



SEEMA MAHAJAN

DIRECTOR,
PRAVIN DALAL SCHOOL
OF ENTREPRENEURSHIP
AND FAMILY BUSINESS
MANAGEMENT.
NMIMS UNIVERSITY.

CONTACT INFORMATION

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EDUCATIONAL HISTORY

Post Graduate Program in Design Thinking

Hybrid model from 'Massachusetts Institute of Technology (MIT) + Columbia University + Tuck School of Business' (2020 - Present)

Global Colloquium on Participant-Centered Learning

Harvard Business School (2010)

Master of Philosophy (MPhil)

University of Mumbai (1993)

Master of Science in Marketing

Mumbai University (1989)

Bachelor of Commerce (B. Com)

Mumbai University (1987)

HONOURS AND AWARDS

Conferred as '**10 Most Influential Women Leaders in Indian Education**' by Higher Education Digest (February 2020).

To read the full article, please visit link - <https://www.highereducationdigest.com/higher-education-digest-february-2020-india-edition-women-leadership-special/>
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'**Best Professor in Marketing and Entrepreneurship**' by Asia's Best B-School Awards (2014)

Special appreciation for nurturing entrepreneurs by NMIMS (2013)

'Dewang Mehta Award' for Best Teacher in Marketing Management (2012)

Titled as 'Outstanding Faculty' by Athens University of Economics and Business, Greece (2007)

Certificate of appreciation for contribution towards the development of courses (2006)

ACHIEVEMENTS AS 'DIRECTOR' AT NMIMS UNIVERSITY

'Pravin Dalal school of entrepreneurship and Family Business Management' has won various accolades nationally/internationally and has been referred to as a pioneer in the country for nurturing entrepreneurship and creating 'Atma Nirbhar India' for the last two decades.

Recognized as "The 2020 Innovation that Inspires" by AACSB (Accreditation).

Gold Award presented by former Hon. President of India, Shri. Pranab Mukherjee for Incorporating Stakeholder's Perspective in Building and Scaling Up of MBA (E&FB) at the Indian Management Conclave 2019.

Ranked 96th "Best Entrepreneurship" Masters worldwide by Eduniversal Rankings.

Only Program mentioned in the McKinsey Report "The Power of Many" - Realizing the socio-economic potential of entrepreneurs in the 21st century released at the G-20 Young Entrepreneurs Summit in Paris, France.

INTERNATIONAL ASSOCIATIONS

- Indian Embassy - Belgium, Spain, Germany, Greece, China.
- Mayor's Office (cities) - Belgium, Spain, Germany, Italy, Greece.
- City Council Offices - Belgium, Spain, Germany, Italy, Greece.
- Ministry of Trade/Commerce/Tourism - Belgium, Spain, Germany, Italy, Greece, China.
- Chambers of Commerce - Belgium, Spain, Germany, Italy, Greece, China.
- Indian Ambassador to Maldives

This connection was effectively used for technology transfer, taking home best practices, research and design, joint ventures, expansions, diversifications of the Indian MSME sector through the Institution. This was a highly rated experience mentioned by the students and proved to play an important role in their growth story.

SPECIAL REPRESENTATIONS

- Nominated by NMIMS to attend Global Colloquium on Participant Centered Learning workshop at Harvard Business School.
- Invited as keynote speaker by Rennes Business School, France for an Indian perspective on 'CSR and Leadership' - attended by participants from nearly 50 Countries.
- Principal Investigator in the Global Leadership and Organizational Behavior Effectiveness (GLOBE) research program - a long-term program designed to conceptualize, operationalize, test, and validate a cross-level integrated theory of the relationship between culture and societal, organizational, and leadership effectiveness.

RESEARCH, CONSULTING AND ADVISORY

- Family Business and Family Values
- Cultural and Social Impact on Business
- Styles of Business
- Succession Planning Models
- Inheritance and Involvement of Next Generation
- Family Run Businesses – Clarity in Role and Responsibility
- Family Run Business and Leadership Styles
- Professional v/s Personal Conflicts
- Challenge and Communication Patterns
- Family Run Business Dynamics and Challenges
- Processes and Systems
- Professionalization
- Family Run Business Performance Appraisal System
- Governance
- Directors and their Roles

RESEARCH, CONSULTING AND ADVISORY

- Transforming traditionally run organisation to Professional Management (setting up processes)
- Orientation of Family-Run Businesses to deliver quality service - setting standards
- Inculcating Culture and Value System in Business
- Sustaining, Scaling & Stabilising Business
- Existing and Practiced Leadership Styles – MSME Sector
- Communication, Culture Dynamics and its impact
- Family-Run Businesses - second and third generations
- Smooth and Successful Inheritance
- Growing in Growing Economy
- Brand Management
- Reputation Management
- Expansions, Diversifications and International Markets
- Exposure to World-Class Business practices

NAMING A FEW COMPANIES CONSULTED

- Ranbaxy Laboratories Limited
- GlaxoSmithKline plc
- Britannia Industries Limited
- Grey Worldwide
- VFS Global
- Mercedes-Benz
- Tata Consultancy Services
- Moser Baer

COURSES TAUGHT IN THE PAST TWO DECADES

NATIONALLY

- NextG in Family Business
- Professionalisation – A simple process in Family Business
- Managing Growth and Transformation – Key to success in Family-Run Business
- Women Entrepreneurship
- Successful Inheritance and Planning
- Getting the family to work together
- Managing Growth in Growing Economy
- Business Alignment and Consolidation-time to Grow
- Marketing for Entrepreneurs
- Entrepreneurship and Venture Capital Management
- Start-Up Foundation
- Consumer Behaviour - Its Application and Implication in Marketing
- Meeting Customer Expectations
- Delivering Quality Services
- Value Identification and Audit Process - Marketing
- Customer Acquisition and Retention (CAR)
- Family Business - Issues and Concerns
- Leading Growth in Traditionally Run Businesses
- Family Business and I
- Professional v/s Personal Growth
- Role of Directors in your Business
- Growing Business in Growing Economy

INTERNATIONALLY

- Doing Business in India India and its Growth
- Story Family-Run Business - Mergers and
- Acquisitions Emerging Markets - An Indian
- Story Growing India and Growing Sectors
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MSME CONNECT - INVITED TALKS, DELEGATIONS AND AS A GUEST MEMBER

- Led MSME delegation of 76 entrepreneurs to China (in 2003) - Focussed on the Steel and Automobile Sector.
- Led MSME delegation of 80-100 entrepreneurs to Germany (every year from 2004-2018) - Focussed on understanding world-class business practices, family-run businesses, professional setup, business processes and transformation. This was in collaboration with the City Council, Ministry of Trade, Indian Embassy and the Mayor's Office.
- Led the Indo-Greece delegation of young entrepreneurs (in 2005, 2008 and every year from 2009-2017) - Focussed on understanding the business environment.

- Led the Indo-Belgium MSME delegation of 60-80 entrepreneurs (every year from 2015-2018) - Supported by the Chamber of Commerce and Mayor of Leuven, Belgium; focussed on Research and Design, innovative thinking, start-ups and incubation, nano- research, drip-agriculture and medicine.
- Led multiple Indo-Spain MSME delegations of 60-80 entrepreneurs (twice every year from 2017-2020) - Supported by the Chamber of Commerce and Ministry of Tourism, Valladolid, Spain; focussed on family-run businesses and their operations, logistics and supply chain models. Areas of study included the model of Mercadona and its sourcing methodologies.
- Led the Indo-Swiss MSME delegation of 60-80 entrepreneurs (every year from 2009-2019) - Supported by Chamber of Commerce, Lucerne, Switzerland; focussed on comprehending futuristic thinking and understanding innovative companies.
- Led multiple Indo-Italy MSME delegations of 60-80 entrepreneurs (every year from 2017-2019) - Focussed on waste management, bio-gas, unconventional super-speciality family-run businesses.
- Invited as a Member of the Indo-Belgium delegation hosted by His Excellency Mr Ambassador, City Council, Ministry of Trade and Tourism, Spain. (2018)
- Invited as the keynote speaker at a conference hosted by Vadodara Jewellers Association on "Family Business in Jewellery and Inheritance – Challenges Ahead". (2018)
- Invited as the keynote speaker at a conference hosted by 'VOKA' Chamber of Commerce and Trade, Leuven, Belgium on "Doing Business in India". (2018)
- Invited as the keynote speaker at a conference hosted by AUEB, Greece on "Impact of growing economy on Family-Run Businesses in India". (2017)
- Invited as the keynote speaker at the 'International Symposium' hosted by Rennes Business School on "Leadership with social Responsibility". (2012)

MEDIA COVERAGE

ARTICLES

- [Helping India Grow Stronger: Pravin Dalal School of Entrepreneurship & Family Business Management](#), TOI, Dt. 05.05.2021
- [Helping India Grow Stronger: Pravin Dalal School of Entrepreneurship & Family Business Management](#), ANI, Dt. 05.05.2021
- [Helping India Grow Stronger: Pravin Dalal School of Entrepreneurship & Family Business Management](#), Business Standard, Dt. 05.05.2021
- [Preparing Family Businesses for the Future](#): Forbes India, Dt. 12.03.2021
- [NMIMS Pravin Dalal School of Entrepreneurship Family Business Management Helps Carry the Rich Legacy of Family Business Forward](#): The Week, Dt. 16.05.2020
- [AACSB recognizes the Pravin Dalal School of Entrepreneurship & Family Business Management](#): Education Jagat, Dt.06.05.2020
- [Emerging needs of family-run businesses: How NMIMS' MBA in Entrepreneurship & Family Business is leading the way](#): TOI, Dt.06.05.2020
- [NMIMS School of Business Management launches MBA \(Entrepreneurship\) program](#): Spandan, Dt. 04.03.2020

BLOGS

- [How NMIMS ensures a smooth transformation in family businesses](#)
- [Add exceptional value to family owned businesses with NMIMS Pravin Dalal School of Entrepreneurship & Family Business Management](#)
- [How to lead the change in family businesses?](#)