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Dr Sethi teaches MBA and executive classes on IT and e-Business and was recently voted EMBA Teacher of the Year (2010), MBA Teacher of the Year (2011), Teacher of the Division (ITOM, Nanyang Business School) 2012. He has been the Director of the MBA Specialisation in IT for many years. He just published a book Premier e-Business Cases from Asia by Pearson-Prentice Hall, 2007 which contains a large number of Korean case studies and some from Singapore. His work is focused on digital disruptions, the economics of technology, social media and networks, data analytics, legal and IPR issues, and patterns of new technology evolution. He has mentored many new Internet business ideas, many of which have gone on to win accolades in regional competitions such as the Asia Moot Corp, Bangkok Business Challenge, and others.

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