INDIAN INSTITUTE OF MANAGEMENT
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MANCON 2015

MANAGEMENT CONCLAVE



"OPPORTUNITY IN CRISIS: CALL FOR INTELLIGENT INNOVATION"

40 CORPORATES EXEMPLARY LEADERS

2 EVENTS 800+ AUDIENCE

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INTRODUCTION

"The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger - but recognize the opportunity."

– John F Kennedy (1917-1963)
President, USA



CRISIS AND OPPORTUNITY

This is a Volatile, Uncertain, Complex, Ambiguous world, there is no more one size fits all. There are no more bellwethers in industry. The market cycles are getting shorter and the time to the next crisis is nigh. So, are all crises reasons for fear? If history is anything to go by, every adversity has the seed of an equivalent or greater benefit. Companies need to see crisis situations as opportunities and emerge as winners using innovative strategies. With the increasing incidences of crisis, the number of enterprises providing intelligent and innovative solutions is on the rise. Thus crisis is the engine driving new avenues for growth.

INTELLIGENT INNOVATION = INTELLIOVATION

India is finally getting its due in intelligent innovation. With scarce resources and an unevolved regulatory and remedial framework, Indians had always relied on their will and wits to survive. With the increasing maturity coming into the system, Indians are finally looking at intelligence and innovation in synergy with each other adding more value to the business ecosystem. We in this edition of management conclave call for handling Crisis with Intelligent Innovation.



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EVENT SCHEDULE

DAY 0

MANAGEMENT EVENTS 10:00-16:00

- MARKETING
- HUMAN RESOURCES
- FINANCE
- OPERATIONS
- STRATEGY

DAY 1

KEYNOTE ADDRESS	10:30-11:00
PANEL 1: MARKETING	11:15-12:15
PANEL 2: HUMAN RESOURCES	12:45-13:45
PANEL 3: FINANCE	14:45-15:45

DAY 2

PANEL 4: OPERATIONS	10:00-11:00
PANEL 5: HUMAN RESOURCES	11:15-12:15
PANEL 6: STRATEGY	12:45-13:45
PANEL 7: IT	14:45-15:45



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EVENT HIGHLIGHTS

2 DAYS | 7 PANELS

40+ COMPANIES are expected to be a part of Management Conclave 2015. Guests from **400+** companies will be invited for the flagship event. We're reaching out to even more through our institute newsletter

100+ B-SCHOOLS attending. **200+** B-schools through-out the nation will be targeted through various electronic media, print media, online magazines and social mediaa for online and in-person event participation.

84k+ REACH vis-a-vis management personnel, researchers, faculty from major management institutes and representatives from various industries. Participants that are expected to be associated with Management Conclave 2015 and online event participation projected to go well beyond **7000.**



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MANAGEMENT CONCLAVE 2014 SPEAKERS

Mr. RAGHUVESH SARUP
DIRECTOR SALES
MICROSOFT INDIA PVT. LTD.

Mr. KSHMENDRA NARAIN
HEAD OF SALES OPERATIONS
SWAROVSKI

Mr. SUSHOBHAN CHOWDHURY
VP & NATIONAL DIGITAL STRATEGIST
JWT INDIA

Mr. PANKAJ DUBEY
MD & COUNTRY HEAD
POLARIS

Mr. AMIT PRAKASH
ASSOCIATE VP HR
HINDUSTAN COCA-COLA BEVERAGES

Mr. SUBEN RANA
VP OPERATIONS
BAJAJ MOTORS LTD.

Mr. RAKESH SETH
SENIOR VP, GROUP HR
LLOYD GROUP

Mr. SANDEEP CHATTERJEE
GLOBAL HR
ACCENTURE CONSULTING

Mr. V P SINGH
VICE PRESIDENT HR
RJ CORP

Mr. SAMEER KAUL
CHIEF OPERATING OFFICER
METROPOLIS INDIA

Miss KIRTI RAJ
HEAD-HR (NORTH & EAST)
FEDEX EXPRESS

Mr. VIVEK ANAND
HEAD OF OPERATIONS
BRITISH AIRWAYS

Mr. SANGEET KUMAR
GENERAL WORKS MANAGER
ASIAN PAINTS

Mr. BALDEEP SINGH
GM, E-COMMERCE
WALMART INDIA

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MANAGEMENT CONCLAVE 2014 SPEAKERS

Mr. SUDHIR AGGARWAL
SENIOR DIRECTOR
ORACLE

Mr. VIKAS GUPTA
HEAD FINANCE
TAS-AGT SYSTEMS LTD.

Mr. LALIT MALIK
CHIEF FINANCIAL OFFICER
DABUR INDIA LTD.

Mr. ASHUTOSH ZUTSHI
HEAD- TECHNOLOGY & SERVICES
NEC INDIA PVT. LTD.

Mr. VIKAS GUPTA
HEAD BUSINESS DEVELOPMENT
TRINITY REINSURANCE BROKERS LTD.

Mr. SANJAY MODI
MANAGING DIRECTOR
MONSTER INDIA

Mr. VIVEK SHARMA
DIRECTOR- STRATEGY & GROWTH
DU PONT

Mr. VINAY PAHLAJANI
FOUNDER & CEO
LET'S CATCHUP

Mr. CHITTARANJAN JENA
SALES HEAD- A&D
TECH MAHINDRA

Mr. ANUJ AGGARWAL
CFO & DIRECTOR FINANCE
CANON INDIA PVT. LTD.

Mr. KAMALENDU BALI
EXECUTIVE DIRECTOR
CONCENTRIX

Mr. HEMANT MANUJ
DIRECTOR
IDFC

Mr. SUBHENDU ROY
SENIOR PRINCIPAL
AT KEARNEY

Mr. BIMAL CHAUDHARY
VICE PRESIDENT HR
GROUP COMPANIES



MANAGING OPERATIONS & SUPPLY CHAIN UNDER MARKET UNCERTAINTIES

Optimized Operations Strategies are the critical for the agility in Business Organizations of today. To maintain competitiveness and profitability in business, efficiency across all the processes across the value chain in the organization is of ultimate importance. In the interconnected world of today, timelines and delivery schedules are complex, and can only be achieved through collaboration and coordination with partners, suppliers and also within the organization.

Increased uncertainty, complexity and ambiguity in the world today make the task of satisfying customers even more challenging. Optimized processes and lean methods along the supply chain are important to maintain acceptable product prices.

The flexibility demanded of the Business organizations is directly linked to the ability to deal with time-varying or dynamic demand drivers. This flexibility is important nowadays to satisfy the ever-growing service requirement of customers.



MARKETING

THE SHIFTING MARKETING LANDSCAPE: RAPID TRANSFORMATION OF MARKETING

From vanilla billboards to guerilla marketing, the marketing landscape has undergone a more visibly profound transformation in the last ten years than it did in the last century. A perfect amalgamation of technology and creativity has returned rewards only few could have imagined. From big multinationals to startups, every organisation today relies on data and decision science to create products and engage customers.

Additionally, the reach of channels has increased with massive proliferation of the television and online media. The transformation of the home PC into a retail medium, the meteoric rise of mobile, cloud and social media constantly push the companies to think out-of-the-box to grab the consumer's attention. The expansion of platforms has propelled consistent growth in marketing expenditures as new forces reshape the scope of marketing to science, substance, story, speed and simplicity.

FINANCE



STRUCTURED FINANCE: OBSTACLES AND GROWTH OPPORTUNITIES

Structured finance is often mentioned as the main cause of the latest financial crisis. But rather, as critics argue, it was the result of poor risk management, agency problems in the securitization market and poor rating and pricing standards, among a myriad of other causes. This implies a greater investment in risk management education for many investors, along with greater transparency and appropriate disclosure to all constituencies.

New forms of risk analysis must be developed in collaboration with transparent, independent agencies that do not have incentive problems. This calls for 'Intelliovation - intelligence in innovations' to deploy strong steps to prevent a re-occurrence. With the recent growth in the structured finance market, the increasing complexity of transactions, limited public information available to measure the capabilities of trustee and servicing institutions, the need of hour is to acquire a deeper understanding of this discipline and discover ways structured debt service providers can help renew confidence in the asset origination, sale/issuance, and ongoing monitoring stages of the asset life cycle.



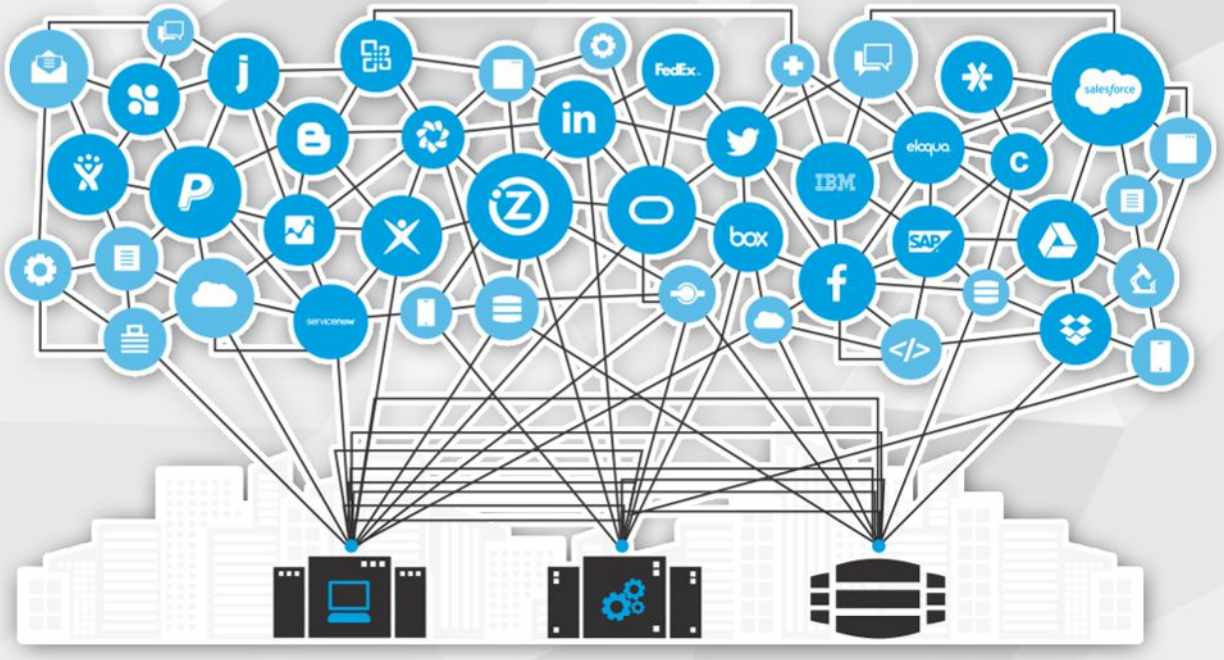
STRATEGY

STRATEGY IN DYNAMICALLY NETWORKED, DIGITIZED MARKETS – HYPERCOMPETITION

In today's new global digital economy, a new era of hyper-competition has dramatically shifted the competitive rules of the game where only the most adaptive and agile organizations will survive.

Traditional rules were to increase profitability by legally restraining the level of competition within an industry – with price wars, market segmentations, and creating entry barriers around their industries. However, with falling geographical boundaries and increased industry cross-convergence, rapidly changing customer needs, technological shifts, and rising investment support & alliances– the nature of game is getting even more intense & aggressive.

Thus the above mentioned forces of change, the new competitive rules emerging across different industries and markets affect how companies formulate strategies to survive, grow, and constantly reinvent to keep pace with the demands of the rapidly changing business landscape.



INNOVATION IN IT: INTELLIGENCE GATHERING FOR SMART BUSINESS

Information technology (IT) innovation involves using technology in new ways to create a more efficient organization and improve alignment between technology initiatives and business goals. In today's world there is a great need for innovation in IT.

One way is by using an intelligent information gathering system. An intelligence gathering network is a system through which information about a particular entity is collected for the benefit of another through the use of more than one, inter-related source. Such information may be gathered by a military intelligence, government intelligence, or commercial intelligence network. Pitching for 'SMART' policing, Prime Minister Narendra Modi has said intelligence gathering is the most vital aspect of the security essentials of the country which must honour its martyrs and ensure welfare of police personnel.

Therefore intelligence gathering as a system has increased relevance in the world that seeks out innovation in order to leverage smart business.



HUMAN RESOURCES

INNOVATION IN COMPENSATION & APPRAISAL

The current model of Performance Management uses the annual or twice-a-year "Performance Review" to provide employees with feedback on their job performance. The problem with this system is that it's disruptive and detrimental. Traditional performance management systems needs to change towards a newer, more effective, coaching system that focuses on employee achievement of measurable goals and objectives rather than formalized annual appraisal systems that only communicate one-way.

HR PERSPECTIVES FOR EMPLOYEE CREATIVITY IN ORGANISATIONS

There was a time when the concept of creativity was only associated with artists. But with the increasing need of cultivating a unique brand personality, the need for creative thinking has transitioned from the arts into everyday business.

It's now common for companies – both large and small – to adopt policies that foster creativity and thereby promote innovation. But what is creativity? How can it be harnessed effectively? How can leaders be more receptive and open to challenging ideas? How can we create a climate that empowers people, allows risk-taking and encourages innovation?

























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