

# GEOGRAPHY OF THOUGHT AND BUSINESS CONSEQUENCES



## Industry-Academia Conclave

17<sup>th</sup> & 18<sup>th</sup> November, 2016



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Globalization has led to widespread operations of businesses across national boundaries and cultural contexts. While the need to enable growth and development through the overall increase in trade and business exchanges is acknowledged, the science and practice of management seldom recognizes the need to accept challenges which the host context poses to achieve business objectives.

Business strategies get made and are mostly governed by certain assumptions, where the universality of needs, preferences and aspirations is assumed as a constant. Socio-psychological barriers to transcultural businesses is seldom discussed and deliberated. And at times, such nuanced understanding to the contextual realities do not get addressed while formulating business practices. Starbucks inside the Forbidden City of China and the recent verdict on MacDonaldd inside the Vatican are the most extreme examples of business consequences which were not provisioned by any of the formal management science models.

The present conclave, intends to engage with some of the successful business leaders and thinkers to understand how are they managing their businesses to achieve the envisaged results? Do they experience dissonance between the corporate agenda with that of what the host context expects of them? Whether the multinational context of their businesses effect the nuanced understanding of the host market realities? What have been their key learnings in successfully managing their businesses across cultures?

The conclave is designed to enable engagement between Policy Advisors, Corporate Leaders and Academicians to help generate a meaningful dialogue between the three most critical actors in facilitating International Businesses.

### Inaugural Address by Ambassador **Ashok Kantha ( Former Indian Ambassador to China)**

#### *Distinguished Speakers*

**Aravind Yelery**

Assistant Director, Institute of Chinese Studies

**Deepak Gupta**

MD, Middle East, PDI 9<sup>th</sup> House, Korn Ferry Company

**Jot Prakash Kaur**

Country Director, Transparency International India

**Prasad Bakre**

Corporate Strategy, Sumida Corporation

**Prasoon Sharma**

MD, ZTEsoft

**Rajesh Sinha**

AVP & Head HR, TBEA Energy (India) Pvt. Ltd.

**Samrendra Kumar**

Consultant and Ex-VP HSBC

**Santosh Pai**

Partner, D.H. Law Associates

**Sethu Madhavan P.**

Advisor, Government of UAE

**Sharmila Kantha**

Principal Consultant, CII and Author

**Shivani Marwaha**

Head, Consumer Insights, India-China, Microsoft

**Sidharth Aryan**

Manager, US-India Business Council

**Tara Shankar Shaw**

IIT Mumbai