



DR. ASHA BHATIA

Mumbai, Maharashtra 400080 | 098-209-83513 | ashabhatia25@gmail.com

Professional Summary

A versatile and accomplished professional with more than two decades of experience with award-winning achievements as an academician, policy strategist and mentor in the development sector. A confident leader, driven by integrity and strong ethical principles with ability to strategize processes, strengthen systems and orchestrate change using a strong blend of business and social acumen.

Expert In: Management Education| Social Entrepreneurship |Sustainability| ESG| Impact Assessment| Diversity & Inclusion| Research|

Professional Experience & Expertise

- Higher education & Research
- Social entrepreneurship & Sustainability
- Management of diverse projects with integrated teams
- Policy Design, Implementation and Advocacy – Social and Economic Development
- Brand building
- Development of new service offerings
- Change Management
- Capacity Building
- Stakeholder and Employee Engagement
- Diversity and inclusion

Work History

Director of Research

05/2020 to Current

Universal Business School – Mumbai

- Led a team of researchers at the National level to deliver insightful and impactful research in social entrepreneurship(2020)
- Established Universal Research Case Centre- 5th February 2021, collaborated with industry & academia to organize conferences & Workshops for International clients.
- Published the first ESG report for a management institute. Invited to present at the Academic Leaders’ Forum, ENACTUS World Cup,2021.
- Convened Universal Business School International Research Conference- March 2021.
- Organized the UBS International Case Study Conference(Nov.2021)
- Sponsored Research Projects through Grants and Industry Collaborations

- Initiated the Enactus Chapter at UBS for integrating Experiential Learning & Social Entrepreneurship
- Initiated Diversity & Inclusion programs on campus.
- Presented at 14th Biennial Conference of Entrepreneurship Development Institute of India,

Faculty- Management

12/2011 to 04/2020

K. J. Somaiya Institute of Management Studies & Research – Mumbai

- Contributed to high-quality teaching and research in the areas of Entrepreneurship, Business Ethics, Management Perspectives, Corporate Social Responsibility, & Social entrepreneurship.
- Designed & developed an elective program on Corporate Social Responsibility
- Initiated an experiential course on Social Entrepreneurship for the students of M.B.A.
- Collaborated with Academia, Corporate and Government agencies for social entrepreneurship projects.
- Received corporate grants for research in social entrepreneurship & CSR projects.
- Certified mentor for start-ups – National Entrepreneurship Network. Conducted business model workshops for aspiring entrepreneurs.
- Collaborated on funded research projects with corporate and government agencies
- Organized and conducted training programs for Mumbai Police, Indian Navy and various corporate organizations.

Deputy Director

05/1998 to 01/2012

Dept. of Rehabilitation & Advocacy, National Association for Blind (NAB)

- Collaborated with Universities of global rankings like the Duke University, U.S.A.
- Administered, developed, and implemented programs/services for inclusive higher education and expanded programs and services to unlock employment opportunities for the visually impaired jobseeker.
- Prepared and presented program budgets, identified, and secured sources of funding, and created and maintained productive relations with stakeholders for enhanced visibility and maximization of monetary resources.
- Worked with Government authorities at the state and central level as well as with stakeholders (corporate and high net worth clients), designed project proposals, managed larger grants and maintained donors' relation.

Education

Ph.D.: Management Studies 2018
Pacific Academy of Higher Education & Research

Empirical Research Methods 2015
University of St. Gallen, Switzerland

MBA: Finance and HRM 1988
Gauhati University

Bachelor of Science (Honors) 1985
Gauhati University

Selected Research & Publications

- Bhatia.A. Jain.K.et al (2022) Transforming India’s Logistic Industry During COVID-19 Crisis” ISSN No.25238175 **Scopus Q2** Category journal : 2-s2.0-85124026599.
- Jain.R.Bhatia.A.et al(2021)Structural Equation Modelling to Understand the Impact of Various Components of CSR and the Benefits to Stakeholders Vision: Journal of Business Perspective, October,31,2021 <https://doi.org/10.1177/09722629211050317> (ABDC listed Journal)
- Anand T,Bhatia A, Ramshanker S. Jain K. (2021)Pivoting to stay the course: How Universal Business School Used Innovative Strategy and Entrepreneurial Spirit to Combat Covid 19 Crisis,Fourteenth Biennial Conference on Entrepreneurship, EDII, Ahmedabad, India
- Mubhawau. P, Bhatia A (2021) Contemporary business strategies to survive during COVID 19: A Case study of Zimbabwe, International Journal of Mechanical Engineering (**Scopus Indexed**)
- Basu C, Sankarnarayanan B, Bhatia A, A Case for Social Entrepreneurship: Results from a Pilot Study in India, International Journal of Mechanical Engineering(**Scopus Indexed**)
- Bhatia A.,Goyal P et al (2021). Diffusion and adaption of Healthcare Information Technology. *PalArch's Journal of Archaeology of Egypt / Egyptology*, 18(1), 4381-4388.(**Scopus Indexed**)
- Bhatia A. Jain, P. (2020) A Framework to transform SMEs in developing countries - A Case Studyof India 13th Annual Conference of the EuroMed Academy of Business Theory and Practice Across Industries and Markets ISSN: 2547-8516 ISBN: 978-9963-711-89-5 (**Scopus Indexed**)
- Bhatia.A.(2019) Industry 4.0 and the Impact of Shared Value Creation in Supply Chain, Published in the compendium of Production & Operations Management Society (POMS)International conference,2019
- Basargekar P., Iyer R. and Bhatia A., Journal of Asia Entrepreneurship and Sustainability, Assessing employees' perception related to entrepreneurial climate in their organization & its impact on their perception related to organization's potential success, Vol XV, Issue 1, June 2019(**ABDC listed C category journal**).
- Bhatia A. and Jain P. ((2019) Green finance across banking sector – A comparative study.Indian journal

of economics and business, January 2019 ISSN:0972-5784(**ABDC listed journal**)

- Bhatia A. and Kumar S.(2019)A Study on Road Safety for the Visually Challenged – Policy Implications Asian Social Science; Vol. 15, No. 2; 2019 ISSN 1911-2017 E-ISSN 1911-2025(**ABDC listed C category journal**)
- Senapati, S. and Bhatia, A. (2018) A Study on the Contributions of PACS towards Inclusive Growth of Rural Economy. Theoretical Economics Letters , 8, 2818-2829.(**ABDC Listed B Category Journal**)
- Bhatia. A, Sivakumar SNV & Rajan. S (2017) Drivers of Corporate Social Responsibility as perceived by Employees in Organizations. Proceedings of AUSSRE Annual International Conference on Knowledge Management and Social Sciences Discipline (KMSSD), Sydney, Australia. . ISBN: 978-969-683-878-4
- Bhatia. A & Sharma. S (2017) Innovations in IT – An opportunity for the visually challenged, Somaiya International Conference of Technology & Information Management, 2017. Published in IOSR journal, p- ISSN:2278-8727 AND e-ISSN:2278-0661
- Bhatia. A. (2014) ENACTUS Somaiya's projects help change lives of poor. Pg 81-82, CSR Mandate- Enabling sustainability, Dec 2014

Book Chapters:

- Bhatia A., Juneja R.(2021) “ Online learning – Effectiveness and challenges across the globe” published in “Virtual and Classroom Learning in Higher Education: A Guide to Effective Online Teaching, Bentham Science Publications DOI: 10.2174/97816810892871210101 eISBN: 978-1-68108-928-7, 2021, ISBN: 978-1-68108-929-4(**Scopus indexed**)
- Bhatia A. and Sengupta S. (2019) Future Work Places and the Role of Yogic Leadership, Universal brotherhood through yoga. (Released by Hon. Vice President of India)
- Bhatia A., Kumar S. (2021) Inclusive Transportation Systems - Creating Impact through Social Change, New Horizons in Education and Social Studies Vol. 11, 30 April 2021, Page 33-43 <https://doi.org/10.9734/bpi/nhess/v11/1811F>

Funded Research Projects

- Bhatia A. & Arekar.K.(2015–16) Study to “Analyse the accessibility of government websites” in support of Govt of India's Accessible India campaign
- Bhatia A. & Kumar.S.(2016–17) UL Safer Roads, Safer India – Project funded by Youth Services America under Classrooms with a cause.
- Bhatia A. & Sivakumar S. (2019) Study on disbursement of CSR funds for People with Disabilities for the state of Maharashtra.
- Bhatia A. (2021) Project to prevent blindness in tribal areas of Maharashtra. Funded by Combat Blindness International

Case Studies published at the Case Centre, UK:

- 1) Dr. Asha Bhatia (2022). Pandemic-stricken Supply Chains: Can UNIQLO Still Thrive in the Land of Promise? Case Study, Strategy and General Management, Reference no. 322-0048-11

- 2) Prof. Asha Bhatia (2022) Battling Stereotypes: Is Chuanfu's 'Blade Battery' a Safe Bet for Global EV's? - Production and Operation Management, Case Study, Reference no. 622-0005-1

- 3) Prof. Tarun Anand and Prof. Asha Bhatia (2022). Fabricating Sales at Luckin Coffee: Is the COO the Only One to Blame- Finance and Accounting and Control, Case Study, Reference no. 122-0021-1

- 4) Prof. Asha Bhatia (2022). Relocating Redefined: Can Singaporean Relocation Start-up Moovaz Thrive Solely on Digital Nomads? Entrepreneurship, Case Study Reference no. 822-0024-1

Selected Conference Presentations

- Featured keynote speaker at the 3rd Virtual International Conference on The Future of Scholarly Publishing VICFSP -23rd & 24th December 2021
- Academic Leaders Symposium, ENACTUS World Cup October 2021
- Universal Business School International Research Conference, March 2021
- OLDN International Forum, Community & Organization Capacity Development, (COCD)February 2021
- 14TH biennial conference of Entrepreneurship Development Institute of India, February 2021
- ENACTUS global academic symposium, ENACTUS World Cup 2020
- Lead the Change: Future of higher education, ENACTUS World Cup,2020
 - Conference of the Euromed Academy of Business, September 2020
- 2nd International Conference on Emerging Economies, K. J. Somaiya Institute of Management Studies and Research, Mumbai. Nov 2019
- Production & Operations Management Society (POMS) International conference,2019
- 14th SIMSR Global Marketing Conference – Mumbai, Feb 2019
- SIMSR International Finance Conference, Mumbai, January,2019
- SIMSR Global supply chain conference, Mumbai, Dec 2018
- 1st International conference on Challenges in Emerging economies, Perspectives in qualitative research, Mumbai, India (Nov 2018)
- AUSSRE Annual International Conference on Knowledge Management and Social Sciences Discipline (KMSSD), Sydney, Australia,2017
- Somaiya International Conference of Technology & Information Management, Mumbai, 2017.
- SIMSR International Finance Conference, SIFICO, Mumbai, 2016
- Center for economic policy and research – CEPAR, Economics for innovations of SMEs,19th December 2015, Mumbai.
- 12th Women's World Congress, Hyderabad, 2014
- 3rd International conference on Corporate Social Responsibility & sustainable development,Sharjah, 2015

Accomplishments

- Set up a Research & Case Study Centre at par with global standards.
- Organized and managed a 5-Day Case Study Writing Workshop in partnership with AMDISA with

participants from 5 Asian Countries.

- Organized a Faculty Development Program on Mixed Methods Research at Universal Business School, August, 2020
- Initiated and anchored a training program on 'Organization and Individual Effectiveness' for Mumbai Police which was appreciated by the Commissioner of Mumbai Police. Created and implemented a top-level 21-hour program module on Conflict Management.
- Conducted "Start-up Enterprises" workshops focusing on Entrepreneurship for undergraduate and postgraduate students.
- Conducted Management Development program on Management Perspectives for Indian Navy executives of INS Hamla.
- Certified CSR trainer – conducted training programs – for various corporates and students of Executive Batches
- Conducted training program on "Creativity & Innovation" for executives of Power Grid Corporation – 2015.

Thought Leadership

- Independent Director, Board of Directors, SIFE India
- Member, Institute of Directors, India
- Steering committee member ENACTUS Global Faculty Research Network
- Advisor, Harvard Business Review Advisory Council
- Member of the Mixed Methods International Research Association, U.S.A.
- Member of the National HRD Network.
- Certified mentor for startups, National Entrepreneurship Network
- Member of Gauhati Management Association
- Member of the Rehabilitation Council of India
- Member of the CSR committee, Indian Merchants Chamber, Western region.
- Judge, Hult Prize for Entrepreneurship, 2019
- Member, Higher Education Forum
- Member, Advisory Board of Global Learners Academy of Development
- Member, All India Committee- National Association for the Blind, India
- Member of the Internal Complaints Committee, Masina Hospital, Mumbai
- **Chair, a technical session** at 3rd International conference on Corporate Social Responsibility & sustainable development, Sharjah, 2016
- **Chair, a technical session** at AUSSRE Annual International Conference on Knowledge Management and Social Sciences Discipline (KMSSD) Sydney, Australia, 2017
- **Reviewer** for Emerald Emerging Markets Case Studies.
- **Reviewer** for Journal of Euromed Academy of Business
- **Reviewer** for SAGE Open journals
- **Editorial board of** IICMR International journal
- **Editorial Advisory Board Member, Emerald Publications**

Awards & Recognition

- EPIC Award for Excellence, Universal Business School, January, 2022
- EPIC Award for Best Performance, Universal Business School, October 2021.
- EPIC Award for Excellence, Universal Business School, April 2021
- Best Conference Paper Award, UBSIRC, 2021
- Research Excellence Award 2020, Institute of Scholars, September 2020
- Education excellence award for Social and Economic Development, Azerbaijan November 2019
- Distinguished woman in the field of management – Global Women Summit, December 2019
- Fundraising Champion Faculty, Foundation Day – Somaiya Vidyavihar, 2018
- Best conference paper Award – Somaiya International Conference on Technology Information and Management, 2017
- Mahindra Rise Leadership Award, 2017
- Mahindra Rise Award for Leadership and Sustainability, 2016
- Felicitated by the C.E.O. MMRDA for completing a project as a part of Govt of India's "Accessible India Campaign"- 2016

- Awarded the International Educator's Grant by Youth Service America -2016.

- Best Faculty Advisor award at the ENACTUS National competition – 2014.
- Jewel of Somaiya – Foundation Day - Somaiya Vidyavihar 2014
- Unilever award for leadership & sustainability – Beijing, China 2014
- Nominated by the State Government of Maharashtra for the National Awards-2012 instituted by the Ministry of Social Justice and Empowerment, Govt. of India
- Best Practices in NGO Management - Saritsa Foundation, 2010

Languages Known

English & Hindi