

Corporate Reforms and Changing Corporate Strategy

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Theme Overview

The centralized planning in India which started in 1951 laid the foundations of a diversified economy but was not able to bring about rapid economic progress. The reform process started in 1991 aimed at the deregulation of trade, commerce and industry, liberalization and a market orientation towards globalization. Several corporate reforms have been a part of this over all reform process and have significantly changed the policy environment forcing the domestic firms to review their strategies.

FDI inflows have also changed the ball game in most cases. MNCs have brought about new technology, culture and competition thereby altering the playing ground for domestic companies. There has been active merger and acquisition process to get quick market entry and access. There is today a dominance of product differentiation strategy and manufacturing capabilities and an emphasis on product related services marketing. More and more businesses are going global and adoption of export based growth strategies is widespread thereby requiring exposure to the international markets. Along with profit making, corporate social responsibility has become an integral part of any business activity. Standardized reporting norms and corporate disclosures have become mandatory. All this has changed the dynamics of corporate functioning and strategy. Organizations now need to mould themselves to the changing scenario and strategize and function accordingly.

Programme Objectives

With the new corporate backdrop, this programme is designed to take stock of the changing corporate dynamics, and new ways of functioning and strategize to frame appropriate corporate systems, processes and policy to sustain in this changing globalization competitive setup.

Programme Content

The programme content, though not exhaustive, will cover the following:

- Competition policy and Impact on Corporate Strategy
- Data Analytics for Competitive Decision-making
- Contemporary issues & emerging strategic challenges of Public Sector
- Digital Technology and Data Security
- Developing Strategies for Business Growth and Excellence
- CSR and Sustainability
- Employee Engagement and Change Management
- Emerging Challenges - A Strategic Marketing Perspective

Target Group

Top and Middle Level Managers, Functional Managers, Policy Makers, NGOs, Consultants, Analyst.