 3** (2008, 2009 and 2010)

Other Academic Services

Dissertation and Evaluation

- Dissertation Advisory Committee Member, Saroj Pani, Corporate Strategy and Policy, IIM B
- External Evaluator, MSc Thesis (Ms. Sharada), IISc, Bangalore (June 2010)

Course Coordination

- Co-coordinator, MPEFB, IIM B (2009 - present)
- Coordinator, FPM Seminar series, IIM B (2008-2009)

CCS

- Guided over 15 CCS projects for PGP student. Three of them have won first prizes at various business plan competitions in India.
- Guided two projects in PGSEM.

Professional Experience

Positions

- Visiting Faculty, IIM B, July 2007 to Present
- Coordinator, Micro Enterprise Development, Krishi Vigyan Kendra, Visakhapatnam District (Nov 1997 to January 2001)
 - Set up an “Enterprise Research and Marketing Unit” as an incubator for micro enterprises for rural women
 - Developed an eco system to support both craft based and food based enterprises by drawing on the expertise from local colleges and the University.
- Visiting Faculty, Indian School for Livelihood Promotion, Basix, Hyderabad (From 2006 to 2007)
 - Taught in FLP 1 and 2 (Fundamental of Livelihood promotions)
 - Assisted in developing manual for the Fundamentals of Livelihood Promotion
- Project Engineer, Tata Research Development and Design Centre, Pune (Dec '91 to Feb '95)

Entrepreneurial experience (2002 to 2007)

- Established a consultancy to develop strategies to analyse and improve the social capital of organisations
- Provided consultancy for L&T Infotech, Apollo HealthStreet and Witness Systems
- Established a firm to export handicrafts and handlooms
- Team member of Daari, a fair travel and trade company, based out of The Netherlands. Created and conceptualised three month (2006 / 2007) long tours across mostly rural south India.

Consultancies

- Comparing the mechanisms of growth in natural industrial clusters and assisted (UNIDO) clusters, Basix, Hyderabad (Dec 2006 to Jan 2007).
- Developing a Curriculum for 'School for Livelihood Promotion', Basix, Hyderabad (May to July 2004)
- Strategies for improving communications among stakeholders in a slum rehabilitation project in Visakhapatnam, DFID, New Delhi (March 1999)
- FIT Project, International Labor Organization (ILO) Kenya (May 1997)
 - Involved in documenting and creating a database on Appropriate Technology for organizations and a manual for using ICT as a main dissemination medium.