



Executive Education  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

**Professor Ajeet N. Mathur**

Faculty Chair,

Family Businesses: Organisation, Strategies, Internationalisation and Succession

Dear Sir/Madam,

We are glad to announce our Programme '**Family Businesses: Organisation, Strategies, Internationalisation and Succession**' during **September 23 to 25, 2020** at IIMA Campus. Two-thirds of all businesses in India are family owned and controlled. Yet, there has been scant attention to the special characteristics of family businesses that require reconciling family needs, hopes, wishes with the demands of managing a successful business.

We invite participation from family business owners and managers interested in building upon and leveraging distinct strengths of family businesses. Here is an opportunity to think through and develop appropriate solutions to respond to the complexities, uncertainties, and challenges in family businesses for sustainable growth, creation of wealth across generations and attracting and retaining professional talent.

The programme is designed on the basis of knowledge from research and practices all over the world, including IIMA research. Family business CEOs would also be sharing their experiences. This Programme is a platform for key role-holders to bring issues of concern and work on them. The themes chosen cover the four key topics we know are of particular interest to family businesses. Trade-offs between growth potential and control present eternal challenges to family businesses in how they organise. The choices between strategies for growth and transformation bring up tensions between family members and professional talent. Family businesses are growing globally at unprecedented rates faster than non-family businesses. And no issue is potentially more toxic than the transition from one generation to another.

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 **September 9, 2020** and last date to avail early bird discount is **August 4, 2020**.

We thank you in anticipation of your interest and look forward to receiving your nominations.

With best wishes,

Yours sincerely,

Ajeet N. Mathur

Faculty Chair, FBOSIS 2020

**Phone:** +91 +91 79 7152 4858

**Mobile:** +91 97147 11888

**Email:** anmathur@iima.ac.in

Mr. Mustafa Burhani

Programme Coordinator, FBOSIS 2020

**Phone:** +91 79 7152 6409

**Mobile:** + 91 87588 00387

**Email:** mustafa@iima.ac.in

Enclosed: Brochure and Nomination form



Executive Education  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

# FAMILY BUSINESSES:

Organisation, Strategies,  
Internationalisation and Succession

September 23 to 25, 2020



# Family Businesses: Organisation, Strategies, Internationalisation and Succession

September 23 to 25, 2020

This programme is designed to raise awareness about opportunities, characteristics and challenges unique to family businesses and develop capabilities for organisation, strategies, internationalisation and succession in family businesses at different stages of their growth and evolutionary trajectories. This programme will enable family business owners and non-family leaders in family businesses to build on and leverage distinct strengths of family businesses and think through and develop appropriate solutions to respond to the complexities, uncertainties, and challenges in their businesses for sustainable growth, creation of wealth across generations and attracting and retaining professional talent.

The programme design is based on insights from family business research, case studies of problems experienced by family businesses (small, medium and large) around conflicts over priorities, tensions between existential and normative tasks, pursuing opportunities amidst resource constraints, environmental scanning and developing/expanding relevant capabilities, deciding on organisational issues that arise from task, people and culture, resolving growth stalls, evaluating international business opportunities, professional talent management, and addressing problems of succession.

## Programme Content

**Theme 1:** What is involved in achieving alignment of family needs, priorities, hopes, business objectives and resolving conflicts power, influence of family members and professional talent required to grow the business?

**Theme 2:** How to engage with 'Strategy-as-practice', inventing and discovering strategies, group relations, designing structures, architecture of systems and sustainability of management processes?

**Theme 3:** Which challenges of business internationalisation are unique to family businesses? How to decide on appropriate modes of entry, scale and geographical footprint?

**Theme 4:** How to organize succession processes in family businesses? Best practices to manage key governance and succession processes.

## Pedagogy and Faculty

The programme will draw on IIMA Faculty who would bring research insights together with Guest Faculty including Family business CEOs who would share experiences to enable interactive discussions around the cutting edge of family business practices, organisation strategies, internationalisation experiences, and problems associated with continuity and change during

succession. There will also be identification and discussion of implications for organisation structures, institutionalised systems and management processes through case studies and exercises. Participants will have opportunities to draw on their own experiences and, bring their problems to the programme to work on them.

## For Whom?

Family business owners and members of their extended family with executive or non-executive roles in the family business, investors, founders, leaders, professionals associated with family businesses, entrepreneurs, and managers working with family businesses are invited to participate. **Women in family businesses are particularly welcome.** This programme would be especially useful for CEOs, Directors-executive and non-executive, Presidents, Vice-Presidents, General Managers, Profit Centre Heads and specialists in functions with responsibilities for decisions in family businesses; and for advisors, bankers and officials concerned with promoting entrepreneurship development and policies for small and medium enterprises and for helping larger family businesses to consolidate and transform for growth, diversification, turnarounds, internationalisation and succession in new horizons and trajectories with attention to the special challenges that concern family businesses.

## Nominations and Inquiries

Nominations should reach the Executive Education Office latest by **September 9, 2020**. The last date for early bird discount is **August 4, 2020**.

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 Faculty Chair. A formal acceptance letter will be sent to selected nominees. Nominees are required to make their travel plans to arrive on **September 22, 2020** by 16:00 hours after receiving the acceptance letter.

For more information, please contact:

Programme Coordinator

**Mr. Mustafa Burhani**

**Phone:** +91 - 79 7152 6409

**Mobile:** +91 87588 00387

**Email:** [mustafa@iima.ac.in](mailto:mustafa@iima.ac.in)

Executive Education

Indian Institute of Management Ahmedabad

Vastrapur, Ahmedabad 380 015

**Website:** [www.iima.ac.in/exed](http://www.iima.ac.in/exed)

## About the Faculty Chair, Family Business Programme



Ajeet N. Mathur is Professor in Strategy and International Business in the Economics and Business Policy Areas, IIM Ahmedabad. He has researched family business cases and written extensively on various aspects of family business and doing business abroad. 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 organizational 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, ABD 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 Internationalization and as IFCI Chair Professor Indian Council of Research on International Economic Relation. He has held visiting academic appointments at K. U. Leuven, Belgium, University of Edinburgh, Cornell University, University of California at Berkley, 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 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 Service, 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 Prestige award as "Professor of the Year 2014" and Academy Management Awards in 2016 and 2017. He has been the Chairperson of the Centre for Gender Equity, Diversity and Inclusivity.

He has served as 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 term as a Director and CEO, Institute of Applied Manpower Research with the rank of Secretary to Government of India. He is profiled and biographically cited in various international directories.

### Certificate

A certificate of participation will be issued to the participants at the end, subject to their having attended all the sessions of the programme.

### Venue and Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with empanelled hotel partner.

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

### Programme Fee and Payment

**INR 1,75,000 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 **September 9, 2020**. 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. 309007929889, RBL Bank Limited, Ahmedabad Viva Complex Branch (IFSC Code: RATN0000158, MICR Code: 380176004)
3. Name of Remitter: \_\_\_\_\_ (Please mention the name of the sponsoring organization)

4. Purpose of Remittance:

**Family Businesses: Organisation, Strategies, Internationalisation and Succession**

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](http://www.iima.ac.in/exed)

### Discount

**Early Bird Discount:** Nominations received with payments on or before **August 4, 2020** 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.

Programmes, dates, fees and faculty are subject to change at the discretion of the Institute without any prior notice. All rights reserved.

## Status of IIMA 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/- + GST.

## 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 (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- Two-Year e-Mode (online + campus) Post Graduate Programme in Management (ePGP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)

The Institute has 103 faculty members working in the following management areas and centres:

### Disciplinary Areas and Groups

- Centre for Management in Agriculture (CMA)
- Ravi J. Matthai Centre For Educational Innovation (RJMCEI)
- Business Policy
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organizational Behaviour

- Production and Quantitative Methods
- Public Systems Group

### Interdisciplinary Centres

- Ravi J. Matthai Centre for Educational Innovation
- Centre for Innovation, Incubation & Entrepreneurship (CIIE)
- Centre for Management in Agriculture (CMA)
- Centre for Management of Health Services (CMHS)
- Gender Centre
- IIMA-Idea Telecom Centre of Excellence
- India Gold Policy Centre
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



**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  
भारतीय प्रबंध संस्थान अहमदाबाद

Executive Education  
INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

Vastrapur, Ahmedabad 380 015.

Phone: +91-79-7152 6400; Email: [exed@iima.ac.in](mailto:exed@iima.ac.in)

Website: [www.iima.ac.in/exed](http://www.iima.ac.in/exed)



Executive Education  
**INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD**

**NOMINATION FORM**

**FAMILY BUSINESSES: ORGANISATION, STRATEGIES,  
INTERNATIONALISATION AND SUCCESSION**

**September 23 to 25, 2020**

Executive Education, IIMA, Vastrapur, Ahmedabad 380 015 • Phone: +91-79-7251 6400 • Email: exed@iima.ac.in

TO BE FILLED IN BY THE NOMINEE				
PERSONAL PROFILE				
<b>First Name</b>		<b>Last Name</b>		
Gender M/F	Age Years	Date of Birth DD/MM/YYYY	Nationality	
Email (Official)		Email (Personal)		
Mobile		Phone		
Organisation				
Sector				
Designation				
Position of Nominee	Family Business Owner <input type="checkbox"/>	Family Business Owner with Management responsibilities <input type="checkbox"/>	Professional Non-family Members <input type="checkbox"/>	New Entrepreneur <input type="checkbox"/>
Designation to Whom You Report				
Present Responsibilities				
Reason(s) for Joining the Programme and Expectations				
Organisational Address				
City	Pin	State	Country	
Residential Address				
City	Pin	State	Country	

PROFESSIONAL PROFILE			
<b>Education</b>			
Degree (Start with Highest)	Year	College/University	
<b>Work Experience</b>			
Organisation (Start with Current)	Position		Years of Experience
<b>Programmes Attended at IIMA</b>			
Programme Title	Duration		Years
<b>Programmes Attended Elsewhere</b>			
Institution	Programme Title	Duration	Years

Date \_\_\_\_\_

Signature \_\_\_\_\_

TO BE FILLED IN BY THE SPONSOR					
Sponsor Name			Designation		
Organisation					
Goods & Services Tax Number (GST)			Permanent Account Number (PAN)		
Office Address					
City	Pin	Country		Mobile	
Phone	Fax		Email		
<b>Information on Organisation</b>					
Total Assets (Last Year)			Total Sales Turnover (Last Year)		
Major Products/Services					
Form of Organisation	Proprietary	Partnership	Public Sector	Public Ltd.	Others (Specify)

Date \_\_\_\_\_

Signature \_\_\_\_\_

Please Indicate the Sources of Information of This Programme	
➤ Advertisement (Please Specify)	➤ From Website (Yes/No)
➤ Brochure Received by Post (Yes/No)	➤ E-mail Received from Exed. Office (Yes/No)