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Academic Employment

- 2004 - present **Indian Institute of Management, Ahmedabad**  
Professor
- 1996 - 2004 **London Business School, University of London**  
Assistant Professor

Previous Business Experience (4 years)

1. in manufacturing as a Purchase and Inventory Control Officer with a chemical and tyre cord firm (DCM Ltd - a leading private group in India in the mid 1980s)- experience included formalizing system specifications for an inventory control system and writing code for it in Basic; supervised management of manufacturing purchases for the firm - 1 year.
2. in banking as Customer Services Manager and Account Manager (Amex and HSBC) - experience included negotiating and selling loans, L/Cs, guarantees, foreign exchange transactions and managing lines of credit within government regulations. As Account Manager, I was responsible for maintaining relationships with and increasing business from such firms as Mukand Iron & Steel, L&T ( a leading engineering and construction firm) and Cipla (a Mumbai based pharmaceutical firm) - 2 years.
3. in systems consulting and IT related executive education with a start-up called CSAI Systems - 1 year.

Education

- 1992 -1996 Ph.D. The University of Texas at Austin  
Areas of Interest: **Marketing Strategy & International Business**
- 1987-1989 PGDM (MBA with concentration in **Marketing & Finance**)  
Indian Institute of Management, Ahmedabad, India
- 1982-1986 Bachelor of Technology (**Chemical Engg**)  
Indian Institute of Technology, Kanpur, India

**Editorial Board Member**

Vision: The Journal of Business Perspectives 2005-2008  
Journal of Market Focused Management 2003

**Professional Affiliations**

American Marketing Association (AMA)  
Academy of International Business (AIB)

**Academic Administration**

Member, Faculty Recruitment Committee, IBS, 1998-2003

Member, Committee for Dual Degrees, 2004

- Chairperson, Website Committee, IIMA 2004-2008 (designed and managed the set up and launch of the new IIMA web site)
- Coordinator, PGPX International Immersion and Placements, 2005-2008 (negotiated agreements with 8 schools for the international immersion for PGPX; managed placement for the first two batches of PGPX)

Member, Computer Services Committee, IIMA, 2005-2010

Faculty Mentor, Centre for Innovation, Incubation and Entrepreneurship, IIMA, 2004-

Member, Working Group for Collaboration with Reputed US B-schools, 2006

- Chairperson, Marketing Area, 2006-2007 (I piloted the faculty recruitment process during this time and was able to make 2 offers of which one candidate joined)
- Chairperson, PGPX, 2007-2009 (increased the batch size from 60 to 80; number of electives offered from 26 to 43; made the program ready for FT rankings)

Member, Research and Publications Committee 2007-10

- Chairperson, Alumni Centre and Resource Generation 2009-11 (During my tenure, I have led the fund raising effort and have already raised more than Rs. 100 million for the institute)

**Refereed Journal Publications:**

Sahay, Arvind and Anandan Pillai (2009), "Differential Impact of Advertising and Distribution Expenditure on Tobin's Q: A Perspective from Listed Firms in India," *Journal of Indian Business Research*, 1(3), (forthcoming)

Sahay, Arvind and Nivedita Sharma (2009), "Brand Relationships and Switching Behavior for Highly Used Products in Young Consumers," *Vikalpa*, (forthcoming)

10. Pramati Server: The Technology and Sales Challenge (2004)
11. Bangalore Integrated Systems and Solutions (2005)
12. Hewlett Packard India Pvt. Ltd. (2005)
13. naukri.com: Competing Against a Global Major (2005)
14. Sai Coating: Detonation Spray Gun (2005)
15. Infiniti: Sales and Distribution of Mutual Funds (2006)
16. Jeevansaathi.com (2006)
17. Antigua vs. US: GATS and the Case of Online Gambling (with Gopakumar Nair) 2006
18. BusinessWorld in India: Retaining Leadership (2006)
19. Microsoft India Development Center: Managing Innovation (2007)
20. ICICI Bank: Sales and Distribution in Rural Banking (2007)
21. ICICI Bank: Credit Cards Pricing (2007)
22. Pricing the naukri IPO (with Nivedita Sharma) (2007)
23. Cholamandalam DBS (2008)
24. Barwil and Barber: Integration Issues (2008) (with G.Raghuram, Deepti Bhatnagar and Y. Sharma)
25. WMS (A): (2008) (with G.Raghuram, Deepti Bhatnagar and Y. Sharma)
26. Wilhelmsen Maritime Services (B) (2008) (with G.Raghuram, Deepti Bhatnagar and Y. Sharma)
27. Helion VC (2008) (with Arun Pratap Singh)
28. Barings Private Equity Partners India Pvt. Ltd (2009)
29. Thermoelectric: Managing Price Communications (2009) (with Arun Pratap Singh)
30. Racer Lube Company (2009)
31. Hero Honda: Brand Communications (in progress)
32. Edelweiss: Corporate Branding (in progress)
33. Prometheus Insurance Company (with Nivedita Sharma) (2009)
34. Earnest and Young: Transaction Advisory Services (in progress) (2010)

### Books

1. Sahay, Arvind (2007), *Strategies in Pricing, Sales and Distribution and Marketing Communication: 9 Case Studies*, BusinessWorld.

### Other Publications:

Sahay, Arvind (2008). "Making a Difference," *Sensex*, 2(2), July, p. 40-43.

Sahay, Arvind (2007). "Challenges in Rural Banking," *Sensex*, 1(5), December 07-January 08, p. 50-52.

Sahay, Arvind and Rajendra K. Srivastava (2007), "To be Market Driven? Or To Drive the Market? That is the Question," *Sensex*, 1(3), August - September, 44-46.

Sahay, Arvind (2003). "Online Pricing," *The Financial Express*, June 5.

Sahay, Arvind, (2002). "Neelet Airlines: Expansion Pains," *The Economic Times*, Strategic Marketing Supplement, (September-October),

Sahay, Arvind (2001). NIIT Ltd. in *World Class in India: A CaseBook of Companies in Transformation* by Sumantra Choshal et. al.