

**1st Annual Conference
Behavioral Science In Management
(BSIM)**

April 9th & 10th, 2021



Panel Details

About the NSE Center for Behavioral Science (Chairperson: Prof Arvind Sahay)

The centre was started at IIMA in March 2020 with a grant from the National Stock Exchange. It is the first of its kind among management institutions in India to have a lab with EEG, Eyetracking machines, and Galvanic Skin Response systems. We are gradually building on our work across finance, economics, and marketing areas where experimental-based research can provide meaningful decision-making insights.

Panel Topic: Behavioural and Neuroscience in Marketing



Vinod Venkatraman [Panelist 1]

Dr. Vinod Venkatraman is currently an Associate Professor in Marketing, and Director of the Center for Applied Research in Decision Making at the Fox School of Business, Temple University. Dr. Venkatraman joined Temple in July 2011 after completing his PhD in Psychology and Neuroscience at Duke University. His research involves the use of behavioral, eye tracking, neurophysiological and neuroimaging methodologies to study the effects of context, state, and individual traits on decision preferences. A core emphasis of his research is in the application of findings from the laboratory to real-world decisions in the areas of consumer financial decision making, public policy, and marketing communications.

Dr. Venkatraman received the Early Career Award from the Society of Neuroeconomics in 2016 for his contributions to the area of decision neuroscience. His research has been published in leading scientific journals including Journal of Marketing Research, Journal of Neuroscience, Neuron and Journal of Consumer Psychology, and featured in popular media outlets including BBC, Forbes, NPR, LA Times, and Newsweek. Several of his recent research projects have been funded through grants and collaborations with the industry. He has also been an academic advisor and Fellow at IPSOS, a leading market research company.

<https://www.fox.temple.edu/about-fox/directory/vinod-venkatraman/>



Harish Bhat [Panelist 2]

Mr. Harish Bhat is the Brand Custodian at Tata Sons. He joined the Tata Group in 1987, as an officer in the Tata Administrative Service (TAS). Currently, he is the Chairman of Tata Coffee Limited. He is a Director on the Boards of several other Tata Companies, including Trent Ltd., Infiniti Retail Ltd., Tata Starbucks Ltd., Tata Unistore Ltd. and Tata AIA Life Insurance Company Limited.

During his career spanning over 33 years with the Tata Group, Harish has held several senior roles. These include stints as Managing Director of Tata Global Beverages Ltd.,

and as Chief Operating Officer of the Watches and Jewellery businesses of Titan Company Ltd. He has played a key role in the launch and nurturing of many iconic brands of the Tata Group, such as Titan, Fastrack, Tanishq and Tata Tea. He also played a key role in the successful turnaround of the Jewellery business, and in the milestone acquisition of Tetley.

Harish is an alumnus of BITS Pilani and IIM Ahmedabad. He won the IIM Ahmedabad Gold Medal for scholastic excellence in 1987. A decade later, he won the Chevening Scholarship for young managers, awarded by the British Government. In 2017, he received the Distinguished Alumnus Award from BITS Pilani.

He has strong professional interests in brands & marketing, consumer behaviour and business history. He has been a member of the Consumer Insights Panel of the Economic Development Board, Government of Singapore. In 2017, the Advertising Club and the Advertising Agencies Association of India (AAAI) felicitated him with the “Champions of Excellence” award, recognising three decades of creating successful brands, in partnership with the advertising industry.

Harish is passionate about writing and is a prolific writer who contributes regularly to various national newspapers, such as Hindu Business Line and Mint. He has three published books to his credit, including the national bestseller “Tata Log”, which narrates stories from the modern history of the Tata Group. Last year, he published his first book of fiction, titled “An extreme love of coffee”. This exciting new novel celebrates Indian coffee. In 2019, LinkedIn selected him as one of their Top Voices in India.

<https://www.linkedin.com/in/harishbhattata/>



Arun Pratap Singh [Panelist 3]

Mr. Arun is the Chief Operating Officer and Co-founder of Matter Motor Works. He is an experienced professional in Product Development, Technology acquisition through cross-border partnership, Product Management and Strategy. He has also managed Manufacturing and Profit-Centre Responsibility. His current role as part of the initial core team involves identifying professionals for key positions, developing new products and identifying partners for key technologies. Mr Arun has his Masters in industrial and Management engineering from IIT Kanpur and his MBA in Strategy and Marketing from IIMA.

<https://www.linkedin.com/in/arun-pratap-singh-24436b4/>



Arvind Sahay [Panelist 4]

He is currently a Professor of Marketing and International Business at IIMA. He is the chairperson of the NSE Center for Behavioral Science and the Indian Gold Policy Center. Professor Sahay's recent research has been in the areas of brand relationships, tensile pricing, life cycles in marketing, customer dimensions of gold in India, customer responses to dynamic pricing and how and when to implement dynamic pricing, customer loss aversion at different price levels; and brand preference reversal due to cognitive load and discount framing. He has authored more than 50 cases and published in leading international journals like the Journal of Marketing, Journal of Product Innovation Management, Journal of International Business Studies, Sloan Management Review.

Sectorally, he has worked extensively in pharmaceuticals, cement, building materials, telecom, broadcast, automotive, FMCG, education and financial services sectors among others. He offers courses on pricing, international trade, brand management, neuroscience and consumer behavior, tracking organizational performance, innovation and valuation, enhancing salesforce performance, Fintech: Business Models, Strategy and Marketing and Doing Business in India. He has been a visiting faculty at many colleges and universities, some of them are, EADA (Spain), the Mason School of the College of William and Mary (USA), University of Texas at Austin (USA), IIM Lucknow, and Indian School of Business, Hyderabad.

Panel Topic: Innovation and Technology in Behavioral Science impacting OB and HR

Moderator: Prof Aditya Moses



Deepak Agrawal [Panelist 1]

An IIT-Delhi and XIM alumnus, Deepak's 30-year career has seen him be a part of leading organisations across India in various leadership roles. From being a Consultant at PwC to several technical managerial positions, his industry career culminated into his 9-year long engagement with Indian School of Business as an Associate Director.

Leveraging the learnings and observations from those 3 decades, Deepak ventured into the space of Talent Intelligence to solve for the latent needs and challenges of organizations when it comes to recruiting. In 2017, he Co-founded TurboHire. As CEO, he now steers the rising start-up as it not only rapidly expands its market share but attains global recognition as well. Today, the two-year old Hyderabad-headquartered TurboHire is led by a stellar leadership team comprising alumni from the IITs, NIT, ISB, IIM, XIM, and SCMHRD.

<https://www.linkedin.com/in/deepakagrawal/?originalSubdomain=in>

Pankaj Setia [Panelist 2]



Pankaj is currently a professor of Information systems at IIMA. His current research interests lie in understanding the neuroscientific basis of the influence of technology on human decisions, IT-enabled Organizational Capabilities, Computational Models for Sentiment Analysis and IT Governance, IT Governance and Strategy, Open Source Innovations, Business Analytics and Artificial Intelligence. He has had several publications in top business journals on topics of IT strategy and governance and Open source software domains.

In his latest book 'Emotionalizing Retail: By Leveraging Artificially Intelligent (AI) Technologies', Prof Pankaj talks about use of contemporary computational technologies to enhance retailers value.

<https://www.iima.ac.in/web/faculty/faculty-profiles/pankaj-setia>

Panel Topic: Impact on Customer Behavior through Mobility in Technology

Moderator: Prof. Subhadip Roy

Rama Bijapurkar [Panelist 1]



Rama Bijapurkar is a recognised thought leader on market strategy and consumer behaviour as well as a keen commentator on social and cultural change in India. She has an independent management consulting practice and describes her work as bringing market focus to business strategy. She is also co-founder of think tank and fact tank People Research on India's Consumer Economy and Citizen environment. She is currently teaching Management Practice at the Indian Institute of Management, Ahmedabad.

Prof Rama is also one of India's most experienced and prominent independent directors having served on the boards of several of India's blue chip companies and institutions. Her present boards include Nestle India, ICICI Bank, Mahindra & Mahindra Financial Services Ltd. She is a dominant voice in the media in business and policy issues.

<http://ramabijapurkar.com/about-rama>

Atishi Pradhan [Panelist 2]



Atishi Pradhan has over 25 years of experience, the last many in a leadership role, helping develop strategy not just for the brands she works on, but also for the organisations she has been part of.

An IIM-A alumna, Atishi is visiting faculty at her alma-mater for the last six years, having developed an elective course in Mobile Marketing for the final year students.

Apart from academia, she is the Global Planning Director at Wunderman Thompson (formerly J Walter Thompson), on Unilever, with a mandate that covers countries ranging from Brazil to Thailand to, of course, India. She is also the planning lead for Team Pepsi at Wunderman Thompson India.

Atishi is excited by the trifecta of digital, data & creativity – and believes the need of the hour is to bring a brand strategy understanding to this mix.

<https://www.mmaglobal.com/speakers/atishi-pradhan>

Sudhir Sitapati [Panelist 3]



“Marketing is neither advertising nor publicity. It understands consumer needs and solves consumer problems.”- Sudhir Sitapati, Author of The CEO Factory: Management Lessons from Hindustan Unilever.

Sudhir Sitapati is the Executive Director of Hindustan Unilever and the Co-Chair of CII Food Processing Committee. After finishing his MBA from IIM Ahmedabad in 1999, he joined Hindustan Unilever Limited and has been working with HUL since then. In 2017, he was awarded the Young Alumni Achiever award at his alma mater IIMA. In 2019, Mr Sitapati also authored the book 'The CEO Factory: Management Lessons from Hindustan Unilever'. <https://www.linkedin.com/in/sudhirsitapati/?originalSubdomain=in>

Pushkaraj Shenai [Panelist 4]



Currently the CEO of Lakme Lever, Pushkaraj Shenai has years of experience as a team, brand and business builder across consumer goods/services, retail, real estate and healthcare. He is contributing greatly to the growth of Lakme Lever, now one of India’s most admired FMCG companies. He has been integral in driving the digital transformation within the company, promoting data and technology driven methods of working integrated into consumer interfaces and ecommerce.

He is passionate about design thinking, building “branded” cultures and building ecosystems to enhance customer and enterprise value. He sees value and invests generously in consumer and consumer tech. Pushkaraj is an architect from Sir JJ College of Architecture and a PGP from IIM Ahmedabad.

<https://www.linkedin.com/in/pushkaraj/?originalSubdomain=in>

Panel Topic: Behavioral Science in making of public policy

Moderator: Prof Pingali



Shamika Ravi [Panelist 1]

Shamika Ravi is a Nonresident Senior Fellow of the Governance Studies Program at the Brookings Institution Washington D.C. She was the former Director of Research at Brookings India and led the Development Economics vertical, where the focus is on financial inclusion, health, gender inequality and urbanisation. Ravi is a visiting professor of Economics at the Indian School of Business. She was also a member of the Economic Advisory Council to the Prime Minister of India. She is affiliated with the Financial Access Initiative of New York University. Ravi publishes extensively in peer-reviewed journals and writes regular opinion pieces in major newspapers. Her

research work has been featured and cited by BBC, The Guardian, The Financial Times and most national and regional newspapers and magazines in India.

<https://www.brookings.edu/experts/shamika-ravi/>



Jeevant Rampal [Panelist 2]

Dr Rampal is a member of the faculty at the Indian Institute of Management - Ahmedabad, in the Economics Area. He has expertise in the areas of behavioural economics, lab/field experimental economics, game theory, industrial organization, development economics, and agricultural economics. He obtained his doctorate in economics from the Ohio State University, USA. His PhD thesis research was awarded the Decision Sciences Collaborative prize for best research in 2016-17.

Dr Rampal's research articles have been published in leading international peer-reviewed journals. His research has been selected for many prestigious international conferences. He has worked as a collaborator with the International Food Policy Research Institute in conducting value elicitation for novel products. He has ongoing research collaborations with faculty on a range of topics in his areas of expertise.

<https://www.iima.ac.in/web/faculty/faculty-profiles/jeevant-rampal>

Panel: Market cycles and investors behaviour

Moderator: Prof Joshy Jacob



Radhika Gupta [Panelist 1]

A graduate from the Management and Technology Program at the University of Pennsylvania (USA); with joint degrees in Economics & Computer Science Engineering. Ms Radhika Gupta is the MD & CEO of Edelweiss Asset Management Limited. She started her career with McKinsey & Company, and then progressed to become a hedge fund manager with AQR Capital.

She then moved to India to start her own venture named – Forefront Capital Management, an alternative asset management firm, which was acquired by Edelweiss in 2014. An asset management professional with experience across asset classes and investor segments; she successfully led Edelweiss's acquisition of JP Morgan's Mutual

Fund business and Ambit Capital's AIF business in 2016. A true global personality, she is a member of the Global Leadership Council of the Management and Technology Program and a Board Member of the Association of Mutual Funds in India (AMFI).

<https://www.linkedin.com/in/radhikagupta2/?originalSubdomain=in>



Tirthankar Patnaik [Panelist 2]

Tirthankar Patnaik is Chief Economist at the National Stock Exchange of India. He has close to 20 years of experience in Indian capital markets, macro and sector strategy, quantitative finance and consumer banking.

Dr. Patnaik started his career as a researcher at IGIDR and worked on a number of academic and corporate projects in the area of econometrics and quantitative finance, followed by a stint in consumer banking analytics as an analyst with the Global Consumer Group of Citibank in India and Europe. His next focus area was equity strategy for institutional clients, initially with Citigroup Global Markets as India equity strategist, and then with Religare Capital Markets Ltd, as the India Strategist and Chief Economist. In his last assignment prior to joining NSE, he was the Chief Strategist and Head of Research for India, at Japan-based Mizuho Bank.

Tirthankar has a PhD from the Indira Gandhi Institute of Development Research, Mumbai, where his area of research was high-frequency finance and market microstructure.

<https://www.linkedin.com/in/tirpatnaik/?originalSubdomain=in>



Nisarg Trivedi [Panelist 3]

Nisarg Trivedi is the Middle East Sales Director of Shroders having joined the company in 2017. Nisarg has 18 years' experience in financial services, 16 of which in Mutual Funds. Prior to joining Schroders, he was Head of Sales at Barings and he has also worked at Franklin Templeton and Standard Life Aberdeen. He holds a MCom in Account & Auditing from SP University in V. Vnagar.

Nisarg is extremely skilled at Portfolio Management, Business Relationship Management, Banking, Private Banking, and Sales.

<https://www.linkedin.com/in/nisarg-trivedi-04235811/?originalSubdomain=ae>