

Vidya Oruganti, PhD

Vidya Oruganti (27.12.1983) is an Assistant Professor at the Department of Strategy & Management, NHH Norwegian School of Economics. She joined NHH in September 2021 within the Digital Innovation for Sustainable Growth (DIG) research centre.

Oruganti obtained her PhD (2021) in Innovation and Strategy from Grenoble Ecole de Management, France, and completed MSc. Management, Organisations and Governance from London School of Economics and Political Science (LSE), UK (2014) and Masters in Hospital Administration, India (2012). She has four years of work experience from health sector before turning to academia.

Research Interests: Innovation, Digitalisation, Technology, Systems thinking, Collaborative Governance, Ecosystems, Collective Action, Business Model Innovations, Social Sustainability, Health Tech, Retail, Technology Repurposing, Qualitative Methods, QCA

PERSONAL

Email (work)	vidya.oruganti@nhh.no
Email (personal)	vidya.asni@gmail.com
NHH profile	https://www.nhh.no/en/employees/faculty/vidya-oruganti/
LinkedIn	https://www.linkedin.com/in/vidya-oruganti-269b7727/
Google Scholar	https://scholar.google.com/citations?user=uQuijx5EAAAAJ&hl=en&oi=ao

BACKGROUND

EDUCATION	2016-2021	Doctoral degree, Department of Management, Technology & Strategy, Grenoble Ecole de Management
	2016-2019	Graduate degree, Department of Management, Technology & Strategy MPhil. Business Administration, Grenoble Ecole de Management
	2013-2014	Graduate degree, Department of Management, London School of Economics & Political Science, MSc. Management, Organisations & Governance
	2010-2012	Graduate degree, School of Health Systems Studies, Tata Institute of Social Sciences, Master of Hospital Administration
ACADEMIC CAREER	2021-	Assistant Professor, Department of Strategy & Management, Digital Innovation for Growth Research Centre (DIG), NHH Norwegian School of Economics
	2016-2021	PhD researcher, Innovation & Strategy, Department of Management, Technology & Strategy
RESEARCH GROUP & NETWORK AFFILIATION	2021 -	Strategy, Organization and Performance (STOP) Research Group, NHH
	2022 -	ENGAGE EU
	2016-2021	Strategy, Collective Action & Technology (SCAT), Grenoble Ecole de Management

EXTERNAL FUNDING/ PROJECT EXPERIENCE	2023 -2026	Invest4Health, EU Horizon Europe project with a total budget of 50 MNOK. Work Package Lead on Business Models
	2023-2025	Nord AI-BEST, NordPlus consortium of 4 Nordic universities – NHH, Aalborg, Gothenburg & Tampere. This is a project on AI in Higher Education, Main Project Coordinator
	2021 – 2025	BEST in Retail, NRC funded project; Active contributor to WP2, Digital Retail Ecosystems
	2016-2019	CHESS (Connected Health Early Stage Researcher Support System), EU H2020 Marie-Curie project
	2019-2021	CatChain (Catching-Up along the Global Value Chain), EU H2020 Marie-Curie project
	2019-2020	INFINITy (Intelligent system to empower Functional Independence of people with mild Cognitive impairments), EU EIT Health project
GRANTS AND AWARDS	2022	Horizon EU-RIA with secured budget of 4M NOK (out of total project budget of 50M NOK amongst 20 consortium members), project 'Invest4Health' for a duration of 42 months; Work package Lead (WP3) 'Business modelling for Smart Capacitating Investment'
	2024-2025	Responsible for Project extension of NORD AI-BEST, funding received : € 79,000
	2023	SAMS (Society for the advancement of management studies) funding £5000 to organize Nordic Qualitative Research Forum, one day networking and paper development workshop
	2016-2019	EU MSCA (Marie Skłodowska-Curie Actions) fellowship for PhD
	2019	Awarded best paper for SIG Innovation at EURAM, 2019, Lisbon
	2018	Awarded the 'That's Interesting!' prize for doctoral proposal at SMS Special Conference, 2018, India

TEACHING

PEDAGOGICAL TRAINING	2024	Participant-centered learning, Harvard Business School, Boston, US ; one week in-house summer school
	2022	Teaching Portfolio, 50 hours, NHH Norwegian School of Economics
	2022	Teaching Mentor program, 50 Hours, NHH Norwegian School of Economics
	2021	Basic Pedagogical Training for NHH Academic Staff, 50 hours, NHH Norwegian School of Economics
PEDAGOGICAL ACTIVITIES	2023-2024	Nord AI-BEST, Consortium on AI in Academic Teaching
	2021-	Actively involved in Bergen Entrepreneurship Academy (BEA) collaboration (HvL, NHH and UiB collaboration)
	2021 -	Editorial seminar series at SOL, NHH. Co-organiser w Prof. Inger Stensaker
	2023 -	Nordic Qualitative Research Forum, every alternate year; Prof. Inger Stensaker & I from NHH ; Co-organisers, BI, Oslo

PhD	2024 & 2025	Advanced Qualitative Methods, NHH; co-teaching with Prof. Inger Stensaker
Masters	2024	Methods for Masters Thesis, Mandatory Masters course
	2022	New Business Development (NHH Norwegian School of Economics)
	2019-2020	Basics of Strategy (Grenoble Ecole de Management)
Bachelors	2018	Research methods for Managers
	2022	Fundamentals of Innovation & Technology Management (designed, developed and taught Autumn semesters 2022, 2023)
	2018-2021	Strategy, Innovation & Entrepreneurship (Grenoble Ecole de Management)
Industry presentations (some select egs.)	2019	Entrepreneurship (Grenoble Ecole de Management)
	2022	Guest lecture on 'Insurance Innovation and Automation' in collaboration with NCE Finance Innovation, Bergen
	2023	Industry presentation 'Unboxing Digitalization Strategies' at Media City Bergen, organized by Norwegian Cognitive Centre'
	2023	Industry presentation 'Data Drive Innovation -Some Considerations' during Bergen Innovation Week, organized by Kantega

LANGUAGE

Native: Telugu (C2)

Other Languages:

	<i>Listening Comprehension</i>	<i>Reading Comprehension</i>	<i>Verbal Comprehension</i>	<i>Spoken</i>	<i>Written production</i>
English	C2	C2	C2	C2	C2
French	C1	C1	C1	B2	B2
Norwegian* (Bokmål)	B1	B1	B1	B1	B1
Hindi	C2	C2	C2	C2	C2
Telugu	C2	B1	C2	C2	A2

EU Level guide: A1/A2: Beginner, B1/B2: Intermediate, C1/C2: Advanced/Proficient

*Norwegian: Passed the Norskprøve by Kompetanse Norge; French: Passed DELF

PUBLICATIONS

Peer reviewed journal articles

Omezzine, F., Oruganti, V., & Bodas Freitas, I. M. (2021). Learning from crisis: repurposing to address grand challenges. *Innovation and Development*, 1-11. <https://doi.org/10.1080/2157930X.2021.1930397>

Oruganti, V., Bodas Freitas, I. M., & Jacob, J. (2024). R&D investment and innovation performance under vertical partner concentration. *Industry and Innovation*, 1-38. <https://doi.org/10.1080/13662716.2024.2340627>

Lane, J., Edwards, R. T., Babarczy, B., Whiteley, H., Oruganti, V., Rutten-van Mölken, M., ... & Koleva-Kolarova, R. (2025). A protocol for mobilising novel finance models for collaborative health promotion and disease prevention initiatives: taking a smart capacitating investment approach in the Invest4Health project. *Frontiers in Public Health*, 12, 1426863. <https://doi.org/10.3389/fpubh.2024.1426863>

R&R, Under Review, Submitted work

Oruganti, V. Building Digital Ecosystems from Within: A case from life insurance; *Information Systems and e-Business Management*; (R&R round 2)

Bodas-Freitas, IM., Oruganti, V. *Value Capture and Spillovers in Research-based Collaborations* (Under review, *Research Policy*)

Working papers

Grundstrom, C., Oruganti, V. *Digitalization and Collective Action –A systematic mapping review* (To be submitted to *Journal of Information Technology*, completing full draft)

Ekorndrud, C., Fjellbirkeland, MW., Oruganti, V., Timmermans, B. *The Complexity of Owning the Customer Within Ecosystems –A study of customer ownership in ecosystems* (Full draft ready)

Oruganti, V., Saebi, T. *Collective action: A multidisciplinary review and an integrative research agenda; proposal ready to be submitted to JoM.*

Oruganti, V., Bodas-Freitas, IM. *Organising and Governing for Collective Social Good- Leveraging firm's partner networks* (Full draft ready)

Oruganti, V., *Enhancing Value Creation: Embedding User-Centered Designing within Multi-Stakeholder Contexts* (presented at JMS conference, 2024, submitted to PROS conference)

Vashisht-Rota, A, Bodas-Freitas, IM, Oruganti, V., Omezzinne, F. *Business Schools' Reputation and Their MBA Program Portfolio Decisions.* (Full draft ready; Second round of data collection in progress)

Oruganti, V., Timmermans, B. *Organizational Identity in Ecosystems: Implications to Partners & Customer Ownership* (Second round of data collection underway)

Lien, LB., Timmermans, B., Oruganti, V. *When are Ecosystems Superior?* (working on first draft)

Reports

Oruganti, V. & Coletti, M. (2020). INFINITy Business Creation Activities & Go-to-market. Submitted to European Commission, as part of Deliverable 5.2 for the project INFINITy.

Oruganti, V. & Coletti, M. (2019). ROI and Daily Care Impact Analysis. Submitted to European Commission as part of Deliverable 5.1 for the project INFINITy.

Oruganti, V. (2018). Adoption of Connected Health & Wellbeing Insurance Business Models -Practical Considerations. Submitted to European Commission, as part of Deliverable 4.6 of CHESS project.

Oruganti, V. (2017). The Health and Wellbeing report 2017. Submitted to European Commission, as part of the project CHESS.

REFERENCES

Dr. Inger Stensaker

Professor, Department of Strategy & Management,
NHH Norwegian School of Economics, Norway
inger.stensaker@nhh.no

Dr. Bram Timmermans

Professor, Department of Strategy & Management,
Head, DIG Research Centre, Norway
bram.timmermans@nhh.no

Dr. Isabel Maria Bodas Freitas

Professor, Department of Management, Technology & Strategy,
Grenoble Ecole de Management, France
isabel-maria.bodas-freitas@grenoble-em.com

Dr. Prof. Joanna Lane

Managing Director, Stichting Health ClusterNET (Amsterdam)

Professor, Centre for Health & Technology, University of South-Eastern Norway

Co-Chair of the Advisory Board for the THCS European Partnership

Senior EU Adviser, Norway Health Tech

joanna@healthclusternet.eu

Dr. Casandra Grundstrom

Associate Professor

Department of Computer Science (IDI)

Norwegian University of Science and Technology (NTNU)

[Digital Enterprise](#) Strategic Research Area Coordinator

casandra.a.grundstrom@ntnu.no

Asbjørn Følstad

Chief Scientist, SINTEF

asbjorn.Folstad@sintef.no