

Publications List

Date: 26.3.2026

A) Peer-reviewed scientific articles

1. Bhan, N., & Ryttilahti, P. (2026 June). *The Fuzzy Front-End of Transformation: An Inquiry Protocol for Intervention Design*. In proceedings of DRS2026 2026. 8-12 June 2026. Edinburgh, United Kingdom.
2. Bhan, N., & Ryttilahti, P. (2026). Anticipatory Knowledge for 4th Order Design: The Diagnostic Work of Planning Design Actions. *The Design Journal*. Online first. 18p.
3. Bhan, N., & Tedjokusumo, L. Z. (2025). Knowledge mapping: User research for plural, just, and equitable co-creation interface design. *International Journal of Design*, 19(3), 83-99
4. Bhan, N. (2023, December), *In Pursuit of Cognitive Justice: Transdisciplinary Innovation in Kenya*, 16th General Assembly, Council for Development of Social Science Research in Africa (CODESRIA), Dakar, Senegal.
5. Bhan, N., & Gajera, R. (2018, June). *Identifying the User in an Informal Trade Ecosystem*, Proceedings of DRS2018: Catalyst, June 2018, in DRS2018_Vol_3 Designing for Transitions, pp 1010-1022
6. Bhan, N., & Doorneweert, R., (2013). *Using the methods designers use as aids to thinking: The case of public-private partnerships in sustainable agricultural value chain development*, 2013 IEEE Tsinghua International Design Management Symposium, pp. 277-283

B) Non-refereed scientific articles

7. Tedjokusumo, L.Z., & Bhan, N. (2026, forthcoming). *Living together with Grandfather Volcano: Changing our relationship to the more-than-human by changing our research paradigm and lens for inquiry*. [Conference presentation]. Wisdom Days: Science for Sustainability Transformations. University of Jyväskylä. 6-8 May 2026. Finland.
8. Bhan, N. (2026, forthcoming). *The Fuzzy Front-End of Transformation: Operationalizing Leverage Points Perspective for Intervention Design*. [Poster]. Wisdom Days: Science for Sustainability Transformations. University of Jyväskylä. 6-8 May 2026. Finland.
9. Bhan, N., & Vienni-Baptista, B. (2025, June). *Relational knowledge inquiry at the front-end of co-creation to facilitate transformation*. [Conference presentation]. In The 47th Association for Interdisciplinary Studies Conference: Shaping the future in the era of polycrisis. University of Oulu and Oulu University of Applied Sciences. Linnanmaa campus. 4-6 June 2025. Finland.
10. Bhan, N. (2025, February). *Aligning paradigm-policy-praxis for enduring development transformations*. [Conference presentation]. In Working Group 3: Finland's Development Policy and Cooperation: Academic Knowledge Production and Exchange Amidst a Changing Paradigm. DevDays 2025. 27-28 February 2025. University of Helsinki. Finland.
11. Bhan, N. (2023, August). *Drawing diagrams in the sand: Reconciling tensions between innovative knowledge production for design practice versus peer-reviewed publication*. [Conference presentation]. In Swiss Association for the Studies of Science, Technology & Society Conference: Science, Expertise and other Modes of Knowledge: Trends, Patterns, and Prospects. 31.8-1.9.2024. University of Basel. Switzerland.
12. Bhan, N. (2021, June). *Impact of Extending the Scandinavian Tradition of Participatory Design to International Development: Lessons from Designing a Humanitarian Response for Remote Facilitation and Implementation in Kenya*. [Conference presentation]. In Joint Nordic

Development Research Conference: Development, Learning and Education: Post-pandemic Considerations. University of Jyväskylä. Finland.

13. Bhan, N. (2012). Understanding BoP Household Financial Management. In Dator-Bercilla et al. (Eds.). *Pathways Out of Poverty: Innovating with the BOP in Southeast Asia*. University and Councils Network for Inclusive Development in Southeast Asia. (pp. 120-125).
14. Bhan, N. (2012). *More or less: the fundamental principle of flexibility*. [Conference presentation]. Informal Economy Symposium, Barcelona, Spain, October 2012.
15. Bhan, N. (2010). *Financial behaviour patterns observed among rural BoP households in India and The Philippines: Some early findings and the challenge they may pose to value creation for BoP ventures*. [Conference presentation]. Research Seminar. The iBoP Asia Project (Ateneo de Manila University). March 10-11, 2010. Jakarta. Indonesia.
16. Bhan, N. (2009). *Developing multidisciplinary user research for new markets*. [Conference presentation]. A Better World by Design Conference. Rhode Island School of Design, October 2-4th 2009, United States
17. Bhan, N. (2009). *Understanding BoP household financial management through exploratory design research in rural Philippines and India*. Technical Report. The iBoP Asia Project (International Development Research Center). Ateneo School of Government. Ateneo de Manila University. The Philippines.
18. Bhan, N. (2008). *Life is Hard: Consumer behaviour in low income markets*. [Conference presentation]. A Better World by Design Conference. Brown University, November 7-9th 2008, United States
19. Bhan, N. (2007). Closing Plenary Speaker: *The mobile as a post Industrial platform for socio-economic development*. [Abstract]. In CHI'07: Proceedings of the SIGCHI Conference on Human Factors in Computing Systems. ACM SIGCHI.

D1) Publications intended for professional communities

(Development or research **report or study** for funding organizations)

20. Bhan, N. (2022). *Train the Trainer Handbook*. Niger Smart Village Project (PVI-World Bank).
21. Bhan, N. (2022). *Step-by-Step Guide for Implementing Digital and Financial Training Workshops for Illiterate Groups*. Niger Smart Village Project (PVI-World Bank).
22. Bhan, N. (2021). *Tanzania's Rural Economic Ecosystem: A customer-centric strategy for sustainable revenues*. Husk Power Systems.
23. Bhan, N. (2021). *Fostering Creative Agency and Skills for Self-Determined Innovation Roadmaps among Informal Vegetable Vendors in Nairobi's Food System*. Urgent Action Fund.
24. Bhan, N. (2019). *Mapping the Customer Trust Journey on Social Media Platforms*. ZipRemit Oy.
25. Bhan, N. (2018). *Cross-border digital payments in Nigeria's informal trade networks*. Orobo Digital Financial Services.
26. Bhan, N. (2017). *Informal social commerce in Nairobi, Kenya*. Ofinta Tech Ltd.
27. Bhan, N., & Gajera, R. (2016). *Digital Marketplace for Informal Cross Border Trade: Concept Design and Product Development Studies*. Technical Report. ZipRemit Oy
28. Bhan, N., Gajera, R., & Kimani, M. (2016). *Borderland Biashara: Mapping the Informal Trade Ecosystem at the Border*. Technical Report. TradeMark East Africa.

29. Gajera, R., & Bhan, N. (2016). *Ethnographic Fieldwork Methodology for Borderland Biashara Study*. Handbook and Step-by-step Guide. TradeMark East Africa.
30. Bhan, N. (2016). *Informal Trade in the East African Community, including South Sudan and the Democratic Republic of Congo*. Literature Review. TradeMark East Africa.
31. Doorneweert, R., Bhan, N., Kimunyu, W., & Esko, S. (2014). *The Farmer's Perspective: Bridging the Last Mile to Market*. LEI 14-006. LEI Wageningen UR. The Netherlands.
32. Doorneweert, R., & Bhan, N. (2013). *Design Planning for Government: The Case of Sustainable Agricultural Value Chains in Developing Countries*. The Ministry of Foreign Affairs and The Ministry of Economy of The Netherlands.
33. Bhan, N. (2012). *Energy Consumption Behaviour in Off-Grid East Africa*. Toughstuff International.
34. Bhan, N. (2012). *The 5Ds of Solar Power Marketing in Off-Grid East Africa*. Toughstuff International.
35. Bhan, N. (2011). *Kenya's Peri-Urban and Rural Informal Cyber Cafe Industry*. Report. VillageTelco Ltd.
36. Bhan, N. & Koskinen, M. (2010). *Product Development Strategies among the Jua Kali informal manufacturing sector, Kenya*. Aalto University. Finland.

D2) Publications intended for professional communities

37. Bhan, N. (2014). *How Africa is challenging marketing*. Harvard Business Review.
38. Bhan, N. (2014). *Mobile Money is Driving Africa's Cashless Future*. Harvard Business Review
39. Bhan, N. (2013). *Design, an Opportunity for SMEs*. VI International WIPO Conference, Warsaw, Poland, March 2013. Polish Patent Office (Host).
40. Bhan, N. (2011). *Africa's Mobile Use has Changed*. Nokia Emerging Markets Group. Nokia.
41. Bhan, N. (2010). *Emerging Markets as a Source of Disruptive Innovation: 5 Case Studies*. Core77 Industrial Design Magazine
42. Bhan, N. (2009). *The 5Ds of BoP marketing: Touchpoints for a holistic human-centered strategy*. Core77 Industrial Design Magazine
43. Bhan, N., & Tait, D. (2008). *Design for the next billion customers*. Core77 Industrial Design Magazine
44. Bhan, N. (2008). *The Fortune at the Bottom of the Pyramid Begins with Understanding : Targeting the BoP Customer*. in Effective Executive (trade magazine), November 2008, IUP Publications, India.
45. Bhan, N., & Tait, D. (2008). *Top to bottom*. New Design, (57), 24-27.
46. Bhan, N. (2007). *Ecodesign, Ecolabels and the Environment: How Europe is redesigning our footprint on earth*. Core77 Industrial Design Magazine.
47. Bhan, N. (2006). *Changing times*. New Design, (42), 28-31
48. Bhan, N. (2006). *Putting the "Desi" in Design: Why the Indian design community is uniquely equipped for emerging markets*. Core77 Industrial Design Magazine
49. Bhan, N., & Nemer, B. (2006). *Brand magic in India*. Business Week.
50. Bhan, N. (2006). *Strategies for the future of design in emerging markets*. Confederation of Indian Industry/NID Design Summit, December 2006, New Delhi, India

51. Bhan, N. (2006). *A Competitive Nation, by Design*. Business Week.
52. Bhan, N. (2005). *Seismic Shift: Rethinking the Design Industry*. Core77 Industrial Design Magazine.
53. Portugal, S., & Bhan, N. (2005). *Shopping for Innovation: What you need to know before hiring a design firm*. Core77 Industrial Design Magazine.
54. Bhan, N. (2004). *While You Were Out: Changes in the Global Design Industry*. Core77 Industrial Design Magazine.

E) Publications intended for the general public, linked to the applicant's research

55. Bhan, N. (2019). *Informal 4.0: How tech-savvy Africans are transforming the informal economy*. [Conference presentation]. re:publica 2019. May 6-8th 2019, Berlin, Germany.
56. Bhan, N. (2017). *The hidden opportunities of the informal economy*. [Conference presentation]. TED Global 2017. August 2017, Arusha, Tanzania. TED Conferences.
57. Bhan, N. (2016). Public Lecture: *Technology and Inequality*. BankInter Foundation, November 2016, Madrid, Spain
58. Bhan, N. (2016). *Addressing the Systems Monster*. [Conference presentation]. Future Trends Forum. BankInter Foundation, June 2016, Madrid, Spain
59. Bhan, N. (2015). Opening Lecture: *New Venture Design*. African Development Bank Innovation Weekend, October 2015, Abidjan, Cote D'Ivoire
60. Bhan, N. (2009). *Emerging Market Opportunities*. Microsoft. October 2009. Redmond, WA, United States.
61. Bhan, N. (2009). *5Ds Framework for Emerging Markets*. Designit. December 2009. Copenhagen, Denmark.

F) Public artistic and design activities

62. Bhan, N. & Gajera, R. (2016). *Borderland Biashara and Mobile Technology*. Anti-Atlas of Borders Art Exhibition, Brussels, Belgium. 500 euro award for photography installation.
63. Bhan, N. (2023). Professional Design Portfolio.
<https://www.ymmarrys.org/wp-content/uploads/2023/03/Design-Portfolio-Bhan-Niti.pdf>

G) Theses

64. *Towards dismantling the monolith: Design of plural, just and equitable interfaces for co-creation*. (Doctoral thesis in preliminary examination, Spring 2026).

I) Audiovisual material

65. Chagnon, C., & Hagolani-Albov, S. (Hosts). (2023, September 29). *Niti Bhan - How can trans-disciplinary innovation bridge knowledge systems around the world?* [Audio podcast episode]. EXALT. University of Helsinki. <https://podcasts.apple.com/fi/podcast/niti-bhan-how-can-trans-disciplinary-innovation-bridge/id1499621252?i=1000629609473>
66. Bhan, N., Gaude, E., & Tejdokusumo, L.Z. (2022). [Ymmarrys.org](https://www.ymmarrys.org)

67. Bhan, N. (2017, November 20). *The hidden opportunities of the informal economy*. [Video]. TED Conferences. https://www.ted.com/talks/niti_bhan_the_hidden_opportunities_of_the_informal_economy
68. Fundación Innovación Bankinter. (Hosts). (2016, November). *Conferencia Tecnología y Desigualdad Madrid*. [Video]. https://www.youtube.com/watch?v=oi6Y1gqcb_A
69. Fundación Innovación Bankinter. (Hosts). (2016, June). *Una mirada a nuestro sistema actual. Conferencia por Niti Bhan*. [Video]. <https://www.youtube.com/watch?v=nuEeyZ-LlyA>
70. Fundación Innovación Bankinter. (Hosts). (2016, June). *Economía Colaborativa y Emprendimiento en países en desarrollo, por Niti Bhan*. [Video]. <https://www.youtube.com/watch?v=XHjQ1b53LwU>
71. Follett, J., & Knemeyer, D. (Hosts). (2015, May 1). *mHealth in Africa*. [Audio podcast episode]. The Digital Life. Involution Studios. <https://yes.goinvo.com/articles/the-digital-life-mhealth-in-africa>
72. *Design Thinking: Creativity for the 21st Century*. UK Open University course. (2010). Video lectures on blending concepts from business and design together to deal with uncertainty. Bachelors level.
73. Bhan, N. (2005, September). *Accelerating Change*. [Video] Imagining the Internet Project. Elon University. <https://www.elon.edu/u/imagining/event-coverage/accelerating-change-2005/>