

Curriculum Vitae

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EDUCATION:

1999-2003: D. Phil (PhD) (Anthropology) from Oxford University, United Kingdom

2010 -2012: MBA – (Master of Business Administration - Marketing), IIBM Delhi

1992-1994: M.A (Anthropology) from University of Madras, Chennai, India

1982-1985: B.A (Economics) from St. Joseph's College, Trichy, India

D.Phil (PhD) Dissertation: *'Conflict Management and Identity Construction'*

PROFESSIONAL LEADERSHIP EXPERIENCE:

- Built up an Institute that researched into issues of conflict in religions and cultures and evolved conflict resolutions. Now it is a research institute affiliated to Madras University and in it there are many PhD students writing their theses. It is: Institute of Dialogue with Cultures and Religions (IDCR)
- Played a key role in founding an engineering college by negotiating with a French group, ICAM. This has evolved an Indo-French model of educational leadership. Now the college is successfully run by Loyola College, Loyola-ICAM college of Engineering and Technology (LICET)
- As Secretary & Correspondent of Loyola College, Chennai, led 300-plus faculty and 230-plus non-teaching staff in 32 departments and 15 institutes to optimum level of performance; restructured its financial system, reorganised human resources, enhanced the infrastructure and brought all the activities under ERP system; Wrote the Master Plan for Loyola College envisioning a future for Loyola College.
- Built up a Business school single-handedly in Palayamkottai, South Tamil Nadu, called Xavier Institute of Business Administration (XIBA)
- Founding member of a group called, *Knowledge Xchange*, it remains a platform for exchanging ideas and strategies on education. Played a key role in organising conferences and colloquium on education and the ways it is provided in India and beyond.
- Worked as Strategic Consultant to *Indev Logistics* to evolve strategies for training competent people to handle CFS in India and abroad
- Worked as CEO for SCAD group of institutions in Tirunelveli district of Tamil Nadu to expand its investment in educational institutions and develop a professional system of administration
- Working as Expert Advisor to CARE Group of Institutions, Tiruchirapalli, in rebranding and reorganising the institutions.

PROFESSIONAL EXPERTISE :

- Mapping Competencies of employees in institutions and evolve ways of building competencies for specific jobs
- Conducting consumer research to assist in the process of starting businesses and reviewing already running enterprises
- Assisting NGOs in their programmes of empowerment by conducting evaluation and assessment: Measuring Empowerment
- Motivating and Training Personnel by planning, preparing & presenting Packaged Programs on Source and Power and management of Emotions, Setting and Reaching Goals, and managing Crisis Situations.
- Preparing the Dynamics, exercises, questionnaires, and assignments for various Organizations for Planning, Evaluation and Revamping.
- Designing Mission Statements for Corporate and working out Strategies for realizing the same.
- Assisting & counselling Personnel in various aspects of their career path.
- Coordinating for keeping up to date with Market, Social and Cultural changes and Concomitant Personality changes.
- Meeting with Corporate Team or Heads of Educational Institution to help implement a special Corporate or educational program.
- Giving youth and adults 'motivational speech' on improving their Personality to achieve best results in life.
- Facilitating Personnel on Emotional Intelligence (EQ), Social Intelligence (SQ) and Spiritual Intelligence.
- Providing Orientation Programs for the Teachers, Professors, Administrators and Students.
- Serving as a Corporate Consultant in the areas of Organizational Behaviour, Planning, Risk taking, Goal –setting, Goal Striving and Goal Research Skills
- Serving as resource person in the area of Leadership Dynamics, Marketing Power of Emotions and Crisis and Stress Management for Corporate, Business Schools and Higher Educational Institutions in Tamil Nadu.

TEACHING EXPERIENCE

- Taught culture and communication at Department of Visual Communication for two years, Loyola College, Chennai India
- Taught for three years foundation courses at Loyola College, Chennai India
- Taught (teaching) consumer behaviour, social entrepreneurship and crosscultural management in Loyola Institute of Business Administration (LIBA), Chennai India
- Taught perspectives in social sciences, and Indian culture in Department of Humanities and Social Sciences at Indian Institute of Technology (IIT) Madras for two years
- Taught consumer behaviour in ISEG school of management, at Lille Catholic University, France
- Taught a course on crosscultural business enterprises at Angers University France
- Taught on Consumer Behaviour and Crosscultural Management at Ingolstadt School of Management, Germany, as Professor of Crosscultural Management in Audi plant
- Taught a course on Crosscultural Marketing at the department of Textile and Fashion Technology, in FujenUniversity, Taipei, Taiwan
- Taught consumer behaviour in XLRI India.

- Taught (teaching) for four years Consumer Behaviour at Rajagiri Business School, Cochin
- Taught consumer behaviour and Crosscultural management at XIMR, St Xavier's College, Mumbai

RESEARCH INTERESTS :

Core Areas:

- CULTURE, COMMUNICATION, MANAGEMENT, LEADERSHIP

In Particular:

- Cultures of Consumption
- Consumer Behaviour
- Cross cultural management
- Social Entrepreneurship
- Contemporary Debates on Poverty In India
- Media Management
- Emotions and Consumer Behaviour
- Leadership Styles
- Competence Mapping and Competence Building
- Conflict Resolutions and Conflict Management
- Organisational Behaviour
- Globalisation and Empowerment of the Subalterns
- Myths and Symbols in cultures

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RESEARCH EXPERIENCE

- Working as a PhD guide at University of Madras, Chennai through Institute of Dialogue with Cultures and Religions (IDCR), guiding seven students who write theses on culture and management.
- 1992-1994 – Research Assistant, *Measuring Empowerment by Community Development Projects*, Project by World Bank
- 1993–1994 - Individual research on *Religion and Rituals of Kannikkars of Trinaveli district in Tamil Nadu*, India
- 2000–2002– Research Co-ordinator, *Micro Trends among the youth*, project for Aylesbury Parish Council, UK
- 2004–2007 – Research Co-ordinator, *Conflict between religious communities in Coimbatore city in India*, project by IDCR, Loyola College, Chennai, funded by MISSIO Aachen, Germany. 2005-2006 Research Analyst, Voting Patterns in Assembly Elections in Tamil Nadu, Funded by Goodwill Communications, Chennai
- 2007-2009 Research co-ordinator, *Caste violence in Tamil Nadu, India*, by IDCR, Loyola College, Chennai, India, funded by Missio, Aachen, Germany. Studied caste conflicts in India to show how caste factors stand in the ways of economic development of people; Researched on the factors contributed to bomb blasts in Coimbatore city in Tamil Nadu and how the inter-religious conflicts could be solved
- 2008-2009 Research Coordinator, *Consumer Culture: A Study of Mall culture in Chennai city*, IIT-Madras, Humanity and Social Sciences.

- 2009 – 2011 Regional Research Co-ordinator, *Role of Religion in Development* by School of Oriental and African Studies, University of London
- 2008 - 2010 Principal Investigator, in India, *Consumer Cultures of India: Study of Buying Behaviour of India*. JASOS, Oxford, UK
- 2010 -2012 As a principal investigator, studied the blocks that prevent Dalits from achieving development. This was funded by European Council of Social Research (ESRC).
- 2011-2012 Studied the buying behaviour in Malls in Chennai city to find out the role of culture in the decision making process, as part of consumer behaviour research.
- 2010 Studied the motivational factors for changing food habits of Indians from Indian foods grounded in culture to foods from the West to map the changing patterns of behaviour due to consumer behaviour
- 2011 Studied on how symbols and myths contribute to production of corporate culture, a case of Tata group.
- 2012-2014 Led a team of researchers who investigated 32 small time entrepreneurs in Tirunelveli district (titled as Rustic Entrepreneurs) to find out the context-specific entrepreneurial skills of people who have run businesses successfully for the last fifty years.

PUBLICATIONS

Books:

- *Personality Development, Ways of discovering Self*, IDCR Publications 2005
- *Religions: An Introduction*, IDCR Publications 2005
- *Constructing Dalit Identity*, Rawat Publications 2006
- *Interculturation of Religion*. ATC Publications 2007
- *Theories of Social Change*, Manohar Publications (forthcoming)
- *Tools of Socio-cultural Analysis* IDCR Publications (forthcoming)
- *Business Moves: Eight Energies of Leadership Competence*, (forthcoming)
- *Rustic Entrepreneurs*, Publishing India (forthcoming)
- *Case Study Method: Pedagogy of Teaching Management Education*, Publishing India (forthcoming)

INDUSTRY EXPERIENCE

- 2006- 2010 Worked as HR trainer at Ma Foi Strategy Limited, Chennai
- 2007-2012 Consultant to Venture Lightings Limited
- 2010 - Worked as Strategic Management Consultant, Indev Logistics Limited, Chennai
- 2010 – Non-Executive Director, Blubuggs, Chennai

ARTICLES AND BOOK CHAPTERS :

2014: Consumed Culture and Cultured Consumption: The Diderot Effect on Consumers. In *XIBA Business Review*, Volume 1, issue 1, pp.35-39.

2014: Cultural Profile of Entrepreneurship: A Critical Perspective. In *Entrepreneurship & Socio-Economic Development*. (ISBN: 978-81-928901-0-4), pp. 37-43.

2009: Postmodern God. In *VJTR*, Vol. 73, No.8. August 2009.

2009: Emotional Intelligence and Formation of Personality. In *Jnanodaya, Journal of Philosophy*. Issue No.16, June 2009.

- 2008: Conflict as Source of Identity Making. In *Journal of Culture and Religion*. Vol.3 No.1,pp.7-33.
- 2007: Introduction: Revisiting de Nobili's Mission to Tamil Nadu. In *Interculturation of Religion. Critical Perspectives on Robert de Nobili's Mission in India*. Bangalore: ATC, Publications. Pp.1-18.
- 2007: Religion as Culture: Anthropological Critique of de Nobili's Approach to Religion and Culture. In *Interculturation of Religion. Critical Perspectives on Robert de Nobili's Mission in India*. Bangalore: ATC, Publications. Pp.19-41.
- 2007: Parai: From stigma to self-assertion. Paraiyars and the symbolism of the parai drum. *Contributions to Indian Sociology*, Vol. 41, No. 1, 81-104.
- 2007: Death of Representation: A Post-modern Challenge. In *VJTR* April 2007, Vol 71, No 4. pp. 262-270.
- 2006: Mediat-ed Culture. In *Culture & Communications*, Indian Media Research Journal, April 2006, No. 15 Vol.4
- 2006: 'EliyavarinThagam' (Poor Peoples' Thirst for Liberation) in *Dinamanidaily*
- 2006: 'TherthaleoruPoraaga' (Election as War) In *Silambam*, (June 2006)
- 2006: Dignifying Communications for Enhancing Humanity. In *Culture & Communications*, August 2006, No. 16, Vol..5.
- 2006: Cultural Communication and De-ethicising Identity. In *Culture & Communication*, November, No. 17, Vol 05.
- 2006: 'aha alagummuqaalagam' (internal and external beauty) in *MunnetrathinMugavari* (book) 2005, Vaigairai Publishers.
- 2005: 'karkakasada' (learn faultlessly) in *Dinamanidaily*
- 2005: 'Ithuvumthiruvilaiyadal' (this too divine play) in *Dinamanidaily*
- 2004: 'The Other as Alien': Myths in Identity Making. In *Vidyajyoti*, April 2004, pp.277-294..
- 2003: Anthropology of Conflict, Review Article (forthcoming). In *Journal of Anthropology Society of Oxford*.
- 2002: Taming the Global Demagogue: A Spirituality for Globalisation. In *Vidyajyoti*, part I in June 2002 issue and part II in July 2002 issue.
- 2002: Global Culture versus Local Culture: A Cultural Perspective of Globalisation. In Leonard Fernando (ed.) 2002. *Seeking New Horizons*. Delhi: ISPCK, pp.243-258.
- 2002: Historiography and Ethnography. In Felix Wilfred & Jose D. Maliekal (ed.) 2002. *The Struggle for the Past Historiography Today*. Chennai: Department of Christian Studies, University of Madras.
- 2002: Ethnographic Construction of Historiography: A Case Study of Dalits in Kanchipuram district, South India. In *Jeevadhara*, January 2002, pp. 45-59.

CURRENT ACADEMIC POSITIONS :

- Director, Joseph Institute of Management (JIM), St Joseph's College, Trichy, India
- Director of Research, Institute of Dialogue with Cultures and Religions (IDCR), Loyola College Campus, Chennai, India
- Adjunct Faculty, Loyola Institute of Business Administration (LIBA), Loyola College, Chennai, India.

- *Adjunct Faculty*, Rajagiri School of Business, (RBS), Cochin.

FORMERLY HELD ACADEMIC POSITIONS:

- *Director*, Goa Institute of Management (GIM), Goa, India
- *Director*, Xavier Institute of Business Administration (XIBA), St Xavier's College, Palayamkottai, India
- *Lecturer*, Department of Visual Communication, Loyola College, Chennai, India
- *Lecturer*, Loyola Institute of Business Administration (LIBA), Loyola College, Chennai, India
- *Dean*, School of Excellence & Foundation Courses, Loyola College, Chennai, India

FORMERLY HELD ADMINISTRATIVE POSITIONS:

- *Secretary & Correspondent*, Loyola College, Chennai, India
- *Dean of External Affairs & Development*, Loyola College, Chennai, India
- *Director*, Loyola Development Office, Loyola College, Chennai,
- *Director*, Centre for International Programme, Loyola College, Chennai India
- *Executive Director*, Institute of Dialogue with Cultures and Religions (IDCR), Loyola College, Chennai, India.
- *Deputy Director*, Loyola-ICAM College of Engineering and Technology (LICET), Chennai, India
- *Director*, Culture and Communication, Loyola College, Chennai

TEACHING POSITIONS :

- ❖ Visiting Faculty at XLRI Business School, Jamshedpur, India (Consumer Behaviour)
- ❖ Visiting Faculty, Chennai Business School, Chennai, India (Consumer Behaviour)
- ❖ Visiting Faculty, IIT-Madras, Chennai, India (Perspectives in Social Sciences)
- ❖ Visiting Faculty at JnanaDeepaVidyaPeeth, Pune, India (Symbols and Religions, Postmodernism, Violence and Sacred)
- ❖ Visiting Faculty, IESEG School of Management, Lille, France (Crosscultural Management)
- ❖ Visiting Faculty, Rajagiri School of Business, Cochin (Competence Mapping & Consumer Behaviour)
- ❖ Visiting Faculty, *Audi* Professor of Crosscultural Management, at Ingolstadt School of Management, Ingolstadt, Germany (Crosscultural Management)
- ❖ Associate Research Scholar at Department of Anthropology, Oxford University, UK

AWARDS :

- Gold Medal in M.A (Anthropology) for being a Rank holder
- Gold Medal in M.A (Anthropology) for being the best student of the year

- Research Fellow, ESRC, UK
- Adjunct Fellow, Loyola University, Chicago (2003)
- Overseas Fellowship, Campion Hall, Oxford University (199-2003)
- Research Associate, *Institute of Social and Cultural Anthropology*, Oxford University (2005 -)
- Senior Research Fellow, Institute of Religion & Culture in Asia (IRSA), Oxford, UK.

PROFESSIONAL SOCIETIES :

- Member, European Association of Social Anthropologists (EASA)
- Member, The Board of Studies, Holy Cross College, Trichy
- Member, Anthropological Society of Oxford
- Member, Knowledge Xchange Foundation, Chennai India
- Member of Research Team, Goodwill Communications
- Member, Ethics Committee, ICMR, Medical Council of India
- Member, Board of Studies, Department of Anthropology, University of Madras
- Member, the Governing Board, LITES Institutions, Nagercoil, India
- Expert Advisor, CARE institutions, Trichy, India