

IIM Tiruchirappalli inaugurates the 25th Annual Convention of Strategic Management Forum (SMF)

Indian Institute of Management Tiruchirappalli inaugurated the 25th Annual Convention of Strategic Management Forum on 18 December 2023. The Convention aimed to provide a platform for experts, leaders, and professionals to share insights, research, and experiences related to strategic thinking, planning, and execution.

Prof. Karthik Dhandapani, convenor of the conference, addressed the gathering and highlighted that strategy and entrepreneurship need to match paces and adopt new frameworks to navigate the changing landscape effectively.

The Chief Guest - Dr. Rajkumar Upadhyay, CEO, C-DOT - delivered the inaugural address and inspired the gathering with his life journey. He urged the gathering to note how the government makes a strategy to make the nation economically stronger and ensure the people's well-being. He said having a good corporate strategy and impeccable leadership skills is necessary for a business to flourish.

Dr. Arunaditya Sahay, Secretary General of the Strategic Management Forum, talked about the significance of strategic management in the VUCA world. He emphasised that without strategic acumen and understanding of the organisation, any business decision is incomplete, and thereby a good strategic move acts as a catalyst for the success of a business organisation.

Dr. Umakant Dash, Director IRMA, talked about the impact of international and national policies made internationally and nationally on the social, economic, and digital spaces. He urged the gathering to increase the focus on sustainability and shifting consumer choices to thrive in the new cultural and the economic environment. He emphasised the need to leverage technology to embrace technological disruptions led by AI, blockchain, etc., to unlock new opportunities.

In his address, Dr. Pawan Kumar Singh, Director, IIM Tiruchirappalli, welcomed the gathering and applauded the nation's transformation. He highlighted that strategic management integrates economics, statistics, finance, etc., enabling competition, enterprise development, innovative culture, business models, and corporate excellence.

Dr. Charles Dhanaraj from Georgia University, USA, delivered the keynote address. He focused on the fact that in this VUCA world, the future is unpredictable; therefore, the interconnectedness of ecosystems and strategy is important in these modern times of disruption. He asked the students to drive down the strategies to decisions taken at the entrepreneur level and micro-segment customers to be able to gauge consumer demand effectively. He also emphasized the 'fail fast' principle, citing that the nature of business is mutating. He talked about entrepreneurship in the context of convergence of organisational intelligence, network orchestration, and taking big bets.

A book on teaching cases by Dr. Krishna Kumar in Hindi and its Tamil, Kannada, and Telugu versions was also released. SMF Lifetime Achievement Award was given to Dr. Shekhar Chaudhuri. Prof. K S Manikandan, Co-convenor of the SMF conference, delivered the vote of thanks.