

## Indian Institute of Management Kozhikode (IIMK)

The Indian Institute of Management Kozhikode (IIMK) is the fifth IIM, established in 1996 by the Government of India in collaboration with the Government of Kerala. It aims to provide education, training, consulting, and research facilities in management. The Institute began its Post Graduate Programme in 1997. The programme is structured to respond to the intellectual capital requirements of business and industry. Notwithstanding the IIM brand equity, IIMK is ever mindful of the "Icarus Paradox". Imitation has been replaced by innovation, and the constant endeavour is to be better than the best.

IIMK is dedicated to offering world class programmes in management. The Institute endeavours to develop the necessary environment through the synergy of faculty, students, business, industry, and technology.



The Institute encourages constant interaction with the industry. It draws from the experience of the leaders in industry by regularly inviting them to the Institute. The Summer internship, which every student undergoes after the first year of the Post Graduate Programme, further facilitates this interface.

The institute is unique in several aspects such as its high-value addition programs, best management practices, cost effectiveness, state-of-art computing facilities and the best library with a web portal for one-stop-information-shop. IIMK offers interactive on-site Learning program for working executives.

The Institute Campus has been developed in the scenic ambience of approximately 96 acres of land in the Kunnamangalam locality of Kozhikode. It is located at a place where one can have the best ayurvedic treatment at

Kottakkal in the country. The site comprises of two hillocks with a valley in between and the panoramic view from the hilltop is a visual delight. The design of the Campus is aimed at preserving the existing ambience, and incorporates the strong architectural traditions of Kerala.

### Strategic Management Forum of India

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 organizing conferences at leading management institutions of the country, covering important issues for advancement of theory and practice of strategic management.

Besides the above, the Forum has taken initiative to launch Management Teachers' Programme for faculty development in strategic management area. The programme comprises week-long foundation/elective courses, to be conducted at eight different institutions ([www.smfi.org/events.htm](http://www.smfi.org/events.htm)). The Forum has also been organizing a series of seminars/workshops on WTO and Allied Issues in collaboration with IIMs and Indian Institute of Foreign Trade (IIFT).

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

For further details about the Strategic Management Forum of India (SFMI) please visit website <http://www.smfi.org> or contact

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## STRATEGIC MANAGEMENT FORUM

IN ASSOCIATION WITH



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

Announces

9<sup>th</sup>  
Annual Convention

on May 18-20, 2006

Conference On Strategic Management: Current Efforts and Future Challenges	National Seminar On Global Business: Experiences and Challenges of Indian Companies
Case Colloquium	Workshop on Curriculum Development

Venue

Indian Institute of Management Kozhikode

# 9<sup>TH</sup> ANNUAL SMF CONVENTION

The ninth annual convention of Strategic Management Forum is composed of four major events. They are:

- ◆ Conference on Strategic Management: Current Efforts and Future Challenges
- ◆ National Seminar on Global Business: Experiences and Challenges of Indian Companies
- ◆ Case Colloquium
- ◆ Workshop on Curriculum Development

## I. Conference on "Strategic Management: Current Efforts and Future Challenges"

Strategy plays a vital role in companies for its sustainability and growth. Major issues of strategy are being discussed at national and global levels and research being undertaken to understand what makes some companies outperform their industry peers. It is argued that companies need tools and techniques to excel in an industry but more important is how to formulate and implement strategies as also what kind of management practices is followed. A large body of literature is available throwing light on various strategic issues for companies to excel in an industry. Keeping these aspects in view, the following themes on various aspects and issues are selected for the conference.

- ◆ Organizational Excellence and Leadership Challenges
- ◆ Innovation and Corporate sustainability
- ◆ Competition and Competitiveness
- ◆ Strategy Formulation and Implementation
- ◆ Balanced Scorecard
- ◆ Change Management

A distinguished group of professionals, academicians, social activists and practitioners would present scholarly works/experiences on the themes of the conference.

## II. National Seminar on "Global Business: Experiences and Challenges of Indian Companies"

Some of the Indian companies entered the global market and become major player. They are either cost leader or producer of differentiated products. They accept the challenges of global competition by innovation and strategic leadership. They capture global market through joint ventures, mergers and acquisitions. They try to make their present felt in the global market. However they have

to struggle hard to compete with other global players. Keeping these aspects in view, the following themes would be deliberated upon in the seminar.

- ❖ Global strategy for global leadership
- ❖ Global challenges of Indian business
- ❖ Global Environment for Indian business
- ❖ Opportunities open up for Indian business due to globalisation

Industry Professionals, Entrepreneurs, Senior government officials, NGOs, Senior managers from small and medium industries etc would participate the seminar.

## III. Case Colloquium

Case Method forms an integral part of management teaching and research. This facilitates the understanding of real life experience of Indian companies. Cases of Indian firms help teachers, students and company managers to understand Indian management practices and techniques. Keeping this view in mind, a Case Colloquium is organized for teachers of management schools. Faculty members are encouraged to test out their fresh and unpublished case studies.

## IV. Curriculum Design for Teaching and Training in Strategic Management

Strategic Management Forum gives a platform to discuss curriculum design for teaching and training in Strategic Management. Teachers of management schools would participate in this program.

## Convention Schedule

Day 1 Thursday, May 18, 2006 Conference on Strategic Management: Current Effort and Future Challenges
Day 2 Friday, May 19, 2006 National Seminar on Global Business: Experiences and Challenges of Indian Companies
Day 3 Saturday, May 20, 2006 Case Colloquium, Curriculum Design and Emerging Areas of Research in Strategic Management

Detailed Schedule for the convention is posted on website of the Forum at [www.smfi.org](http://www.smfi.org) and the website of IIMK at [www.iimk.ac.in](http://www.iimk.ac.in).

## Venue of the Convention

Indian Institute of Management Kozhikode, Calicut-673 570

## Submission of Papers and Cases

All papers and cases to be presented in various sessions must be submitted in advance. Abstracts of paper/case must be reached to the organizing secretary of the convention by March 15, 2006 and Full paper/case by April 15, 2006. Submission should also be made electronically (in MS Word format) at [prbhatt@iimk.ac.in](mailto:prbhatt@iimk.ac.in) and one copy at [rishi@IIMB.ERNET.IN](mailto:rishi@IIMB.ERNET.IN)

## Conference Registration Fee

Category	Residential (Rs)	Non-residential (Rs.)
Industry delegates	5,000	4,000
Academicians	3,500	2,500
Doctoral Students	1,500	1,000

For international delegates the registration fee is US\$150 that includes all lodging and boarding expenses at the Institute. Conference fee includes the cost of conference material, tea/coffee, and lunch for the conference period (May 18-20, 2006). In the case of residential delegates, it also covers the cost of accommodation and dinner from the evening of 17<sup>th</sup> to evening of 20<sup>th</sup> May, 2006. Registration fee can be paid by Demand Draft payable at **Lucknow** and drawn in favour of **Strategic Management Forum** and be sent to the Organising Secretary.

## Convention Organising Committee

Prof. Krishna Kumar, Chairman  
Prof. P. R. Bhatt, Organising Secretary  
Prof. P. Rameshan, Member  
Prof. Neeraj Dwivedi, Member  
Prof. S. Jeyavelu, Member

For further details regarding the convention please contact;

**Prof. P. R. Bhatt**, Organising Secretary  
Indian Institute of Management Kozhikode  
IIMK Campus P O, Calicut 673570  
E-mail: [prbhatt@iimk.ac.in](mailto:prbhatt@iimk.ac.in)

**Registration Form**

**STRATEGIC MANAGEMENT FORUM**



**Indian Institute of Management Kozhikode**

Name \_\_\_\_\_

Designation \_\_\_\_\_

Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

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Pin Code \_\_\_\_\_

Telephone \_\_\_\_\_

Mobile \_\_\_\_\_

Fax \_\_\_\_\_

E-mail \_\_\_\_\_

Title of paper/case \_\_\_\_\_

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Details of bank draft \_\_\_\_\_

**Signature of Participant** \_\_\_\_\_

Place \_\_\_\_\_ Date \_\_\_\_\_



**Prof. P. R. Bhatt**

Organising Secretary

Indian Institute of Management Kozhikode

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