



IIM Trichy Hosts 20th Annual Convention of Strategic Management Forum 2018

IIM Trichy is hosting the 20th Annual Convention of Strategic Management Forum from 25-27th December, 2018. The convention aimed to provide an opportunity for professors of Strategy, Innovation and Entrepreneurship to share their research on efforts to improve student's learning experience through the convention podium. It also sought to provide an opportunity to receive inputs on curriculum design through lectures and panel discussions from peers of eminence representing global institutions. The convention was an effort to foster an ecosystem for exchanging and sharing expertise on all aspects of curriculum centred on disruption impacting Strategy, Innovation and Entrepreneurship by assembling leading academicians, thinkers, researchers and policy makers.

The annual convention was inaugurated on 26th Dec 2018. **Dr. Gerard George, Dean, Lee Kong Chian School of Business and Lee Kong Chian Chair Professor of Innovation and Entrepreneurship, Singapore Management University presided over the inauguration** and delivered the keynote address. **Mr. Rajnish Mehta (Executive Director - Corporate Strategy & Planning at Hindustan Petroleum Corporation Limited), served as the Guest of Honour** and delivered the convention address. One of his significant views was that despite increasing environmental challenges, research & technological development alongside strategy would play a critical part in determining the resourcefulness of oil in the present and future. **Dr. Arunaditya Sahay (Professor and Dean of Research in Birla Institute of Management Technology and Secretary General of the Strategic Management Convention)** also delivered his address. The broad emphasis lay in that Indian business schools of this era should inculcate experience based learning and live projects as part of their curriculum. In addition to the same, students today need to be equipped with the necessary digital and design thinking skills to make them industry ready.

Dr. Bhimaraya Metri, Director IIM Trichy commented that, "the three-day convention focused on critically examining the strategic management curriculum with a view to preparing graduates with skills and competencies required to manage and lead organizations of the future." The convention featured workshop sessions on case writing and using simulations in management education. The panel discussions focused on the future of business education and a showcase event on lessons in Strategic Management from Indian scriptures.

The forum included a rich variety of panel discussions on topics such as “**Strategic Management Curriculum**” which was graced by eminent academicians such as **Prof. M R Dixit (IIM Ahmedabad), Prof. L. S Ganesh (DOMS, IIT Madras), Prof. J Ramachandran (IIM Bangalore) and Prof. N Venkiteswaran (TSM, Madurai)**. Broad themes on pedagogy such as blended learning, sense making and peer evaluation were touched upon as were the relevance of class participation in business schools, the impact of MOOCs on physical business schools, the relevance of the power point in dispensing and garnering business education, the role of professors as facilitators in the context of strategic management and the importance of having the skills of problem solving in an increasingly digital world.

With the intention of inductively capturing various sources of disruption, papers were presented from distinguished academics and industry professionals on themes like Industry 4.0: Future of Work & Strategic Management Education, Teaching Strategic Management for developing Job Competencies, Teaching Entrepreneurship and New Venture Creation.

The convention co-chairs **Prof. Karthik Dhandapani** and **Prof. K.V. Mukundan** talked about the convention providing academics an opportunity to receive inputs on curriculum design through Workshops, Panel Discussions from academics of eminence representing global institutions.