




**University Faculty Details Page on DU Web-site**

<b>Title</b>	Prof./Dr./Mr./Ms. Professor	<b>First Name</b>	Vivek	<b>Last Name</b>	Suneja	<b>Photograph</b> 
<b>Designation</b>	Professor of Strategy					
<b>Department</b>	Faculty of Management Studies (F.M.S.)					
<b>Address (Campus)</b>	Faculty of Management Studies (F.M.S.) North Campus University of Delhi Delhi-110007					
<b>(Residence)</b>						
<b>Phone No (Campus)</b>	27666382 to 27666388 ext. 116					
<b>Mobile</b>						
<b>Fax</b>						
<b>Email</b>	viveksuneja@fms.edu suneja_v@yahoo.com					
<b>Web-Page</b>						
<b>Education</b>						
<b>Subject</b>	<b>Institution</b>	<b>Year</b>	<b>Details</b>			
Ph.D.	University of Reading United Kingdom	1997	Thesis title: Monitoring and Trust in Firms			
M.Phil.	Jawaharlal Nehru University New Delhi	1991	Thesis title: Evolution of the Service Sector			
M.A. (Economics)	Jawaharlal Nehru University New Delhi	1988	First Class			
<b>Career Profile</b>						
<b>Organisation / Institution</b>	<b>Designation</b>	<b>Duration</b>	<b>Role</b>			
University of Delhi	Pro-Vice-Chancellor	2010 - 2013	Administration			
University of Delhi	Dean of Planning	2006 - 2013	Administration			
Faculty of Management Studies University of Delhi (F.M.S.)	Professor of Strategy	2005 - continuing	Teaching, Research, Administration			
Open University Business School United Kingdom	Lecturer in Strategy	1999-2005	Chair of Strategy, Business Behaviour & Policy Course Teams			
- do-	Research Fellow in Strategy	1997-1999	Research, Teaching			
University of Salford Manchester United Kingdom	Lecturer in Economics	1995-1997	Teaching, Research			

<b>Research Interests / Specialization</b>		
Strategic Analysis and Strategic Management Theory of the Firm Entrepreneurship Role of Culture, Values and Ethics in Management and Economics Policy Issues in Business The Economics of Marketing		
<b>Teaching Experience ( Subjects/Courses Taught)</b>		
Strategic Analysis, Strategic Management, Entrepreneurship		
<b>Honors &amp; Awards</b>		
Felix Fellow (United Kingdom)		
<b>Publications (Prominent)</b>		
<u>Books (authored/edited)</u>		
<u>Year of Publication</u>	<u>Title</u>	<u>Publisher</u>
Forthcoming	Economic Theory and Policy amidst Global Discontent (co-ed. with Ananya Ghosh Dastidar and Rajeev Malhotra)	Routledge (London)
2006	Markets: A Multidimensional Approach to the Market Economy (ed.) (Second edition)	Routledge (London)
2002	Policy Issues for Business (ed.)	Sage (London)
1998	The Economics of Marketing (co-ed. with Mark Casson and Martin Carter)	Edward Elgar (United Kingdom)
<u>Open University (U.K.) Courses Study Materials (1997 - 2005):</u>		
Author of various course study materials (Written, Audio and Audio-Visual) for several Management and Business courses of the Open University Business School, United Kingdom as Chair of the Strategy Course Team, Business		

Behaviour Course Team and Business Policy Courses Team (1997 to 2005)

### Chapters in Books

Vivek Suneja (forthcoming) "Persuasion and Coercion: A Transaction Cost Perspective on Income Distribution" in Dastidar A.G., R.Malhotra and V.Suneja (eds) Economic Theory and Policy amidst Global Discontent, London, Routledge

Vivek Suneja (co-authored with A Dastidar and R Malhotra) (forthcoming) "Development Complexities: Looking Afresh" in Dastidar A.G., R.Malhotra and V.Suneja (eds) Economic Theory and Policy amidst Global Discontent, London, Routledge

Vivek Suneja (co-authored with A Dastidar and R Malhotra) (forthcoming) "Deepak Nayyar: A Diverse Oeuvre" in Dastidar A.G., R.Malhotra and V.Suneja (eds) Economic Theory and Policy amidst Global Discontent, London, Routledge

Vivek Suneja (2016) "The Trap of Boredom: Is There A Way Out?" in Compendium on Integrating Spirituality & Organisational Leadership, Volume 5: The Power of Mind and Managerial Decision Making, Editor: Sunita Singh Sengupta, ISOL Publications, Delhi, ISBN: 978-93-85355-04-2

"Introduction" in Suneja, V (2006) (edited) "Markets: A Multidimensional Approach to the Market Economy", Second Edition, Routledge (London), ISBN 10: 0415405017

"Introduction" in Suneja, V (2002) (edited) Policy Issues for Business, Sage (London), ISBN: 0761974156

"Introduction" in Carter M, Casson M & Suneja V (edited) (1998) The Economics of Marketing, Edward Elgar, U.K., ISBN: 1858987954

### Journal Papers / Conference & Seminar Papers or Presentations/ Lectures / Plenary Speaker/ Organiser

"Digital Transformation: Opportunities for Marketers and Brand Leaders" (2016), Inaugural Address, International Conference on Innovative Brand Building through Digital Marketing, International Management Institute (IMI), New Delhi

"The Philosophy of Research" (2016), International Doctoral Research Conference in Management, Institute of Management, Nirma University, Ahmedabad

"If Entrepreneurship can be Learnt, How can it be Taught?" (2016), Seminar on Entrepreneurship Education and Incubation, The Entrepreneurship School, Gurgaon, NCR

"Spiritual Ecology" (2016), Inaugural Address and Chairperson, Tibet House Annual Lecture, India International Centre, New Delhi

"Demystifying Aggregation Based Start-Ups" (2016), International Entrepreneurship Challenge and E-Conference, Faculty of Management Studies, Conference Centre, New Delhi

"Role of Private Sector in Eliminating Corruption - Why Corporate Culture Matters? (2015), Seminar on 'Vigilance and Ethics in Public Procurement - A Road-map for Elimination of Corruption', Indian Railways Institute of Logistics and Materials Management, Habitat Centre, New Delhi

"Framing a Global Ethical Framework" (2015), International Round Table Discussion, Global Peace Foundation (USA), Shangri-La's - Eros Hotel, Ashoka Road, Delhi

"Education and Ethics" (2015), Inaugural Address, International Conference on 'His Holiness The 14th Dalai Lama and His Contribution to Education, Ethics and Buddhist Science', India International Centre. New Delhi

'Good Heart & Secular Ethics' (2015), Special Lecture, International Conference, Tibet House, New Delhi

"The Cultural Determinants of Consumer Demand" (2015), Doctoral Workshop Week, Gujarat Technological University, Ahmedabad

'Creating Synergy between Industry and Public Procurement' (2015), Inaugural address, Indian Railways Institute of Logistics and Materials Management, New Delhi

'Ethics in Public Procurement' (2015), Plenary session, Seminar on 'Creating Synergy between Industry and Public Procurement' (2015), Indian Railways Institute of Logistics and Materials Management, New Delhi

"Constructing Appropriate Research Designs" (2015), Doctoral Research Conference in Management, Nirma University, Ahmedabad

'Some Fundamental Issues in Research: An Introduction', Second National Workshop on Business Research Methods (2015), Faculty of Management Studies, University of Delhi.

'From Vision to Execution: Transforming Future', Women Leadership Summit (2015), Plenary Session, FMS Annual Convention, India Habitat Centre

'The Thoughts and Contributions of Mahatma Gandhi and His Holiness the Dalai Lama' (2015), Inaugural address, Indira Gandhi National Center for the Arts, New Delhi

'The Thoughts and Contributions of Mahatma Gandhi and His Holiness the Dalai Lama' (2015), Plenary session address, Indira Gandhi National Center for the Arts, New Delhi

'India's Transformation Story: Global Leadership and Innovative Governance' (2014), Chairperson, Panel Discussion, FMS Annual Conclave, India International Centre, New Delhi

'The Joy of Selflessness', 2014, Special Lecture, Conference Hall, Tibet House, New Delhi

'Science, Education and Ethics: A Dialogue with the Dalai Lama' (2013), University of Delhi

'XVI Convocation of the Institute of Management and Information Science' (2013), Convocation Speaker, Bhubhaneshwar

'The Paradox of Brain and Mind' (2012), Chairperson, Panel Discussion, Tibet House and Kothari Centre for Science, Ethics and Education, University of Delhi, November

"The Neglect of Culture as a Public Good: Lessons from the Indian Development Experience" (2012), Conference on the Theory and Practice of Indian Economy, Jawaharlal Nehru University, New Delhi

'National Seminar on Corporate Social Responsibility' (2012), Chairperson, Panel Discussion, Lady Shri Ram College, University of Delhi, India International Centre, October

'Workshop on Entrepreneurship and Skill Development' (2012), Valedictory Address, Kashmir University and Delhi University, February

"The Inevitable Change: A Convention on Customer Satisfaction, Diversity and Evolving Role of H.R.'" (2011), Plenary Speaker, New Delhi, October

'What is Life All About?: A Dialogue with the Dalai Lama' (2010), Organiser and Chairperson, University of Delhi, August

'Being Alive to Responsible Citizenship: J.Krishnamurti and the Challenge for Education' (2010), Organiser and Chairperson, University of Delhi, March

'Appreciating Indian Culture' (2008), Organiser and Chairperson, in collaboration with Spic Macay, September

Vivek Suneja (2003) "The Diversity of Capitalisms: Implications for Management", N-Power Seminar Series of The Academy of Management Excellence, IFMR, September, Chennai, India

Vivek Suneja (2002) "Can Strategy be Applied to Nations?", British Academy of Management Annual International Conference, September, London, UK

Vivek Suneja, Susan Segal-Horn and David Asch (1999) "Reputation as Competitive Advantage in a Deconstructing World", Strategic Management Society Annual International Conference, October, Berlin, Germany

David Asch, Susan Segal-Horn and Vivek Suneja (1999) "Perceived Quality as a Source of Competitive Advantage", British Academy of Management Annual International Conference, September, Manchester, U.K.

Susan Segal-Horn, David Asch and Vivek Suneja (1998) "Globalisation of the European White Goods Industry", European Management Journal, February

David Asch, Susan Segal-Horn and Vivek Suneja (1998) "Signaling Product Quality as an Element in Business Strategy: Conceptual Issues and Empirical Evidence", Strategic Management Society Annual International Conference, November, Orlando, U.S.A.

David Asch, Susan Segal-Horn and Vivek Suneja (1998) "Business Strategies for Signaling Product Quality", Academy for Management Excellence Seminar Series, IFMR, April, Chennai

Vivek Suneja (1997) "Output Monitoring, Input Monitoring and Trust Building: A Conceptual Model and Empirical Investigation of Sales Force Motivation Strategies in Multinational Firms", Annual Conference of the Academy of International Business, April, Leeds, U.K.

Vivek Suneja, Susan Segal-Horn and David Asch (1997) "The Globalisation of the European White Goods Industry", European International Business Academy Annual Conference, December, Stuttgart, Germany

Susan Segal-Horn, David Asch and Vivek Suneja (1997), "Globalisation Revisited: The Case of European White Goods", British Academy of Management Annual International Conference, September, London

Vivek Suneja (1996) "Monitoring and Trust Strategies in Firms", Seminar Series, Department of Economics, University of Salford, Manchester, U.K.

"The Philosophy of Research" (2016), Doctoral Research Conference in Management, Nirma University, Ahmedabad

„Creating Synergy between Industry and Public Procurement“ (2015), Inaugural address, Indian Railways Institute of Logistics and Materials Management, New Delhi

„Ethics in Public Procurement“ (2015), Plenary session, Seminar on „Creating Synergy between Industry and Public Procurement“ (2015), Indian Railways Institute of Logistics and Materials Management, New Delhi

Vivek Suneja (2015), "The Cultural Determinants of Consumer Demand", Doctoral Workshop Week, Gujarat Technological University, Ahmedabad

Lecture on „Some Fundamental Issues in Research : An Introduction“, Second National Workshop on Business Research Methods (2015), Faculty of Management Studies, University of Delhi.

Chairperson, Plenary session, Women Business Leaders, FMS Convention (2015), India Habitat Centre, February

'The Joy of Selflessness' (2014), Special Lecture, Conference Hall, Tibet House, New Delhi

'Science, Education and Ethics: A Dialogue with the Dalai Lama' (2013), Organiser and Chairperson, University of Delhi, January

'XVI Convocation of the Institute of Management and Information Science' (2013), Convocation Speaker, Bhubhaneshwar, January

Vivek Suneja (2012) "The Neglect of Culture as a Public Good: Lessons from the Indian Development Experience", Conference on the Theory and Practice of Indian Economy, Jawaharlal Nehru University, New Delhi, 9-12 December

'National Seminar on Corporate Social Responsibility' (2012), Chairperson, Panel Discussion, Lady Shri Ram College,

University of Delhi, India International Centre, October

'Workshop on Entrepreneurship and Skill Development' (2012), Valedictory Address, Kashmir University and Delhi University, February

'The Paradox of Brain and Mind' (2012), Chairperson, Panel Discussion, Tibet House and Kothari Centre for Science, Ethics and Education, University of Delhi, November

'The Inevitable Change: A Convention on Customer Satisfaction, Diversity and Evolving Role of H.R.' (2011), Plenary Speaker, New Delhi, October

'What is Life All About?: A Dialogue with the Dalai Lama' (2010), Organiser and Chairperson, University of Delhi, August

'Being Alive to Responsible Citizenship: J.Krishnamurti and the Challenge for Education' (2010), Organiser and Chairperson, University of Delhi, March

'Appreciating Indian Culture' (2008), Organiser and Chairperson, in collaboration with Spic Macay, September

"The Diversity of Capitalisms: Implications for Management" (2003), N-Power Seminar Series of The Academy of Management Excellence, IFMR, September, Chennai, India

"Can Strategy be Applied to Nations?" (2002), British Academy of Management Annual International Conference, September, London, UK

Vivek Suneja, Susan Segal-Horn and David Asch (1999) "Reputation as Competitive Advantage in a Deconstructing World", Strategic Management Society Annual International Conference, October, Berlin, Germany

David Asch, Susan Segal-Horn and Vivek Suneja (1999) "Perceived Quality as a Source of Competitive Advantage", British Academy of Management Annual International Conference, September, Manchester, U.K.

Susan Segal-Horn, David Asch and Vivek Suneja (1998) "Globalisation of the European White Goods Industry", European Management Journal, February

David Asch, Susan Segal-Horn and Vivek Suneja (1998) "Signaling Product Quality as an Element in Business Strategy: Conceptual Issues and Empirical Evidence", Strategic Management Society Annual International Conference, November, Orlando, U.S.A.

David Asch, Susan-Segal Horn and Vivek Suneja (1998) "Business Strategies for Signaling Product Quality", Academy for Management Excellence Seminar Series, IFMR, April, Chennai

Vivek Suneja (1997) "Output Monitoring, Input Monitoring and Trust Building: A Conceptual Model and Empirical Investigation of Sales Force Motivation Strategies in Multinational Firms", Annual Conference of the Academy of International Business, April, Leeds, U.K.

Vivek Suneja, Susan Segal-Horn and David Asch (1997) "The Globalisation of the European White Goods Industry", European International Business Academy Annual Conference, December, Stuttgart, Germany

Susan Segal-Horn, David Asch and Vivek Suneja (1997), "Globalisation Revisited: The Case of European White Goods", British Academy of Management Annual International Conference, September, London

Vivek Suneja (1996) "Monitoring and Trust Strategies in Firms", Seminar Series, Department of Economics, University of Salford, Manchester, U.K.

#### Public Service / University Service / Consulting Activity

Pro-Vice-Chancellor, University of Delhi (2010 - 2013)

Dean Planning, University of Delhi (2006 - 2013)

Consulting and training / coaching for corporate and public sector organisations in India and abroad

#### Professional Societies Memberships

Have served as Member, CII National Committee on Higher Education

#### Other Details

Taught on the Oxford Study Abroad Program of George Mason University, Washington, U.S.A. at the University of Oxford, United Kingdom

Served as Member of Accreditation Panel of the M.Sc. in Business Programmes, University of West of England, Bristol, United Kingdom