

Name : Reeti Kulshrestha
Designation : Assistant Professor (Strategy, Innovation, Entrepreneurship & CSR)
Institution : Birla Institute of Management Technology
Email : reeti.kulshrestha@bimtech.ac.in
Phone : 9810496526



- **BIOSKETCH:** Dr. Reeti Kulshrestha is PhD in Social Entrepreneurship and a gold medalist in her post-graduation. She is keen on narratives and lived experiences. Her research interest lies in social entrepreneurship, identity research, gender studies, ethnicity studies, social sustainability, and sustainable societies. She has published several research articles including Scopus and ABDC-listed journals. She has got rich academic and industry experience.

- **EDUCATION:**

- PhD from Birla Institute of Management Technology, Greater Noida titled “The practice of Identity Work in Social Entrepreneurship”, 2022.
- Master of Business Administration, Bundelkhand University, 1996
- Bachelor of Science, Bundelkhand University, 1993

Additional Qualification

- “Thomas Licensee”, Psychometric Profiler, Thomas International, 2006.
- Diploma in Training and Development-DIP(TD), Indian Society for Training & Development (ISTD), 2002.

Certification Courses

- Certification course in Psycho diagnostics and Psychometric Assessment, Coursera, National Research Tomsk State University, Russia, 2021.
- Certification course in Know thyself, Coursera, University of Edinburgh, England, 2021.
- Certification course in Social Psychology, Coursera, Wesleyan University, USA, 2020.
- Certification in NHRDN Credible Champion workshop, August 2020

- **AREA OF INTEREST AND RESEARCH:**

- Social Entrepreneurship,
- Identity Research
- Narrative Research
- Sustainability
- Gender studies

- **TEACHING COURSES AND NEW COURSES DEVELOPED:**

- Entrepreneurship,
- Responsible Business
- Enterprise Business Models

- **EXPERIENCE:**

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- Assistant Professor, Birla Institute of Management Technology, Greater Noida, India, June 2022 – onwards
- Research Associate, Birla Institute of Management Technology (BIMTECH), Greater Noida, India Feb-June 2022
- Visiting Faculty at Indirapuram Institute of Higher Studies, (IIHS), June 2019
- Assistant Professor & Head, Career Development Centre, SRM University, Ncr Campus, 2014-2018
- Corporate Trainer, 2004-2006
- Visiting Faculty, Rukmani Devi Institute of Advanced Studies, New Delhi, 2004

- **ACADEMIC POSITIONS AND ASSIGNMENTS:**

- Member Secretary, Sustainability and Climate Risk Committee, BIMTECH, Greater Noida, Feb.2022 onwards

- **PROFESSIONAL ASSOCIATION AND BOARD PARTICIPATION**

- **RECOGNITIONS AND AWARDS**

- Best Research Paper award in an international conference on the theme of "Social Innovation, Social Business and Sustainable Development " hosted by IIT Roorkee, BHU, NABARD and VES, Mumbai
- Gold medal in MBA

- **RESEARCH FUNDING AND CONSULTING**

- **RESEARCH PAPERS AND WORKING PAPERS**

- Kulshrestha, R., Sahay, A., & Sengupta, S. (2022). Constituents and Drivers of Mission Engagement for Social Enterprise Sustainability: A Systematic Review. *The Journal of Entrepreneurship*, 31(1), 90-120.
- Kulshrestha, R., Sahay, A., & Sengupta, S. (2021). Using Trust as a Resource for Social Value Creation: A Case of JanaJal. *South Asian Journal of Business and Management Cases*, 10(2), 196-206.
- Kulshrestha, R., Sahay, A., & Sengupta, S. (2021). IndiGo: Cruising in Market but Crashing Within. *Asian Journal of Management Cases*, 0972820121994959.

- **RESEARCH IN PROGRESS**

- Social Entrepreneurship and Sustainable Development
- Dynamic capabilities of Social Entrepreneurs
- Identity of Social Entrepreneurs

- Gender Identity

- **CASE REPOSITORY AND PUBLICATIONS**

- Published A Teaching Case in UK Case Centre on *Jet Airways Meets a Tragic Fate* in 2020
- Published A Teaching Case in UK Case Centre on *Airtel: Standing at Crossroads* in 2018
- Published a research paper in an International UGC approved Journal IJRAR in 2018 titled *Current Employability Trends in the Industry- Lifelong Learning: Continuing Professional Training and Development*.

- **BOOKS, CHAPTERS AND TECHNICAL REPORTS**

- Published a book chapter titled *Entrepreneurial Behavior in a Pandemic: A Case Study on an Ed-Tech Startup* in co-authorship with Kishan Kumar, Nihar Srivastava and Subhanjan Sengupta in the book “*Entrepreneurship Education and Innovation for Sustainable Development*” in 2021
- Published a book chapter on *Gender Identity and Entrepreneurship: Breaking the Gender Stereotype*, in co-authorship with Arunaditya Sahay and Subhanjan Sengupta in book titled “*Case Studies on Perspectives on Entrepreneurship and Sustainability*” in December 2021.
- Published a book chapter on “*Effective Use of Case Method as a Pedagogical Tool*” in the book titled “*Case Method for Digital Natives*” in September 2021.
- Published a conference paper in ISDRS Conference, Sweden titled “*Sustainability Strategies of Social Enterprises*” in co-authorship with Subhanjan Sengupta and Arunaditya Sahay in July 2021
- Published a booklet titled *Sustainable Entrepreneurship-Innovation and Transformation-JanaJal bringing in Water Revolution*, co-authored with Arunaditya Sahay and Subhanjan Sengupta in March 2021.
- Published a book chapter titled “*An Exploratory Study on the Impact of COVID-19 and Adaptation Strategies of Management Institutes in India*” co-authored with Vithala R. Rao in a book titled “*Challenges of Managing Business, Social and Ecological Systems*” in Feb.2021.
- Published a book chapter in ICMC on *JanaJal: Bringing in Water Revolution*, co-authored with Arunaditya Sahay and Subhanjan Sengupta in December 2020.
- Published a book chapter in ICMC on *Jet Airways: Caught in storm* in 2019
- Published a book chapter titled “*Changing Context of English Language-Development perspectives on Language*” in a book titled “*Emerging Trends in Language, Literature and Culture*” in 2018
- Published a book chapter on “*Language and Literature through ages*” titled “*Decline in the quality of language through ages in literature, media and conversation*” in 2016
- Published a book chapter titled “*Revisiting Education through Digitization*” in a book titled “*Digital India: Transforming India through Education*” in 2016

- **EDITORIAL POSITIONS AND REVIEWS**

- Ex-editor, Shodhgyan, a BIMTECH journal
- Reviewer, Asian Journal Of Management Cases

- Reviewer, FIIB Business Review

- **CONFERENCE, SEMINAR PAPER AND PRESENTATIONS**

- Research paper titled "*Collective Social Entrepreneurship as the road to Sustainable Development: the case of Yellow Streets Social Enterprise*" presented in an Online International conference on the theme of "Social Innovation, Social Business and Sustainable Development " hosted by IIT Roorkee, BHU, NABARD and VES, Mumbai. The paper won the Best Research Paper Award.
- Research paper titled "*Identity based positioning of social enterprise*" presented in a national conference organized by IIM Nagpur and Strategic Management Forum, December 2021.
- Research paper titled "Gender Identity and Entrepreneurship: Breaking the Gender Stereotype" presented in International Conference on Management Cases (ICMC), December 2021
- Research paper titled "Sustainability strategies of social enterprises" presented in International Sustainable Development Research Society (ISDRS) Conference, November 2021
- Research paper titled " Identity Work as an Entrepreneurship Process: Conceptual Understanding and Future Research" presented in an European Paper Development Seminar, on 'Entrepreneurship Process Research' organized online by University of Seville, Spain in April 2021.
- Participated as delegate in a Digital Conference on Social Enterprise- Values and Processes in January 2021 organized by Centre for Social Entrepreneurship, Tata Institute of Social Sciences, Mumbai.
- Research paper titled " JanaJal: Bringing in Water Revolution" presented in International Conference on Management Cases (ICMC), December 2020
- Research paper titled "Guarding the mission for Sustainability of a Social Enterprise" presented in an online conference by Strategic Management Forum-IIM Ranchi (SMF-IIM), December 2020
- Attended and participated in an online workshop on "Grant Writing and Management in a Nutshell" by Max Planck Gesellschaft Institute, Germany, and University of Cologne, November 2020
- Attended and participated in five day workshop on Social Enterprise Research Methods, IIM Udaipur, January 2020.
- Research paper titled "Recent trends in Social Entrepreneurship research" and "Moral Dilemma of a Social Entrepreneur while scaling up" presented at IIM Lucknow, December 2019
- Case study titled "Jet Airways: caught in storm" presented in International Conference on Management Cases (ICMC), December 2019

- **MAGAZINE AND NEWSPAPER ARTICLES**

- "*Bonsai Management*" - People Management' Special supplement to 'Financial Express dated. 18.12.02
- "*The DNA of Leadership*" – Training & Management" Journal April 2003.
- "*Employee Communication- a Multidimensional Approach*"- Annual Handbook of Human Resource Initiatives 2006.

- **INTERVIEWS AND MEDIA IMPACT**

- **MDP SESSIONS, WORKSHOPS AND TECHNICAL LECTURES**

- **PROFESSIONAL ASSOCIATIONS AND MEMBERSHIPS**

- Associate member of Indian Society for Training & Development.
- Life member of National HRD Network.

- **DOCTORAL DISSERTATIONS AND AWARDS**

- **SOCIAL ENGAGEMENT**