

## **Orientation of 7<sup>th</sup> batch at IIM Raipur**

### **Panel Discussion on**

### **‘Role of Consulting for Global Competitive Advantage’**

This Panel involved Mr. Raj Raghavan, Director, Country HR Leader–India, Amazon; Mr. N RamaMoorthy, Managing Partner, Ogilvy & Mather and Mr. Rajesh Gopal, Chief Analytics Office, Vertebrend Management Consulting moderated by Prof. Sumeet Gupta, Chairperson FPM, IIM Raipur. The enlightening discussion covered diversified fortes, which enabled the students to see the reality and learn how to avoid mirages on their course to success.

Mr. Raj Raghavan, shared his experience of many years quoting how the world around us is changing with each day and the need of agility and inquisitiveness in the leaders of tomorrow. The entire market has been disrupted by the advent of E-commerce and no one knows what will disrupt E-commerce in times to come. Only those people and as a result organization would be able to survive who can adjust ensuring the value they stand to deliver to the various stakeholders.



*Mr. Raj Raghavan, shared his experience with PGP and FPM Students*