

***STRATEGIC MANAGEMENT
FORUM***

in association with

**INDIAN INSTITUTE OF
MANAGEMENT, INDORE**

announces

**7TH ANNUAL
CONVENTION**

(May 13-15, 2004)

International Conference
Case Colloquium
Research Seminar
Curriculum Development

International Conference on

**Strategic Management of Innovation:
Perspectives from Developing Countries**

Venue

Indian Institute of Management, Indore

**International Conference on
STRATEGIC MANAGEMENT OF
INNOVATION:**

Perspective from Developing Countries

Technological and organizational innovations are the primary driver of change shaping, reshaping and sometimes completely overturning the existing order. Therefore, one has to continuously invent or reinvent ways of managing business, which brings in the centrality of the role of innovation as a strategic tool to compete in the marketplace. However, the strategic role of innovation has not been given due importance in the developing country context like India, which being a managed economy, did not face the challenge of change.

With the onset of globalisation, the transition to market economy brings to light the irrelevance of continuing to manage business in the future as was done in the past and highlights the increasing role of innovation as a strategic tool. However, as management of innovation is highly contextual, it is increasingly being recognised that the theory and practice of innovation management developed in the context of mature developed market economies may not always be suited to the unique socio-political and economic context of developing countries like India. Therefore, the need to bring the centrality of innovation within strategic management it is necessary to develop a knowledge base for managing innovation as a strategic tool in the developing country context like India.

From this perspective, Strategic Management Forum is therefore organizing an international conference "***Strategic Management of Innovation: Perspectives from Developing Countries***" as part of the 7th Annual Convention to focus on the development of fresh perspectives related to theory and practice of strategic management of innovation in developing country context like India.

Research papers and cases are invited on the above theme. Some of the suggested issues under the above theme may be

- (i) The applicability and limitations of existing theories of innovation management in the context of developing economies

- (ii) Issues relating to role of institutions in enhancing innovations
- (iii) What new forms of organisation, governance, management and leadership are required to cope with the challenges of the developing economy context
- (iv) Relative role of government and business in developing an innovative culture
- (v) Specific issues on managing innovations in the context of developing economies
- (vi) Lessons from innovation management in the context of developing economies like India

Besides the International **Conference** mentioned above, the **Convention** will also feature:

- 1) **Case Colloquium,**
- 2) **Workshop on Curriculum Development,**
- 3) **Seminar on Emerging Challenges in Strategic Management Research**

Case Colloquium

Case study forms an integral part of management teaching. Representing new contexts in the field of management would require development of new case studies. To support the case study development process, this track would provide the delegates an opportunity to

- Share with the larger audience original case studies written,
- Obtain experts' / peer groups' feedback at the prepublication stage, to bring improvements in one's case study,
- Obtain alternative perspectives on the use of the case study as a teaching aid,
- Benefit from the experiences of other case writers.

This track solicits submission of original case studies based on real world management situations/problems and application of management concepts, tools and techniques to address/ solve them.

Workshop on Curriculum Development

What should be the nature, content and structure of strategic management courses? What should be the focus of such courses? What should be the

methodology of course delivery? These are the questions that need to be addressed to improve the effectiveness and efficiency of strategic management teaching and training in the fast changing internal and external environment. This track would provide such a forum to address the issues and concerns of curriculum development.

To serve the above aims, this track would invite exchange of ideas related to

- (i) Experience with existing curriculum design
- (ii) New perspectives on curriculum development
- (iii) Use of innovative pedagogical techniques in strategic management

Seminar on Emerging Challenges in Strategic Management Research

In the fast changing business environment of India, the importance and magnitude of systematic, coherent and relevant research on strategic issues and management practices has significantly increased, to support the decision making processes in the industry, government and other sectors of Indian economy as well as Indian society in general. The approaches for identifying issues for research, data collections etc. also need to change. It is time that conscious efforts are made to initiate such an exercise. The seminar is an attempt in this direction and aims to achieve the following objectives:-

- (i) Presentation of research work currently on in Strategic Management area
- (ii) Analysing the adequacy of current research efforts and output
- (iii) Identifying issues for research
- (iv) Addressing to the issue of additional measures required for supporting research work
- (iv) Identifying the role SMF can play

Detailed ***schedule for the convention will be posted on website*** of the Forum at www.smfi.org and the website of IIM Indore at www.iimdr.ac.in after nominations and contributions are received from the delegates.

Venue of the Convention

Indian Institute of Management, Rajendra Nagar,
Indore.

Submission of Papers & Cases

The papers and cases to be presented in various sessions must be submitted in advance. *Abstracts of papers/ cases must reach the Co-ordinator of the Convention by February 28, 2004 and full text of papers/ cases by April 15, 2004.* Submission can be made electronically (in MS Word format) to smf@iimdr.ac.in

Check forum website www.smfi.org for guidelines regarding final submission style and format.

Convention Registration Fee

	Residential	Non-Residential
Industry Delegates	Rs. 5,000	Rs. 4000
Academicians	Rs. 3500	Rs. 2500
Doctoral Students	Rs. 1500	Rs 1000

Note:

1. For international delegates the registration fee is \$150, which includes all lodging and boarding expenses.
2. Registration fee includes the cost of convention material, beverages and lunch for the convention period (May 13-15, 2004). In the case of residential delegates it also covers the cost of lodging and boarding expenses.
3. Registration fee can be paid by demand draft or local cheque **payable at Indore** and drawn in favour of **IIM Indore**.
4. Participation under doctoral students category is restricted to those who do not draw any remuneration other than stipend and are normally registered as full time doctoral students.

For further details regarding the convention contact:

Prof. S. Mitra/ A. Sikdar
Indian Institute of Management,
Rajendra Nagar,
Indore 452012 (M.P.)
Phone (731) 2321971/ 2321973
Fax (731) 2321050

Email smf@iimdr.ac.in

About the **Strategic Management Forum**

Strategic Management Forum is an association of Strategic Management Professionals from industry, academic and public administration fields, to propagate the concept and practice of Strategic Management in the country. Registered as a non-profit making body in January, 1997, it has leading management institutions and professionals as its institutional and individual members. The Forum has been organising conferences at leading management institutions of the country, covering important issues for advancement of theory and practice of strategic management. The 8th Convention will be held at Institute of Rural Management, Anand (Gujrat) in April- May 2005.

Besides the above, the Forum has also undertaken a major initiative of organising a series of Seminars/Workshops on WTO and Allied Issues, to be conducted in collaboration with IIMs (Ahmedabad, Bangalore, Calcutta, Lucknow) and IIFT, New Delhi. Two seminar have already been held at IIM, Lucknow and IIFT, New Delhi. Preparations are on for the seminars at other locations. The Forum has also organised case workshops and modular programmes for faculty development in strategic management area.

The Forum has also launched its first series of Foundations Courses of the Management Teachers Programme, which comprises of six week-long foundation/ elective courses, to be conducted at six different institutions.

The professional individual membership of the Forum is open to the academicians, managers and administrators having demonstrated interest in strategic management. Business organisations and academic institutions engaged in teaching/ training of strategic management can become institutional members.

For further details please visit website <http://www.smfi.org> or contact:

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Secretary,
Strategic Management Forum
Indian Institute of Management,
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Ph. (91) 522 3613891-897 (7 lines)
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About the
***Indian Institute of Management,
Indore***

The Institute has been established by the Ministry of HRD, Government of India in 1997.

IIMI has created excellent infrastructure facilities for the participants like well-equipped air-conditioned lecture rooms, advanced computer center and networking infrastructures.

The institute offers several programmes including the Post Graduate Programme in Management , Management Development Programme, Executive Post Graduate Programme in Management.

For more information about IIMI, please visit our Website at <http://www.iimdr.ac.in>

About Indore

Indore is well connected by road, rail and air with the Agra-Mumbai highway passing through the city. It is strategically located, being in close proximity to the different metropolitan cities, such as Mumbai (593 kms) and Delhi (807 kms), both of which are serviced by daily flights operated by Jet Airways as well as Indian Airlines, taking approximately 70 and 90 minutes respectively.

Indian Institute of Management, Indore

STRATEGIC MANAGEMENT FORUM
7th Convention (May 13-15, 2004)

REGISTRATION FORM

A. Details of the Participant

Name:.....

Sex Male Female

Designation.....

Address.....

.....

.....

.....

Tel:.....Fax.....

Email.....

B. Participation :

Residential Non-residential

Academic Delegates

Industry Delegates

Doctoral Student

C. Particulars of Registration Fee

DD no.....for Rs.....

(Rupees.....)

dt.drawn on.....

.....payable at Indore

DD/Cheques should be drawn in favour of **Indian Institute of Management, Indore**. Convention fee can be paid by local cheques payable at Indore.

Limited residential facilities are available at Indian Institute of Management, Indore. These will be provided on **first- cum- first serve** basis.

If you wish to register more than one person for the Convention, please use a photocopy of the registration form or download from Forum's website. Online registration facility would also be available on the Forum's website at www.smfi.org

The registration form(s) duly filled in along with the requisite convention registration fee should be sent so as to reach the coordinator by April 15, 2004 at the address below.

Co-ordinator
Strategic Management Forum: 7th Convention
Indian Institute of Management,
Rajendra Nagar,
Indore 452012

