

PRIYATAM ANURAG
106, Indian Institute of Management Lucknow
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Present Position

2019- Assistant Professor, Strategic Management, Indian Institute of Management Lucknow

Education

2013-2019: Fellow Program in Management (Specialization: Strategy), Indian Institute of Management Bangalore.

2004-2006: PG Diploma in Rural Management, Institute of Rural Management Anand

1999-2003: BE (Specialization: Mechanical Engineering), Bhagalpur College of Engineering

Doctoral Thesis

Essays on Strategies and Performance of Banks along Multiple Dimensions in a Developing Economy
(Dissertation Advisory Committee: Professor Deepak Kumar Sinha (Chair), Professor Ganesh N Prabhu and Professor Ashok Thampy (Abstract of Thesis Papers in Annexure 1)

Professional Experience

2010-2013: **Consultant Faculty and Researcher**, Indian Institute of Bank Management, Guwahati (an institute sponsored by the Reserve Bank, NABARD and PSBs)

2009-10 **Freelance Consultant** (clients: Dhriiti, FWWB India, Basix Livelihood School)

2006-08 **Manager**, Corporate Credit and Market Risk, Central Office Mumbai & Delhi Regional Office, **HDFC Bank**

Journal Article

Bhaskarabhatla, A., Chatterjee, C., **Anurag, P.**, & Pennings, E. (2016). Mitigating regulatory impact: the case of partial price controls on metformin in India. *Health Policy and Planning*, 32(2), 194-204. (5-year Impact Factor: **3.28**). Ranked as a high impact journal in policy studies by New York University, available at: https://shanghai.nyu.edu/sites/default/files/media/Journal_Ranking_Policy_Studies.pdf
Ranked 5 by Google Scholar among Health Policy and Medical Law journals available at: https://scholar.google.co.in/citations?view_op=top_venues&hl=en&vq=soc_healthpolicymedicallaw

Presentations in Peer Reviewed Conferences

Bhaskarabhatla, A., **Anurag, P.**, Chatterjee, C. & Pennings, E.(2019) How Does Regulation

Impact Strategic Repositioning by Firms Within Submarkets? Evidence from Indian Pharmaceutical Industry?
(Accepted for presentation in Academy of Management Annual Meeting 2019 and SMS Conference 2019)

Anurag, P., (2018). Making subsidies work for the Lender and the Micro-entrepreneur: The role of Incentive Alignment *Academy of Management Annual Meeting*, Chicago, IL.

Anurag, P. & Prabhu GN (2015) Inclusive Institutions and Path Dependence: Evidence from an Underdeveloped Region in India. *Academy of Management Annual Meeting*, Vancouver, B

Book Chapter

Loitongbam, B., & **Anurag, P.** (2016). Interplay Between Individual and Shared Identities of Women Entrepreneurs in Manipur. In Indian Women as Entrepreneurs (pp. 3-20). *Palgrave Macmillan*, London.

Book Review

Anurag, P. (2017). Anil K Gupta, Grassroots Innovation: Minds on the Margins are not Marginal Minds, *IIMB Management Review*

Published Case Studies

Anurag, P. (2011) Case study on the IFAD intervention in upland area of Manipur. *Center for Economic and Social Studies Hyderabad Monograph*

Anurag, P. (2011) Case study on small holder rubber plantations in Tripura. *Center for Economic and Social Studies Hyderabad Monograph*

Presentation in Paper Development Workshops

Anurag, P., (2018). How do Commercial Banks Respond to Countervailing Influence of Regulations for Financial Inclusion and Capital Adequacy? *Academy of Management Journal Paper Development Workshop*, Bangalore.

Anurag, P., (2017). At the Interface of Public and Private: Testing Competing Mechanisms of Power *MOR Paper Development Workshop*, Bangalore.

Research Grant

Won a competitive research grant of US\$ 30,000 from **Mastercard Foundation** in 2012 jointly with Dr Abhijit Sharma, Presently Director, Indian Institute of Entrepreneurship, Guwahati. Successfully cleared the IRB approval from Fletcher School, Tufts University (Article: Sharma, A., **Anurag, P.**, & Wilson, K. 2013. Redrawing boundaries of Financial Systems for Mountain Economies. *Mastercard Foundation*)

Articles under Preparation

Bhaskarabhatla, A., **Anurag, P.**, Chatterjee, C. & Pennings, E. How Does Regulation Impact Strategic Repositioning by Firms Within Submarkets? Evidence from Indian Pharmaceutical Industry?

Ensuring Agents Do Well and Do Good: Effect of Task Complementarity and External Monitoring on the Performance of Banks (Working Title, Thesis Essay 1)

Making Subsidies work for the Lender and the Micro-Entrepreneur: The Role of Incentive Alignment (Working Title, Thesis essay 2)

Relationship between Over-leverage in the Economy and Natural Resource Curse: An Empirical Analysis (Working Title, Thesis essay 3)

Teaching Case under Preparation

2018-19: "HDFC Bank: Making of a World Class Indian Bank" with Professor J Ramachandran under IIMB case grant targeting HBS case publishing.

Teaching Experience

2018: Tutorial sessions for PGPPM class of Corporate Strategy. Taught sessions on Quantitative Analysis for Strategy, Conglomerate Discount & Ownership-Control Divergence.

2017: Tutorial sessions for PGPPM class of Corporate Strategy. Taught sessions on Quantitative Analysis for Strategy.

2010-13: Executive Education Programs for Managers from Reserve Bank of India, NABARD, various Banks. Indian Institute of Bank Management Guwahati

Teaching Assistance

Corporate Strategy (12 terms) Professor Deepak Kumar Sinha ; **Strategic Leadership** (1 term) Professor J Ramachandran; **Competition and Strategy** (1 term) Professor R Srinivasan

Service

Reviewer for a special issue of **Small Business Economics** on Effectuation. Reviewer for BPS and OMT division of Annual Academy of Management Conference

Funded Research Projects

Anurag, P & Das, Keshav (2013). Growth and Innovation in the Handloom Clusters of Assam. **Gujarat Institute of Development Research** under **Sino India Inclusive Cluster Development Program**.

Sharma, A., **Anurag, P.**, & Wilson, K (2013). Redrawing boundaries of Financial Systems for

Mountain Economies. **Mastercard Foundation**

Sharma, A., **Anurag, P.** (2012). Acceptance of Financial Inclusion Technologies by Rural Population. **Bankers Institute of Rural Development**

Sharma, A., **Anurag, P.** (2011). Can BC-BF Model bring Financial Inclusion in North East Region? **Bankers Institute of Rural Development**

Major Consultancy Projects

2012-13: **Associate Project Co-ordinator**, Business Plan and Systems Design for LIFCOM, a Social Venture Capital Company promoted under Meghalaya Livelihood Improvement Project for Himalayas (IFAD and Government of Meghalaya)

2010-11: **Associate Project Co-ordinator**, Reasons for High Defaults in NEDFi's loan portfolio in states of Manipur, Mizoram and Nagaland. (North East Development Finance Institution is the leading DFI in North East Region)

2010-11: **Consultant**, Ecotourism Society of Sikkim

2009-10: **Consultant**, Center for Microfinance and Livelihood, Sir Dorabjee Tata Trust, Guwahati

2009-10: **Consultant**, Basix Livelihood School

2009-10: **Consultant**, Dhriiti , a leading Social Enterprise working with Communities in Economic Distress

2009-10: **Consultant**, Friends of Women World Banking, Ahmedabad.

Personal Details

Date of Birth: 25th December 1980

Place of Birth: Bhagalpur, Bihar

References

Professor Deepak Kumar Sinha
Professor, Strategy Area
Indian Institute of Management Bangalore
Email: deepak.sinha@iimb.ac.in

Professor Ganesh N Prabhu
Professor, Strategy Area & Chair, Career Development Services
Indian Institute of Management Bangalore
Email: gprabhu@iimb.ac.in

Professor Saras Sarasvathy

Paul M. Hammaker Professor in Business Administration
Darden School of Business, University of Virginia
Email: SarasvathyS@virginia.edu