

Vinayak (Vin) Sharma, PhD

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Academic Positions

University of Surrey – ESRC Postdoctoral Fellow (incoming) **Oct 2026 – Jun 2027**
UKRI-funded early career fellowship at Southeast Doctoral Training Arc (SEDarc)

University of Exeter – Business School

Lecturer in Management (0.5 FTE) **Oct 2025 – Sept 2026**

Postdoctoral Research Associate, DECHI Programme, EPSRC (0.5 FTE) **Jan 2026 – Jul 2027**

- Concurrent 0.5 FTE research and 0.5 FTE teaching appointments;
prior Teaching Assistant, Oct 2022 – Jun 2025

University College London – UCL School of Management

TA, Strategy and Entrepreneurship Group **Jun 2025 – Present**

Education

University of Exeter – Business School

PhD, Circular Economy (fully funded, UKRI NICER Programme) **2022 – 2026**

“Circular Business Model Design: Harmonising Social Value with Economic and Environmental Considerations.”

Supervisors: Allen Alexander, Fiona Charnley, and Erno Tornikoski.

Multi-case qualitative study (Gioia methodology); 50+ C-suite interviews across three multinationals (combined revenues £50B+).

- Visiting Researcher, Centre for Sustainable Business, King’s College London (Jun – Dec 2025)
- Visiting Researcher, Venice International University Summer School (2024)
- PhD Upgrade Commendation: advanced within 9 months, no corrections

MSc, Entrepreneurship and Innovation Management

2021 – 2022

Global Excellence Scholarship – 100% Tuition Waiver

Founded SpudMe (NFC technology startup) during the programme; £50,000+ in grants and prizes

Symbiosis International University, India

BSc, Business Administration

2016 – 2019

Dual specialisation - Finance and Marketing;

Student Council Elect – International Representative

Chancellor’s Gold Medal for Best Outgoing Student

Research Interests

Circular economy transitions and the organisational capabilities needed to navigate them: dynamic capabilities (a proposed fourth capability, 'reacting', extending Teece's framework), social value integration in circular business models, digitally enabled circular innovation (including digital product passports), and behaviour change and whole-system adoption in sustainability transitions.

Research Papers

Under Review

- **Sharma, V.**, Alexander, A., Charnley, F., and Tornikoski, E. Reacting to the Social: Dynamic Capability Development and the Integration of Social Considerations in Circular Economy Business Model Transitions. *Strategic Management Journal*. [Under Review]

- **Sharma, V.**, Alexander, A., Tornikoski, E., and Charnley, F. When Empirical Anomalies Demand Theoretical Innovation: Abductive Systematic Combining and the Proposed Extension of Dynamic Capabilities Theory. *Journal of Management Studies*. [Under Review]

In Development

- **Sharma, V.**, Alexander, A., and Charnley, F. From Within: Internal Complexities, Trade-Offs, and Tensions of Firms in Sustainability Transitions. Target: *Administrative Science Quarterly*. [Working Paper]

Other Publications

Research Reports

- **Sharma, V.**, and Bermudez, D. (2026). Advanced Clothing Solutions: Digital Technology Enabling Circular Fashion at Scale. DICE Network+, EPSRC.
- **Sharma, V.**, and Mancholev, C. (2023). Collaborative Autoethnography in Higher Education Pedagogy: A Literature Review. University of Exeter.
- **Sharma, V.**, and Sealy, R. (2023). Business School Professional Body Inclusivity: Research Report. University of Exeter Business School.
- **Sharma, V.**, et al. (2022). Enterprise Risk Management (ERM) and the Indian Higher Education System. Institute of Risk Management India.
- **Sharma, V.**, and Shah, D. (2017). An Insight for an Aspirant in the Indian Forging Industry. *Association of Indian Forging Industries Quarterly*, 12(2), 23-31.

Industry Impact

- Doctoral research cited in the sustainability report of a NYSE- and FTSE-listed multinational: LKQ Corporation (2025). *2025 Sustainability Report* (p. 18).

Grants & Funding

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| ▪ UKRI ESRC Postdoctoral Fellowship, University of Surrey (£110,150), PI | 2026 – 27 |
| ▪ UKRI Small Grant, DICE Network+ / EPSRC (£5,000) | 2026 – 27 |
| ▪ Education Incubator Grant, University of Exeter (£10,000) | 2024 – 25 |
| ▪ Additional Research Allowance, University of Exeter (£5,721) | 2023 – 25 |
| ▪ IABS Travel Grant (\$560); ECR Access Fund, DICE Network+ (£250) | |
| ▪ Three DICE Network+ Demonstrator Grants, EPSRC (£50,000 each), PI | [Under Review] |

Honors & Awards (Selected)

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| ▪ Overall Runner-Up, Open Research Awards, University of Exeter | 2025 |
| ▪ PhD Upgrade Commendation (9 months, no corrections), University of Exeter | 2023 |
| ▪ School Commendation List (90th percentile), University of Exeter | 2022 |
| ▪ Global Excellence Scholarship, University of Exeter | 2021 |
| ▪ Chancellor's Gold Medal, Symbiosis International University | 2019 |

Teaching

Teaching interests: entrepreneurship, strategic innovation management, circular economy, organisational design.

University College London

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| ▪ Management Consultancy (MSIN0292, BSc International Management, TA) | 2026 – 27 |
| ▪ Business and Corporate Strategy (MSIN0284, BSc International Management, TA) | 2025 – 27 |
| ▪ Executive Negotiations (Executive Education), with Dr Jim Berry, TA | 2025 – 26 |

University of Exeter – delivered during PhD (2022 – 25) and Lecturer role (2025 – 27)

- Tackling Global Challenges (MBA), co-lead 2025 – 2027
- Corporate Challenge Week (MBA), co-lead 2025 – 2027
- Circular Economy Design Thinking (MBA), facilitator 2025 – 2027
- HR Strategy, Context and Performance (MSc, online), co-lead 2025 – 2026
- Organisational Behaviour (BSc); Project Management (BSc), TA 2025 – 2026
- Strategic Innovation Management (MSc), co-lead 2024 – 2026
- Circular Economy, Business and Enterprise (BSc), TA 2024 – 2025
- Entrepreneurship: New Venture Creation (MSc), TA 2023 – 2025
- Acting Entrepreneurially (BSc); Venture Creation (BSc), TA 2022 – 2025
- International Exchange Summer School (Zhejiang Univ. of Technology, UG), TA 2022 – 2026

Executive Education – ECCE / Ellen MacArthur Foundation (Research Consultant)

- Circular Economy Marketing and Sales Masterclass, tutor (1000+ senior executives) 2024 – 2026
- Circular Economy Masterclass (CE fundamentals for senior practitioners), tutor 2024 – 2026
- SLB Executive Education Programme (energy sector), bespoke CE programme 2026

Case study publications authored for the masterclass series:

- **Sharma, V.** (2025). Moss Bros: Circular Business Model Innovation in Fashion Rental.
- **Sharma, V.** (2025). Vitsoe: Product Longevity and Circular Design.
- **Sharma, V.** (2025). Traceless: Rethinking Plastic Packaging through Circular Innovation.
- **Sharma, V.** (2025). LEGO: Circularity in Consumer Goods at Scale.

Student Feedback (consistent metrics across institutions)

- Teaching effectiveness / delivery quality: UCL **4.62 / 5.00** · Exeter MBA **4.42 / 5.00**
- Rated as teaching staff / developing student knowledge: Exeter MBA **4.67 / 5.00** · UCL **4.52 / 5.00**
- Learning enhanced: UCL **4.52 / 5.00** · Exeter MBA **83% significantly or exceptionally**
- BSc Circular Economy (BEM3059): **4.78 / 5.00**
- MSc Strategic Innovation Management: **4.48 / 5.00**
 - “Vin’s calmness and clarity in explaining complex concepts make his sessions very easy to follow and insightful.” (Exeter MBA)
 - “Vin was incredibly approachable and helpful, always open to questions, never judgmental.” (UCL TA)

Service & Academic Leadership

International Research Network Leadership

- **Co-Lead, Circular Innovation Special Interest Group, ISPIM** 2025 – Present
 - Co-leading the International Society for Professional Innovation Management (ISPIM)’s global network for circular innovation research: international conference programming and community building across academics and practitioners worldwide
- Judge, Global Sustainability Challenge (Exeter, UCT, TIAS; with McDonald’s South Africa) 2026
- Guest lectures and pitching competition panels across India, Thailand, France, and UK 2024 – Present

Peer Review

- Business & Society; BAM Annual Conference; EURAM Annual Conference

External Advisory

- International Expert (Circular Economy), Kasetsart University, Thailand 2026 – Present
- Social Impact Working Group, Government Digital Sustainability Alliance (Defra) 2026 – 2027
- Behaviour Change Working Group, NHS England 2024 – Present

- ECR Advisory Board, DICE Network+ / EPSRC 2024 – Present
- Social Value Advisory, ReLondon (Community Fridge Project) 2025 – 2026

Institutional & Community

- Member, Exeter Centre for Circular Economy Taskforce 2025 – Present
- Member, Exeter Policy Network 2024 – Present
- Head of Socials, Global Shapers Community (WEF), London Hub I 2023 – Present

Affiliations & Credentials

- Fellow, Royal Society of Arts (FRSA)
- Associate Fellow, Advance HE (AFHEA)
- Member, British Academy of Management
- Climate Reality Leader, The Climate Reality Project

Conference Papers and Presentations

- **Sharma, V.**, Alexander, A., and Charnley, F. (2026, September). Reacting to the Social. British Academy of Management (BAM) Annual Conference, Sussex. [Forthcoming]
- **Sharma, V.**, Alexander, A., and Charnley, F. (2026, September). Navigating Circular Economy Transitions in the Automotive Sector. Industry Studies Association International Conference, Oxford. [Forthcoming]
- **Sharma, V.**, Alexander, A., and Charnley, F. (2026, June). Beyond Planning: Reactive Capabilities in Circular Economy Social Integration. ISPIM Innovation Conference.
- **Sharma, V.**, Tornikoski, E., and Alexander, A. (2025). Theoretical Extensions in Dynamic Capabilities Framework. New Business Model (NBM) Conference, Reykjavik.
- **Sharma, V.**, Alexander, A., Tornikoski, E., and Charnley, F. (2024). Organizational Navigation of Circular Economy Transitions. International Association for Business and Society (IABS) Annual Conference, Maastricht.
- **Sharma, V.**, Charnley, F., and Alexander, A. (2024). Social Value Integration in Circular Business Models. Venice International University Summer School, Venice; International Conference on Resource Sustainability (iCRS), Bangkok.
- **Sharma, V.**, Tiwari, M., and Green, M. (2024). Business Model Innovation Tools: A Systematic Review. BAM Annual Conference, Nottingham; Business & Society Research Seminar, IESEG, Paris.

Professional & Consulting Experience

Consulting & Advisory (selected)

- Exeter Centre for Circular Economy – authored Strategic Report 2025–30 2025 – 2026
- John Lewis Partnership – co-led external review of circular design implementation 2025
- Defra (with ICF Consulting) – Pathfinders Evaluation scoping project (place-based CE) 2025

Industry

- Product Manager, Accessories – John Deere, UK/EU 2022 – 2025
- Founder – SpudMe (NFC networking startup; £50,000+ raised; IP sold at exit) 2021 – 2022
- Officer, Group Director's Office – MAW Enterprises (10 divisional businesses) 2020 – 2021
- Analyst, Private Equity – TresVista (Asante Capital), London 2019 – 2020
- Co-Founder – ExploreiT (youth sustainability initiative, 5,000+ volunteers) 2017 – 2020

References

- Simon Hulme, Director, MSc Entrepreneurship, UCL School of Management s.hulme@ucl.ac.uk
- Magda Hercheui, Director, MSc Management, UCL School of Management m.hercheui@ucl.ac.uk
- Piyush Gulati, Assistant Professor, UCL School of Management. p.gulati@ucl.ac.uk