

Dr Priyanka Jayashankar

1. PERSONAL HISTORY AND PROFESSIONAL EXPERIENCE

A. Educational Background

DBA (Doctor of Business Administration) Maastricht School of Management, The Netherlands	2008-2012
M. Phil Maastricht School of Management, The Netherlands	2008-2010
MBA Maastricht School of Management, The Netherlands	2006-2007
PG Diploma in Print Journalism Asian College of Journalism, India	2003-2004
BA Economics Madras University, India	2000-2003

B. Academic and professional experience

I am currently an adjunct assistant professor at the Debbie and Jerry Ivy College of Business and the Seed Science Center at Iowa State University. My research focuses on marketing theory, social entrepreneurship and sustainability. My recent research projects have focused on digital agriculture and food marketing, especially in the context of subsistence markets. I have been teaching courses on sustainability, supply chain management. As a result of my joint appointment in the College of Business and the College of Agriculture, I am able to link marketing theory with pressing issues impacting society such as food insecurity and agricultural productivity. I have worked with food banks in the Midwest as well as non-profit organizations in India for conducting my research projects. My research has been presented in leading conferences such as American Marketing Association, the Macro-marketing Conference, the Center for Business and Industrial Marketing and the Institute for Study of Business Markets. My research has been published in leading journals such as the *Journal of Business and Industrial Marketing** and *Ecological Economics**. I have worked as a consultant for an international NGO Hand in Hand to successfully launch an international social entrepreneurship program and I have also conducted a study on bottom of the pyramid markets for the Dutch company DSM.

C. Professional membership:

Member of the American Marketing Association

Member of the Macro-Marketing Society

2. RESEARCH AND CREATIVE ACTIVITIES

A. Research statement

My research focuses on consumer behavior in subsistence markets as well as B2B marketing in the context of sustainability and digital agriculture. My current research builds on the extant literature on exchange theory, the service-dominant logic and consumer well-being. Besides exploring exchange in alternative economies, I study how hybrid organizations and CSR practices can promote societal well-being.

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B. Peer-reviewed publications

- 1) Jayashankar, P., Nilakanta, S., Johnston, W. J., Gill, P., & Burres, R. (2018). IoT adoption in agriculture: the role of trust, perceived value and risk. *Journal of Business & Industrial Marketing*, 33(6), 804-821.
- 2) Jayashankar, P., Van Auken, H. & Ashta, A., “What motivates ecopreneurs in the US to create value?” accepted for publication in *Strategic Change*, 2018.
- 3) Jayashankar, P., Ashta, A. & Rasmussen, M., “What are the lessons from nature for doing well and doing good in different environments? A hybrid perspective of microfinance and slow money, accepted for publication in *Strategic Change*, 2018 .
- 4) Jayashankar, P., Ashta, A., & Rasmussen, M. (2015). Slow money in an age of fiduciary capitalism. *Ecological Economics*, 116, 322-329.

C. Peer-reviewed case studies:

- 1) Jayashankar, P, “How to scale up food-banking through multi-stakeholder partnerships – the case of IFBN,” accepted for publication by SAGE Business Cases (upcoming in 2019)
- 2) Jayashankar, P, Tranel, L., Bentley, J. and Timms, L., “How to Pursue the Right Growth Strategy in a Changing Market? – The Case of the \$1 Billion Sustainable Cooperative Organic Valley,” accepted for publication by SAGE Business Cases (upcoming in 2019)

D Conference proceedings

- 1) “An exploration of value-in-use of big data technology: a B2B agricultural perspective,” the 23rd CBIM 2018 International Conference, By Dr Priyanka Jayashankar, Dr Wesley Johnston, Dr Sree Nilakanta, Reed Burres and Qi Song, Madrid, June, 2018.
- 2) “An Indo-US perspective on institutional actors impacting food-sharing-based exchange,” Dr Priyanka Jayashankar & Dr Samantha Cross, presented at Macro-Marketing conference in Leipzig, Germany, July, 2018
- 3) “Perceptions of food availability: An examination of low income consumers,” Dr Priyanka Jayashankar and Dr Sekar Raju, presented at Macro-Marketing conference in Leipzig, Germany, July, 2018

E. Conferences and seminars

- 1) "Value-in-use of Big Data Technology in Agriculture: A B2B Perspective," at the biennial Institute of Study of Business Markets conference at the Sloan School of Management, MIT, Cambridge, Massachusetts, August 9, 2018, by Dr Priyanka Jayashankar, Dr Wesley Johnston, Dr Sree Nilakanta, Reed Burres, Pushpinder Gill, and Qi Song.

- 2) "An Indo-US perspective on institutional actors impacting food-sharing-based exchange," Dr Priyanka Jayashankar & Dr Samantha Cross, presented at a seminar at the Burgundy School of Business, Dijon, France, July 2, 2018.

- 3) "Perceptions of food availability: An examination of low income consumers," American Marketing Association Winter Conference, New Orleans, Feb 23, 2018, Dr Priyanka Jayashankar and Dr Sekar Raju.

- 4) "Diffusion of big data technology as an innovation in agriculture," Dr Priyanka Jayashankar, Dr Sree Nilakanta, Dr Wesley Johnston, Pushpinder Gill and Reed Burres, Big data for sm(all) farmers workshop, Iowa State University, Feb 26, 2018.

- 5) "Diffusion of big data technology as an innovation in agriculture, Dr Priyanka Jayashankar, Dr Sree Nilakanta, Dr Wesley Johnston, Pushpinder Gill and Reed Burres, Big data for sm(all) farmers workshop, Iowa State University, Feb 26, 2018.

- 6) "The perceptual antecedents of the diffusion of big data technology as an innovation among US farmers- a B2B perspective" Dr Priyanka Jayashankar, Dr Sree Nilakanta, Dr Wesley Johnston, Pushpinder Gill and Reed Burres, 11th Decision Science International Conference, Indian Institute of Management, Trichy, December 28, 2017.

- 7) "An Indo-US perspective on institutional actors impacting food-sharing-based exchange," Dr Priyanka Jayashankar & Dr Samantha Cross, presented at a seminar at Indian Institute of Management, Trichy, July 18, 2017.

- 8) Exploring new complementarities to the global microfinance sector: the case of social investment in US agriculture and communities; by Dr Priyanka Jayashankar, Dr Arvind Ashta and Dr Mark Rasmussen, presented at the European Research Conference on Microfinance in University of Geneva, June 1-3, 2015

- 9) Exploring new complementarities to the global microfinance sector: the case of social investment in US agriculture and communities; Dr Priyanka Jayashankar, Dr Arvind Ashta and Dr Mark Rasmussen; presented at Indian Institute of Management, Bangalore, India, May 29, 2015

- 10) 'Food Deserts of the mind: going beyond structural barriers,' poster presented at the Global Food Security Consortium, Iowa State University, Dr Priyanka Jayashankar, Dr Sekar Raju & Paromita Pain, April, 2015

- 11) 'The diffusion of big data as an innovation in agriculture,' poster presented at the Global Food

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Security Consortium, April, 2016, Iowa State University by Dr Priyanka Jayashankar

12) What makes the poor secure about food availability? Poster presented at ISU Research Day, March 2017, Iowa State University, Dr Priyanka Jayashankar & Dr Sekar Raju

13) What makes the poor secure about food availability? Poster presented at Global Food Security Consortium, April 2017, Iowa State University, Dr Priyanka Jayashankar & Dr Sekar Raju

F. Manuscripts under preparation

1) “Perceptions of food availability: An examination of low income consumers,” Dr Priyanka Jayashankar and Dr Sekar Raju

2) “An Indo-US perspective on institutional actors impacting food-sharing-based exchange,” Dr Priyanka Jayashankar & Dr Samantha Cross

3) “An exploration of value-in-use of big data technology,” Dr Priyanka Jayashankar, Dr Sree Nilakanta, Dr Westley Johnston, Reed Burres and Qi Song

4) “How to scale up an inclusive rice value chain: the case of Hand in Hand,” (with collaborators Dr Sree Nilakanta and Dr M. Geetha)

3. TEACHING STATEMENT

My teaching methodology ties in both fundamental concepts and contemporary case studies. The case study methodology, in my view, would enable students to grasp abstract concepts clearly and also understand how to apply theoretical frameworks in various scenarios. I am currently teaching a sustainable supply chain management elective course, which is being offered for the first time by the supply chain department at the Ivy College of Business. To make the learning process more engaging, I am incorporating live case studies into the course curriculum, whereby students have a more hands-on approach towards developing sustainable operations and inclusive value chains. To share best practices on sustainability with my students, I organized interactions with the confectionary company Hershey’s to help them gain insight into the cocoa value chain. I have also taught an introductory management courses at the College of Business since fall 2013. In order to make the learning process more participative and interactive, I encourage students to take part in case study analyses and simulations.

G. Research areas

- 1) Marginalized consumers
- 2) Alternative exchange systems
- 3) Bottom of the pyramid strategies
- 4) Social entrepreneurship
- 5) Sustainable development

H. Research activities

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I am conducting research on sustainable development at the Seed Science Center, Iowa State University. My ongoing research activities broadly include:

- developing consumer-oriented narrative of food insecurity
- an institutional analysis of food sharing-based exchange systems
- social investment strategies of hybrid organizations in developed and bottom of the pyramid markets
- impact of collaborative consumption on sustainable well-being of marginalized consumers
- factors motivating the diffusion of big data technology as an innovation in B2B markets
- impact of CSR-based food banking on bottom of the pyramid markets
- value creation by sustainable food enterprises in niche markets

I. Grant activity

1) Secured the travel grant, Iowa State University for presenting research in France and Germany for summer of 2018

- 1) PIIR Big Data grant: Part of an inter-disciplinary team which was awarded the PIIR Big Data Grant by ISU in 2015 for \$6000
- 2) \$10,000 internal grant for a Leopold Center, Iowa State University research project on organic dairying which conducted in collaboration with Animal Science and ISU Extension (2014)
- 3) \$7500 multidisciplinary seed grant from the College of Business, Iowa State University for a study on collaborative consumption
- 4) \$4000 bootstrap grant from the College of Business, Iowa State University for a study on food security

J. Media coverage for research publications:

1) Great Taste radio show hosted by Steven Boss on Fairfield KRUFM:

<http://www.kruufm.com/node/19924>

2) Interview with Jodi Henke in Living the Country Life radio show (broadcast over 300 radio stations):

<http://www.livingthecountrylife.com/country-life/slow-money/>

3) Research featured in article by AJ Hughes in Seedstock Magazine:

<http://seedstock.com/2015/08/06/sustainable-financing-report-on-slow-money-calls-for-smarter-food-and-ag-investments/>

4) Research featured in article by Leah Landrum in Iowa State Daily:

http://www.iowastatedaily.com/business/article_eae515d8-267f-11e5-8581-e7e343b72c81.html

K. Publications in print media on the bottom of the pyramid market & social entrepreneurship

Jayashankar, P., Patel, R., & Ashta, A. (2014). Re-imagining Fiduciary Responsibility. *Business Compliance*, 3(2), 60-70.

Social entrepreneurship with a triple-win formula, Priyanka Jayashankar, June 18, 2013, Microfinance Focus <http://www.microfinancefocus.com/social-entrepreneurship-with-a-triple-win-formula/>

An accent on social returns from microfinance: the story of Deutsche Bank, Priyanka Jayashankar, May 30, 2013, Microfinance Focus <http://www.microfinancefocus.com/an-accent-on-social-returns-from-microfinance-the-story-of-deutsche-bank/>

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Pipe dreams come true Priyanka Jayashankar, June 18, 2010, Business Line
<http://www.thehindubusinessline.in/life/2010/06/18/stories/2010061850150400.htm>

Cracking the BoP code Priyanka Jayashankar, June 30, 2008, Business Line
<http://www.thehindubusinessline.in/manager/2008/06/30/stories/2008063050981000.htm>

India's compulsory CSR: Should contributions to impact investment funds be included to increase shared value? Rupal Patel, Arvind Ashta and Priyanka Jayashankar,
January 14, 2014, social.yourstory.in <http://social.yourstory.com/2014/01/india-csr-contributions-impact-investments/>

Investments in Microfinance: Moving from Outcomes to Impact? Arvind Ashta, Priyanka Jayashankar & Rupal Patel
<http://burgundy-microfinance.weebly.com/1/post/2013/10/investments-in-microfinance-moving-from-outcomes-to-impact.html>

3. SERVICE WORK

A. PhD committees

Currently serving on the PhD committees of:

- Ramesh Balayar (sociology, ISU)
- Naboth Bambole (sociology, ISU)

B. Students' clubs

As a co-advisor, I was involved in the launch of the ISU Microfinance Club, a student-led organization at Iowa State University. The ISU Microfinance Club helps spread awareness of microfinance practices and microenterprise development among students.

C) Mentorship of students

Mentoring honors students Jordan Schroeder and Austin Nichol

Mentoring URA/special graduate status student Reed Burres

D) Reviewer for journals

- Guest editor of the special issue of Strategic Change
- Reviewer for World Development journal
- Reviewer for Journal of Small Business Management

D. Voluntary work in the non-profit sector

-Consultant for Grow Movement: A remote volunteer consultant for Grow Movement (a UK-based charity) to guide micro-entrepreneurs in East Africa with product development, business planning and marketing. <http://www.growmovement.org/aboutus.html>

-Pro-bono advisor for Jaksally

Advising the Ghanaian NGO Jaksally to develop its micro-lending model and value-chain related activities

-Associate Editor of Microfinance Focus (2012-July 2013)

-Microfinance Focus is a leading global portal for news and analysis of the trends in the microfinance sector.)

-Writing feature articles on leading players in the global microfinance sector such as Grameen Foundation and Accion Chicago

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5. WORK EXPERIENCE

A. Consultant, Hand in Hand Social Entrepreneurship Program Jan 2011-Sept 2011 :

The international NGO Hand in Hand, which has operations across South Asia, Southern and Eastern Africa and Latin America, launched an international social entrepreneurship program in 2011. The program combined theoretical insights into microfinance and enterprise creation as well as practical exposure to Hand in Hand's field operations in the bottom of the pyramid markets in Southern India. The program was modeled on the lines of Harvard Business School-Accion program.

Role description:

- Promoted and marketed the social entrepreneurship program and drew participants from NGOs, microfinance institutions and policy institutes.
- Involved in development of content and the moderation of sessions.
- Developed scholarship criteria and feedback templates on content delivery and the participants' profile.
- Evaluated the overall program structure and quality, and drafted donor reports.
- Documented the various processes of launching the program and suggested necessary strategies to improve the overall quality of the program.

B Project Coordinator, Bottom of the pyramid project, DSM, The Netherlands 2008 – 2009

Coordinator for a dairy market research project commissioned by the Dutch chemical company DSM in India (under the aegis of the Sustainable Development Center, Maastricht School of Management, The Netherlands.)

- Developed strategies for DSM to tap the bottom of the pyramid segment in India
- Conducted developed the research methodology with the Sustainable Development Center's team
- Research on FMCG supply chains and consumer behavior in the Indian market
- Coordinated secondary and primary data collection with local partners

C. Internship experience during MBA Jan 2007-August 2007

- Interned at a Dutch high tech start-up, Admesy (founded by former Philips engineers)
- Developed B2B marketing strategies for launching a color measurement device
- Conducted pilot studies on the Far Eastern LCD market for the product launch

D. Field work at Asian College of Journalism 2003-2004

- Worked on investigative reports on the causes of female feticide in rural India and developmental issues

C. **Languages known:** English, French, Spanish, Tamil and Hindi

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