

RESEARCH

Published Intellectual Contributions

Books

- Krishnamoorthy, B. (2009). Management Theory & Practice. New Delhi: School of Distance Education, Excel Publication.

Book Chapters

- Krishnamoorthy, B., Shivkumar, A. (2016). Growth Story of Punjab National Bank: Creating Niche with CBS. In G. D. Sardana, Tojo Thatchenkery (Ed.), Organization Development Through Strategic Management. Bloomsbury Publishing.
- Krishnamoorthy, B. (2009). Modular Kitchen – Will it Fulfill Isha's Needs? Handbook on Management Cases.
- Krishnamoorthy, B. (2009). Telemedicine: Application Of Information Technology In Cancer Cure Practice. International Conference on Business Cases (ICBC2009). International Conference on Business Cases (ICBC2009).
- Krishnamoorthy, B., Rego, S., Laghate, K. (2006). EMERGING CHALLENGES FOR INDIAN BPO- CASE OF HEALTHCARE SECTOR/PHARMACEUTICAL INDUSTRY. Going Global: Changing Strategies of Winning Organizations. New Delhi: EXCEL BOOKS.
- Krishnamoorthy, B., consultant, K. K. (2005). Environmental Stewardship of GACL-gujarat Ambuja Cement limited. CSR Indian cases (2005th ed.). New Delhi: Excel Books.
- Krishnamoorthy, B. (2005). Strategic Alliance – Indian Industry Perspectives. Business Environment,. Coimbatore: allied publishers.

Refereed Journal Articles

- Sampath, G., Krishnamoorthy, B. (2017). IS STRATEGIC AGILITY THE NEW HOLY GRAIL? International Journal of Business Excellence, XIII(2). <http://www.inderscience.com>
- Krishnamoorthy, B., Damle, M. (in press). Models of Innovation: an overview of perspectives and exposition. International Journal of Value Chain Management.
- Bagale, G., Krishnamoorthy, B. (2016). Impact of Environmental and Individual Context Variables on E-Commerce Implementation in Medium Sized Automobile Enterprises of Maharashtra. SMART Journal of Business Management Studies, XIII(1).
- Rajagopal, S., Krishnamoorthy, B., Khanapuri, V. B. (in press). Modelling linkages of logistics performance in the supply chain-a study of Indian textile industry. SMART Journal of Business Management Studies.
- Sampat, B., Krishnamoorthy, B. (2016). Motivations for Social Network Site (SNS) Gaming: A Uses and Gratification & Flow Perspective. Journal of International Technology and Information Management, International Information Management Association, 25(1).
- Gaur, S., Krishnamoorthy, B. (in press). Emergence of Multipresence – A theoretical underpinning. International Journal of Business Information Systems.

- Bagale, G., Krishnamoorthy, B. (2016). Impact of Organizational context variables on E-commerce Implementation in Medium sized Automobile enterprises of Maharashtra. *Research Journal of Social Science & Management*, VI(3), 92-103.
- Rajagopal, S., Krishnamoorthy, B. (2016). Supply Chain Logistics as Competitive Strategy – A Review of Select Studies. *International Research Journal of Business & Management*, Global Wisdom Research Publications, IX(7), 1-9.
- Rajagopal, S., Krishnamoorthy, B., Khanapuri, V., Modh, S. (2015). Logistics Performance and it's linkage with Organizational Performance" –. *Global Supply Chain Management and Emerging Markets*.
- Krishnamoorthy, B., D'Lima, C. (2014). BENCHMARKING AS A MEASURE OF COMPETITIVENESS. *International Journal of Process Management and Benchmarking*, 4(3), 342-359. www.inderscience.com/ijpmb
- Krishnamoorthy, B., Mazumdar, S., Mohanty, C. (2013). Growth of Future Group Logistics–Indian retail Company. *Competitiveness Review. Journal of Global Competitiveness*, Emerald Publishing, XXIII(4/5), 330-342.
- Krishnamoorthy, B. (2013). Astamudi Homestay - A Case Study. *Bombay Management Association*, 01(03), 5. www.bma.org
- Krishnamoorthy, B. (2012). Innovative curriculum enhancing effectiveness of Aspiring Consultants. *International Journal of Academic Conference Proceedings(ICBMIS 2012)*, 484-491. www.IJACP.org
- Krishnamoorthy, B. (2000). Waste Management Practices in hospitals in Maharashtra. *JBIMS research Journal "VISRISTI"*.
- Krishnamoorthy, B. (1999). Emerging styles of leadership. *BCAS Journal*.
- Krishnamoorthy, B. (1999). Environmental Communication. *BMA*.
- Krishnamoorthy, B. (1999). Role of Brihanmumbai Municipal Corporation on managing the solid waste in the city of Mumbai. *JBIMS research Journal "VISRISTI"*.
- Krishnamoorthy, B. (1996). Corporate environmental Management Practice in Bombay and its neighborhood. *JBIMS research Journal "VISRISTI"*, III.
- Krishnamoorthy, B. (1995). A look into the future, corporate environmental management. *Sahitya Aarohan*, I(1).
- Krishnamoorthy, B. (1995). Environmental Ethics. *Journal of Bombay Management Association*, *BMA Review*, VI(5).
- Krishnamoorthy, B. (1995). Environmental Research Trends and Issues. *Journal of the Management Account*, XXX(VIII).
- Krishnamoorthy, B. (1995). Corporate Strategy and Environmental Management - A TQEM approach. *Journal of Society for Participatory Research in Asia*, II(1).
- Krishnamoorthy, B. (1993). A better environment for a better tomorrow. *Management Accountant Journal*, XXVIII(5).

Conference Proceedings

- Krishnamoorthy, B., Sampath, G. (2017). "The Emerging World Order of Digital Economy: Strategic Perspectives". Mumbai: Presented at 2nd NMIMS Business School Industry Interaction Conference, Business Excellence in Digital Economy.
- Krishnamoorthy, B., s. r. (2013). Logistics Performance in the Textile Sector (pp. 8). Gwalior: International Conference on Management & Business Research (ICMBR) at Gwalior on November 23-24,2013, organized by The Society Of Technical and Management Professionals (STMP). www.stmp.co.in
- Krishnamoorthy, B., G. S. (2013). Are Indian Banks Strategically Agile? Scope for adopting strategic agility to banking sector (pp. 12). Tamil Nadu: Great Lakes – Union Bank Conference Theme: Emerging Issues in Banking & Finance.
- Mazumdar, S., Krishnamoorthy, B., Mohanty, C. (2011). Future Group- Sourcing and Logistics. In Building Competencies for Sustainability and Organizational Excellence. Macmillan publishers.
- Krishnamoorthy, B. (2006). Emerging Challenges for Indian BPO – Case of Health Care Sector / Pharmaceutical Industry. Strategies for Winning Organizations. New Delhi: Excel Publishers.
- Krishnamoorthy, B. (2006). Persuading Management to Implement Waste Minimization Strategies. Persuading Management to Implement Waste Minimization Strategies. New Delhi: United States Educational Foundation in India, New Delhi, 2006.
- Krishnamoorthy, B. (2005). Barriers to Civil Society Participation for Environmental Action through a Environmental legal mechanism. Ahmedabad, Gujarat: International Conference on Education for a Sustainable Future-United Decade of Education for Sustainable Development (2005-2014).

Journal Articles

- Krishnamoorthy, B., Dixit, S., Shettewar, R. (2009). Case Study of A Cooperative Store Entering The Retail Sector – Can Samajik Bhandar Survive? SIES Journal of Management.

Monographs

- Krishnamoorthy, B. (2005). Transcend the Horizons to Become Sustainable. Mumbai, Maharashtra: NMIMS Case Monograph.

Periodicals

- Krishnamoorthy, B. (2016). Innovation is key to bridge industry-academia gap. Mumbai: HT Education.
- Krishnamoorthy, B. (1992). Corporate Management practices in Mumbai and its neighbor-hood. Smokeless World. Sunday Observer.

Case Studies Published

- Krishnamoorthy, B. (2017). Environment Management -Text and Cases (3rd ed.). New Delhi: Prentice Hall India. www.prenticehall.india.org
- Krishnamoorthy, B., Narayan, D. H. K.V. (2016). VALUE BASED E-HEALTHCARE - AT THE TATA MEMORIAL CENTRE (3rd ed., vol. VI). Emerald Emerging Markets Case Studies.
- Krishnamoorthy, B., Kacholia, B. M. (2014). Abhinav textile Ltd. - An Indian Family Business (814-063-1 ed., pp. 07). UK: www.thecasecentre.org
- Kacholia, B. M., Krishnamoorthy, B. (2014). Entrepreneurial Perspectives From A Family Business: Starlite Of Bharati Group Of Companies. www.thecasecentre.org
- Krishnamoorthy, B. (2013). Solomon's Innovation Dilemma: A Case Study (pp. 10). UK: thecasecentre.org, ECCH. www.thecasecentre.org
- Krishnamoorthy, B. (2013). Pedagogical Aspects of Teaching Ethics. New Delhi: Business Today.
- Krishnamoorthy, B. (2011). Growth Story of Bannari Amman Group- A family owned enterprise (pp. 15 pages). Canada: Richard IVEY School. Ivey Publishing
- Krishnamoorthy, B. (2008). From Sweet Moments to Happy moments - Cadbury India. ECCH.
- Krishnamoorthy, B. (2008). Environment Management -Text and Cases. New Delhi: Prentice Hall India. www.prenticehall.india.org
- Krishnamoorthy, B. (2005). Environmental Stewardship at Ambuja Cements. Corporate social Responsibility. New Delhi: CV Baxi , Ajit Prasad, Excel Books 2005.
- Krishnamoorthy, B. (2005). Introduction to Management. Mumbai: NMIMS School of distance learning.
- Krishnamoorthy, B. (2005). What Matters Most. What Matters Most : How A Small Group of Pioneers in Teaching Social Responsibility to Big Businesses & Why Big Business is Listening – Basic Books, U.S.A. authored by Jeffrey Hollander,. Mumbai: Journal of Bombay Management Association review on CSR..

Presentations Given

- Krishnamoorthy, B., PAN IIM conference, "Innovation in Banking sector," IIM Indore. (2015).
- Krishnamoorthy, B., ICOM 2015, "Models of Innovation," Abu Dhabi. (November 2015).
- Krishnamoorthy, B., International conference for academic disciplines, "Unique practices adopted by Brand Fab India analysis of the business model," Joseph B. Martin Conference Centre Harvard Medical School, Boston , MA. (May 26, 2015).

- Krishnamoorthy, B. (Author), National Healthcare Management Conference 11th Jan 2014 organized by SIES College of Management, "Home Healthcare in India," NMIMS, Mumbai. (January 11, 2014).
- Rajagopal, S. (Author & Presenter), Khanapuri, V. (Author & Presenter), Krishnamoorthy, B., Modh, S., International Conference on Supply Chain & Logistics Management (ICSCLM), "Logistics Performance and it's linkage with Organizational Performance," Birla Institute of Management Technology, New Delhi. (December 2013).
- Krishnamoorthy, B., 11th AIMS conference of Management organized by Institute of Management Technology Ghaziabad, "E Commerce for Tourism in the Indian Context," AIMS, gurgaon. (December 21, 2013).
- Rajagopal, S., Krishnamoorthy, B., XVII Annual International Conference of the Society of Operations Management (SOM2013), "Logistics Performance and Competitive Capability- A study of the Textile Industry in India," Department of Management Studies(DoMS) IIT Madras, IIT Chennai. (December 20, 2013).
- Krishnamoorthy, B., Mazumdar, S., Mohanty, C., International Conference of Management Cases, "Future Group- Sourcing and Logistics," New Delhi. (2011).
- Krishnamoorthy, B., Masterclass training for directors, "Corporate Social and Environmental Responsibilities," IOD-Institute of Directors, Mumbai. (September 2011).
- Krishnamoorthy, B., NMIMS Faculty seminar, "Management Practice – Beyond the Screen Workplace Monitoring and the Invisible Eye," NMIMS, Mumbai. (2007).
- Krishnamoorthy, B., Panel 46, "Fulfilling Millennium Development Goals: Institutional Responses in South Asia Workplace Essential AIDS Management Program- A Guide to India Inc's Fight Against HIV/AIDS." (June 30, 2006).
- Krishnamoorthy, B., Panel 46, "Fulfilling Millennium Development Goals : Institutional Responses in South Asia – Sustainable Reporting Practices India – a move towards contributing to the Millennium Development Goals – model for public private partnership beyond compliance." (June 27, 2006).
- Krishnamoorthy, B., 3rd AIMS International Conference of Management, "A Case Study of Imparting Value Based Socially Responsible Curriculum, CSR as a Core Paper to MBA, Students at NMIMS," AIMS, Ahmedabad. (January 4, 2006).
- Krishnamoorthy, B., International Conference on Environmental Management, "Challenges for Curriculum Development and Manpower for Imparting Value Based Sustainable Development- Environmental Education in Centres of Higher Learning with Specific Reference to Management Schools in India," Katriya, Hyderabad. (October 30, 2005).
- Krishnamoorthy, B., International Conference on Environmental Management 2005, "Challenges for Curriculum Development and Manpower for Imparting Value Based Sustainable Development-Environmental Education in Centers of Higher Learning with specific Reference to Management Schools in India," Katriya, Hyderabad. (October 30, 2005).
- Krishnamoorthy, B., International Conference on Management - Principles, policies, Processes & Practices in the XXI Century, "Strategic Alliances - A perspective analysis of Indian Industry," Janson School of Business and ECOMNET- economics commerce and management network, Coimbatore, Tamil Nadu. (May 21, 2005).

- Krishnamoorthy, B., National conference on Business Process outsourcing, "Gelling with the BPO Gamble," Laxpro Foundation, Jaipur. (May 7, 2005).
- Krishnamoorthy, B., Master Class Programme for Independent Directors, "Corporate Social and Environmental Responsibility." (April 2005).
- Krishnamoorthy, B., Opening Seminar, "WTO and Environmental Issues," IIM Lucknow, Lucknow. (February 24, 2001).
- Krishnamoorthy, B., International workshop on Environmental Impact Assessment for Urban Development projects DTUDP, "Regulatory and legal instruments for managing the environment," Mysore. (November 1999).
- Krishnamoorthy, B., 6th World Environmental Congress, "Master Plan Paradigm for Environmental Education." (1998).

Media Contributions

Internet

- Pagalguy.com. (April 1, 2012).
- mbauniverse.com. (February 2012).

Magazine

- Business Today. (September 10, 2013).

Contracts, Grants and Sponsored Research

Fellowship

- Krishnamoorthy, B., "Global Colloquium for Participant centered learning," Sponsored by HBS, Narsee Monjee Institute of Management Studies. (August 2009).
- Krishnamoorthy, B., "Environmental Stewardship at Ambuja Cement," Sponsored by UNDP-CII-MDI, Narsee Monjee Institute of Management Studies, \$850.00. (June 2003 - July 2004).

Grant

- Bamel, U. K., Krishnamoorthy, B., "Empirical Study of Organizational Climate Factors Contributing to Research Environment in Indian Universities," Sponsored by UGC, Federal.
- Krishnamoorthy, B., "case studies on CG, sustainability, corporate citizenship," Sponsored by NFCG-National Federation of Corporate Governance, Narsee Monjee Institute of Management Studies, \$5,000.00. (July 2013 - June 2014).
- Krishnamoorthy, B., "Corporate governance," Sponsored by NFCG, Narsee Monjee Institute of Management Studies, \$1,800.00. (June 2011 - April 2012).

Awards and Honors

- Dewang Mehta Award of excellence in strategy, Dewang Mehta. (November 25, 2012).
- Best teacher in the area of strategy, School of Business Management, NMIMS. (April 20, 2009).

- Fulbright IAELP fellowship, US India fulbright commission. (October 20, 2004).

Research Currently in Progress

- "case study writing" (On-Going).
developing field based case studies
- "case writing" (Writing Results).
field based
- "ethical dimension" (On-Going).
survey based research

SERVICE

Department Service

- Committee Member, Curriculum Development Committee. (June 10, 2015 - Present).
- Committee Member, Unfair Means Committee. (2011 - Present).
- Committee Member, Board of Studies. (July 2008 - July 2015).
- Faculty Mentor, Industry Institute Partnership Cell. (June 2005 - July 2015).
- Area Chairperson, Business Environment and Strategy. (June 2005 - June 2015).
- Committee Chair, Admission Committee. (2011 - 2013).
- Committee Member, Placement committee. (June 2006 - June 2009).

College Service

- Committee Member, AOL committee. (June 2013 - Present).
- Committee Chair, AACSB. (March 10, 2013 - Present).

University Service

- Committee Member, Assurance of Learning AOL. (April 10, 2013 - Present).
- Special Institutional Assignment, Board of Management. (July 2013 - July 2016).
- Committee Member, Unfair means committee. (August 2011 - August 2014).
- Committee Chair, admission committee. (July 2011 - June 2013).

Professional Service

- Associate Professor & Area Chairperson, NMIMS, Mumbai, Maharashtra. (2003 - 2013).
- Advisor, Shah & anchor department of Management studies. (2008 - 2009).

Consulting

- Non-Governmental Organization (NGO), NFCG-National Federation for Corporate governance, Mumbai. (July 2013 - Present).
- Indian Institute of Banking and finance, IIBF-Mumbai, Mumbai. (May 2012 - Present).
- Non-Governmental Organization (NGO), green evangelists, bangalore. (July 10, 2010 - Present).
- Government, NFCG-National Federation for Corporate governance, Mumbai. (July 2012 - April 2013).
- Academic, AICTE, Mumbai. (March 2006 - March 2007).

Awards and Honors

Service, Community

- WEE-IEE-IAEWP Environmental Award, World Environmental Congress - Indian Institute of Ecology and Environment and International Association of Educators for World Peace. (December 1997).

Service, Professional

- Fulbright alumni association grant, Fulbright alumni association granted funds. (April 2012).
- United States - Asia Environmental Partnership fellowship, Asia foundation. (October 25, 1994).
- UGC student fellowship, University Grants Commission. (June 1978).