

## **Professor C.K. Prahalad**

### **Education**

B.Sc. Loyola College, University of Madras, India, 1960  
Post Graduate Diploma in Business Administration, Indian Institute of Management, Ahmedabad, India, 1966  
Doctor of Business Administration (DBA), Harvard Business School, 1975

### **Academic Employment:**

1976-77 : Professor, Indian Institute of Management, Ahmedabad, India  
1977-1978 : Associate Professor of Business Administration, University of Michigan Business School  
1987- : Professor of Business Administration, University of Michigan Business School  
1993- 2005 : Harvey C. Fruehauf Professor of Corporate Strategy and International Business, University of Michigan Business School.  
2005 - : Paul and Ruth McCracken Distinguished University Professor, Corporate Strategy and International Business, Ross School of Business, University of Michigan

### **Honors:**

\*Awarded the Italian Telecom Prize for Leadership in Business and Economic thinking. Five Nobel Prize winners- Amartya Sen (1998), Joe Stiglitz (2001), Gary Becker (1992), Bob Mundel (1999) and Ed Prescott (2004)-were also present at the award ceremony. I gave the “*lectio magistralis*”  
\*Lifetime Achievement Award, The Ross School of Business, Michigan University  
\*Awarded Faculty Pioneer lifetime Achievement for contributions to Social and Environmental Stewardship by the Aspen Institute and World Resources Institute.  
\*Awarded Doctor of Engineering (honoris causa), Stevens Institute of Technology, New York, May, 2005  
\*Awarded D.Sc., Economics (honoris causa) from the University of London, June, 2005  
\*Awarded Doctor of Business (honoris causa), University of Abertay, Dundee, Scotland, July 2005  
\*Elected Global Indian, 2004 by a blue panel jury of business leaders in India  
\*Member of the UN commission on Poverty and the Private Sector, constituted by The Secy. General of the United Nations, 2003-2004  
\*Lal Bahadur Shastri Award for Excellence in Management, 2000, presented by the President of India,  
\*Fellow, Strategic Management Society  
\*Fellow, Academy of International Business (AIB)  
\*Fellow, International Academy of Management

### Books:

1. Prahalad, C.K. 2004. *The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profit*, Upper Saddle River, NJ: Wharton School Publishing. (Best business book of the year, *Fast Company*, *Amazon.com*, Top business books of the year, *The Economist*. Is being translated into 12 languages)
2. Prahalad, C.K. and Ramaswamy, Venkat. 2004. *The Future of Competition: Co-Creating Value with Customers*. Boston, MA: Harvard Business School Press. (Best business books of the year- *Business Week*, *Strategy+* *Business*, translated into 11 languages)
3. Hamel, Gary and Prahalad, C.K. 1994. *Competing for the Future*. Boston, MA: Harvard Business School Press. (Best business book of the year- *Business Week* and one of the all time best sellers. Translated in over 15 languages)
4. Prahalad, C.K. and Doz, Yves L. 1987. *The Multinational Mission, Balancing Global Integration with local Responsiveness*. New York: Free Press; London: Collier Macmillan.
5. Silvers, J.B. and Prahalad, C.K. 1974. *Financial Management of Health Institutions*. Flushing, NY: Spectrum Publications.
6. Abernathy, W.J.; Sheldon A. and Prahalad, C.K. 1974. *The Management of Health Care*. Cambridge, MA: Ballinger Publishing Co.

### Selected Articles:

#### Award Winning Articles:

1. Prahalad, C.K. and Ramaswamy, Venkat. 2003. The New Frontier of Experience Innovation. *MIT Sloan Management Review*, 44(4): 12. (Best paper of the year in *Sloan Management Review*, PWC- Sloan Award)
2. Prahalad, C.K. and Lieberthal, Kenneth. 2003. The end of corporate imperialism. *Harvard Business Review*, 81(8): 109. (McKinsey prize)
3. Prahalad, C.K. 1995. Weak signals versus strong paradigms. *Journal of Marketing Research*. 32(3): iii. (Anbar Electronic Citation of Excellence)
4. Prahalad, C.K. 1993. The role of core competencies in the corporation. *Research Technology Management*, 36(6): 40-47.

(The Maurice Holland Prize 1994)

5. Prahalad, C.K. and Hamel, Gary. 1990. The Core Competence of the Corporation. *Harvard Business Review*, 68(3): 79-87.  
(McKinsey Prize, has sold the maximum number of reprints in the entire 80+ years of HBR history)
6. Hamel, Gary and Prahalad, C.K. 1989. Strategic Intent. *Harvard Business Review*, 67(3): 63.  
(McKinsey prize)
7. Prahalad, C.K. and Bettis, Richard A. 1986. The Dominant Logic: A New Linkage Between Diversity and Performance. *Strategic Management Journal*, 7(6): 485.  
(Best article published in Strategic Management Journal 1980-1988)

Selected Other Articles:

8. Prahalad, C.K. and Ramaswamy, Venkat. 2004. Co-creation experiences: The next practice in value creation. *Journal of Interactive Marketing*, 18(3): 5.
9. Prahalad, C.K., Ramaswamy, Venkat. 2004. Co-creating unique value with customers. *Strategy & Leadership*. 32(3): 4.
10. Hammond, Allen and Prahalad, C.K. 2004. Selling to the Poor. *Foreign Policy*, May/June: 30.
11. C.K.Prahalad: 2004. The Blinders of Dominant Logic, *Long Range Planning*, (Special issue) 37(2): 171-179
12. Prahalad, C.K. and Krishnan, M.S. 2002. The Dynamic Synchronization of Strategy and Information Technology. *MIT Sloan Management Review*, 43(4): 24.
13. Prahalad, C.K. and Hart, Stu. The Fortune at the Bottom of the Pyramid. *Strategy and Business* 26 54-67.
14. Prahalad, C.K. and Ramaswamy, Venkat. 2000. Co-opting Customer Competence. *Harvard Business Review*, 78(1): 79-87.
15. Prahalad, C.K. and Doz, Yves L. 2000. The CEO: A Visible Hand in Wealth Creation. *Journal of Applied Corporate Finance*. November.
16. C.K.Prahalad and Jan Oosterveld: Transforming Internal Governance: The Challenge for Multinationals, *Sloan Management Review*, 40(3) 31-37.

17. Prahalad, C.K. 1999. Business Unit Efficiency and Leveraging Corporate Competencies. *Journal of Applied Corporate Finance*. (Special Issue)
18. Kathleen Conner and C.K. Prahalad: 1996 A Resource Based Theory of the Firm: Knowledge vs. opportunism, *Organization Science*, 7(5) 477-502.
19. Prahalad, C.K. and Krishnan, M.S. 1999. The new meaning of quality in the information age. *Harvard Business Review*, 77(5): 109-118.
20. Hamel, Gary and Prahalad, C.K. 1996. Competing in the New Economy: Managing Out of Bounds. *Strategic Management Journal*, 17(3): 237.
21. R.A. Bettis and C.K. Prahalad: The Dominant Logic: Retrospective and Extension, *Strategic Management Journal*, 16(1) 5-14.
22. Hamel, Gary and Prahalad, C.K. 1994. Competing for the Future. *Harvard Business Review*, 72(4): 122-128.
23. Prahalad, C.K. 1994. Corporate Governance or Corporate value Added: Rethinking the Primacy of Shareholder Value. *The Journal of Applied Corporate Finance*, 6(4) Winter.
24. Hamel, Gary and Prahalad, C.K. 1993. Strategy as stretch and leverage. *Harvard Business Review*, 71(2): 75-84.
25. Doz, Yves L. and Prahalad, C.K. 1991. Managing DMNCs: A Search for a New Paradigm. *Strategic Management Journal*, 12(Special Issue): 145-164.
26. Hamel, Gary and Prahalad, C.K. 1991. Corporate Imagination and Expeditionary Marketing. *Harvard Business Review*, 69(4): 81-92.
27. Hamel, Gary; Doz, Yves L. and Prahalad, C.K. 1989. Collaborate with Your Competitors - and Win. *Harvard Business Review*, 67(1): 133.
28. Doz, Yves L. Prahalad, C.K. 1986. Controlled Variety: A Challenge for HR Management in the MNC. *Human Resource Management*, 25(1): 55.
29. Hamel, Gary and Prahalad, C.K. 1985. Do you Really Have a Global Strategy? *Harvard Business Review*, 63(4): 139.
30. Bettis, Richard A. and Prahalad, C.K. 1983. The Visible and the Invisible Hand: Resource Allocation in the Industrial Sector. *Strategic Management Journal*, 4(1): 27.
31. Hamel, Gary and Prahalad, C.K. 1983. Managing Strategic Responsibility in the MNC. *Strategic Management Journal*, 4(4): 341.

32. Prahalad, C.K. and Doz, Yves L. 1981. An Approach to Strategic Control in MNCs. *Sloan Management Review*, 22(4): 5.
33. Yves Doz and C.K.Prahalad 1981: Head quarters Influence and Strategic Control in MNCs, Sloan Management Review, 23(1) 15-30.
34. Doz, Yves L. and Prahalad, C.K. 1980. How MNCs Cope with Host Government Intervention. *Harvard Business Review*, 58(2): 149.
35. Prahalad, C.K. 1976. Strategic Choices in Diversified MNCs. *Harvard Business Review*, 54(4): 67.

An additional 35 articles in various journals and chapters in books.

Industry Experience:

1. Member of the Board, NCR corporation, member of the Audit Committee and the Chair of the Governance Committee
2. Member of the Board, Hindustan Lever Ltd., Member of the Audit Committee
3. Member, Advisory Board, Microsoft, India
4. Member, Global Board of Trustees, The Indus Entrepreneurs (TIE), one of the world's largest organizations devoted to entrepreneurship
5. Member of the Board, World Resources Institute, Washington, D.C.
6. Consulted with the CEOs of at least top 30 of the Fortune 200 firms