



कार्यकारी शिक्षा
भारतीय प्रबंध संस्थान अहमदाबाद
वस्त्रापुर, अहमदाबाद 380015

EXECUTIVE EDUCATION
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD
VASTRAPUR, AHMEDABAD 380015

Professor Ajeet N. Mathur

Faculty Chair: Doing Business Abroad

Dear Sir/Madam,

This is to announce our Programme 'Doing Business Abroad' May 2-4, 2019 at IIM Campus for those who do business abroad or are considering that.

The fiercely competitive business environment makes incessant demands for connecting with new sources of value. This is to compete as well as to collaborate and involves exposure to arenas of action beyond national borders. By studying how companies 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.

We invite participation from leaders, managers, entrepreneurs, policymakers involved with responsibilities for international business or likely to be involved in doing business abroad. The previous programme drew participation from CEOs, Directors, Presidents, Vice-Presidents, General Managers and Profit Centre Heads involved in decisions about organising for doing business abroad.

The Programme is designed on the basis of knowledge available from research and practices all over the world, including research by IIMA. The Programme will provide a platform for keyrole-holders to reflect upon new directions, creative actions, difficult choices, sustainable strategies, modalities of organising and managing intellectual capital and organisational knowledge.

The Programme will provide frameworks and insights for examining and understanding the complex nature of the challenges of doing business abroad in the context of WTO, TRIPS, and GATS, overcoming the liabilities of foreignness and outsidership. The focus would be on the range of choices for managing institutional and cultural diversity in foreign commercial presence and coping with various kinds of risks, including country risk and political risk.

More details are available from the enclosed brochure. You may wish to avail the fee benefits of multiple nominations as mentioned in the brochure. Do let us know if you need more nomination forms. Alternatively, photocopies of the form enclosed can be used. The last date for receiving completed nomination forms is March 29, 2019 and last date to avail early bird discount is January 21, 2019.

If you have any questions, feel free to get in touch with me or Mr. Mustafa Burhani Programme Coordinator at mustafa@iima.ac.in, Phones: +91-79-6632 4467, 4461-69 and 4472-77.

With best wishes,

Yours sincerely,

Ajeet N. Mathur
Email: anmathur@iima.ac.in

Enclosed: Brochure and Nomination form



विद्याविनियोगाद्धिकासः
I I IIMC
AHMEDABAD

Executive Education
Indian Institute of Management Ahmedabad

DOING BUSINESS ABROAD

MAY 2 - 4, 2019



DOING BUSINESS ABROAD

MAY 2 - 4, 2019

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 Economics and Business Policy Area, IIM Ahmedabad. He has published 28 books and over 150 scientific papers in various refereed journals and anthologies. His 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 Academy of Management Awards in 2016 and 2017.

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



Nominations and Inquiries

Only Nominations with fees received by the Executive Education Office by the closing date for nominations **March 29, 2019** would be considered. An early bird discount is available for nominations received by **January 21, 2019**.

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 role effectiveness.

All nominations are subject to review and approval by the programme faculty. A formal acceptance letter will be sent to selected nominees. Nominees are required to make their travel plans to arrive on May 1, 2019 by 16:00 hours after receiving the acceptance letter.

For more information, please contact:

Mr. Mustafa Burhani

Programme Coordinator

Indian Institute of Management Ahmedabad
Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4467/4461-69, 4472-77

Fax: +91-79-26300352(ExEd)/26306896(General)

Email: mustafa@iima.ac.in

Website: www.iima.ac.in/exed

Certificate

The participants will receive a certificate of participation on completion, after attending the programme.

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 20, 2018 to March 23, 2018.

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

Programme Fee and Payment

INR 1,25,000 plus 18% GST per person for participants from India and its equivalent in Euros or 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 **January 21, 2019**. 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 two 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 organization)
4. Purpose of Remittance:
Doing Business Abroad
5. IIMA Permanent Account Number (PAN):
AAATI1247F
6. IIMA Tax Deduction Account Number (TAN):
AHMI00189A
7. IIMA GST Registration Number:
24AAATI1247F1Z4 (SAC: 999293)

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

[B] Payment Gateway

For more information, please visit the respective programmes listed on our website www.iima.ac.in/exed

Discount

Early Bird Discount: Nominations received with payments on or before **January 21, 2019** will be entitled to an early bird discount of 7%.

Group Discount: Any organisation sponsoring 4 participants will be entitled to a discount of 7% on total fee payable provided that 4 participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organization 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 who are attending short-duration Executive Education Programmes for the first time, on or after April 1, 2012, will have to attend for a total of 21 days in one or more programmes in order to be eligible for alumni status and alumni identity card, both of which will be awarded on the 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 Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-Year Post Graduate Programme in Management for Executives
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme for teachers in universities and colleges
- Two-Year Online Post Graduate Programme in Management (ePGP)

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

Disciplinary Areas and Groups

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

Interdisciplinary Centres

- Centre for Gender Equity, Diversity and Inclusivity
- Centre for Innovation, Incubation and Entrepreneurship
- Centre for Management in Agriculture
- Centre for Management of Health Services
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy 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, carom, chess, cricket, football, squash, TT and volleyball). Participants can also take advantage of the Institute's library.



कार्यकारी शिक्षा भारतीय प्रबंध संस्थान अहमदाबाद

Executive Education Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-6632 4461 to 69 and 4472 to 77

Fax: +91-79-2630 0352 (ExEd) / 2630 6896 (General)

Email: exed@iima.ac.in • Website: www.iima.ac.in/exed