

D.L.Sunder

Education

M.Sc. in IT.	Alagappa University ,	2002
Ph.D.	IIT Madras ,	1997
M.S.	BITS Pilani,	1991
M.B.A.	Bangalore University,	1982
B.E.	Mysore University,	1979

Work Experience

Designation /Position	Organization	Duration
Marketing Officer	HMT Ltd	2 years
Dy. Manager	EMTICI Ltd (Elecon, MTC)	8 months
Manager	Indian Carburettors Ltd.	2 years
Manager	Rusnill Chemikals	8 months
Lecturer	Hindustan College of Engineering	2 years
Asst. Professor	Sathyabama Engineering College	2 years
Management Consultant	Rusnill Chemikals	2 years
Professor	REC, Trichy	8 months
Management Consultant	Llinsur Enterprises	3 years
Faculty in Business Admn.	HCT, Ministry of Manpower	6 months
Director	NIFT	3 years
Professor	IIM Indore	6 years

Association with IIM Indore

From June 2006 as Professor in the area of Strategic Management.

Courses taught in various academic programmes at IIM Indore

Strategic Management

Mergers, Acquisition and Corporate Restructuring

Creativity and Innovation for Strategic Implementation

Creativity and Innovation for Competitive Advantage

Entrepreneurship and Small Business Management

Research Experience and Interest

Broad areas of interest are Strategic Management, Entrepreneurship, Creativity, Innovation, Mergers & Acquisition and Corporate Governance.

Papers Published

Sunder, D.L. (2009) Vision and Mission Statements - Powerful Tools or Pure Baloney. *PES Business Review*, Volume 4, No.1, 60-73.

Sunder, D.L. (2008) Entrepreneurship for Growth and Development. *Knowledge Hub*, Volume 4, No.1, 43-54.

Kamalanabhan, T.J., Sunder, D.L., and Amat Taap Manshor (2006) Evaluation of Entrepreneurial Risk-Taking using Magnitude of Loss Scale. *Journal of Entrepreneurship*, 15 (1), 38-46.

Kamalanabhan, T.J., Sunder, D.L., and Vasanthi, M. (2000). An Evaluation of Choice Dilemma Questionnaire as a Measure of Risk Taking Propensity. *Social Behavior and Personality*, 28 (2), 149-155.

Kamalanabhan, T.J., and Sunder, D.L. (1999) Managerial Risk Taking: An Empirical Study. *Social Behavior and Personality*, 27(4), 421-429.

Sunder, D. L., and Kamalanabhan, T.J. (1998) Reaction to Risk - Are Entrepreneurs Different from others. *NMIMS Management Review*, X(1), 89-102.

Sunder, D.L., and Kamalanabhan, T.J. (1997) Entrepreneurial Risk Taking. *SEDME*. XXIV(3), 1-9.

Sunder, D.L., and Kamalanabhan, T.J. (1995) Relationship between risk taking and information seeking in decision making. *Indian Journal of Applied Psychology*, 32, 80-83.

Presentation in Conferences /Publication in Conference Proceedings

Sunder D.L. and Anshul G (2012) Managing Innovation for Competitive advantage. In Patel R., Tanted N., Phatak Y., and Sharma R K. (Eds.) *Business Innovations and Entrepreneurship: Transforming World Economy*, (pp. 30 -39). New Delhi, Excel Books.

Sunder D. L. and Anshul G. (2012, Feb) Takeover Regulations in India. Paper presented at the International conference on Developing strategies for organizations in global economies: Prospects, issues and challenges, Dewas.

Sunder D. L. and Anshul G. (2011, March). Is Knowledge Management a Fad? Paper presented at the National Conference on Emerging trends in information technology & management, Indore.

Anshul G and Sunder D L.(2011, Feb). Is Organized Retailing a Threat to Small Retailers? Perceptions of Retailers and Consumers. Paper presented at the 11th National Conference on Mapping for Excellence: Challenges Ahead, Indore.

Sunder D.L. and Sounder Rajan. (2010, Feb). Intrapreneurs: The changing Role Of Managers In The Economic Resurgence Of India. Paper presented at the National Conference on Role of Professional Managers in the Current Economic Resurgence of India, Chennai.

Sunder D. L (2008, May) Innovation and Entrepreneurship for Inclusive Growth. Paper presented at the National Seminar on Globalization and Inclusive Growth, New Delhi.

Sunder D.L. (1999, Dec) Entrepreneurship and Social Change. Paper presented at the XXIII Indian Social Science Congress, Coimbatore.

Cases

Pandey A, Mohod M & Sunder D.L. (2012). JAM: Juices and More. Indore, IIM Indore (registered with IIM Indore).

Others

A Book Review on “Making Breakthrough Innovation Happen” by Munshi Porus was published in the Indore Management Journal, Vol 1, Issue 4, 2010. pp 122 - 123.

A Case Analysis on the case “Quo Vadis - The Retail Hub Business of National Bank” was published in the Indore Management Journal, Vol 1, Issue 3, 2009. pp 77-79.