



DR. MATHAI BAKER FENN

HIGHLIGHTS

As a Psychologist and Management Consultant, my main focus is on using Psychological Insights to understand people and relationships between them. Given below is a brief outline of my past and interests.

- Psychologist with Undergraduate and Graduate degrees in Psychology
- Ph.D. from IIT Bombay
- Broad range and a strategic perspective, giving an overall view of business and industry
- Nine Years as Faculty in XLRI teaching Organizational Behaviour and Consumer Behaviour
- International Experience teaching and training in Europe and Middle East.
- Worked with many of India's top companies (partial list included)
- Excellent Communication Skills (takes sessions for school children as part of the ACE Club)
- Academic and Industry Experience.
- Currently CEO and Principal Consultant, The Talkshop, a Knowledge Management firm. (Already taking responsibility for setting up an independent business).
- Very comfortable with the process of understanding strategic long term HR needs and aligning present day training according to that.

Highlight on Training and OB

- OD – Welspun Industries (<http://www.welspun.com/>) Was the OD consultant for Welspun Industries and was instrumental in crafting their motto and logo seen on the top left corner of their website.
- OD – ADF Foods Ltd. (<http://www.adf-foods.com/>)
An HR Audit to examine the HR assets of the firm and build efficiencies in the organizational structure.
- OD – Oxygen (<http://www.findoxygen.com>)
- Training- Psychological foundations for HR, Conducted for entire HR team of Mahindra Automobiles
- Training- Bank Muscat (<http://www.BankMuscat.com>)
Was part of the XLRI team who trained the top managers in HR/OB. Training was based in Muscat
- Training- Virage Logic, Yerevan (<http://www.viragelogic.com>)

- Was the first external trainer for Virage Logic, Yerevan, this was also the first training initiative by the Business School of the American University of Armenia. A three week training program in O.B./Management
- Women in Management, an Management Development Program developed and executed in Mumbai in Partnership with KC School of Management, focusing on the challenges faced by women in the workshop.
 - Was in-charge of the HCL training Program in XLRI, a long standing program aimed at providing the managerial inputs for executives on the fasttrack internally.
 - Training for HR employees of Mahindra Automobiles on Psychological Foundations of HR

PERSONAL

- Date of Birth : 14th September 1963
- Family Status : Married with two dependent sons

WORK EXPERIENCE

- 2007 -2008: Principal Consultant, the TalkShop, a consulting firm that I set up in 1996.
 - Training for HR employees of Mahindra Automobiles on Psychological Foundations of HR
 - ACE Club, a Non-Profit CSR activity of the Talkshop aimed at supplementing School Education with field based experiential learning.
 - Visiting Faculty, SPJAIN Centre of Management, Dubai
 - Visiting Associate Professor, American University of Armenia <http://www.aua.am> with excellent feedback scores and relationships with students
- 1998 – 2007: XLRI (<http://www.xlri.ac.in>) Jamshedpur 831 001, India
 - Ex- Coordinator, Organizational Behaviour Area, XLRI
 - Required workload: Three full credit courses along with two short duration training modules for the industry.
 - I taught courses in Consumer Behaviour, Organisational Behaviour, Organizational Theory and Management of Relationships
 - Additional Sessions- about twenty sessions every year in other training programs for the industry.
 - Coordinator of the Business Management Review Committee 2000-2002
 - Designed/Coordinated training programmes for specific industry needs.

- Teach Organizational Behaviour courses in the online (satellite based) education programme run by XLRI-HECL
- Coordinator for the GLOBE project, a cross cultural study of leadership across 64 countries, anchored by Prof. Robert House, Wharton Business School, USA
- Two Month Training Programme for Virage Logic, Yerevan, Armenia
- Training Programme for Bank of Muscat

Other Activities During this Period

- Conceived and Coordinated Stirring Research Conference held in association with Goa University
- Visiting Faculty
 - American University of Armenia
 - (2004) Organizational Behaviour and Leadership II
 - (2005) Advertising, Business Ethics and Leadership II
 - Xavier Institute of Management, Bhubaneshwar (www.ximb.ac.in)
 - Credit courses in Marketing Communications
 - Mudra Institute of Communications, Ahmedabad (<http://www.mica.ac.in>)
 - Workshop: Understanding The Emotional Environment
 - Course: Social Trends and their Relationship to Advertising
- 1996 – 1998: The Talk Shop, Kottayam, Kerala
 - Partner and Principal Consultant
 - Worked as the chief executive of our own marketing consulting firm set up in Kerala State.
 - Assignments included Market Research, Training Account Executives in Advertising, Project on Expectations in Healthcare Services Delivery.
 - Training for Account Executives at Stark Advertising, Trivandrum
 - Advertising Research for Stark Advertising.
 - Market Research for Ferro-Ply Plywoods at Calicut
 - Brand Strategy for a new Neem Brand
 - Brand Strategy for the launch of the “Ashes Collection” a perfume brand.
 - One of the special areas focused on was paid-for healthcare services. Presented a proposal for community based, paid-for, healthcare services and got funding for healthcare project from a Dutch Government through Center for Development Studies, Trivandrum (<http://www.cds.edu>)
- 1994-1996: Free Lance Consultant, Bombay
 - Design Co-ordination and Analysis of Qualitative Market Research

- Projects Included: Listrene Mouth Wash, Budweiser Beer, and a project to analyse the effective communication of a children's product. Research involved the use of story telling, role-playing, drawing, etc.
- Effective Branding and Communications Strategy
- Balsara Hygiene Products (Promise Toothpaste)
- 1993 – 1994: Research Controller, FOREFRONT Business Integrated, Bombay,
 - A consulting firm attached to an advertising agency
 - Commissioning and monitoring Brand and Communications related research from research agencies
 - Background research for the advertising agency
 - Corporate Identity Program (Welspun Corporate Brand)
 - Corporate Culture and Related Projects (American Dry Fruits Ltd.)

Other Relevant Experience

- 1989 – 1994: Indian Institute of Technology (IIT), Bombay
 - Student Co-ordinator for the Department Computer Lab. All aspects of setting up and running the computer lab. This included hardware and software maintenance at the user level and through third parties, Inputs into planning for expansion, etc. Resource allocation and system maintenance

EDUCATION

- 1989 – 1998: Ph.D. Indian Institute of Technology, Bombay, India (<http://www.iitb.ernet.in>)
 - Dissertation Topic: Identity and Transformation: A Framework for a Hermeneutic Psychology. The research looked at Hermeneutic Psychology in the context of Semiotics, Post-modernism and European Critical Theory
- 1984 – 1986: M.A. Psychology, University of Kerala, Trivandrum, India
 - Special elective courses in Cognitive Psychology and Psychology of Consciousness
 - Regular courses in Advanced General Psychology, Research Methods, Psychological Testing, Personality, Clinical Psychology and Current Trends In Psychology
- 1981 – 1984: B.A. Psychology, University of Kerala, UC College,. Alwaye, India
 - Subjects include General Psychology, Social Psychology, Abnormal Psychology, Developmental Psychology, Psychometry, Organisational Behaviour, Statistics and Human Physiology
- 1979 – 1981: Pre-Degree, University of Kerala, Baselius College, India

- Physics, Chemistry and Biology.
- 1979: Secondary School Leaving Certificate
 - On completion of 10 years of schooling.

PRESENTATIONS, PUBLICATIONS AND PROFESSIONAL MEMBERSHIPS

- Honorary Membership of the Association of Humanistic Psychology 1987 - Present
- The Synthesis of Science and Art. Paper Presented at the Students Conference Organised at Loyola College, Trivandrum, Dec. 1985
- The drug - Use or Abuse: Who decides? Paper Presented at the 13th Annual Conference of the Kerala Manasastra Parishad, January, 1988
- History and Philosophy of Science International Summer School Organised at the Indian Institute of Science, Bangalore, March, 1990
- Protestant And Catholic Epistemologies Abstract Accepted for the Fifth Forum of The Person Centred Approach, Netherlands, July 1992
- The Talk Shop, A New Paradigm for Psychotherapy Paper Presented at "New Vistas in Humanities and Social Sciences", a seminar organised by the Department of Humanities and Social Sciences, IIT Bombay, June 1993
- Kerala: Business Outlook Lecture at the Commerce Faculty Development Program, MG University, Edathua, Kerala, August 1997
- View Point, The Role of Emerging Trade Unions in Kerala Indian Express February, 1998
- Knowledge as a core asset in the Internet Age Lecture at Xavier Institute Of Management Education, Bangalore, October 1997
- Heart of Business Lecture at the Department of Management Science, Mahatma Gandhi University, Ettumanur, Kerala, March 1998
- Marketing Healthcare Services : Presentation at the consultation workshop organised by the Christian Medical Association and the World Council of Churches at Tata Institute of Social Sciences, Bombay, October 1998
- Interpreters of the Internet, paper presented at the Fourth Annual International Business and Economics Conference at St. Norbert College, De Pere, Wisconsin, October 5-6, 2001
- The Enchanted Woods: Cosmology, Metaphors and Truth on the Internet, Paper presented at the Second International Conference of the Association of Internet Researchers, October 10-14, 2001, University of Minnesota, Minneapolis-St.Paul Minnesota, USA.
- Cross-Cultural Perceptions Of Ethical Business Practices: An Exploratory Study" Marketing Management Association 2003 Spring Conference, March 12 – 14, 2003, Palmer House Hilton, Chicago

- Organizational Design under Post-Modernization Vipin Gupta, Mathai B Fenn and Ancheri Sreekumar , Article in Transformative Organizations A Global Perspective, Sage Publications, 2004
- "Why We Do What We Do." Talk at IDC, IIT Bombay, March 2005
- "Contemporary Challenges For Qualitative Research" and " Performative And Non-Positivistic Approaches To Business Education" T A Pai Management Institute, April 2nd, 2005
- "Challenges of Qualitative Social Science Research and "Work Motivation Beyond Homeostasis", Goa University, March 29th, 30th 2005
- "Patients as Customers", talk at Manganam Mundakapadam Mandiram Hospital, Kottayam, Kerala.
- "Women in Management", a training program conducted for women executives in partnership with KC College of Management Studies, Bombay 4th and 5th Aug 2007
- "Connecting Communities" a training program conducted for End to End Marketing Solutions, Dec 15th, 2007
- Mentored a team of former students for the Armenian National Business Plan Competition, Yerevan (Oct 18, 2007), which was awarded the second prize
- Gateways of India, A paper submitted for the conference, Finishing School: A Solution to Employability at TISS, Bombay on June 11th 2008
- Session Chair and Paper Presentation (*Death of the Engineer*) at International Conference on Brand Management, Nov. 21-22/ 2008, IMT, Gazhiabad