

Jayanta Chatterjee

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“To learn, research, teach and consult in my competence areas, to evolve as a person and share my ken to make a difference through creative Innovation”

<u>Core Competence</u>	<u>Research Interest</u>
<ul style="list-style-type: none">• Global Sales & Marketing• Product and Brand Management.• New Business Development.• Strategic Design of Product-Service Systems	<ul style="list-style-type: none">• Innovation in socio-technical systems• Cause Related Marketing.• Media & Communication.• Digital ecosystem & autopoeisis

Dr. Jayanta Chatterjee has 42 years of teaching/research and professional experience in management at different industries and in different countries.

Currently he is Professor at IIT Kanpur, India, Visiting Professor at Aalto University Design Factory, Finland and member of the Advisory Council of the Knowledge Management Center at the School of Computing, National University of Singapore, Visiting Professor at AIT Bangkok-School of Management & Member Academic & Research Boards of TA Pai Management Institute, Manipal & NISTADS, and New Delhi

Jayanta started his career in 1972 at Siemens in Sales and Project Engineering and developed expertise in new product management. He then pioneered the introduction of advanced electronic control systems to Indian Industries at Allen-Bradley Ltd, where he rose to the position of CEO in 1990. But true to his passion he was also teaching as a visiting faculty at IIT Kanpur and at IIT Delhi during this period.

From 1995 to 1999 Chatterjee was assigned to Rockwell International Corporate Office (Costa Mesa, California) as a Vice President for Technology and Business Development for the Asia region and was involved in Global Restructuring, Technology Licensing, Internal Venture Fund and Strategic Marketing.

Later, he co-funded Strategy Innovation Inc and became the Chief Knowledge Officer of vtPlex. In 2001 he divested out of that enterprise and joined the academia full time at Industrial & Management Engineering Department of IIT Kanpur.

Qualifications

1998	Ph.D. Indian Institute of Technology, New Delhi
1991	M.Tech in Management Systems, Indian Institute of Technology, New Delhi
1975	Certificate in General Management, Industrial Marketing Indian Institute of Management, Calcutta
1971	B.Tech Electrical Engineering, Jadavpur University (Gold Medalist, Best All Rounder Graduate)

Publications

Books

Services Marketing, People, Technology & Strategy, Published by Pearson. Co-authored with C.Lovelock & J,Wirtz. Now in its 4th Edition in South Asia. 5th Edition in Press, expected by July 2014.

Knowledge Economy, The Indian Challenge, Sage Publication, Delhi, 2009 Chapter on Digital Ecosystem Model, Page 232-241

Managing Design, From Concept to Market Salienc, CRC Press, Taylor & Francis Group (Manuscript Under evaluation)

Papers & Book Chapters

1. Tangible and Intangible Justifications for Manufacturing Automation Investment in India. Proceedings of 4th International Conference on CAD, CAM, Robotics and Factories of the Future 1989. (International Conference Publication).
2. Using Fuzzy Logic and MCDM for Technology Choice, Paper presented at the Operational Research Society of India during December 1990 (2nd best paper award). (Conference Publication).
3. Strategic approach to Product Design, Page 63 to 73 in the book Technical Entrepreneurs published by Global Business Press, 1992. (Chapter in a book)
4. Strategic approach to High Technology Entrepreneurship - Proceedings of IEEE International Engineering Management Conference on "Managing a Global Environment" at New Jersey, USA, 1992 (International Conference publication).
5. Synectics for strategy innovation, Workshop leader, IIT Delhi, December 1996. (Conference Presentation).
6. Corporate Responsibility, Governance and Business Ethics, AIMA/Excel Books, 1997 (chapter in a book).
7. The e-Merging Paradigms of the CRM Multiplex, December 1999. (Manufacturing Management Journal).
8. Cornerstones of Enterprise Flexibility, Vikas Publication, 2000. (Chapter in a Book).
9. Paradigms for the new Organization and the Knowledge Chain Management, ICM National Workshop on Knowledge Management, New Delhi, August, 2000 (Conference Publication).
10. Managing Customer Relationship in the e-Business Economy, the Journal of Scientific & Industrial Research, August - September 2000 (Journal).
11. Balancing External & Internal Flexibilities - Emerging Strategy Paradigms for Indian Organizations, Journal of Global Institute of Flexible Systems management, December, 2000 (Journal)
12. ELearning for eCRM, article on Itspace.com, February, 2001. (Publication on the Web).
13. Technologies for Knowledge Management – Satellite transmission, e-conference organized by HECL, September 2001 (Conference)

14. From IM to KM - the soft side is harder – a chapter in the e-Book ‘KM -state of the practice’ published by IIITMK, Trivandrum, November 2001. (Chapter in a book)
15. Implementation issues in KM - NITIE Journal, India, March 2002 (Journal)
16. Knowledge based strategies & research directions in India – K-ware conference proceedings, IEEE, July 2002. (Plenary lecture)
17. Paradox of Knowledge Management - select dimensions of implementation cases, 4th Asia Pacific KM Conference, Hong Kong, October 2002. (Conference)
18. Incubation Network as a National Innovation System – Proceedings of the Indian Sociology Congress, December 2002. (Plenary Lecture)
19. User oriented Information design for eMarketing, a chapter in ‘A compendium on Technology, Innovation and Flexibility’, Tata McGraw Hill, 2004. (Book Chapter)
20. Valuation of volatile technologies- a review of models and options, (co-author), International conference on Innovation and Technology transfer, GLOGIFT 2004, ITM Mussourie, DRDO. (Conference Proceedings)

21. Ontology in e-Services-the digital ecosystem model for rural digital services, ICKM & ASIST 2005 research conference on Knowledge and Information System Management, Charlotte, NC, USA.
22. Evolution of a Digital Ecosystem for Knowledge Services to Indian Agriculture , Digital Business Ecosystems, F. Nachira, P. Dini, A.Nicolai, M.Le Louarn, L.Rivera Lèon (eds.), European Commission, Luxembourg: Office for Official Publications of the European Communities, 2007 - ISBN 92-79-01817-5, J.Chatterjee, T.V.Prabhakar, (Book Chapter)

23. ICT facilitated agriculture extension services in India. Agriculture Today, Volume 7/2, February 2008 (Popular Press)

24. Mediating the dialectic relations between Indigenous Knowledge and Identity: Lessons from the DEAL Project, *First Open Philosophies for Associative Autopoietic digital ecosystems (OPAALS) Conference*, 2007 Italy (Conference Proceedings)

25. Digital Ecosystem for Craft & Micro Industrial Clusters,” Proceedings of China-India Innovation & Development Cooperation Conference, Xian, China, May 23-25, 2007, PP 236-256. (Conference Proceedings)

26. Impact of Societal Change in the Era of Globalisation : Changing Paradigm of Craft Clusters in Northern India, Proceedings of Asia Pacific Sociology Conference (APSA 2007), Penang Malaysia, November 19-21, 2007, Electronic Publication. (Co-Author)

27. Users as Co-Creators of Knowledge Services to Rural India, National Conference on Service Science, Management & Engineering (SSME 2007), Bangalore. June 16, 2007 (Web Publication).

28. The Army as a Knowledge Organisation, Proceedings of the Knowledge Management as Force Multiplier Conference, Army Management Studies Board, Secunderabad, November 14-15, 2007, PP 6-16.

29. DEAL as a Model for Participatory Social Innovation, Sciences & the Humanities in the Knowledge Society: Indo-German Deliberations on Research Policy, NISTADS & German Centre for Research in Higher Education, New Delhi, April 3- 4 2007. (Workshop Presentation)

30. Retail Marketing in the Networked Society - Seeking Some New Meanings”, Keynote Address, Seminar on Retail Management, Jagran Institute of Management, Kanpur, April 14-2007.

31. The Digital Ecosystem Framework and the Web 2.0 as a Knowledge Co-Creation Process - What we learnt form the DEAL Project, Keynote Address, Info Vision 2007: Knowledge Summit, International School of Information Management and rediff.com. Mumbai, December 17-18 2007.

32. Social Marketing Strategy for Agricultural Innovation – The Digital Eco-System Model, Tenth National Conference on e-Governance, Chandigarh, February 2-3, 2008.
33. Marketing Rural Digital Services in India – Design Challenges for SST, International Conference on Services Marketing & Technology Applications, TAPMI, Manipal, February 15-16, 2008. (Conference Plenary)
34. Creating Value Through Collaboration: The New Mantra in Global Business, Lal Bahadur Shastri Institute of Management & Development Studies, Lucknow. March 1, 2008. (Conference Plenary)
35. Framing network studies: understanding the sociology of community networks, Proceedings of 3rd International Workshop on Wireless Community Networks (COMNETS 2008). Hongzhou, China. 28Aug.2008. (Conference Paper)
36. A Digital Ecosystem Model for Competative Agriculture, Page 232 to 241 in Knowledge Economy, The Indian Challenge, Sage Publications, Delhi, 2009. (Co-authored – Book Chapter)
37. From Idea to Business – Finnish Model for Creating a University-based Innovation, 9th International Entrepreneurship Forum, University of Essex, Paper No.48, CD Publication, 16th to 18th September, 2009, Conrad Istanbul, Hammalainen, M., Itkonen, M., and Chatterjee, J. (International Conference Proceedings)
38. Socio-Technical Innovation and the Role of Conversation in a Digital Ecosystem, IEEE DEST 2009, (Selected as best paper in the Ecosystem Social Science Category), 31st May to 3rd June, 2009, Proceedings CD, Part 3-June3, Pattanaik, D., and Chatterjee, J. (International Conference Proceedings)
39. Digital Ecosystem for Knowledge and Learning : Exploring Socio-Technical Concepts and Adoption, 3rd International OPAALS Conference, 22nd -23rd March, 2010, Radisson Aracaju, Brazil, CD Publication–Paper 7, Amritesh and Chatterjee, J. (International Conference Proceedings)
40. The Diffusion of Social Media and Knowledge Management – Towards an Integrative Typology, 3rd International OPAALS Conference, 22nd – 23rd March, 2010, Radisson Aracaju, Brazil, CD Publication – Paper 6, Zeller, F., Chatterjee, J., Steinicke, I., Brauer, M., Lapteva, O. (International Conference Proceedings)
41. Innovating Telecom Service Design for customer satisfaction at the bottom of the revenue pyramid, Dhawan.P and Chatterjee,J.,Directions, 2010, IITK Research Journal
42. Transformational e-Governance Service Quality Assessment – Indian Case Study, Mukherjee,SN;Dwivedi,N and Chatterjee,J., ICSEM 2010, October, 2010, Hyderabad. (Conference Proceedings)
43. Driving Rural Innovation – Role of Intangibles in Digital Services, Chatterjee, J and Roy, S (Research Working Group Report Page 1-14, Georgetown University – New Building Blocks Conference, May 15 to 17, 2011)
44. India Innovation Discourse – Current Measures & Future Aspirations, Chatterjee, J, National Academy of Sciences Conference, Washington DC, July 10-11, 2011, Electronic Repository, Article 18, Published on the web, September 2011
45. Exploring duality in transformational e-Governance Service Innovation, Mukherjee, SN and Chatterjee, J, AMA SERVSIG Conference, June 7-9, 2012, Helsinki, Finland
46. Positioning e-Government services in the credence based setting: Illustrating an Indian Context, Amritesh, Misra SC and Chatterjee, J, Journal of Transforming Government, Issue 3, 2013, ISSN: 1750-6166

Recent Seminars and invited talks presented:

1. Entrepreneurial Marketing, Aalto Entrepreneurship Society, Design Factory, Espoo, Finland, 15th April, 2009
2. Multi-disciplinary Processes for Problem Based Learning of Design and Management at the MOA 2009 Seminar on "Beyond Tomorrow – Responsibility for the Future" at Helsinki University of Design & Art, Helsinki Finland, 18th May, 2009
3. Alternative Logics for Services, Panel Discussion, Tekes-Serve Annual Seminar, Finlandia Hall, 28th May 2009, Helsinki, Finland
4. User Driven ICT Enabled Service Innovations, Service Factory Summer School, Helsinki School of Economics, Helsinki Finland, 26th August, 2009
5. Research Camp in the New Media Department on "Prosumption Phenomena and Managing Customer Integration", 1st to 20th October, 2009, Technical University, Ilmenau, Germany
6. An Ecosystem Approach to Service Co-Creation, Software Business & Engineering Institute, Helsinki University of Technology, Espoo Finland, 22nd October, 2009
7. Modular Approach and Prototyping in Service Innovation, 2nd Annual Mod Sec Workshop, Service Factory, Helsinki School Of Economics, Helsinki Finland, 27th October, 2009
8. Service Science Factory Planning Workshop, School of Business, Maastricht University, The Netherlands, 29th October to 4th November, 2009
9. Doctoral candidates' School on Teaching Excellence, Art & Science of Service International Conference, June 2010, Madrid
10. Design for Social Innovation Workshop Faculty, USID Conference, Nov 2011, Auroville Pondicherry India & Dec, 2013, IIT Kanpur
11. Design as social response, DIGN 2013 Workshop Leader, Sino – Finnish Center, Tongji University, Shanghai, Oct 2013
12. Green Design – ISO 14040 Workshop, IIM Calcutta , December 2013

Other Training & Educational Activities

1. Conducted CEP under BSNL-IITK Programme for BSNL Senior Managers on Management of Technology, 20th – 22nd November, 2009
2. "Product Design & New Product Management" for Visionary Leaders of Manufacturing IIM-IIT Diploma Programme , July- August 2007 to July-August 2012 (Six batches, 250 students)
3. USID Gurukul on Product Service System Design proto-Medical Waste Management, September 2010

Incubation Mentoring at SIDBI Innovation Incubation Center

1. Cenogen Technologies
2. Weather Risk Insurance
3. Thinking Threads

Some of the Consultancy Engagements

- Strategic Management of Technology - Larsen & Toubro Ltd.
- Mentoring Innovation teams-Larsen & Toubro Ltd.
- Business Process Acceleration – Indian Airlines.
- Digital Mandi : Electronic Trading of Agro-commodities - Media Lab Asia
- Knowledge Management Architecture Project - Sona Koyo Steering Ltd.
- Marketing Strategy and Organisation Development - Softedge International
- Off-shore Design Center Projects - Meritor Automotive and Conexant Inc., USA
- Marketing Strategy & overseas expansion - Delsoft Systems
- Knowledge Management Architecture for Customer Help Desk - Venture Infotek Ltd.
- S. Asia Market Entry Strategy - Lexmark Asia Pacific.
- Technology audit and Intellectual Asset Roadmap System- Kipco group, Kuwait

Peer Recognition

Academic

- Member, Research Advisory Board, NISTADS, CSIR, New Delhi
- Member, Academic Advisory Board, TA Pai Management Institute, Manipal
- Member, Jury Council, PDP Course, Aalto University, Finland
- Member, Professor & Faculty Selection Committee, Aalto University, Finland
- Member Faculty Selection Committee- IIT Delhi, IMT Nagpur, NITIE-Mumbai

Industry

- Member, Board of Directors, EAIC, Larsen & Tourbo