

VIN SHARMA, MSc. AFHEA

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Academic Profile

Dedicated educator and researcher with focused interest in Circular Economy transitions, business model innovation, entrepreneurship, and Sustainability implementation. Currently completing doctoral research examining the integration of social value in organisational transitions to circular business models while maintaining an active teaching portfolio across multiple faculties at the University of Exeter.

Demonstrated ability to develop innovative curriculum, mentor students across undergraduate and postgraduate levels, and contribute to interdisciplinary research projects with international impact. Research contributions span theoretical development, empirical investigation, and practical application within sustainability transitions, with presentations at prestigious international conferences across Europe and Asia.

Education

PhD in Circular Economy (Current) | University of Exeter [Fully Funded]

Contributing to the UKRI CE-Hub and Exeter Centre for Circular Economy within the National Interdisciplinary Circular Economy Research (NICER) Programme, a £30 million UKRI investment advancing circular economy implementation across the United Kingdom.

Thesis: "Circular Business Model Design: Harmonising Social Value with Economic and Environmental Considerations"

- Conducting qualitative research with three multinational enterprises
- Examining social value integration in circular business model transformation
- Supervisors: Allen Alexander, Erno Tornikoski, and Fiona Charnley

M.Phil., Management Studies | University of Exeter [Fully Funded]

- Advanced to PhD within 9 months with no corrections required
- Received commendation for exceptional academic performance and research progress

Masters, Entrepreneurship and Innovation Management | University of Exeter [Fully Funded]

- Achieved 90th percentile ranking, School Commendation List
- Founded and led SpudMe, securing £10,000 in grants and managing 15 team members across 9 countries
- Developed expertise in agile methodologies, product development, and innovation management

Bachelors, Business Administration | Symbiosis International University, India

- Dual specialization in Finance and Marketing
- Awarded Chancellor's Gold Medal for Outstanding Academic Achievement
- Served as International Student Representative on Student Council

Teaching and Pedagogical Experience

Adjunct Faculty, University College London (UCL) (September 2025 onwards)

| Module | Faculty Supervisor | Academic Year | Role and Contribution |
|---------------------------------|--------------------|---------------|---|
| Business and Corporate Strategy | Piyush Gulati | 2025-26 | TA within the Strategy and Entrepreneurship group at the UCL School of Management |

Adjunct Faculty, University of Exeter (September 2022 - Current)

Postgraduate Teaching

| Module | Faculty Supervisor | Academic Year | Role and Contribution |
|---|--------------------|---------------|--|
| Tackling Global Challenges (MBAM961) | Stefano Pascucci | 2025 -26 | Supporting Stefano with the facilitation of the MBA module with case study, workshop, student support, and assessment marking. |
| Strategic Innovation Management for MSc. Cohort (BEPM009) | Allen Alexander | 2024-25 | Workshop facilitation, case study content development and delivery, lectures on business model design, strategic management theories, and assessment marking |
| Contemporary Tourism Industry (BEPM012) | Gloria Crabolu | 2023-24 | New master's module teaching content preparation |

Executive Education

| Program | Faculty Supervisor | Academic Year | Role and Contribution |
|---|-----------------------------------|---------------|---|
| Circular Economy, Marketing and Sales Masterclass | Fiona Charnley/ Sarah Langmaid | 2024-25 | Tutor; Content Development - 5 Case Studies |

Research Collaborations

| Project | Faculty Collaborator | Academic Year | Contribution |
|--|-----------------------|---------------|--|
| Collaborative Autoethnography Literature Review | Constantine Mancholev | 2022-23 | Primary draft for literature review paper: Higher Education Pedagogy - Collaborative Autoethnography |
| Business School Professional Body Inclusivity Report | Ruth Sealy | 2022-23 | Research preparation and analysis for professional body report |
| Decolonising Sustainability Education: Co-Creating Inclusive, Intercultural and Future-Positive Curriculum | Angela Christidis | 2025-26* | Student co-creator role involving focus group leadership, inclusive teaching material development, practical toolkit creation, and conference presentation of findings |

Undergraduate Teaching

| Module | Faculty Supervisor | Academic Year | Role and Contribution |
|--|--------------------|---------------|--|
| Acting Entrepreneurially (BEM2054) | Erno Tornikoski | 2022-23 | Tutorial delivery and assessment marking |
| Venture Creation (BEM2046) | Erno Tornikoski | 2022-23 | Assessment marking and student support |
| Entrepreneurship: New Venture Creation (BEMM394) | Cliff Li | 2023-24 | Assessment marking and tutorial support |
| Circular Economy, Business and Enterprise (BEM3059) | Enes Ünal | 2024-25 | Seminar delivery and assessment marking |
| Professional Ethics, Competence and Commercial Awareness (ENEM006) | Helen Smith | 2025-26 | Core lecture delivery |
| Project Management (BEP2020) | Pawel Sierocinski | 2025-26 | Seminar delivery and assessment marking |

International Programs and Summer Schools

| Program | Faculty Supervisor | Academic Year | Role and Contribution |
|--|--------------------|---------------|---|
| International Exchange Program Summer School | Bill Peng | 2023-24 | Teaching delivery for Chinese undergraduate students - 2 sessions |
| International Exchange Program Summer School | Bill Peng | 2024-25 | Teaching delivery for Chinese undergraduate students - 6 sessions |
| Undergraduate Summer School Program | Mohammed Akrami | 2023-24 | Teaching delivery and student support |

Research Output

Publications

1. "Enterprise Risk Management (ERM) and the Indian Higher Education System" (2022) Institute of Risk Management (IRM) India. Comprehensive analysis of risk management frameworks within Indian higher education contexts, contributing to understanding of institutional risk governance and management practices.
2. "HUL – Sales and Distribution Channel" (2019) TRANS Asian Journal of Marketing and Management Research. Empirical investigation of distribution channel effectiveness and sales performance optimisation within major consumer goods contexts.
3. "An Insight for an aspirant in the Indian Forging Industry" (2017) Association of Indian Forging Industries. Industry analysis providing strategic insights for sector development and professional advancement within Indian manufacturing contexts.

Pipeline

Current research portfolio demonstrates systematic advancement across multiple scholarly domains, with four papers at various development stages that collectively contribute to theoretical understanding and practical application of sustainability transitions in business contexts.

Paper 1: Business Model Design and Innovation Tools - Systematic Literature Review

Conferences: British Academy of Management, Nottingham; IESEG Business & Society Research Seminar, Paris

Synthesises existing frameworks for business model design and innovation through comprehensive systematic review methodology, identifying critical theoretical gaps in current approaches and proposing an integrated methodological framework for systematic business model transformation processes.

Paper 2: Social Dimension Integration in Circular Economy Transitions - Cross-Disciplinary Review

Conferences: Venice International University Summer School; International Conference on Resource Sustainability, Bangkok

Examines social value creation mechanisms across multiple academic disciplines – Science & Technology, Organisational Studies and Social Entrepreneurship, addressing the persistent disconnect between environmental and social sustainability literature while proposing integrated approaches for multi-dimensional value creation within circular business models.

Paper 3: Dynamic Capabilities in Circular Economy Transitions - Multi-Case Empirical Study

Conference: International Association of Business and Society, Maastricht

Analyses capability development patterns across multinational enterprises during circular economy transitions, revealing how organisations navigate complex balances between immediate stakeholder pressures and long-term transformation requirements across different organisational maturity stages.

Paper 4: Extending Dynamic Capabilities Theory - Theoretical Contribution

Conference: New Business Model Conference, Reykjavik

Proposes theoretical extension to dynamic capabilities framework through introduction of 'reacting' as fourth core capability alongside sensing, seizing, and reconfiguring, addressing identified gaps in understanding how organisations handle unexpected events during sustainability transitions.

Conference Presentations

Research presented at prestigious international conferences:

- International Association of Business and Society (IABS), Maastricht, Netherlands
- British Academy of Management (BAM), Nottingham, United Kingdom
- Venice International University (VIU) Summer School, Venice, Italy
- International Conference on Resource Sustainability (iCRS), Bangkok, Thailand
- Business & Society Research Seminar, IESEG, Paris, France
- NICER Summer School, London, United Kingdom
- New Business Model (NBM) Conference, Reykjavik, Iceland

Leadership & Professional Engagement

British Academy of Management, Member

- Leading authority in the academic field of management in the UK
- Peer Review Activities: [Details upon request].

Head of Socials - London Hub I, Global Shapers (October 2023 – Present)

- World Economic Forum initiative fostering social impact leadership
- Organising local, national and regional events for young leaders.

Co-founder, ExploreiT

- Youth-focused initiative promoting carbon neutrality and climate change awareness
- Partnerships with Climate Reality Project, United Nations, South Asian Youth Network.

Skills

Research Methods: Qualitative and Quantitative Research, Case Study Methodology, Business Model Design and Innovation, Sustainability Assessment

Teaching Methods: Curriculum Development, Case Teaching, Digital Learning Platforms, Student Mentoring

Technical Skills: Research Software, Learning Management Systems, Digital Collaboration Tools, Associate Fellowship of the Higher Education Academy (AFHEA)

References

University of Exeter Business School, United Kingdom

Professor Allen Alexander, PhD MSc FRSA SFHEA

Professor in Innovation & Circular Economy

Deputy Head of Management – Sustainable Futures

a.t.alexander@exeter.ac.uk

Professor Fiona Charnley

Co-Director of the Exeter Centre for the Circular Economy

Co-Director of the UKRI National Interdisciplinary Circular Economy Hub

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Prince Mohammed Bin Salman College (MBSC) of Business & Entrepreneurship

Erno Tornikoski

Professor of Entrepreneurship

Visiting Professor at ESCP Business School (Paris)

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