



I the undersigned asks to participate in the public selection, for qualifications and examinations, for the awarding of a type B fellowship at **Dipartimento di Economia, Management e Metodi Quantitativi**

Scientist- in - charge: **Prof. ssa Maria Laura Toraldo**

[Name and surname]

CURRICULUM VITAE

PERSONAL INFORMATION

Surname	DAMODAR
Name	SATISH KUMAR

PRESENT OCCUPATION

Appointment	Structure
19/07/2022	PROFESSOR OF MANAGEMENT

EDUCATION AND TRAINING

Degree	Course of studies	University	year of award of the degree
Degree	BSc Physics	University of Kerala	1985
Specialization			
PhD (European)	Ph.D Management & Governance	University of Twente, Netherlands	2021
PhD	Ph.D Industrial & Systems Engineering	King's International University, Tonga	2018
Master	Master of Business Administration	Indira Gandhi National Open University, India	1996
Master (European)	Master in Engineering	Lahti University of Applied Sciences, Finland	2016
Degree of medicalspecialization			
Degree of Europeanspecialization			
Other postgraduate diploma	Diploma in Training & Development	Indian Society for Training & Development	2001
Other postgraduate diploma	International Business Programme	Indian Institute of Management Calcutta, India	2005



REGISTRATION IN PROFESSIONAL ASSOCIATIONS

Date of registration	Association	City
25/09/2022	International Association of Engineers	Hong Kong

FOREIGN LANGUAGES

Languages	level of knowledge
English	Proficient in reading, writing & speaking
Tamil	Proficient in speaking
Hindi	Proficient in speaking
Russian	Ability to read (low proficiency)

AWARDS, ACKNOWLEDGEMENTS, SCHOLARSHIPS -INDUSTRY

Year	Description of award
1987 to 1996	<p>Several industry awards for outstanding performance in business strategy planning & execution, development of markets and creating supply chain networks for flow of pharmaceutical goods and services in the far remote markets of India.</p> <p>Translated national strategies to regional and local strategies and optimized resources for gaining market value, sales volume and profitability through market research, market & customer segmentation, targeting potential markets and customers, and through product positioning.</p> <p>Undertaken several hundreds of social service activities on a regular basis through participation in medical camps for poor patients along with government medical professionals/Indian Medical Association by way of free donation of essential medicines & life saving antibiotics in remote villages where roads are inaccessible.</p>
1996-1997	<p>Innovated and implemented several new ideas as a Field product manager through innovation in product development and product packaging for Astra IDL (renamed Astra Zeneca India).</p> <p>Trained and developed hundreds of field personnel and front line managers through classroom, on-the-job training in the areas of medico-marketing, product knowledge, skill development, attitude & behavioural change. Transformation strategy for improving performance of weak territories and personnel with low-skill levels</p>
1997-1998	<p>Innovated and implemented several new ideas as a Product manager through innovation in new product development and line extension of existing products for TDPL division of Sun Pharmaceutical Industries in India.</p> <p>Assessment of market potential, business potential, product portfolio, competition, industry segments, undertake market research, prepare and implement business plans and product plans for new products and create business strategy for market value by planning and implementing product portfolio for driving growth of business and profits</p> <p>Trained and developed several hundreds of field personnel and line managers through classroom training, on-the-job training in the areas of medico-marketing, product knowledge, skill development, attitude & behavioural change</p>
2000-2003	<p>Played lead role in developing innovative products for the Medical Technology (Medical IT) in the areas of nephrology, cardiology and Hospital Management Systems. Started work on dental software. However, the project did not succeed due to lack of funding.</p>



2005-2007	Successfully relaunched women's healthcare division of Hindustan Latex Limited (HLL). Diversified the public sector contraceptive manufacturing company into various related healthcare segments through strategic planning, public-private partnership, collaboration and partnership with various research organizations. Launched several innovative products and expanded markets, sales volume, value and profitability of the company
2007-2009	Head of India operations of Swiss international company Imaging Solutions AG. This was a project management function for identifying stakeholders, project opportunities for an online photofinishing central lab in India through ecommerce platform. Although I could identify two projects, the country was not ready due to lack of high speed internet platform for transferring large files and images online to the photo printing facility at Switzerland.
2010	As a consultant, assisted several small scale industries on product development, process development, corporate strategy, branding, positioning with the objective of achieving business expansion and growth

TRAINING OR RESEARCH ACTIVITY

<p>description of activity</p>
<p>Industry research & training:</p> <p>New product development, innovative business strategies for increasing revenue and profits through meticulous strategic planning and execution</p> <p>Industry research in corporate strategy, brand management, innovation, new product development and planning & executing corporate strategy for two decades</p> <p>As a group/product manager, developed several brands that contributed to profitability and sales volume and have become blockbusters in the respective segments</p> <p>Turned around failed organizations through research, product development, strategy development, people and process development</p> <p>Trained and developed more than thousand field personnel and managers in the areas of product knowledge, skill development and attitudinal change</p> <p>Organized several training programmes on a regular basis, for managers and executives in the areas of leadership, skill development, and positive attitude during the two decades in the industry</p> <p>Prepared more than three hundred business plans for various products across different segments and areas</p> <p>Conducted more than five hundred regional survey studies during my two decades of industry experience, especially focused towards consumers in various sectors</p>
<p>Academic research & training:</p> <p>Developed six small wind turbines at National Institute of Wind Energy (NIWE) India during March 2017</p> <p>Technology transfer - product development</p> <p>A few of the projects are in the areas of water purification system, biogas system, plastic waste recycling and reuse,</p> <p>Undertaken several research projects in the areas of sustainability, environment and community development while at Dire Dawa University, Ethiopia.</p>



PROJECT ACTIVITY

Undertaken one product development project every quarter for a decade while working as product manager / group product manager. Project planning, implementation, evaluation and monitoring evaluation were a major job function and included in the Key Result Areas of the job function.

Year	Project
Management position in the industry for two decades	Product marketing, sales & distribution, training
	New Product development and preparing line extension brand plans for existing products
	Market research, identifying new potential segment for future needs to deliver growth and profits
	Decision making on weak and unattended products
	Business plan, strategy development, costing & contribution analysis

PATENTS

Patent- not applicable

CONGRESSES AND SEMINARS

Industry: Several hundreds of industry seminars organizing group meetings, speaker's programmes, participation in conferences, organizing conferences at international, national, regional and local levels

Academia: More than 25 academic presentations on various technology and management related topics

Date	Title	Place

PUBLICATIONS

Books [title, place, publishing house, year ...]
A comparative study of corporate sustainability, strategic corporate social responsibility and market value creation among companies operating in India (PURE, University of Twente) ISBN: 978-90-365-5189-2, DOI: 10.3990/1.9789036551892 https://doi.org/10.3990/1.9789036551892
Lesvos Island UNESCO Global Geopark, Greece- Systems Thinking on Sustainable Value (Lahti University of Applied Sciences, Lahti, Finland, December 2016)
A comparative study of economies of emerging South East Asian nations (Indian Institute of Management Calcutta, India, April 2006)
Standard Operating Procedures and Human Resources Systems in Strides Arcolab (Indian Society for Training & Development, New Delhi, India, June 2001)
Prescription behavior of doctors and buyer behavior in the pharmaceutical industry in India (Indira Gandhi National Open University, New Delhi, India December 1996)
Top level requirements engineering and design synthesis of a mobile (on-site) dialysis system (Publication pending)



Articles published/in reviews
1. System failure analysis of Costa Concordia (Academia.edu)
2. Systems engineering practices at IBM (Academia.edu)
3. Yoga for physical and psychological health (Cherepovets State University)
4. Bridging the body and the mind through breath (Cherepovets State University)
5. A comparative study of strategic dimensions of CSR and value creation among companies operating in India (Academia.edu)
6. A comparative study of pyramid of CSR, charity, stewardship, environmental responsibility and value creation among companies operating in India (Academia.edu)
7. Importance of sustainability and CSR in India (LAMK Journal, Finland)
8. CSR and sustainable practices among the public sector enterprises in India (LAMK Journal, Finland)
9. Corporate Social Responsibility & Sustainable Development Initiatives in the Indian Corporate Sector (Smart City in Smart Regions International Conference, Lahti, Finland)
10. Vereschchagin´s Lasting Impressions of India (Cherepovets State University, Russia)
11. The Petrified Forest of Lesvos Geopark Greece (LAMK Journal, Finland)
12. Influence of English language in cultures of India and Ethiopia (Cherepovets State University, Russia)
13. Sustainable development through geotourism (Lviv Polytech University, Ukraine)
14. Geopark requirements and processes paving way to sustainable development (ESJournal - 30th April 2022)
15. Systems thinking and its application in the context of Geopark (ES Journal-May 2022)
16. Corporate Sustainability & Strategic CSR in India - A qualitative study (UNV) under process

Congress proceedings
Corporate Social Responsibility & Sustainable Development Initiatives in the Indian Corporate Sector (Smart City in Smart Regions International Conference, Lahti university of Applied Sciences, Finland, 2016)
A comparative study of corporate sustainability among companies operating in India (9 th Mediterranean Interdisciplinary Forum on Social Sciences & Humanities), European Scientific Institute, Spain 26 October 2021)
Top level requirements engineering and design synthesis of a mobile (on-site) dialysis system, Dire Dawa University, 9th October 2021
Assessment of Dimensions of a Sustainable & Resilient Smart City for Social value in Ethiopia, University of Catania, Italy, 13th June 2022



OTHER INFORMATION

Master's thesis supervision: Guided more than 30 research scholars for the master's thesis while in the academia and industry
More than 50 interdisciplinary certifications attained during the period 2020 to 2022 through online learning and webinars
Completing postdoctoral research in sustainability from European Scientific institute during December 2022.
Reviewer of European Scientific Journal (ESJ)
Visiting researcher at Catania University, Italy
Current working papers: <ol style="list-style-type: none">1. Assessment of Requirements & Design Synthesis of a Sustainable & Resilient Smart City for Social value in Ethiopia2. Comparative study on urban sustainability, resilience & liveability among cities of Eastern Europe, West Asia and East Africa3. Disease stigma, social discrimination and attitude towards HIV infected individuals in Addis Ababa, Ethiopia

Declarations given in the present curriculum must be considered released according to art. 46 and 47 of DPR n. 445/2000.

The present curriculum does not contain confidential and legal information according to art. 4, paragraph 1, points d) and e) of D.Lgs. 30.06.2003 n. 196.

Please note that CV WILL BE PUBLISHED on the University website and It is recommended that personal and sensitive data should not be included. This template is realized to satisfy the need of publication without personal and sensitive data.

Please DO NOT SIGN this form.

Place and date: Addis Ababa, 16/12/2022