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RESHAPING STRATEGY IN AN UNCERTAIN WORLD



A FULL DAY WORKSHOP WITH **DR. VENKATESH SHANKAR**

Coleman Chair Professor in Marketing.
Director of Research, Center for Retailing Studies at Mays School of Business at Texas A & M University.

B.Tech - IIT, Kharagpur (1984)
MBA - IIM, Calcutta (1986)
Ph.D. - Kellogg School of Management (1995)

**Recognised as one of the Top 10 experts
on innovation management worldwide**

MUMBAI | 18 January 2014 | **DELHI** | 23 January 2014 | **CHENNAI** | 24 January 2014 | **KOLKATA** | 1 February 2014

PRESENTING DR. VENKATESH SHANKAR

Dr. Shankar's areas of specialization include Digital Business, Marketing Strategy, Innovation, Retailing, International Marketing, Pricing, Branding, and Mobile Marketing. Shankar has corporate experience in the areas of marketing and international business development in diverse countries.

He has been recognized as one of the Top 10 experts on innovation management worldwide. He is a winner of the 2013-2014 **Retailing Lifetime Achievement Award**, the 2012 Vijay Mahajan Award for **Lifetime Contributions to Marketing Strategy Research**, 2006 Robert Clarke Award for the **Outstanding Direct and Interactive Marketing Educator**, 2001 IBM Faculty Partnership Award, the 1999 Paul Green Award for the Best Article in Journal of Marketing Research, the 2000 Don Lehmann Award for the Best Dissertation-based Article in an AMA journal, and the Sheth Award for the best paper in the Journal of Academy of Marketing Science. Shankar has won awards from such sources as the American Marketing Association (AMA) and the Marketing Science Institute (MSI).

He has published in academic journals such as the Journal of Marketing Research, Management Science, Marketing Science, Strategic Management Journal, Journal of Marketing, Journal of Public Policy and Marketing, Journal of Retailing, Harvard Business Review, and Sloan Management Review, and in business periodicals such as Wall Street Journal and Financial Times. The Shankar-Spiegel Award from the Direct Marketing Educational Foundation is named in his honor. He is ex-President of the Marketing Strategy SIG, AMA and serves on the Chief Marketing Officers (CMO) council and Business-to-Business (B2B) Leadership Board. He was a Faculty Fellow of the 1999, 2000, 2003, 2004, 2005, 2007, 2008, 2009, 2010, 2012, and 2013 Doctoral Consortia, and the 2001 e-Commerce Consortium of the AMA. He is Editor Emeritus of the Journal of Interactive Marketing and is an Academic Trustee of the MSI. He is also an ex-associate editor of Management Science and is on the editorial boards of Journal of Marketing, Journal of Marketing Research, Marketing Science, the International Journal of Research in Marketing, and Journal of Retailing. He is a three-time winner of the Krowe Award for Teaching and has taught Marketing Management, Digital Business Strategy, Competitive Marketing Strategy, and International Marketing. He was a visiting scholar at the Sloan School of Management, MIT. He has also been a visiting faculty at INSEAD, Singapore Management University, SDA Bocconi, the Chinese European International Business School at Shanghai, and the Indian School of Business.

Shankar has consulting or executive training experience with organizations such as:



He has also been on many advisory boards and has served as an expert witness in legal cases.

RESHAPING STRATEGY IN AN UNCERTAIN WORLD

A full day seminar with **DR. VENKATESH SHANKAR**

Uncertainty is dominating the world agenda now. Economic and political uncertainties threaten to derail progress even as digital technologies and digitization are transforming the way consumers behave and businesses operate the world over. These trends assume special significance for India because its economic future depends on its demographic dividend characterized by half its population being 25 years or younger. Young Indians are increasingly digital savvy and face a future marked by widespread use of digital technology. However, they face an uncertain economic and political environment with nagging infrastructural, cultural, and ethical challenges.

In this seminar, Dr. Venky Shankar will discuss **how to reshape your business and marketing strategies** in such an environment and **how to re-architect your organization for the future**.

SEMINAR SESSIONS:

- ↑ CHANGING CONSUMERS
- ← CHANGING RETAILSCAPE
- INCREASED DIGITISATION
- ↑ INNOVATION PROCESS
TO KEEP PACE WITH UNCERTAINTY

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 2014.



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, Delhi, Chennai and Kolkata 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.



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2009
Prof Mohanbir Sawhney

2008
Prof A Parasuraman



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