

P. Mohan Chandran



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CAREER AMBITION

To achieve leadership excellence in business research and writing.

PHILOSOPHY IN LIFE

Not trying is a bigger defeat than trying and failing.

SUMMARY OF OVERALL EXPERIENCE, SKILLS & ACHIEVEMENTS

- About **5 years** of solid experience in **diverse research** (Management, Legal, Political & Social, Advertising, and Technology research) and **writing/content development**.
- **Key Skills: Internet research, content development, communication**, summarizing, editing, reviewing, proofreading, presentation, creativity, ideation, and coordination. **Very fluent in oral and written English**.
- More than **30 articles and case studies published internationally**, and over **30 published poems**.
- **Articles and poems translated and published in French**.
- **5100 copies** of my various **Management Case Studies** have been bought/read by **top Universities, B-Schools, and Corporates** across the globe.
- About **20** of my **case studies and articles** included and **published in national and international books (including 8 international citations)**.
- My **case studies included** in about **17 books** published by the **ICFAI University**.
- **Brainbench** certification in **English Vocabulary (Intermediate & Advanced levels) – 73 and 74 Percentile** respectively.

SUMMARY OF CURRENT WORK EXPERIENCE

- Organization : **INDIAN SCHOOL OF BUSINESS (ISB)**
Designation : ***Editor – Communications***
Duration : **April 2007 – Present**

SUMMARY OF PREVIOUS WORK EXPERIENCE

1. Organization : **VERIZON Data Services India Pvt. Ltd.**
Designation : ***Analyst***
Duration : **August 2006 – April 2007**
2. Organization : **T.I.M.E. (Triumphant Institute of Management Education)**
Designation : ***Part-Time Faculty, English Vocabulary***
Duration : **August 2002 – April 2007.**

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| 3. | Organization | : | iPrex Solutions (Intellectual Property Rights) |
| | Designation | : | Senior Research Associate |
| | Duration | : | August 2005 – July 2006 |
| 4. | Organization | : | LOK SATTA / Foundation for Democratic Reforms (FDR) |
| | Designation | : | Research Associate & Media Coordinator |
| | Duration | : | August 2004 – July 2005 |
| 5. | Organization | : | ICFAI Center for Management Research (ICMR) |
| | Designation | : | Research Associate |
| | Duration | : | August 2002 - July 2004 |

PROFESSIONAL / ACADEMIC CREDENTIALS

- 2005: **Post Graduate Diploma in Journalism and Mass Communication (PGJMC)** from IGNOU ('B' Grade).
- 2004: **M.A. English (First class: 67%)** from Prof. G. Ram Reddy Centre for Distance Education (PGRRCDE), Osmania University.
- 2002: **MBA - Marketing, (First Class: 64%)** from Vivekananda School of P.G. Studies, Osmania University.
- 1999: **B.Com (First Class: 77%)** from Post Graduate College, Secunderabad, Osmania University.

SPECIAL CERTIFICATIONS

- **Brainbench** certification in **English Vocabulary (Intermediate level) 73 percentile (3.50 out of 5.0)**. Transcript Number: 6215380 (**valid till July 12, 2009**).
- **Brainbench** certification in **English vocabulary (advanced level) 74 percentile (3.58 out of 5.0)**. Transcript Number: 6215380 (**valid till September 1, 2009**).
- '**O' grade (Outstanding)** in Reading, Vocabulary & Grammar, and '**B' grade (Good)** in Writing in '**Test of Proficiency in English**' conducted by **Central Institute of English & Foreign Languages (CIEFL)**.

CURRENT WORK EXPERIENCE

- ✓ **INDIAN SCHOOL OF BUSINESS (ISB)**
Role: Editor – Communications, April 2007 – Present

Job Description

Developing and designing the **ISB insight** quarterly magazine, formulating '**Cover Story**,' initiating and maintaining quarterly **ISB Faculty E-Mailer**, **ISB Executive E-Mailer** and **Alumni Mailer**, **designing templates**, **devising page plan** for the magazine, **editing and proof-reading**, drafting letters, e-mailers, and other written communication for other departments, developing a distinctive style for ISB, **writing articles and conducting interviews**, **liaising with professional agencies**, printers, designers, Audio-Visual services staff, web technical team, and brand manager, developing content for website, manuals and brochures, **interacting with Faculty, Centres of Excellence, students, CEO visitors, researching contemporary topics**, attending conferences, student club events, and other ISB events.

PREVIOUS WORK EXPERIENCE

- ✓ **VERIZON Data Services India Pvt. Ltd.**, Hyderabad
Role: Analyst, August 2006 – April 2007.

Job Description

Technical writing of Verizon's Advanced IT products, developing **web content, documentation** of user manuals, installation guides, help documents, and FAQs, **researching Forrester, Gartner**, and other research tools, **ideation, creative writing**, content **editing, reviewing** and **revising**, creating **corporate presentations**, etc. Supporting **multiple portfolios, projects and teams** across organization in **research and content development**.

ACHIEVEMENTS

- Developed **web content** for Architecture and e-Services (AeS) Award Portal (internal portal of Verizon).
 - Successfully undertook and passed the following **e-learning courses** at Verizon:
 - Being a Knowledge Activist (89%)
 - Breakthrough Motivation (86%)
 - Conceived **content architecture** for Verizon's support portal.
- ✓ **T.I.M.E.** (Triumphant Institute of Management Education), **No.1 Institute in India** for competitive exams coaching.
Role: Part-time Faculty, English, August 2002 – April 2007.

Job Description

Teaching **English vocabulary** for:

- **State** competitive exams like **ICET** (Integrated Common Entrance Test) for **MBA & MCA aspirants of Andhra Pradesh**
- **All-India** competitive exams like **NIMCET (NIT MCA Common Entrance Test)**
- **Campus Recruitment Tests** for **Engineers**.

ACHIEVEMENT

Taught **over 300 classes** with an average of **50 students per batch**.

- ✓ **IPREX SOLUTIONS**, Hyderabad.
Role: Senior Research Associate, August 2005 – July 2006

Job Description

Writing, editing, and reviewing articles and case studies on Intellectual Property Rights (IPRs). Developing **web content** and collecting information on current developments and future trends in IPR through extensive **internet research**. Handling the **internal and external communication** including preparing brochures, corporate presentations, proposal writing, business correspondences and letters, emails, newsletters, etc.

ACHIEVEMENTS AT IPREX SOLUTIONS

- The following articles written by me were published in the **home page** of **IP Frontline** (www.ipfrontline.com), a global online magazine of **US-based PatentCafe**, the world's **oldest** and **largest portal**, and one of the **most recognized brands** in IPR.

Title of the article	Online Ranking (out of top 100 articles on the portal)
Patent Insurance: Teflon Coating on Armour?	No.1 (Read 100 times)
Global Search for Software Patents	No. 1
Finally a 'Drug' that Stimulates Discovery!	No. 1
Patent-Holder Deserves the Monopolistic Rights	No. 3
Patent Terrorism – Terror of the Intangibles	No. 4
Who Moved My 'Apple'?	No. 7
What is Indian Pharma's Next Move?	No. 8
Sasken 007: Licensed to Make A Killing!	No. 12
Because, There is a Cause...	No. 14
The New 'Chartered Consultant'	No. 18

- All my articles were published in IPR websites - www.iprlawindia.org, www.intelproplaw.com, www.ip.com, www.ipfrontline.com, www.ipnewsflash.com and cited on **IP Counsel Blog**.
 - The article titled "Patent-Holder Deserves the Monopolistic Rights" was listed for sale in **Amazon.com** under the **best-selling** section (Jan 2006).
 - The article titled "Patent-Holder Deserves the Monopolistic Rights" was listed for sale on **Goliath Reference**, an online reference content service of **Thomson Gale**, a business of **The Thomson Corporation** (Jan 2006).
 - The articles, "What is Indian Pharma's Next Move?" and "Finally, A Drug That Stimulates Discovery!" included in a CD prepared by **Eldis**, a **UK-based NPO**, and a gateway of development information of the **Institute of Development Studies, Sussex**.
 - The article titled "Indian Pharma – Emerging Horizons," was published as a '**cover story**' in a special supplement of the **CPhI Worldwide** edition of **Chronicle PharmaBiz** (www.pharmabiz.com), **India's leading and most comprehensive portal and magazine on Indian pharma industry**. The article was also published in online version (Issue dated Oct 27, 2005).
 - The article titled "Global Search for Software Patents" was published in the **home page** of **Branding Asia's Asian Business Strategy and Street Intelligence Ezine**, a **Malaysia-based** online business strategy portal of **Asia Pacific Management Forum** (www.apmforum.com).
 - The article, "Patent-Holder Deserves the Monopolistic Rights" included in a book titled "**Probiotics: Making A Comeback**," published by **Thomson Gale** (Dec 15, 2005).
 - Developed **web content** for the **entire website** of iPrex Solutions (www.iprexsolutions.com) in less than a month.
 - Developed **Web content** and **brochure** for **STARGATES**, a realty company of iPrex Solutions.
- ✓ **LOK SATTA / FOUNDATION FOR DEMOCRATIC REFORMS**, Hyderabad.
(*India's largest people's movement for democratic & governance reforms*).

Role: **Media Coordinator-cum-Research Associate**, August 2004 – July 2005

Job Description

Media Coordinator: Building relationships with media – print, electronic and satellite – and **coordinating and liaising** with them in **organizing** press conferences, media meets, media events, and other media-related activities. Handling **internal and external communication** (drafting of classified ads, press releases, press invitations, business correspondences, e-mails, letters, minutes, drafts, reports, etc).

Research Associate: Conducting **extensive research**, and **writing articles and reports** on socio-economic and socio-political issues such as corruption, health, education, elections, women's reservations, and other issues of democratic and governance reforms. **Proofreading, spell checking, editing, reviewing, data collection, data analysis**, and management of knowledge resources.

ACHIEVEMENTS AT LOK SATTA

Successfully coordinated and organized several **State and National** level events, including the following:

- The **First State Level Convention** of over 400 Elected Women Representatives of local governments in AP at Jeevan Jyothi, Begumpet, Hyderabad (3rd April 2005).
- The Core Group meeting of **VOTEINDIA**, a National Campaign for Political Reforms, at LV Prasad Eye Institute (5th June, 2005).
- A discussion of various **political party representatives** on “Empowerment of local governments” (6th June, 2005) at Sundarayya Vignana Kendram, Bagh Lingampally, Hyderabad.
- A **workshop with industrialists** of Hyderabad on ‘Improvements in Indirect Taxes’ at FAPCCI (7th June 2005).
- A **two-day workshop** of Lok Satta on ‘**Procedural Improvements in Indirect Taxes**,’ in association with Central Vigilance Commission (CVC) and Central Board of Excise and Customs (CBEC) at Dr MCR HRD Institute of AP (15th and 16th June, 2005).
- A one-day workshop on ‘**Right to Information**’ at Jubilee Hall (Nampally) inaugurated by Chief Secretary of AP, Mr. Mohan Kanda (17th July, 2005).
- A press meet on **1 lakh signature campaign** relating to traffic problems in Hyderabad at Press Club, Somajiguda, Hyderabad (July 28, 2005).
- An exclusive meet of the Chief of Bureaus of various media with Lok Satta at FAPCCI (June 13, 2005).
- Coordination committee meetings of Lok Satta’s top brass.
- Various other press conferences, media meets, and media events of Lok Satta.
- **Edited and proofread** a book on *Local Governments in India*, released by Mr. CH Hanumantha Rao, former member, Planning Commission of India.
- **Summarized** a book titled *Medicines, Medical Care and Drug Policy* by Mira Shiva, Head of Public Policy Division of Voluntary Health Association of India (VHAI), 2000.
- **Reports** prepared:
 - Andhra Pradesh Election Watch - 2004
 - State Assembly and Parliamentary bye-elections in India (1997-2004)
 - Women’s Reservations in State legislatures and Parliament (1952-2004)
 - Global and Indian corruption scenario (2004-05).

- ✓ **ICFAI CENTER FOR MANAGEMENT RESEARCH (ICMR)**, an affiliate of **ICFAI University**, Hyderabad.

Role: **Research Associate**, August 2002 - July 2004

Job Description

Writing management case studies on diverse topics like Marketing, HRM, Leadership & Entrepreneurship, Operations, Business Strategy, Business Ethics, IT & Systems, etc., which are used by students, faculty members, and professors of leading B-schools worldwide as a part of their course curriculum. The job also involved **extensive Internet research, language editing, proofreading, spell checking, and reviewing.**

ACHIEVEMENTS AT ICMR

- **5100 copies** of my various **Case Studies** have been bought by **Universities, B-Schools and Corporates** across the globe.

The following **case studies** authored by me became **international best sellers**:

Case Title	No. of Universities/ Organizations that bought/read the case worldwide	No. of countries	No. of copies sold globally
Wal-Mart's Supply Chain Management Practices	100	48	1653
Restructuring P&G	32	22	752
The Launch of New Coke	33	30	674
Michigan.gov: The Leading Integrated E-Government Portal	12	11	722
Leadership: The Bill Gates Way	22	22	300
Dow Chemicals' Customer Centric E-Business Strategy	22	16	325
Sears Logistics Management Practices	17	14	114

- **Top ten contributors** (7th place) of case studies for ICMR for the period March-April 2003.
- The case study – '**The Taj's People Philosophy and STAR System**' – was included in a case book titled "**Services Marketing in Asia – A Case Book**" by Jochen Wirtz (**National University of Singapore**) and Christopher Lovelock (**Yale University**), published by **Prentice Hall** (June 2005).
- My case studies were **published** in **ICFAI University** magazines, viz., *HRM Review*, *Marketing Mastermind*, and *Case Folio*.

FREELANCE ASSIGNMENTS

1. Organization : **Centre for Social Initiative & Management (CSIM),**
Hyderabad
(An NPO Supported by **Dr. Reddy's Laboratories**)
Nature of work : **Business Research and writing** (Annual Report)

2. Organization : **Trikaal Advertising, Hyderabad**
 Nature of work : **Copywriting and Advertising Research**

ARTICLE CITATIONS

The following are the articles authored/co-authored by me, cited in various sources:

- “*Patent-Holder Deserves the Monopolistic Rights*” cited in **University of Toronto Research Repository** at <https://tspace.library.utoronto.ca/handle/1807/8766> (31st Dec, 2006) and in **Centre National De La Recherche Scientifique, France** (2006, <http://cat.inist.fr/?aModele=afficheN&cpsidt=17951984>)
- “*Patent Terrorism – Terror of the Intangibles*” cited by **LawPundit** (www.lawpundit.com), in an article titled “*French Alcatel Sues Cisco and Microsoft for Patent Infringement and Punitive Triple Damages: Philip Morris V. Williams: Constitutional Law*” by Andis Kaulins (Nov 23, 2006).
- “*Patent Era Spurs Drug Discovery*” cited in a **German article** on the website **www.linksnet.de** (Oct 26, 2006).
- “*Patent-Holder Deserves the Monopolistic Rights*” was **published and cited** in the **Journal of the Patent and Trademark Office Society (JPTOS)** (Volume 88, No.9, Sept 2006).
- “*Patent Era Spurs Drug Discovery*” cited in a working paper by **University of Pittsburgh School of Law**, titled “*The Tiger Awakens: The Tumultuous Transformation of India’s Patent System and the Rise of Indian Pharmaceutical Innovation*,” by Janice M. Mueller, (Prof, University of Pittsburgh School of Law), August 16, 2006, Paper 43. (<http://law.bepress.com/cgi/viewcontent.cgi?article=1043&context=pittlwps>)
- Article on Patent Insurance was **cited** in **www.shunya.in** (a forum for Indian technology news) in its article titled “*Patent Insurance, Do You Really Need it?*” (April 15, 2006).
- Name was **cited** in **www.in-pharmatechnologist.com/www.drugresearcher.com, UK-based world’s premier website** for the latest breaking news on pharmaceutical technology, in an article titled “*More Patent Armour for Pharma*,” by Kirsty Barnes (April 3, 2006).
- Name was **cited** in **Business Standard** in online version (Feb 14, 2006) and print version (Feb 16, 2006) in an article titled “*Did You Say Patent Insurance?*” by Barkha Shah.
- Case study titled, “*Wal-Mart’s Supply Chain Management Practices*” was **cited** by **Virginia University and Christopher Newport University, Virginia**.
- Case study titled, “*Dow Chemicals’ Customer-Centric E-Business Strategy*,” was cited in a research paper titled “*Internet Communication in the Development of Business Relationships*,” by Natasa Golik Klanac, **Hanken – Swedish School of Economics and Business Administration, Finland**, in the **18th Bled Conference, elntegration in Action, Bled, Slovenia** (June 6-8,2005).

OTHER ACHIEVEMENTS

- Nominated as “**2001 World Champion Amateur Poet**” by *International Society of Poets, U.S.A.*
- **Six of my poems** included in a book titled “**Immortal Verses Series**” published and sold in the U.S. by www.poetry.com.
- Selected as “**Poet of the Week**” by Boloji.com (Dec 10, 2006).
- My poem titled “*Moments of Love*” selected as the ‘**Poem of the week**’ in www.aparnaonline.com (May 22-28, 2006).
- Accomplished prizes/certificates at the **State Level Literary competition and Management-cum-IT meets**.
- ‘**Best Creative Agency**’ award in a creative & strategy workshop on Advertising (2002).
- ‘**National Merit Scholarship**’ in Hindi in Intermediate.
- **Cash award** for an article in the supplement of ‘**The Hindu**,’ viz., ‘Downtown.’

- Developed **brochures** and **web content** for a management consultancy, B-School, IPR firm, event management company, and a consumer durable company.
- Penned **over 600 poems** on a variety of topics, viz., Love, Friendship, Life, Nature, Peace, Politics, Terrorism, etc.

EXTRA-CURRICULAR ACTIVITIES

Events Organized

- *Business Quiz* for Magnus B-School on behalf of **Business World** (2003)
- *English Vocabulary Quiz* at *ICFAI School of Journalism* (April 2003)

Presentation Skills

- Delivered talk on Motivation at Lok Satta (December 2004)
- Delivered talks in **All India Radio (AIR)** on topics such as ‘Turning Around Sick Companies,’ ‘Importance of Small & Medium Enterprises’ (SMEs), ‘Knowledge Management,’ and ‘Monopolies & Control Regimes.’
- Presented the summary of the book, “Managing Radical Change – What Indian Companies must do to become world class” at ISJ (June 2003).
- I love **taking classes, delivering speeches, and giving presentations.**

PERSONAL PROFILE

Father's Name	V.R. Parthasarathy
Date of Birth	7 th July, 1978
Marital Status	Single
Passport Number & Validity Period	B 1373620; December 2009
Languages Known	English, Hindi, Telugu, Tamil, and Kannada.
Hobbies/Interests	Reading, writing poetry, articles & case studies, Internet surfing, neologism, music, cricket, collecting quotable quotes.
Permanent Address	H.No. 1-19-163, Ground Floor, Opposite Bank colony, West Venkatapuram, Secunderabad - 500015.

Note: References will be furnished upon request.

BOOK PUBLICATIONS

The case studies authored by me have been included in books published by the **ICFAI University**, bearing the following titles:

- Strategic Leadership – Concepts and Experiences (2006)
- Human Capital Management – Concepts and Experiences (Nov 2006)
- HR Metrics – An Introduction
- Healthcare Management – Country Perspectives
- Effective Talent Management
- Business Excellence – Concepts and Cases
- Human Capital – Accounting and Valuation

- Change Management Concepts and Applications (2006)
- Case Studies in CRM
- Case Studies in Operations Management, Volume I
- Case Studies in Supply Chain Management, Volume I
- Case Studies on Generic Strategies, Volume I
- Case Studies in Business Strategy, Volume II
- Case Studies in Marketing, Volume II
- Case Studies in HRM, Volume II
- Case Studies in Management, Volume II
- Case Studies in Marketing, Volume III
- Case Studies in Business Strategy, Volume V.

BUSINESS ARTICLE PUBLICATIONS

My articles were published in the following journals/magazines/websites:

Title of the Article	Name of the Journal/Magazine/Website	Date of Publication
Teflon Coating on Armour?	www.domain-b.com	Apr 15, 2006
	Industrial Economist (Cover Story)	Apr 30, 2006
Patent Insurance: An Inside View	www.domain-b.com	Apr 15, 2006
	Confederation of Indian Industry (CII) - Technoligence (www.techbizindia.com)	Apr 24, 2006 (Issue#9)
Who Should Obtain Patent Insurance?	www.domain-b.com	Apr 15, 2006
Change: Receive it With Red Carpet, Not Red-Tape: The New Chartered Consultant	Journal of Institute of Chartered Accountants of India (ICAI)	Feb 2006
	www.ipnewsflash.com	May 31, 2006
Patent-Holder Deserves Monopolistic Rights	Indian Journal of Pharmacology (www.ijp-online.com)	Feb 21, 2006
	www.ipnewsflash.com	May 9, 2006
	www.findarticles.com	Jan-Feb 2006
	High Beam Research (Chicago, USA)	Jan 1, 2006
	Best Life Insurance Company	-
	Journal of the Patent & Trademark Office Society (JPTOS) www.jptos.org	Sept 2006
	Bioline International (www.bioline.org.br)	Jan-Feb 2006
	www.accessmylibrary.com	Jan 1, 2006
	Patent Circle Blog	May 16, 2006
Global Search for Software Patents – Is Google on eBay’s Auction?	Federation of AP Chambers of Commerce & Industry (FAPCCI) Review, Journal of FAPCCI	Jan 10, 2006
	www.ipnewsflash.com	May 9, 2006
	Patent Circle Blog	June 12, 2006
	www.boloji.com	Apr 16, 2006
Patent Era Spurs Drug Discovery	www.pharmabiz.com & PharmaBiz Magazine	Jan 25, 2006
	www.boloji.com	Feb 26, 2006

Patent Insurance: Teflon Coating on Armour?	www.boloji.com	Feb 26, 2006
	Patent Circle Blog	May 13, 2006
	IP Counsel Blog	Jan 4, 2006
	www.ipnewsflash.com	May 9, 2006
	CEO Refresher (www.refresher.com)	1 st July, 2006
Because, There is a Cause....	www.ipnewsflash.com	May 9, 2006
	www.boloji.com	May 28, 2006
	Patent Circle Blog	May 16, 2006
Finally a 'Drug' That Stimulates Discovery!	www.ipnewsflash.com	May 9, 2006.
	Intellectual Property Center, Faculty of Law, University of Indonesia (www.ipcenter-ui.org)	Aug 2, 2006
	CEO Refresher	1 st Sept, 2006
Who Moved My 'Apple'?	www.ipnewsflash.com	May 19, 2006
	www.boloji.com	June 3, 2006
	Intellectual Property Center, Faculty of Law, University of Indonesia (www.ipcenter-ui.org)	Aug 2, 2006
	Patent Circle Blog	June 2, 2006
What is Indian Pharma's Next Move?	www.ipnewsflash.com	May 19, 2006
	Patent Circle Blog	May 25, 2006
Sasken 007: Licensed to Make a Killing!	www.ipnewsflash.com	May 19, 2006
	Patent Circle Blog	June 7, 2006
	Patent Circle Blog	June 29, 2006
	www.ipnewsflash.com	June 28, 2006

POETRY PUBLICATIONS

- "Broken Heart," www.boloji.com, June 13, 2007.
- "Stolen Memories," www.boloji.com, June 13, 2007.
- "Strained Relations," www.mangalorean.com, May 8, 2007.
- "Strained Relations," www.boloji.com, May 6, 2007.
- "A New Sunrise," www.boloji.com, January 7, 2007.
- "Love Labyrinth," www.boloji.com, January 7, 2007.
- "A Silent Battle," www.boloji.com, December 17, 2006.
- "A Despicable Weapon," www.boloji.com, December 17, 2006.
- "Terror Confabulations," www.boloji.com, December 3, 2006
- "Bush's Repartee," www.boloji.com, December 3, 2006.
- "The Universal Game," www.aparnaonline.com, June 3, 2006.
- "Carnal Passion," www.aparnaonline.com, June 3, 2006.
- "Binding Love," www.aparnaonline.com, May 12, 2006.
- "Moments of Love," www.aparnaonline.com, May 12, 2006.
- "Volte-Face," www.poetsindia.com, May 9, 2006.
- "Silent Killer," www.poetsindia.com, May 9, 2006.
- "Love Post-Mortem," www.poetsindia.com, May 8, 2006.
- "Incarnation of Pain," www.boloji.com, April 30, 2006.
- "Incinerated Love," www.boloji.com, April 30, 2006.
- "Double Death," www.boloji.com, April 23, 2006.
- "Silent Killer," www.boloji.com, April 16, 2006.
- "Why Marry?" www.aparnaonline.com, April 15, 2006.

- “Life Sans Wife,” www.aparnaonline.com, April 15, 2006.
- “Last Love or Lost Love!” www.boloji.com, April 2, 2006.
- “Your Birthday,” www.poetry.com, 2002.
- “Your Friendship,” www.poetry.com, 2002.
- “My Heart – For You,” www.poetry.com, 2002.
- “Love Trap,” www.poetry.com, 2002.
- “Timing of Love,” www.poetry.com, 2002.

The following **poems** were also **translated into FRENCH** and **published** online:

- *The Universal Game*, www.aparnaonline.com.
- *Carnal Passion*, www.aparnaonline.com.
- *Binding Love*, www.aparnaonline.com.
- *Moments of Love*, www.aparnaonline.com.
- *Why Marry?* www.aparnaonline.com.
- *Life Sans Wife*, www.aparnaonline.com.

OTHER ARTICLE PUBLICATIONS

- “The Miracles of Panchamukhi Vinayaka,” www.boloji.com, May 26, 2007.
- “Is Money Powerful than God?” www.boloji.com, May 5, 2007.
- “Bad In Good,” www.content.msn.co.in, February 18, 2007.
- *Destiny and Hard Work*, www.boloji.com, June 18, 2006.
- *Mistaken Love: A True Story*, www.boloji.com, May 14, 2006.
- *Jacky’s Gruesome Death*, www.aparnaonline.com, May 6, 2006.
- *Jacky’s Gruesome Death*, www.boloji.com, April 30, 2006.
- *Mistaken Love: A True Story*, www.aparnaonline.com, April 22, 2006.
- *Hard Work Pays Dividend*, Divergence, December 5, 2005.
- *Revamping Our System*, Teacher’s Plus, July-August, 2005.

The following **articles** were **translated into FRENCH** and **published** online:

- *Jacky’s Gruesome Death*, www.aparnaonline.com.
- *Mistaken Love: A True Story*, www.aparnaonline.com.

ADDENDUM

A partial list of **B-schools/organizations** worldwide that have **bought/read** my **case studies**:

ACADEMIC INSTITUTIONS	CORPORATES
Harvard Business School	Ernst & Young
Stanford University	McKinsey
Oxford University	AT Kearney
University of Cambridge	Accenture (U.K.)
London Business School	Eli Lilly Pharma
London School of Economics	KPMG (U.K.)
INSEAD (France & Singapore)	Lombard Life Sciences (Canada)
Purdue University	Steen Ernlund (U.K.)
Georgia Institute of Technology	Bain & Company Inc. (U.K.)
Virginia University	P.A. Consulting Group (U.K.)
Copenhagen Business School (Denmark)	Unilever Research (U.K.)
IMD (Switzerland)	Management Center Belgrade (Yugoslavia)
Helsinki School of Economics (Finland)	Rolls Royce Plc (U.K.)
Dublin Institute of Technology (Ireland)	Citibank N.A. (London)
Stuttgart Institute of Management & Technology (Germany)	Head Software International (U.K.)
European Business School (U.K.)	AAH Pharmaceuticals (U.K.)
Richard Ivey School of Business (Canada)	Booz, Allen & Hamilton
Indian School of Business	Siemens AG (Germany)
Birla Institute of Technology	Research for John Gattorna (Australia)
Administrative Staff College of India (ASCI)	EBS Executive Training Centre (Estonia)
Indian Institute of Foreign Trade (IIFT)	Serce Best Practice Centre (India)
IIMs – A, B, I, K, L	Confederation of Indian Industries (CII)
SP Jain Institute of Management & Research	Centre for Corporate Governance (Ireland)
IIT Bombay	TATA Management Training Centre
Institute of Rural Management, Anand (IRMA)	Japan Center for Human Development (Kyrgyzstan)