

## CURRICULUM VITAE – KRITI BARDHAN GUPTA

Associate Professor, Centre for Food and Agribusiness Management, IIM Lucknow  
Prabandh Nagar, Off Sitapur Road, Lucknow – 226013 INDIA  
Email: kriti@iiml.ac.in, kritibardhan@gmail.com  
Ph.: +91-522-6696630(O), 6696550(R); Mob.: 9936467295; Fax: +91-522-2734027, 2734025

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### Education

- 1999 **Fellow Programme in Management** (Specialization: Agribusiness Management)  
*Indian Institute of Management, Ahmedabad.*  
Recipient of P.D. Agrawal - TCI Award for Doctoral Research in Management
- 1993 **M.Tech (Agricultural Engg.) (1<sup>st</sup> Rank, CGPA: 5.00/5.00 )**  
*G.B. Pant University of Agriculture and Technology, Pantnagar.*
- 1990 **B.Tech (Agricultural Engg.) (CGPA: 3.84/4.00 )**  
*Rajendra Agricultural University, Pusa.*

### Academic Experience

- Dec. 2007  
onwards **Indian Institute of Management, Lucknow**  
*Associate Professor, Centre for Food and Agribusiness Management (CFAM)*
- Dec. 2004 – Dec.  
2007 **Indian Institute of Management, Lucknow**  
*Assistant Professor, Centre for Food and Agribusiness Management*
- Areas of Interest/ teaching/ research/ consulting
- International Trade in Agricultural Products
  - Strategic Food Marketing
  - Consumer Behaviour for Food Products
  - Marketing Models in Agribusiness
  - Agribusiness Project Management
- July 2000-  
Dec. 2004 **Indian Institute of Foreign Trade, New Delhi**  
*Assistant Professor (Functional Area: Marketing)*
- Oct. 1998 –  
July 2000 **Indian Institute of Technology, Kharagpur (Vinod Gupta School of Management)**  
*Assistant Professor (Functional Area: Marketing)*
- May 1998 –  
Oct 1998 **Siddaganga Institute of Management, Tumkur**  
*Assistant Professor (Functional Area: Marketing)*

### Courses Taught

**IIM Lucknow (Designed and developed 8 new courses - 2 core and 5 electives for PGP-ABM)**

#### Core

- International Trade in Agricultural Products
- Agribusiness Project Management
- Business Research Methods (PGP Course)

### *Electives*

- Consumer Behaviour for Food Products and Services
- Marketing Models for Agribusiness
- Strategic Food and Agro Marketing
- International Market Research
- WTO and New Trade Regime

### **IIFT New Delhi and IIT Kharagpur**

- Business Research Methods
- International Market Research
- Marketing Management
- International Marketing

### **Course Innovations**

- Usage of real life photographs and videos in classes on certain relevant and contemporary topics, which is used as cases for learning.
- Specific assignments and projects are given in different courses for which students have to use various offline and online databases as well as conduct of primary survey.

### **Thesis Guidance**

- Guided several CIS reports at IIM Lucknow
- Guided more than 50 Masters level thesis at IIT Kharagpur and IIFT, New Delhi

### **Management Development Programmes**

#### **At IIM Lucknow (Designed and developed MDP)**

- General Management Programme for Executives (2014-15)
- Retail Business Efficiency Development for High End Development Officers of LIC (2013-14)
- Agribusiness Management (2011-12)
- Agribusiness Management (2009-10)
- Strategic Food and Agribusiness Management (2008-09)
- Agricultural Project Management (2007-08, 2005-06)

#### **At IIFT New Delhi and IIT Kharagpur**

- Research for International Marketing Decisions (IIFT, New Delhi)
- Precious Metals: Imports, Exports and Marketing for the officers of MMTC (IIFT, New Delhi)
- Integrated Perspective on Functional Areas of Management at (IIT Kharagpur)

#### **At other Places**

- Analytical Tools for Trade Analysis at ***Foreign Trade Training Center, Cairo, Egypt.***

### **Publications**

**Total no. of publications: 35 in refereed international/ national journals, international/ national conference proceedings and book chapters and working papers:**

### ***Refereed International Journals***

- Gupta, Kriti Bardhan, 'Sustainable Management of Water Scarcity in the Asia-Pacific Region Using Virtual Water Trade through Agricultural Products', *Palawija*, 30(3), 1-5, Dec. 2013. Published by Centre for Alleviation of Poverty through Sustainable Agriculture, UN ESCAP, Indonesia.
- Ali, Jabir and Gupta, Kriti Bardhan. "Efficiency in Agricultural Commodities Futures Markets in India: Evidence from Cointegration and Causality Tests", *Agricultural Finance Review*, Vol 71(2), 162-178, 2011.
- Gupta, Kriti Bardhan. "Water Footprint of India and Implications for International Trade of Food Products", *South Asia Economic Journal*, Vol. 9 (2), 419-433, 2008.

- Gupta, Kriti Bardhan and Saghaian, Sayed H. "An Institutional Framework for Meeting International Food-Safety Market Standards from a Developing Country Perspective", *Journal of Food Distribution Research*, Vol. 39(1), 78-83, 2008
- Gupta, Kriti Bardhan. "Structural Analysis and Performance of Indian Agricultural and Allied Sector in International Trade", *Journal of International Business and Economics*, Vol 7 (3), 35-53, 2007.

**Refereed  
National  
Journals**

- Gupta, Kriti Bardhan and Gupta, L. B. (2017). "A framework for Identification of Opportunities for Agribusiness and Agripreneurship in India", *Journal of Management Research and Analysis*, Vol 4, No. 1, 30-34.
- Gupta, K.B.; Alam, Iftikhar and Siddiqui, Faiziya (2010). "IPL and Economic Bonanza", *Journal of IEM Management College*, Vol. 1, No. 1, 51-54.
- Gupta, Kriti Bardhan. "Reasons for Low Sales and Redesigning of Solar Cooker", *Effulgence Management Journal*, Volume 4(1), 32-37. 2006.
- Gupta, Kriti Bardhan. "Creating Sustainable Infrastructure: Case of Iron Ore Mining in Goa", *Conventional Journal on "Public Private Partnership – Issues and Strategies"*, *LMA*, Volume 2(1), 2006.
- Gupta, Kriti Bardhan. "Sustainable Linkage Between Agriculture and Industry: Options, Learning and Policy Issues", *Convention Journal on "Transforming Villages into Vibrant & Prosperous Entities – Innovative Strategies"*, *LMA*, Volume 1(1), 37-43, 2005.
- Gupta, Kriti Bardhan. "Management of Indian Economy in the Perspective of Current International Scenario", *Journal of Indian Management and Strategy*, Vol. 7(8),48-51.2002.
- Datta Samar K. and Gupta Kriti Bardhan. "Wither India's Sugar Industry for the Sake of Globalisation or reassess and redefine its competitive powers-Isn't Indian Sugar Industry Competitive?" *Cooperative Sugar*, Vol. 30(5), 363-370, 1999.
- Gupta, Kriti Bardhan; Datta, Samar K. and Sen, S. "How to Achieve a Healthy Agriculture-Industry Interface in Sugar Economy of India?" *Agricultural Economics Research Review*, Vol. 10(2), 214-229, 1997.

**Refereed  
International  
Conference  
Proceedings**

- "Consumer Behaviour for Domestic and Foreign Food Products in India", Published in the Proceedings of the International Conference in Marketing on "Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead", held at IIML, Noida campus, 12-14 January 2012.
- Gupta, Kriti Bardhan and Saghaian, Sayed H. "Institutional Framework for Meeting International Food Safety Market Standards for Agricultural Products from a Developing Country Perspective", *Proc. Food Distribution Research Society (FDRS) - 2007 Annual Conference*, New Orleans, Louisiana, USA.
- Datta, Samar K. and Gupta, Kriti Bardhan. "Global Competitiveness Analysis of Indian Sugar" *Proc. Western Economic Association International Conference*, San Francisco, USA, 2001.
- Datta, Samar K.; Sen, S. and Gupta, Kriti Bardhan. "How Should the Indian Sugar Industry Liberalise?" *Proc. Western Economic Association International Conference*, Seattle, USA.

- Ali, Jabir and Gupta, Kriti Bardhan. "Efficiency in Agricultural Commodity Futures Markets in India: An Empirical Analysis", *Proc. 4th Annual Conference of the Asia-Pacific Association of Derivatives (APAD), New Delhi, 2007.*
- Gupta, Kriti Bardhan. "Impact Assessment of Barriers to Trade in Jute Sector: Implications for a New WTO Era", in Neelamegham, S. (ed.), *Proceedings of the 5th International Conference on Global Arena – Challenge of the 'Morrow'*, 116-124. Academy of Marketing Science (USA), New Delhi, 2006.
- Gupta, Kriti Bardhan . "Water Footprint of India: Implications for International Trade of Food Products", *Proc. International Conference on "Globalization and Sectoral Development"*, Academy of International Business, New Delhi, 2006
- Gupta, Kriti Bardhan; Siddiqui, Faizia and Alam, Iftikhar. Rural Management, Word Press, 2011.
- Gupta, Kriti Bardhan. "Sectoral Trade Performance of India in Pre- and Post-WTO Era: Benchmarking with China", in P. Rameshan (ed.), WTO, India and Emerging Areas of Trade: Challenges and Strategies, pp. 61-72. New Delhi: Excel Books, 2008.
- Gupta, Kriti Bardhan. "Increasing the Export of Handicraft Products: Analysis of Problems and Possible Strategies for the State of Uttar Pradesh", in A.K.J.R Nayak and M.G. Jomon (ed.), India in the Emerging Global Order, pp. 84-100. New Delhi: Tata McGraw Hill, 2008.
- Gupta, L. B. and Gupta Kriti Bardhan. "Experiences on Implementation of Agreement on Agriculture under WTO: Implication and Concerns for India" in Gupta, M. S. (ed.), WTO and Indian Economy, Serials Publications, 2007.
- Datta, S.K. and Gupta, Kriti Bardhan. "Global Competitiveness and future of the Indian Sugar Industry," in Implications of WTO Agreements for Indian Agriculture, New Delhi: Oxford & IBH Company, 2001.
- Gupta, Kriti Bardhan. "The Needs for the Greater Participation of Agro-based Industries in the Development of Indian Agricultural Economy," Social Science Perspectives in Agriculture, D. Das Gupta and S.D. Mukhopadhyay. Sriniketan: Visva-Bharati, 1997.

**Book/  
Book Chapters**

**Other  
Publications  
(Working Papers/  
Refereed  
National  
Conference  
Proceedings)**

- Consumer Behaviour for Domestic and Foreign Food Products in India", Published in the Proceedings of the International Conference in Marketing on "Shaping the Future of Research in Marketing in Emerging Economies: Looking Ahead", held at IIML, Noida campus, 12-14 January 2012.
- Bhattacharjee, D. and Gupta, Kriti Bardhan. "Exploring the Share of Trade Benefits across Developed and Developing Countries", IIML Working Paper Series, WPS 2010-11/40.
- Case titled, "Allied Products", prepared for IIML Case Study Contest, 2010.
- Prepared a Case titled, "Consumer Food Products Ltd.", prepared for IIML Case Study Contest in 2009.
- Ali, Jabir and Gupta, Kriti Bardhan (2007). "Agricultural Price Volatility and Effectiveness of Futures Commodity Markets in India", Proc., Indian Society of Agricultural Economics Annual Conference, November, 2007.
- Structural Analysis and Performance of Indian Agricultural and Allied Sector in International Trade, IIML Working Paper Series, WPS 2007-08/09, Lucknow: IIM, June 2007.

- Gupta, Kriti Bardhan (2005). "The Hidden Export of Water through Principal Crops across Different Regions in India: Social, Economic and Environmental Implications" in the Proceedings of the National Seminar, organized by National Institute of Technical Teachers' Training & Research (NITTTTR), Ministry of HRD, Govt. of India during 01-02 December 2005.
- Gupta, Kriti Bardhan and K. Rangarajan (2002). "Chakravyuha-the strategic option in competitive Environment". Proceedings of the "National Seminar on "Competitiveness 2010: Prospects, Tasks and Challenges" held during 25-27 April 2002 at MDI Gurgaon.
- Datta, Samar K.; Chakrabarti, M. and Gupta, Kriti Bardhan (1998). "Competitive Strategies for Cooperatives - A Perspective for the Next Decade" IIM, Ahmedabad Working Paper No. 98-05-07

## **Conference Presentations**

- "Exploring Preference for Foreign Food Products in Indian Market", presented at "International Conference on Agribusiness in Emerging Economies (ICAEE), IRMA, Anand, 6-7 January 2016.
- Exploring International Competitiveness of Fresh Food and Processed Food Sectors in BRICS Nations", presented at the Fourth IIFT Conference on Empirical Issues in Trade and Finance, 18-19 December 2014.
- "Exploring the Competitiveness of Indian Sugar Sector", presented at the International Food and Agribusiness Management (IFAMA) 19<sup>th</sup> Annual World Forum and Symposium on "Global Challenges Local Solutions", 15-19 June 2014.
- "Agripreneurship and Agribusiness: Opportunities and Challenges", presented at the National Conference on "Agripreneurship & Agribusiness Opportunities and Challenges", Organized by STEP- HBTI Kanpur during 16-17 March 2013.
- "Value Chain Management in Food Processing: Issues and Challenges", presented at the International Conference on "Innovations in food processing, value chain management & food safety", Organized by Ministry of Food Processing & NIFTEM, Kundli, Haryana during 10 – 13 January 2013.
- "Use of Virtual Water Export through Major Crops for Managing the Regional Imbalances of Water in India: Issues and Implications", presented at 21st Annual World Forum and Symposium on "The Road to 2050: Sustainability as a Business Opportunity", Organized by International Food & Agribusiness Management Association (IFAMA) at Frankfurt, Germany, June 20-23, 2011.
- Delivered a lecture on "Storage, Marketing and Packaging of Fresh Vegetables", in a Programme organized by UP State Horticultural Co-operative Marketing Federation, at Lucknow. (2010-11)
- "Impacts of WTO and Food Regulations on the Food Supply Chain in India", Presented at National Conference on Managing Agri-Food Supply Chain at IIM Lucknow (co-authored by Tirbhuvan Nath and Ghazal Masarrat), 2010
- "Important Dimensions of Consumption Behaviour for Food Products in India", Presented at National Conference on Managing Agri-Food Supply Chain at IIM Lucknow (co-authored by Dr. L. B. Gupta), 2010.
- "Consumer Behaviour for Food Products in India", Presented at International Food and Agribusiness Management Association (IAMA) 19th Annual World Symposium, at Budapest, Hungary during June 20-21, 2009.

- Efficiency Analysis of Futures Markets in India for Agricultural Commodities: Using Cointegration and Causality Tests, Conference organized by NCDEX Institute of Commodity Markets and Research (NICR), India International Centre, New Delhi, October 10, 2007.
- “Increasing the Export of Handicraft Products: Analysis of Problems and Possible Strategies for the State of U.P.” Peer reviewed paper presented in International Conference on “India in the Emerging Global Order” during 29-31 January 2007 at XIM, Bhubaneswar.
- “Impact Assessment of Barriers to Trade in Jute Sector: Implications for a New WTO Era”, Peer reviewed paper presented in the 5th International Conference on “Global Arena – Challenge of the ‘Morrow”, organized by Academy of Marketing Science (USA) and NIILM at New Delhi during 28-30 December 2006.
- Gupta, Kriti Bardhan Gupta (2006). “Sectoral Trade Performance of India in Pre-and-Post WTO Era: Benchmarking with China”, Paper presented in the National Seminar on “WTO, India and Emerging Areas of Trade” during 21-22 April 2006 at IIM Kozhikode.
- "Experiences on Implementation of Agreement on Agriculture under WTO: Implications and Concerns for India". UGC Sponsored National Seminar on "Impact of WTO on Indian Economy" organized at Patna during March 18-19, 2006.

## **Research and Consultancy Projects**

**Total no. of research / consultancy projects coordinated / participated = 19, 13 at IIML and 6 at IIFT**

### **At IIM Lucknow**

- Research Study on Transformation of 100 Elementary Schools through Non-Governmental Interventions in and around Lucknow, in association with Lucknow Management Association (LMA), Sponsored by Govt. of Uttar Pradesh (2017-18)
- Value Chain Analysis of Selected Agricultural Produce in Uttar Pradesh, sponsored by Uttar Pradesh Council for Agricultural Research (UPCAR) (2014-16)
- Coordinated the Evaluation Study on “Flood Protection under Rural Infrastructure Development Fund (RIDF)” sponsored by NABARD (2012-13).
- Evaluation Study of Accelerated Irrigation Benefit Programme (AIBP), sponsored by Planning Commission, New Delhi (2009-10)
- Issues Related to Gap between Irrigation Potential Created and Utilized, Sponsored by Ministry of Water Resources, Government of India (8-months project started in July 2007)
- “Evaluation Study on Farmers’ Club Programme”, sponsored by National Bank for Agriculture and Rural Development (NABARD), Mumbai (6-months project started in July 2007)
- “Desk Appraisal of NGOs for AIDS Control Programme”, sponsored by UNICEF (4-months project, started in July 2007).
- “Assessment of Social and Economic Impact of Farm-to-market-roads”, sponsored by U.P. Bhumi Sudhar Nigam Limited, Lucknow (February–June 2007).
- “Functional Autonomy of National Sugar Institute, Kanpur”, sponsored by NSI (January – April 2007).

- “Export Potential of Handicraft Products from U.P., India”, sponsored by Export Promotion Bureau, Govt. of U.P., India. (May–August 2006).
- “Preparation of Perspective Plan for National Rural Employment Guarantee Scheme for Certain Districts of U.P.”, sponsored by Ministry of Rural Development, Lucknow. (May–July 2006).
- “NPV Calculations for Diversion of Forest Land for Mining Purposes”, sponsored by Federation of Indian Mineral Industries (FIMI), New Delhi. (January-March 2006) (in collaboration with IIM Ahmedabad).
- “Preparation of Perspective Plan for National Food for Work Programme for Five Districts of U.P.”, sponsored by Ministry of Rural Development, Lucknow. (July–Sept 2005)

#### **At IIFT, New Delhi**

- “Impact Analysis of Tariff and Non-tariff Barriers on the Exports of Indian Jute Products”, sponsored by JMDC, Kolkata (January-June 2004).
- "WTO and Food Processing Sector", sponsored by Ministry of Food Processing Industries, Government of India (June–December 2003).
- "Export Potential Survey of Orissa", sponsored by Govt. of Orissa (2002).
- "Handbook on the Guidelines and Rules pertaining to the Export of Non-conventional Energy products, services and technologies," sponsored by Ministry of Non-conventional Energy, Govt. of India (2001).
- "Product profile for selected products" sponsored by International Trade Promotion Organization, New Delhi (2001).
- "Export of Small Scale Products to Select Countries," sponsored by National Small Scale Industries Corporation (2000), conducted in Iran and Egypt

#### **Occasional Lectures**

- Scope of Rural Retailing in the Context of BoP Marketing in India, at the Roundtable Conference on “Bottom of Pyramid Marketing in India: Opportunities and Challenges” at STEP-HBTI, Kanpur, 14 April 2015
- Financing High-Value Agricultural Projects, in a programme organized by Regional Staff College, Punjab National Bank, Lucknow, 6 July 2013
- Agripreneurship and Agribusiness: Opportunities and Challenges: Keynote paper at the National Conference on “Agripreneurship & Agribusiness Opportunities and Challenges” at STEP-HBTI, Kanpur, 16 March 2013.
- “Analysis Techniques for Research” in a workshop on “Use of SPSS for Research Ph.D. Scholars” Organized by BBD University, Lucknow, 19 May 2012
- “Analysis of Trade Data” in a workshop on “WTO Provisions and Emergent Issues”, organized by Export Promotion Bureau, Lucknow, 9 December 2011.
- “Storage, Marketing and Packaging of Fresh Vegetables”, in a Programme organized by UP State Horticultural Co-operative Marketing Federation, at Lucknow.

- Futures Market in India in a programme “International Trading and Risk Management in Oil and Gas”, at Rajiv Gandhi Institute of Petroleum Technology, Rae Bareilly, 14 November 2010.
- “Infrastructure Project Management: Role of Financer” in Programmes organized at NABARD’s National Bank Staff College, Lucknow for NABARD Officers, September 2007, November 2007, September 2008, February 2009 and July 2013.
- “Research Pursuits: Methodologies & Applications”, invited lecture at Lal Bahadur Shastri Institute of Management & Development Studies, Lucknow, 11-12, June 2008.
- “Food Marketing System in the Changing Scenario” at the International Seminar on “Commercialization of New Technologies in Agro and Food Processing” during the Session on “Technologies on Market Models” on 10th February 2006 at Hotel Taj Residency, Lucknow, organized by Indian Industries Association, during India Food Expo-2006.
- “Facing the Challenges of Market Forces & WTO on Modern Civilization”, Keynote paper presented in the National Seminar in the 29th Indian Social Science Congress, organized by Indian Academy of Social Sciences at Lucknow University, Lucknow during December 26-30, 2005.

### **Training and Capacity Augmentation**

- Participated in SATNET Regional Training Workshop on Traceability and Market Access for Agricultural Trade Facilitation”, sponsored by UN ESCAP and APCTT, 24-26 Sept 2013, N. Delhi.
- Participated One-week training programme on Geographical Information System (GIS)
- Participated in the “Regional Dialogue on the Role of Regionalism and Multilateralism Shaping the International Trading System” at Tehran during 15-19 May 2004 (Sponsored by Colombo Plan Secretariat)

### **Professional Activities**

- **Editor**, Lucknow Management Association (LMA) Convention Journal, Vol 13, No. 1, 2017 on the theme, “**Developing Smart Villages as Future of New Uttar Pradesh**,
- Coordinated the National Conference on “**Managing Agri-food Supply Chain**” during April 9-11, 2010.
- Coordinated the National Seminar on **Land Use Planning for Agricultural Development and Establishment of Agro-Economic Zones**, December 11-12, 2009.
- Member, Editorial Committee, LMA Journal on “Transforming Villages into Vibrant & Prosperous Entities – Innovative Strategies, 2005.
- Taught courses on Business Research Methods and International Market Research at Institute of Finance Management, Dar E Salaam, Tanzania ( 2001-02, 2003-04)
- Taught a course on Business Research Methods at XLRI (1999-2000)
- Taught a course on Strategic Food Marketing at IIM Ahmedabad (2009-2010)

### **Professional Membership**

- Member, Agricultural Economics Research Association
- Member, Indian Society of Agri-Business Management



## **Academic**

### **Administration**

- Member Admission Committee (2005-2009, 2016 onwards)
- Chairman, IIML Housing Allotment Committee (June 2015 onwards)
- Member, Rajbhasha Committee (for the last 5-6 years)
- Member, Purchase Committee (2015-16)
- Chairman, Centre for Food and Agribusiness Management (CFAM), IIM Lucknow (2011-2013)
- Member, Computer Advisory Committee (2008 onwards)
- Member, IIML Placement Committee (2008-2013, 2016-17)
- Member, ABM Review Committee (2008-09)
- Coordinated 3-Semesters Executive Masters in Int. Business (EMIB) Programme at IIFT (2002-04)
- Member, Admission Committee at IIFT, New Delhi (2001-2004)
- Member, Admission Committee at IIT Kharagpur (1999-2000)