

## Jaideep Prabhu

Jaideep Prabhu is Professor of Marketing, Jawaharlal Nehru Professor of Indian Business and Enterprise, and Director of the Centre for India & Global Business at Judge Business School, University of Cambridge. He has a BTech degree from IIT Delhi and a PhD from the University of Southern California, and has held positions at Cambridge, Imperial College London, Tilburg University (the Netherlands), and UCLA.

His research interests are in marketing, innovation, strategy and international business. In particular, he studies various cross-national issues concerning the antecedents and consequences of radical innovation in high-technology contexts. His current research is mainly on how multinationals are using emerging markets in Asia, Latin America and Africa as a lab to do affordable and sustainable innovation for global application.

He has published in and is on the editorial board of leading international journals such as the *Journal of Marketing* and the *International Journal of Research in Marketing*. He has appeared on BBC News24, BBC Radio 4 and Bloomberg BusinessWeek, and his work has been profiled in *BusinessWeek*, *BBC World Service*, *The Economic Times*, *The Economist*, *The Financial Times*, *Le Monde*, *MIT Sloan Management Review*, *The New York Times*, *The Sunday Times* and *The Times*.

He is the co-author of *Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth*, described by *The Economist* as “the most comprehensive book yet” on the subject of frugal innovation.