



Marketing and Consumer Studies Research Assembly

'The Marketing Lives of Micro-Entrepreneurs' – Rajesh Chandy

Synopsis: The world's most common type of businessperson is a micro-entrepreneur: someone who owns and runs a business with fewer than five employees. Most micro-entrepreneurs live in emerging markets, and most barely eke out a living. Their business lives are precarious, and often inextricably linked to their personal lives. In this seminar, Prof. Rajesh Chandy will discuss recent research on the constraints that micro-entrepreneurs face, and insights from empirical studies on solutions to these constraints.

Date & Time: 9 December 2020, 1 – 3pm

Location: Microsoft Teams

Contact: Email macs@ntu.ac.uk to reserve a place

Bioography: Rajesh Chandy holds the Tony and Maureen Wheeler Chair in Entrepreneurship and is a Professor of Marketing at London Business School. He serves as Academic Director of London Business School's Wheeler Institute for Business and Development and is faculty director of the school's *Market Driving Strategies* executive education course. His research areas include innovation, entrepreneurship, marketing strategy, and emerging markets. Chandy is a member of the advisory board of the *Journal of Marketing* and a Co-Editor of the journal's special issue on "Better Marketing for a Better World". He is also co-editor of the *Management Science* special issue on "Business and Climate Change," and previously served as an Area Editor for the Entrepreneurship and Innovation area at *Management Science*. Chandy's research and publications have received several awards, including the Mahajan Award for Lifetime Contributions to Marketing Strategy Research, the ISMS Practice Prize for research that contributes most to the practice of marketing, the Journal of Marketing Harold Maynard Award for contributions to marketing theory and thought, the AMA TechSIG Award for the best article on Technology and Innovation (twice), and the Gerald E. Hills Award for the Best Paper on Entrepreneurial Marketing.