

Sushil Bhatia
Executive-in-Residence

Education

MBA, Suffolk University, Boston, MA, Marketing, Finance, Management, 1979

PhD, Universite De Liege, Liege, Belgium, Polymer Chemistry, 1971

MS, Agra University, India, Organic Chemistry, 1966

BS, Delhi University, India, Math, Chemistry, Physics, 1964

Teaching Interests

New Product Development, Innovation, Inventions and The Art of Laughter and Meditation

Research Interests

New Product Development, Innovation and Inventions

Honors/Awards

Service, University

2006: Best Paper award at its annual 2006 conference, Applied Business and Entre. Association.

Teaching

2008: Received Dean's Teaching Excellence Award 2008., Sawyer Business School, Suffolk University.

ACADEMIC EXPERIENCE

Courses Taught

Bottom of the Pyramid

Green Marketing

Honors-Business Foundations

Managing in Global Environment

Strategic Management

Business/Professional Experience

President/ CEO, JMD Manufacturing Inc., JMD Manufacturing Inc, (www.jmdmfg.com) is a global manufacturer and distributor of product i.d. equipment and supplies like inks, print plates, ink rollers and stamping products. It has a wide range of customers from small businesses to Fortune 100 companies like General Motors, Kraft Foods, Oscar Mayer, P&G, Gillette.

JMD also offers custom made innovative products to its customer's specific problems by providing special inks,(JMD has over 70 different types of inks including food grade), application methods and stampers.

Besides USA, JMD sells in countries like Mexico, Canada, China, South Africa, India, Guatemala, Columbia, Germany, U.K. etc. directly as well as through distributor/ agents.

This global experience of innovation, entrepreneurship, marketing, distribution, supply chain and product development for a wide range of applications helps me in applying this knowledge in the subjects I teach at Suffolk, Framingham, Massachusetts (September 1993 - Present).

INTELLECTUAL CONTRIBUTIONS

Refereed Journal Articles

Barretti, M., Bhatia, S. Looking for the Next Big thing. *To appear in Indian Journal of Economics and Business*.

Books

Bhatia, S. (2008). *Laughing is a serious matter* (pp. 120). Lulu.

Bhatia, S. (2008). *Virtual Teams: Real Money*. Lulu.

Bhatia, S. (2005). *Just say YES to Laughing your way to fitness with Yoga and Meditation*. Lulu.

Book Chapters

Bhatia, S. Developing Green Innovation: DeCopier Paper Cleaning Products. In Preeta Banerjee and Vanita Shastri (Ed.), *Social Responsibility and Environmental Sustainability in Business* (pp. 13). India: SAGE Publications India Pvt. Ltd.

Bhatia, S. (2008). Small Business and Global Supply Chain. In Dr. Nargis Mahmud and Dr. M. Rahman (Ed.), *Knowledge Globalization Perspectives* (pp. 26).

Conference Proceedings

Bhatia, S. (2008). *Global Supply Chain for small business: Three Continents, Seven Countries*. KGlobalization.

Journal Articles

Bhatia, S. (2009). Printing Solutions. *Marking Industry Magazine*.

Bhatia, S. (2006). Macro Problem : Nano Solutions. *RFID Product news*.

Bhatia, S. (2005). Offshoring RFID R&D. *Pharma Manufacturing News*.

Bhatia, S. (2005). Tracking the tablet. *RFID Product news*.

Bhatia, S. (2004). The Battle for Counterfeit drugs. *RFID Product news*.

Non-Refereed Presentations or Papers

International

Bhatia, S. (2009). *Better Strategy through Better Mind Management*. Presented at International Academy of Management and Business, New Orleans, Louisiana.

Bhatia, S. (2009). *Virtual Teams: Real Sustainable Solutions*. Presented at KGlobalization, Boston, Massachusetts.

Bhatia, S. (2009, April). *Art of Leadership and Management by 'Karma'*. Presented at KGlobalization, Boston, Massachusetts.

Bhatia, S. (2008). *Leadership, Innovation and The art of Laughter*. Presented at TiE-Global Conference 2008, San Antonio, Texas.

Bhatia, S. (2008, October). *Virtual Teams: Real Money Workshop*. Presented at TiE- Ottawa, Ottawa, Canada.

Bhatia, S. (2008, June). *Innovations for the bottom of the pyramid*. Presented at MOPAN Conference, Boston, Massachusetts.

Bhatia, S. (2006, August). *Innovator's Mind*. Presented at MDI, New Delhi , India, Gurgaon, India.

National

Bhatia, S. (2008). *Art of Laughter*. Presented at State Street Bank Annual Vendor Meeting, Boston, Massachusetts.

Bhatia, S. (2008). *Leadership, Innovation and The Art of Laughter*. Presented at John Hancock company annual meeting, Nashua, New Hampshire.

Bhatia, S. (2007). *Leadership, Innovation and the art of laughter*. Presented at Suffolk University Academic Conference: Discovery, Boundaries & Connections, Boston, Massachusetts.

Bhatia, S. (2006). *Innovative Wellness using the art of laughter*. Presented at Colleges of the Fenway, Brookline, Massachusetts.

Bhatia, S. (2006, March). *Virtual Teams: Real Money*. Presented at Interphex 2006, New York, New York.

Presentation of Refereed Papers

International

Bhatia, S. (2008, April). *Global Supply Chain for small business: Three Continents, Seven Countries*. Presented at KGlobalization, Boston, Massachusetts.

Barretti, M., Bhatia, S. (2005, November). *Finding the next big thing*. Presented at Barcelona, Spain, Barcelona, Spain.

National

Defillippi, R., Barretti, M., Bhatia, S. (2006). *Looking for the Next Big thing using virtual Teams*. Presented at Academy of Management annual conference, Atlanta, Georgia.

SERVICE ACTIVITIES

University Assignments

Committee Member

2007: Chemistry in Business; At the invitation of Prof. Doris Lewis of Chemistry Department of CAS at Suffolk joined as board advisor. The purpose is to promote business activity among chemistry students possibly through creating technical-business student teams..

2006: Environmental Engineering Group; Joined the Board of advisors for Environmental Engineering Group at the invitation of Prof. Pat Hogan in CAS at Suffolk..

Faculty Advisor

2007: Junior Achievement; Arranged and managed Junior Achievement program during fall 2007. High schools students from the local community were mentored with the help of Suffolk Business School Students..

Faculty Mentor

2007: New Product Innovation Awards 2007; During 2007 awards was able to expand the activity beyond business school to CAS as well as the law school . Alums and students from these two submitted entries in the competition and provided judges as well as sponsors for the event..

Professional Service

Conference-Related

2008: Suffolk New Product Innovation Competition 2008; As event founder, conducted and managed the 3rd annual 2008 Suffolk New Product Innovation Competition. Over 240 entries were received from students (all levels including freshmen) and alums of Business School, College of art and sciences and the Law School. Six awards totaling \$8500 were given to the winners. We had 24 judges from global companies, service providers and alums. The judges had diverse backgrounds - law, technical, business, professional services, healthcare etc. Several corporate sponsors like Bose, JMD, SBIR Business, KaBloom, PID analyzers, MBL international corporations, Davison, Suffolk Business school supported the event. Also introduced online submission of new ideas. The winners included students from various schools at Suffolk..

Discussant

2009: International Academy of Management and Business; Paper ' Better Corporate Strategy through Better Mind Management' accepted for presentation at the IAMB conference in Jan. 2009..

Invited Lecture

2008: Management Development Insitute, Gurgaon, India; Taught MBA class on 'Managing your mind for new product creation'..

2008: Management Development Insitute, Gurgaon, India; Taught MBA classes at MDI, India pn 'Marketing New Products'.

2008: Management Development Insitute, Gurgaon, India; Taught MBA class on 'Global Supply Chain'..

2008: Management Development Institute Gurgaon, India; MBA class on ' Global New Product Development'..

2008: TiE-Global Meeting; Presentation/ workshop on ' Leadership, Innovation and the Art of Laughter'. 100+ people attended.

2007: TiE-Con 2007; Spoke as a part of the panel on Karmic Capitalism at the annual TiE-Con business conference attended by over 1200 people..

Keynote Address

2008: TiE- Ottawa; Conducted class/ workshop on 'Virtual Teams: Real Money' at the invitation of TiE-Institute chapter of TiE- Ottawa chapter..

Other Professional Service Activities

2008: Society for Marketing advances; Co-author on presentation 'Issues in Cross Functional Teaching and Learning'.

2007: New Product Innovation Awards 2007; Set up The Urvashi Bhatia Innovation Award Fund. First award given in 2007 from this fund..

2007: New Product Innovation Awards 2007; Expanded the New Product Innovation Awards to include undergraduate students from Business school, CAS and the law school. Also added two new awards. One for MGT 101 students (\$500) and one for 'Green' products. (\$1000). These awards were in addition to the three main awards totaling \$5000. Also got corporations like Bose Corp. Trigent, PID etc. as sponsors for the event..

2006: Suffolk New Product Innovation Awards 2006; Created and executed the first New Product Innovation Awards at Suffolk. Participants included EMBA, MBA and other graduate students. \$5,000 were given in three awards.

Mr. Art Fry, the legendary inventor of Post-it notes was the keynote speaker..

Public Service

Other Community Service Activities

2007: Framingham Rotary Club; Held an innovation contest for children from 8-16 years of age. Sponsored by a local bank. Gave three cash awards..

Professional Memberships

Founder Charter Member TIE-Boston.

Founder Laughing Clubs of America.

Framingham Rotary Club.

Metrowest Chamber of Commerce.