



SMS SPECIAL CONFERENCE
DEC 12-14, 2008 • HYDERABAD

EMERGING INDIA: STRATEGIC INNOVATION IN A FLAT WORLD

CONFERENCE INFORMATION AND CALL FOR PROPOSALS

CONFERENCE CONVENOR

C.K. Prahalad
UNIVERSITY OF MICHIGAN

PROGRAM CO-CHAIRS

Charles Dhanaraj
UNIVERSITY OF WESTERN ONTARIO

MB Sarkar
TEMPLE UNIVERSITY

Rishiksha T. Krishnan
INDIAN INSTITUTE OF MANAGEMENT, BANGALORE

Sougata Ray
INDIAN INSTITUTE OF MANAGEMENT, CALCUTTA

The Strategic Management Society is pleased to announce a special conference in India, which will be hosted by the Indian School of Business, Hyderabad, in academic partnership with several leading business schools and corporations in India. SMS is unique in bringing together the worlds of reflective practice and thoughtful scholarship. The India conference will provide a platform in India to integrate strategy scholars and executives in India with their global counterparts to co-learn and co-create a greater enterprise.

In keeping with the strategic imperatives of contemporary global business, the India conference will focus on the opportunities and challenges associated with enhancing innovation in a world which is becoming increasingly flatter. Businesses in India, both domestic and foreign, are redefining global industries through innovations in product, process and business models. Importantly, the emergence of innovations that are being targeted to the bottom of the pyramid, are heralding a significant shift to a more inclusive form of capitalism. The conference will provide an international forum to create a dialogue between industry and academia as they learn from one another, and define an ambitious research agenda that can help propel the next stage of inquiry in the field of strategy.

SMS INDIA CONFERENCE: HIGHLIGHTS



➤ Plenary Panel Sessions

with eminent corporate leaders, who are re-shaping global industries, and moderated by leading strategy scholars:

• Innovation as Strategy & Strategy as Innovation:

Understanding 'game-changing' disruptive innovations by India Inc. How are Indian companies approaching the innovation challenge as they emerge as new multinationals? Do Indian companies approach the innovation challenge differently from their Western counterparts? What are the implications of the 'frugal innovation' model on global value chains?

Chaired by C.K. Prahalad, *University of Michigan*

• Globalization of Indian Firms - Challenges and Opportunities:

What is new and innovative about the internationalization moves of these Indian firms? How do they overcome the liability of foreignness? What are the challenges facing Indian companies as they internationalize? What are some implications for established models of strategic management?

Chaired by Tarun Khanna, *Harvard Business School*

• India as Innovation Source - MNE Perspectives:

What are some lessons learned from the successes and challenges of multinationals that have opened up new markets in India? How is the competition from India-based companies different? What has been the experience of multinationals that have set up R&D labs in India? What is the nature of the R&D mandate from Indian subsidiaries?

Chaired by Bala Chakravarthy, *IMD*, and Yves Doz, *INSEAD*

➤ Paper and Panel Presentations

of state of the art research overview by leading academics from the US, Europe, and Asia.

Chaired by:

Prashant Kale, *Rice University*
MB Sarkar, *University of Central Florida*
Rishikesh T. Krishnan, *IIM - Bangalore*
Sougata Ray, *IIM - Calcutta*

➤ Pre-Conference Faculty Consortium

designed to bring together Indian scholars in an interactive day-long research workshop with renowned strategy scholars.

Chaired by:

Gerard George, *Imperial College*
Phanish Puranam, *London Business School*

➤ Pre-Conference Doctoral Consortium

will bring Indian doctoral students in an interactive day-long workshop together with renowned strategy scholars.

Chaired by:

Ram Mudambi, *Temple University*
Raveendra Chittoor, *IIM - Calcutta*
KR Narayanan, *IIT - Mumbai*
Jasjit Singh, *INSEAD*

➤ Deans' Conclave

which will bring together the deans of top business schools in India and select deans from the U.S.A. and Europe to initiate conversations on institutionalizing business research in India.

Chaired by C.K. Prahalad and Tarun Khanna



About ISB, the conference's hosting institution

The Indian School of Business (ISB) was founded by a unique partnership of business visionaries from McKinsey & Co. and the world's leading corporations, entrepreneurs leading the global information technology revolution, and academicians from three leading business schools, Kellogg School of Management, The Wharton School and London Business School. ISB's vision is to be a global-focused research-driven management institution.

SMS - a professional society for the advancement of strategic management

The Strategic Management Society (SMS) is unique in bringing together the worlds of reflective practice and thoughtful scholarship. The Society consists of more than 2,000 members representing over 50 different countries. Membership, composed of academics, business practitioners, and consultants, focuses its attention on the development and dissemination of insights on the strategic management process, as well as fostering contacts and interchange around the world.

The Society is probably best known through the Strategic Management Journal (SMJ) published by John Wiley & Sons. The SMJ has become the leading scholarly publication in the field of Strategic Management. Since its inception it has sought to promote the development of advances in the field by maintaining the highest standards of intellectual thought combined with practical relevance.

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