



ALL INDIA MANAGEMENT ASSOCIATION

# All India Management Association

Confers

*“AIMA Kewal Nohria Award for  
Academic Leadership in Management Education”*

2021

on

**Dr Rajendra Srivastava**

A distinguished teacher, researcher and administrator, he has made an outstanding contribution to management education in India and overseas.

He was the dean of ISB between 2015 and 2021 and currently he is the Novartis Professor of Marketing Strategy and Innovation at ISB. He has been the Provost and Deputy President at Singapore Management University, Senior Associate Dean at Goizueta Business School at Emory University in Atlanta, and Senior Associate Dean at the McCombs Business School at the University of Texas at Austin.

A reformist dean, he led a radical transformation of management education at ISB through a period of great challenge and change in the economy. He shaped ISB's response to the emerging trends in business technologies and models and upgraded the curriculum and teaching methods to ensure future readiness of its students. He worked closely with the industry to create new study and research programmes that are relevant to contemporary business.

A prolific researcher and innovator, he has got his papers published in the leading marketing journals and he is renowned for developing the metrics for market impact of innovation, supply chain and customer relationship management. He has also done exceptional work in the area of competitive market structures and brand equity management. Recently, he has focused on business model innovation in the areas of services, technology and B2B trade.

All India Management Association is pleased to present the AIMA - Kewal Nohria Award for Academic Leadership in Management Education to Dr Rajendra Srivastava, Former Dean of ISB and the Novartis Professor of Marketing Strategy and Innovation.

23 September, 2021, New Delhi