



NEWSLETTER

DECEMBER 2022

Director's message

A highlight since the last newsletter was the generous gift from Venkat and Pratima Srinivasan to enable Northeastern University students to pursue socially impactful projects in emerging markets. A dozen students have won Srinivasan Family awards so far to work on projects in countries such as Brazil, Ecuador, Guatemala, Ghana, and India.

As part of the Vivek and Vandana Sharma India Initiative, the Center for Emerging Markets (CEM) organized in October 2022 a summit on "US-India Partnership for Innovation," in collaboration with the Consulate General of India (New York), to celebrate 75 years of India's independence. It featured ministers, senior policymakers, and CEOs, and focused on innovation in several sectors. CEM was also deeply honored to host India's ambassador to the United States for a closed session on India-US relations. And the SmartIDEathon social venture pitchfest, co-sponsored by CEM and hosted by Gitam University in Visakhapatnam in August 2022, is on its way to becoming the best-in-its-class in India.

CEM's advisory board added its first representative from Africa, Mezuo Nwuneli, a seasoned and highly decorated entrepreneur. The board had another productive online meeting in early December, with members participating from four continents.

CEM faculty fellows continue to win recognition for their professional contributions and continue to publish influential books and articles, some of which are featured in the latest issue of Insights@CEM. Distinguished scholars enrich the life of the university by giving talks as part of the Nardone Family Seminar series and by participating in international conferences organized by faculty fellows. It is also gratifying that more students are engaging with the Center and its events.

Best wishes for the holiday season and for a wonderful new year.

Ravi Ramamurti, Founding Director, Center for Emerging Markets

Venkat and Pratima Srinivasan's gift to support student projects in emerging markets

The Center for Emerging Markets is excited to announce a generous gift from Venkat and Pratima Srinivasan that will allow students to conduct research, organize a conference, explore a startup idea, participate in a service project, or pursue innovative projects that address pressing problems in emerging markets. CEM is grateful to the Srinivasans for giving dozens of students, over the next three years, a chance to pursue their passions in emerging economies.

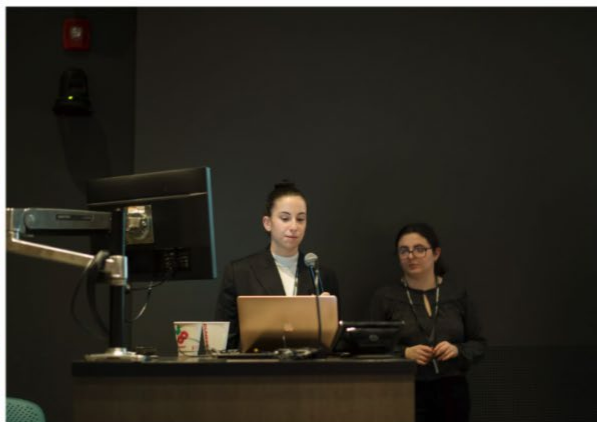


The winners of the Srinivasan Family award in the Fall 2022 cycle will work on projects to improve financial access by small rural farmers in Ghana, host an international global health conference on campus, develop a technology to monitor the temperature of medications and vaccines in countries with unreliable cold chains, and so on.

Startup ecosystem in Israel and lessons for emerging markets

On November 6, 2022, the student-led TAMID at Northeastern University successfully hosted its first conference at Northeastern University's Interdisciplinary Science and Engineering Center on Israel's startup ecosystem and its lessons for emerging markets. The conference featured 10 speakers and was attended by over 140 students from Northeastern, Babson, Tufts, and Boston University. The venue set the stage for thoughtful discussions about building successful companies, emerging markets, and global economic development.

The conference organizing team was led by three Northeastern students of the Class of 2024--Allison Zlotnick, Marisa Palace, and Morgan Brodsky. The conference was supported by a Srinivasan Family Award from the Center for Emerging Markets.



VIVEK AND VANDANA SHARMA INDIA INITIATIVE

CEM honored to host India's Ambassador to the United States

On October 3, 2022, CEM hosted India's Ambassador to the United States, Hon. Taranjit S. Sandhu, as part of its Vivek and Vandana Sharma India Initiative.

He was joined by the Consul General of India-New York, Hon. Randhir Jaiswal. They were welcomed by Dean Emery Trahan of D'Amore-McKim School of Business and CEM director, Professor Ravi Ramamurti. Attendees included deans, professors from across Northeastern, and members of CEM's Advisory Board.

Ambassador Sandhu appreciated the India-related activities at the Center for Emerging Markets and Northeastern University. He spent the balance of the time taking questions on India-US relations and global developments.



Venture competition Co-sponsored by CEM takes off in India

The Center for Emerging Markets (CEM) is proud to be part of India's buzzing startup scene by supporting and strengthening SmartIDEAthon—which is on its way to becoming one of India's biggest social innovation pitchfests.

SMartIDEAthon 2022 was organized in August 2022 by GITAM University, Northeastern University Center for Entrepreneurship Education (NUCEE), CEM, and Startup India. As part of the VVS India Initiative, CEM was able to add two additional prizes to this year's competition, i.e. an expense-paid trip for members of the winning teams to Boston to learn first-hand about the city's vibrant entrepreneurship ecosystem. (Difficulties in getting US visas has delayed the winners' trip to Boston.)

SmartIDEAthon 2022 received over 1,200 submissions, from all corners of India, and represented a 6-fold increase over 2021. Submissions addressed pressing problems in healthcare, food and agriculture, clean/green tech, waste management, and water management. Professor Krish Nangegadda and his GITAM team did an outstanding job organizing the event.

Among the winning ideas were the following: “smart socks” that can detect diabetic ulcers early; a “smart glove” that can be used to translate sign language into text or speech and vice versa; and, from a team of women engineers, a versatile wheelchair optimized for COPD patients.



Summit on India-U.S. Partnership for Innovation

To mark the 75th anniversary of India's independence, the Center for Emerging Markets at Northeastern University, in collaboration with the Consul General of India in New York, organized a day-long summit on India-U.S. Partnership for Innovation on October 14, 2022.

The Summit was inaugurated by India's ambassador to the U.S., Hon. Taranjit S. Sandhya. Speakers included ministers, senior policymakers, and CEOs/Founders of Indian and US companies. They explored innovation in India in sectors ranging from water, renewable energy, public services, and communications, to electronics, digital businesses, healthcare, and space exploration. This event was part of the Vivek and Vandana Sharma India Initiative at the Center for Emerging Markets.

[Learn more / Watch the Recordings](#)



*Hon. Taranjit S. Sandhu,
Ambassador of India to the US*



*Josh Foulger, Managing Director,
Bharat FIH Ltd*



*Deepak Bagla, Managing Director
& CEO, Invest India*



Pamela D.A. Reeve, Chair of the Board, American Tower



Speakers, CEM board members, and Deans at the India@75 Summit



Phalgun Kompalli, Co-Founder, upGrad

Distinguished Speaker Series



Outlook for Higher Education in India

M. Sri Bharat, President of GITAM University, shared his thoughts on where higher education is headed in India and how GITAM is transforming itself with the goal of becoming one of the top global universities.

[Explore our YouTube playlist](#)

ADVISORY BOARD

New Advisory Board Member



Mezuo Nwuneli
Managing Partner, Sahel Capital
Agribusiness Managers

Mezuo Nwuneli is the Managing Partner of Sahel Capital Agribusiness Managers, a food and agribusiness focused private investment firm investing across sub-Saharan Africa. Previously, Mezuo held roles at J.P. Morgan & Co., Ocean and Oil Holdings, and AFIG Funds. He co-founded a Nigeria-based food manufacturing company and Sahel Consulting, an agriculture-focused management consulting firm. Mezuo serves on Nigerian advisory boards on impact investing, private equity, and venture capital.

Mezuo received his MBA from Harvard Business School and his B.Sc. in Industrial Management from Carnegie Mellon University. He is an Eisenhower Fellow and an Archbishop Tutu Fellow. In 2021, Mezuo was honored by Harvard Business School with its Alumni Achievement Award.

Advisory Board Meets

The most recent CEM board meeting took place in December 2022. Twelve board members attended, from across the US, plus Bangkok, Hong Kong, Paris, Shanghai, Singapore, and London.

Mukul Deoras, President, Asia Pacific, Colgate-Palmolive, and Venkat Srinivasan, Founder & MD of Innospark Ventures, shared their perspectives on the global economy and AI, respectively. CEM director, Ravi Ramamurti, gave an update on recent developments at CEM. The meeting concluded with presentations by two winners of the Srinivasan Family award—one on a project to produce algae as a healthy and sustainable food alternative, and the other on a venture to digitize rural banking services for small landholder farmers in Ghana.



FACULTY & RESEARCH

Aguilera installed as Brodsky Professor of Global Business

Ruth Aguilera, an acclaimed professor at D'Amore-Mckim and Center for Emerging Markets' Faculty Fellow, was honored at a Northeastern event that celebrated scholarly support and excellence. Aguilera was formally invested as the holder of the Darla and Fred Brodsky Trustee Professor in Global Business. [Read more.](#)

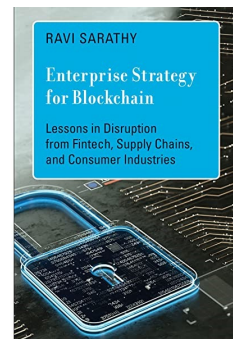


Professor Sarathy's new book on blockchain (MIT Press)

Enterprise Strategy for Blockchain: Lessons in Disruption from Fintech, Supply Chains, and Consumer Industries

By Ravi Sarathy, Professor of International Business and Strategy, and CEM Faculty Fellow, Northeastern University

[Click here to read MIT Sloan Management Review interviewing Professor Sarathy on blockchain](#)



FRONTIERS IN INTERNATIONAL BUSINESS CONFERENCE



The Center for Emerging Markets co-sponsored a multi-day conference on “multinational companies and sustainability in global supply chains” in Charleston, South Carolina. The event was hosted by the Darla Moore School of Business at the University of South Carolina, with Villanova University and Groningen University playing important roles as additional co-sponsors.

[Valentina Marano](#), an associate professor in the IB&S group and a faculty fellow of the Center for

Emerging Markets, chaired the conference alongside University of South Carolina's Tatiana Kostova. The event attracted a diverse group of 43 scholars from 24 universities and 12 countries. [Read more.](#)

NARDONE FAMILY SEMINAR SERIES

The Nardone Seminar Series is made possible by a gift to the Center for Emerging Markets by David R. Nardone (BSBA '79, MBA '82) that helps bring scholars and practitioners to Northeastern University to share their insights on emerging markets with faculty and students.



Coping with Global Institutional Change

Preet S. Aulakh, Professor of Strategy and the Pierre Lassonde Chair in International Business at the Schulich School of Business, York University, discusses his recent book "Coping with Global Institutional Change – A Tale of India's Textile and Pharmaceutical Industries."



Private Equity in Africa

Startups and entrepreneurship are taking off in Africa. Mezuo Nwuneli, Managing Partner at Sahel Capital, who has over 25 years of experience in finance and has invested in several companies in West Africa, discussed the role of private equity in Africa, with examples and insights from food, agriculture, and agribusiness.



China's Belt and Road Initiative and International Business - The Overlooked Centrality of Politics

Arie Y. Lewin, Professor Emeritus of Strategy and International Business at Duke University, Fuqua School of Business, discussed his recent paper "China's Belt and Road Initiative and International Business: The Overlooked Centrality of Politics."

INSIGHTS @ CENTER FOR EMERGING MARKETS

CEM published the second issue of the Insights @ CEM, led by Professor Valentina Marano, to highlight cutting edge ideas and advice for global leaders based on the latest research by CEM Faculty Fellows. Each brief "translates" academic research by faculty members into easy-to-digest insights for practitioners and policy makers.



Reshaping the Global Legal Economic Order



The concept of "Wasta" and how it affects business dealings in the Arab world



How Bribe-Payers Create a "New Normal" of Corruption in Transition Economies

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[Download the second issue](#)