



# Doing Business Abroad

March 22-24, 2017



Executive Education  
Indian Institute of Management, Ahmedabad

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The fiercely competitive business environment makes incessant demands for connecting with new sources of value. Competing and collaborating can both involve arenas of action beyond national borders. By studying how businesses succeed and why they fail when they venture abroad, participants in this programme will be able to connect practices with concepts at the cutting edge of knowing what works. Liabilities of foreignness and liabilities of being an outsider both need to be overcome in doing business abroad.

## What will be learnt?

The programme will draw on the cutting edge of insights from business practices, international business strategy research, case studies of experiences of exporters, investors, collaborators in joint ventures and business partners pursuing opportunities in cross-border value chains, value-grids and constellations. There will also be identification and discussion of implications for organisation structures, institutionalised systems and management processes that arise from responses to governance frames, competitiveness and international economic relations.

## Pedagogy and Faculty

We will learn from case studies, exercises and insights introduced into the programme sessions by faculty members including leading practitioners doing business abroad. These are academicians who have insights to share from their research and publications and professionals concerned with international business policies. Participants will have opportunities to draw on their own experiences, reflect on them, bring their challenges to the programme to work on them.

## For Whom

This programme would be useful for CEOs, Directors, Presidents, Vice-Presidents, General Managers, and Profit Centre Heads with responsibilities for decisions concerning international business; government officials concerned with trade or trade-substituting investment policies for foreign direct investments, and policymakers concerned with internationally leveraging intellectual property rights and organisational knowledge using enabling provisions in multilateral fora such as WTO, TRIPS, GATS, besides plurilateral arrangements and bilateral agreements.

This programme is designed to provide an opportunity to expand understanding of choices for strategies and organisation of international business, particularly various forms of foreign commercial presence, movement of natural persons and product-services linkages. It recognises that developing capabilities for doing business abroad requires particular attention to managing institutional and cultural diversity, and understanding and preparing for various kinds of risks including country risk and political risk.

## About the Faculty Chair, Doing Business Abroad



Professor Ajeet N. Mathur

Ajeet N. Mathur is Professor in Strategy and International Business in the Business Policy Area, IIM Ahmedabad. He has published 28 books and papers in various refereed journals and his research interests are at the crossroads of economics, human behaviour in groups, law, strategic management of organisational knowing and international business. These are reflected in his multi-disciplinary and inter-disciplinary work with corporates and as an expert on change management, institutional design and missing markets with ILO, WHO, ADB and the European Commission.

Before joining IIM Ahmedabad, he served as Founding Professor of International Business, University of Tampere, Finland, EU-TEMPUS Professor of European Integration and Internationalisation, and as IFCI Chair Professor, Indian Council of Research on International Economic Relations. He has held visiting academic appointments at K.U. Leuven, Belgium, University of Edinburgh, Cornell University, University of California at Berkeley, University of Bielefeld, Germany, Helsinki School of Economics, Aalto University, Turku School of Economics, Royal University of Bhutan, and Fresenius University, Cologne.

A recipient of the President of India's Medal and the Bharat Chamber of Commerce Gold Medal, he received his Ph.D. degree from the Indian Institute of Science, Bangalore. In his early career, he worked in various positions of responsibility with Tata Economic Consultancy Services, ITC Limited and the Times Group for more than a decade before his appointment as a tenured Professor at IIM Calcutta where he taught and researched for ten years. He has been a Fulbright Scholar and a Friedrich Ebert Stiftung Scholar. He was nominated India's National Expert on Managerial Productivity with APO, Tokyo. He is the Project Director, Finland-India Economic Relations. He is the recipient of the Prestige Award as "Professor of the Year 2014" and an Academy of Management Award in 2016.

He has been a member of the Board of Directors with Corporates in India and Europe and is consulted by businesses, governments, international organisations and the policy research community. He served a term as the Director and CEO, Institute of Applied Manpower Research with the rank of Secretary to the Government of India. He is profiled and biographically cited in various international directories.



## Nominations and Inquiries

Nominations should reach the Officer - Executive Education latest by **February 22, 2017**. The last date for early bird discount is **January 15, 2017**.

Organisational sponsorship is generally required, but can be waived in case the participant is likely to gain significantly from the programme for personal improvement or greater job effectiveness.

All nominations are subject to review and approval by the Institute. A formal acceptance letter will be sent to selected nominees. Nominees accepted to the programme are requested to make their travel plans to arrive on March 21, 2017 by 17:00 hours.

For nomination forms and more information, please contact:

### **Ms. Suman Verma, Programme Coordinator**

Indian Institute of Management, Ahmedabad  
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461/72 to 77 and 4461 to 69  
Fax: +91-79-2630 0352 (ExEd)/ 2630 6896 (General)  
E-mail: [sumanv@iima.ac.in](mailto:sumanv@iima.ac.in)  
Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## Venue and Accommodation

The programme will be held at the Indian Institute of Management, Ahmedabad. Participants would get a full board and air-conditioned single room accommodation on the Institute campus from the afternoon of March 21, 2017 to March 24, 2017.

IIMA norms do not allow participants to have guests stay with them during the programme.

## Programme Fee and Payment

INR 90,000 (+15% Service Tax) per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fees, programme materials, boarding and lodging.

Only nominations with fees would be considered eligible. Withdrawals with refund of fee are permitted until **February 24, 2017**. For any cancellations after that, there would be no refund of fees. If the programme is oversubscribed and we cannot accept a nomination the fee would be refunded to the person/organisation concerned.



The programme fee can be paid in one of these three ways:

### **[A] Electronic Fund Transfer:**

1. Name of Beneficiary:  
**Indian Institute of Management, Ahmedabad**
2. Savings Bank A/c No. 9369EEP, YES Bank Limited, C. G. Road Branch, Ahmedabad  
(IFSC: YESB0000007, SWIFT Code: YESBINBB)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organisation)
4. Purpose of Remittance: **Doing Business Abroad**
5. IIMA Permanent Account Number (PAN):  
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):  
AHMI00189A
7. IIMA Service Tax Registration Number:  
AAATI1247FST001

After making the payment, please e-mail us the complete transaction details immediately so that we can link your remittance with your nomination.

### **[B] Payment Gateway**

Please visit the IIMA website  
([www.iima.ac.in/exed](http://www.iima.ac.in/exed)) for more information.

### **[C] Demand draft/ cheque payable at par at Ahmedabad**

The cheque/ draft should be in favour of "**Indian Institute of Management, Ahmedabad**" and sent in a cover marked DBA through courier or speed post to: The Executive Education Office, IIM Ahmedabad, New Campus, Vastrapur, Ahmedabad 380 015.

## Discount

**Early Bird Discount:** Nominations received with payments on or before **January 15, 2017** are entitled to an early bird discount of 7%.

**Group Discount:** Any organisation sponsoring four or more participants will be entitled to a group discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

## Alumni Association

Participants in IIMA Executive Education Programmes for the first time on or after April 1, 2012 become eligible for alumni status and the alumni identity card after participation in one or more programmes for a total of 21 days both of which will be awarded on payment of a one-time alumni fee of INR 10,000.

## Indian Institute of Management, Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961. The Institute provides education, training, consulting and research facilities in management.

### Major Programmes Offered by IIMA

- Two-Year Post-Graduate Programme in Management (equivalent to MBA)
- Two-Year Post-Graduate Programme in Food and Agribusiness Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Executive Education Programmes (EEP) for industry, business, agricultural and rural sectors, and public systems covering education, health, transport and population
- Faculty Development Programme for teachers in universities and colleges

The Institute has about 97 faculty members working in the following management areas and sectors:

### Disciplinary Areas and Groups

- Business Policy
- Communications
- Economics
- Finance and Accounting
- Information Systems
- Marketing
- Organisational Behaviour
- Human Resource Management
- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Infrastructure Policy and Regulation
- Centre for Management in Agriculture
- Centre for Management of Health Services
- Centre for Retailing
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Insurance Research Centre
- Ravi J. Matthai Centre for Educational Innovation



**Kasturbhai Lalbhai Management Development Centre (KLMDC)** located on the IIMA main campus and the **International Management Development Centre (IMDC)** located on the new campus, provide an academic and learning environment for participants of the Executive Education Programmes. All rooms at KLMDC and IMDC are air-conditioned and have internet connectivity. They have separate dining halls, a reading lounge, classrooms and auditorium (with audio-visual and computer projection facilities), syndicate rooms and computer lab. The campus is Wi-Fi enabled. Recreation facilities exist for indoor and outdoor games (badminton, basketball, billiards, carrom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा कार्यक्रम  
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