



**Mahesh Kumar**

**Overview:**

I am a research scholar in strategic management from the 2020-21 batch. My research interest lies at the intersection of strategy and ecosystems. Before joining academia, I have extensive experience in business analysis and strategy in the textiles industry.

**Area of specialization:**

Strategic Management

**Year of joining the programme:** Dec-2020

**Email:** fpm20.mahesh@spjimr.org

**Educational background:**

MBA, MCA, B.Sc.

**Research interest:**

Organization's adaptation, Ecosystem, and Platforms Research

**Professional appointments/ Work experience:**

A) Faculty--6 years as faculty in strategic management, International Business, investment management/security analysis and portfolio management, and marketing management

B) 10 years in the industry, out of which 8yrs as a business analyst in the Corporate Office, Vardhman group.

**Publications and working papers:**

Security perception of e-banking users in India: an analytical hierarchy process. Banks and Bank Systems, 15(1), 11-20. (ABDC-"C") doi:10.21511/bbs.15(1).2020.02

**Conference presentations:**

1. Paper title: Industry of Punjab: A study on emerging trends in the sector. Conference: Make in India: Challenges and Opportunities, National Seminar, Aurobindo College, Ludhiana
2. Paper title: Making Indian Brands Global Conference: UGC sponsored national conference on "Marketing Brand India Globally" at Khalsa College for Women, Ludhiana

**Brown Bag/ Research Seminar presentations:**

No seminar has been presented yet

**Achievements:**

1. National Finalist--Case Competition Stratathon' at IIM Lucknow
2. Merit Certificate—at graduation level