

## **IIM Trichy Research Seminar Series**

Central to the academic life is the spirit of enquiry, conversation and debate. The primary intention of the IIM Trichy Research Seminar Series is to nurture this spirit amongst the Fellow Program (FP) community. This initiative was conceptualized by and is administered by the FP students.



### **Session 08**

Date: 18<sup>th</sup> February 2019, Venue: CR003, Time: 2:30 PM

## Global Business

**Author(s):** Prof. Deepak K Srivastava (Faculty, IIM Trichy) and Dr. Mike Peng (Faculty, University of Texas at Dallas, United States of America)

**Category:** Book (Published by Cengage India Ltd.)

**Presented by:** Prof. Deepak K. Srivastava (Faculty, Strategy Area)

### Abstract

Global Business presents a strategic perspective of all the important international business concepts as per the need of the Indian curriculum. The comprehensive coverage of topics is supported with numerous examples, cases and insights from the Indian business environment. The boxed inserts, In

Focus, reflect the real-life situations allowing readers to analyze, apply and improve their thinking. This textbook not only intends to serve the students of management, but would also be a useful literature for scholars, researchers and practitioners in this field.

<b>Broad Theme of Discussion</b>	<b>The Inquisitives</b>
<ul style="list-style-type: none"><li>• 3 Tips for aspiring writers</li><li>• Writing style for books and the common mistakes to be avoided</li></ul>	 <i>Prof. Manikandan (Strategy)</i>
<ul style="list-style-type: none"><li>• The IR framework and Ghoshal's world</li></ul>	 <i>Jitesh (Strategy)</i>
<ul style="list-style-type: none"><li>• Identifying and distinguishing between international and global business</li></ul>	 <i>Arun (Strategy)</i>
<ul style="list-style-type: none"><li>• Opening and closing cases of a chapter</li></ul>	 <i>Kumaravel (OM &amp; QT Area)</i>

## **Intellectual Property Rights**

**Author(s):** Prof. Nithyananda K. V.

**Category:** Book (Published by Cengage India Ltd.)

**Presented by:** Prof. Nithyananda K V (Faculty, Law, Finance & Accounting Area)

### **Abstract**

Intellectual Property Rights (IPRs) have become an essential element of today's management world &mdash not only in its day-to-day activities, but also in specific events like mergers, acquisitions, takeovers, and in financing its operations. Business managers with the knowledge and expertise of IPRs and their management are scarce and are offered premium positions in organizations, not only in India but also in other parts of the world. This book provides an introductory perspective on the various IPRs and their management. It specifically covers aspects of patents, trademarks, copyrights, designs, trade secrets, geographical indications, and protection for integrated circuit layout-designs. In addition to these IPRs, the book covers their management for the benefit of the organization, using the C-S-E-R framework devised by the author. It also introduces the readers to the international treaties and conventions on IPRs, which have a significant bearing on the IP laws in India and exposes them to the implications of IPRs on the economic development of a country like India. In a nutshell, this book aims to serve as a handbook generally for people from all walks of life and specifically for people from business management interested in understanding the IPRs and their management of innovation and change management. This is a real-life decision-making case based on primary data collected through interviews, observation and perusal of secondary data.

<u>Broad Theme of Discussion</u>	<u>The Inquisitives</u>
<ul style="list-style-type: none"> <li>Information gathering and due diligence, in case a publisher approaches the author</li> </ul>	 <p><i>Prof. Vinu (OM &amp; QT Area)</i></p>
<ul style="list-style-type: none"> <li>Possibility of a teaching note accompanying the book</li> <li>Nuances of Non-competing agreement in case of two or more published author(s)</li> </ul>	 <p><i>Arun (Strategy)</i></p>
<ul style="list-style-type: none"> <li>Terms and conditions of royalty paid by publishers to author(s)</li> </ul>	 <p><i>Jitesh (Strategy)</i></p>
<ul style="list-style-type: none"> <li>Onus of market research</li> </ul>	 <p><i>Rupesh (Finance)</i></p>