



IIMA Press Release 2011-12



PGPX Speaker Series 2011:

Leadership in current business environment

IIMA, June 3, 2011: Mr Jung Soo Shin, President and CEO of Samsung South West Asia, shared valuable tips and views on leadership in the current business environment addressing participants of IIMA's PGPX class of 2011 yesterday at the campus. As a part of the PGPX Speaker Series 2011, Mr Shin gave a brief background of his journey in Samsung and provided an overview into Samsung's global operations, products and strategy in India.

He provided insights into challenges faced by Samsung in India. Some of the key points addressed during the session were the efforts taken by Samsung in adapting to Indian markets. Mr. Shin emphasized the significance of R&D as an integral part of their strategy. He also stressed on the importance of working across different cultures and listening to the voice of customers, employees and market.

Earlier, Prof. Samir Barua, Director, IIMA and Mr. J S Shin, CEO & President, Samsung South-West Asia, signed a MoU at the IIMA campus to announce the Samsung Scholarship Program.

As a part of its ongoing efforts to provide merit scholarships and enhance opportunities for students to excel academically, IIMA has partnered with Samsung India Electronics Pvt. Ltd to roll out the 'Samsung Scholarship Program'. The program will recognize and support five meritorious students from IIMA every year.