



Strategic Management Society



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

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PROGRAM Co-CHAIRS

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INDIAN INSTITUTE OF MANAGEMENT, BANGALORE

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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

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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*

Rishikesha 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.

The School has the locational advantage of being in the knowledge corridor of the city, close to global powerhouses like Franklin Templeton Investments, Infosys, Kanbay, Microsoft, Polaris, and Wipro, among others. Nestled in over 260 acres of natural rock formations and tree canopies, its pink-marble campus is one of the best among the world's leading business schools. Its state-of-the-art facilities in a tranquil environment provide an ideal location for the exchange of innovative ideas.



SMS INDIA CONFERENCE: CALL FOR PROPOSALS



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As India shakes off the shackles of its past and emerges on the world stage as a rapidly modernizing and progressive nation, it poses a number of challenges and opportunities to strategic thinkers, industry leaders, and policy makers around the world. From the perspective of Indian firms, the challenge revolves around developing platforms for innovation and growth that will sustain their meteoric rise onto the world stage as '*emerging multinationals*.' From the perspective of Western firms, the rise of India poses opportunities as well as fundamental challenges. While access to a potential one billion customers poses large untapped opportunities, the very unique milieu in India and the competition from resurgent and ambitious Indian firms poses learning challenges.

From this platform, a set of intriguing questions arise: How can Indian companies put innovation at the heart of their business strategy and organizational culture? How can they harness their entrepreneurial skills to build world-class businesses? What's next for India as it further integrates into the world economy? How are India's leading retailers, banks, pharmaceutical companies and other service providers turning the country into a center for innovation? How should India Inc. help bolster the relatively weak innovation eco-system and infrastructure in the country? How can Indian firms manage overseas growth and integrate Western businesses into their fold? How can Indian firms innovate to face the challenges from challengers such as China and other emerging markets? Similarly, how can Western companies learn to compete in the new world? How can they tap into the disruptive power of innovations that are finding expression at the bottom of the pyramid and scale that into their existing markets? How can they morph themselves so that they are proactive participants in the new age? More broadly, what are the opportunities for creating new insights for strategic management by focusing on the business activities in emerging markets such as India?

In this spirit of integrating global strategy with India strategy, and to develop longer term roots in the Indian context, the SMS is launching its first India-focused special conference. Although the conference is being held in India and the focus will be on the Indian business context, we are open to receiving papers that bring in relevant insights from other emerging markets. **Potential topics include (but are not limited to):**

- Emerging market firms' strategies in global markets
- New models of Multinational Firm Strategies
- Corporate governance in Indian firms
- Evolution in Offshoring and Outsourcing Models
- Entrepreneurship in India
- Industry restructuring and evolution
- Global M&A activities by Indian firms
- Multinational R&D centers in India
- Organizational learning practices in Indian firms
- Strategies related to the development of new technologies
- Using alliances to gain a competitive advantage in India
- Micro-finance
- The role of PSUs, NGOs and emerging public-private partnerships
- Innovations at the bottom of the pyramid

SUBMISSION GUIDELINES AND REQUIREMENTS

Invited are **proposals** (5-7 pages, for paper and panel sessions) relating to the conference theme or on matters of interest to the field of strategic management in India. Only original, unpublished work is sought.

Deadline for Submission of Proposals: July 1, 2008

To learn more about the
SMS Special Conference in India
and about the submission process, please go to:

<http://india.strategicmanagement.net>



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TIMELINE:

July 1, 2008	Submission Deadline for Proposals
July 15, 2008	Co-Author Confirmation Deadline
Aug 7, 2008	Announcement of Accepted Proposals
Sep 1, 2008	Presenter Registration Deadline
Dec 12–14, 2008	SMS Special Conference Emerging India: Strategic Innovation in a Flat World Hosted by the Indian School of Business (ISB)

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.



Interested? Visit www.strategicmanagement.net

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