



IIMCA

IIM Calcutta
Alumni Association



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2012-13

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BUSINESS MODEL INNOVATION

CREATING MAGIC WITH FIVE WEBS



A FULL DAY SEMINAR WITH **PROF. VENKAT N. VENKATRAMAN**

David J. McGrath Jr. Professor of Management at the Boston University School of Management

CHENNAI: ITC PARK SHERATON - 29 JANUARY 2013

MUMBAI: GRAND HYATT - 31 JANUARY 2013

KOLKATA: TAJ BENGAL - 2 FEBRUARY 2013



**PRESENTING
PROF. VENKAT N. VENKATRAMAN**

N. Venkatraman is the David J. McGrath Jr. Professor of Management at the Boston University School of Management. Previously, he was on the faculties at MIT Sloan School of Management (1984--1993) and London Business School (1999--2001). He was awarded the 2004 and 2006 IBM Faculty Fellowship for his work focusing on business challenges in the network era. His research and teaching lie at the interface between strategic management and information technology with a particular focus on how companies position to win in the digital network era.

He has been recently recognized by Thomson Financial/ISI as one of the most cited researchers in Strategy and Information technology. **His 1989 paper in Management Science is considered as one of the highly cited papers over the 50-year history of the journal.** His doctoral research has won awards from The Academy of Management (AT Kearney Award for Outstanding Doctoral Research) and Strategic Management Society (McKinsey Honorable Mention) and his doctoral students have been awarded prizes for their thesis work.

He has consulted and/or lectured for many corporations all over the world including IBM, Microsoft, CSC, BP, Novartis, Ericsson, Canal+, ABN--AMRO, Schlumberger, L'Oreal, Zurich Financial, Sony, McKinsey & Co., Visa Europe, Federal Express and others.

He writes papers for managerial audience and academic publications. His papers for managers have been published in the Sloan Management Review over the last two decades. He has also published in IBM Systems Journal (1993 Special Issue on Strategic Alignment; the Turning Points issue in 2000), Business Strategy Review (London Business School) and Financial Times. His academic research has been published in top scholarly journals such as Management Science, Strategic Management Journal, Information Systems Research, Academy of Management Journal, Academy of Management Review, MIS Quarterly, Journal of MIS and others.

He holds B. Tech degree from IIT, Kharagpur (1976), MBA from IIM Calcutta (1979); and Ph.D. from University of Pittsburgh (1985). Presently, he is engaged in a variety of projects to understand the challenges of winning in the network era given the confluence of computers and communication technology.



A partial list of Prof. Venkatraman's consulting clients



5 WEBS

Mobile Web
Social Web
Media Web
Realtime Web
Machine Web

3 HORIZONS

Manage Current Business Model
Adapt Current Business Model
Create Tomorrow's Business Model

CONCEPTS TO BE COVERED

DIGITAL FRONTIER

Products
Processes
Services

DIGITAL TECHNOLOGY

Compute
Connect
Cloud

WORKING OUTLINE:

The proposed one-day seminar is organized as follows:

Winning in Digital Networks, Business Model Innovations

Five Webs, Recognizing & Responding to the Key Trends

Strategic Roadmap, Value Creation & Capture

Leadership Agenda, Your Personal Innovation Agenda

A full day seminar with Prof. Venkat N. Venkatraman



Managers in companies – large and small, local and global – are required to develop effective strategies to take advantage of major digital trends. Information technology – especially the rapid proliferation of the web – is becoming central to business strategy and customer value delivery. In this seminar, Professor N. Venkat Venkatraman (IIMC-PGP 14) will discuss the role and impacts of five webs: **mobile web, social web, media web, realtime web and machine web**. These webs offer opportunities as well as present challenges to managers in a wide variety of industries. The seminar is not technical but it is intended to offer insights and roadmap for business managers to recognize and respond to this shifts in the technology landscape, and to build new **Business Models for Innovation**.



PARTICIPANT PROFILE:

Senior managers in key functions such as: marketing strategy / corporate strategy, strategic planning, digital marketing, business model innovation, strategic operations, IT strategists etc. Those heading the C-level functions such as CMO, CIO, COO in mid-size companies or divisions of larger organizations will find this seminar very valuable.

ABOUT IIMCAA

We are the IIM Calcutta Alumni Association, comprising alumni from all streams of India's first IIM. Most of our well-placed members got their grooming at this magnificent institution much subsidised, if not free, and are forever keen to pay back...

Our objectives are to...

- Act as a vehicle for improvement of the brand equity of IIMC
- Enhance the practice of scientific management in our environment
- Engage in meaningful societal activities which contribute to the development of human resources
- Live as a global community with shared values, objectives and purpose

Guruspeak is an activation that has already made a one-of-its-kind mark in senior management circles, and is ready once again to captivate discerning audiences in Kolkata and Mumbai. If you are an IIMC alumni but still not a member of IIMCAA, you are surely missing out on a lot of action. To join, please email your contact and batch details to mail@iimcaa.com

Please spread the word among other IIMC alumni that you are in touch with. See you at GuruSpeak 2013.



GuruSpeak is IIM Calcutta Alumni Association's largest annual endeavour - the only-of-its-kind full-day advanced knowledge workshop with a contemporary Global Guru - which is being successfully held since 2004. Some of the world's most revered Management Gurus and Thought Champions have shared their minds here. GuruSpeak has grown from strength to strength over the years, and today it is widely acknowledged as India's most significant annual workshop in the advanced knowledge space. 'GuruSpeak has almost attained cult status' - The Times of India reported last year. GuruSpeak is attended by over 200 high-profile delegates, including several company heads and top professionals, some even coming in from other cities... This is the first time GuruSpeak is being hosted simultaneously in Mumbai, Kolkata and Chennai, with a vision to spread it to other major metros as well in a few years. We invite you to join us in this endeavour.



2011
Prof Venkat Ramaswamy



2010
Prof Dipak C Jain



2009
Prof Mohanbir Sawhney



2008
Prof A Parasuraman



2007
Prof Nirmalya Kumar



2006
Prof Sanjay Dhar



2005
Prof Suresh Sundaresan
Prof B B Chakrabarti



2004
Prof Jagdish Seth

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