



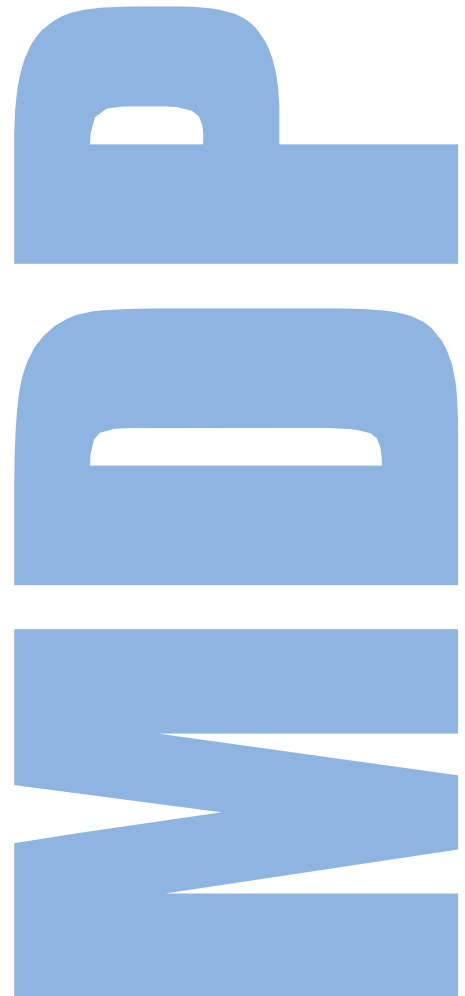
Management Development Program On Innovation and Technology Management

25-27 September 2024

Programme Director

Dr. Mohd Shadab Danish

Dr. Ketan Reddy



Introduction (Programme)

In today's rapidly changing business landscape, successful companies are those that embrace innovation as a core component of their strategic vision. With the ever-accelerating pace of change and the pervasive risk of disruption, organizations must adopt a targeted and efficient approach to innovation and strategy.

Throughout the program, you will explore a series of strategic frameworks specifically tailored to managing innovation in high-technology businesses. By leveraging concepts of innovation, competition, value chain, strategy, you will be equipped to develop and execute innovation strategies that drive sustainable growth and competitive advantage. By engaging in interactive group exercises and drawing insights from real-world examples, you will acquire the skills necessary to foster innovation and formulate effective strategies for your organizations. The program places significant emphasis on tangible, practical content that can be readily implemented within participants' respective workplaces, ensuring immediate applicability and impact.

Some questions that the course will help answer are:

1. How can firms effectively manage the challenges of commercializing technological innovations to ensure they create value?
2. What are the various business models that firms can employ to derive value from their technological innovations, and how can they determine the most suitable model for their needs?
3. What are the reasons behind the difficulties experienced by established firms in competing within a rapidly changing technological landscape, and what strategies can be employed to enhance their chances of success?

Objectives

The program objectives are:

1. To help managers develop a comprehensive understanding of innovation and innovation ecosystem in India.
2. To help managers to understand industry specific challenges and problem faced in R&D and Innovation
3. To help managers to analyze different innovative strategies and curate new ones for the industry.
 - a. Buy vs create
 - b. Disruptive innovation
 - c. Innovators dilemma
 - d. Social innovation
 - e. Green inventories
4. To help managers understand how the program input will help them in taking competitive advantage.
5. To facilitate managers' action plan preparation for enhancing innovation performance and overall competitiveness in the market.

For Whom

This program is appropriate for managers from any industry who want to improve their organization's capacity to formulate and implement innovative capabilities and appropriabilities.

Pedagogy

The maximum impetus shall be on evolving discussion and peer learning. The pedagogy used for these programs will be a mix of Incident Analysis, Case Study and Case Analysis, Test & Exercise, and Activity-based discussions among the participants.

Faculty

All sessions in this program will be co-facilitated by the Program Directors along with the subject matter experts.

Probable Topics (Tentative)

Module 1: Innovation and Organization

1. Fundamentals of innovation: Schumpeterian, neoclassical, and evolutionary perspectives
Reference: Fagerberg, J., Mowery, D. C., & Nelson, R. R. (Eds.). (2005). The Oxford Handbook of Innovation. Oxford University Press.
2. The Innovation Process and Origin
Reference: Christensen, C. The innovator's dilemma. Boston, MA: Harvard Business School Press. Chapter 1: How can great firms fail? Insights from the hard disk drive industry, 1997, pp. 3-32
Case 2 : Apple Watch: Managing Innovation Resistance
3. Innovation Drivers: Demand, Supply, and Institutions: innovation ecosystem
 - Market demand and the need for innovation
 - Supply-side factors: R&D investment, human capital, and entrepreneurship
 - Institutional frameworks and their impact on innovation*Reference: Hall, B. H., & Rosenberg, N. (2010). Handbook of the Economics of Innovation (Vol. 1). North-Holland.*
4. Business Model Innovation
 - Understanding business models and their role in innovation
 - Types of business model innovation: product, process, and platform
 - Case studies of successful business model innovations*Reference: Chesbrough, H., & Rosenbloom, R. S. (2002). The role of the business model in capturing value from innovation: Evidence from Xerox Corporation's technology spin-off companies. Industrial and Corporate Change, 11(3), 529-555.*

Module 2: Firms, Market & Innovation: Answering the Why's and How's

5. Sources, Procedures, and Microeconomic Effects of Innovation
Reference : Dosi, G. (1988), "Sources, procedures and microeconomic effects of innovation", Journal of Economic Literature 26 (3), pp. 1120-1171.
6. Strategic Innovation: Market Advantage, Globalization & Survival
Reference: ah, A. (2009), "Strategic innovation: New game strategies for competitive advantage", Routledge, Part V, Cases 11, 12
Markides, C. "Strategic innovation." Sloan Management Review, 38(3), (1997): 9-23.
<https://sloanreview.mit.edu/article/strategic-innovation/>
7. Networks & Networking Effects
Reference: Schilling, M. A. (2003). Technological leapfrogging: Lessons from the US video game console industry. California management review, 45(3), 6-32.
8. Understanding Market and Technological Changes

Utterback, J. "Chapter 7: Invasion of a stable business by radical innovation." In *Mastering the dynamics of innovation*. Boston, MA: Harvard Business School Press, 1994, pp. 145-166

Adner, R., & Kapoor, R. *Right Tech, Wrong Time: 2016*, Harvard Business Review.

Module 3: Challenges & Path ahead

9. Managing Innovation and Creativity

Nemeth, C. "Managing Innovation: When Less is More". *California Management Review* 40(1), 1997, pp. 59-74.

Shapero, A. "Managing Creative Professionals". *Research Technology Management*, March-April 1985, pp. 23-28. <https://www.jstor.org/stable/24120756>

Kelly, R. and Caplan, J. "How Bell Labs Creates Star Performers". *Harvard Business Review* 71(4), 1993: pp. 128-139002E

10. Navigating the organizational challenges inherent in innovation programs in established companies

11. Practice in the Industry

Panel Discussion: Panel Discussion: Technology, Strategy and Innovation

12. New trends in Innovation and Technology Strategy

The Limits of Mass Customization. " *Sloan Management Review* 42, no. 3 (Spring 2001): 81-87.

Thomke, Stefan, and Eric von Hippel. "Customers as Innovators: A New Way to Create Value." *Harvard Business Review* 80, no. 4 (April 2002): 74-81

Duration and Venue

The Programme is scheduled from, **25-27 September 2024** at IIM Raipur, Atal Nagar, New Raipur.

Registration Fee

The registration fee per participant is **Rs. 6,000/- + 2500/-** per day plus taxes as applicable (**on twin sharing basis**). Registration fees per participant will be **Rs. 6,000/- + 4500/-** per day plus taxes as applicable **on Single sharing basis**.

This includes academic fee, programme kit for participants, boarding and lodging.

Payment can be made online by registering through the website.

Upon remitting the fees online, kindly intimate the EL& D Office with the UTR No /Relevant transaction details through email, so that we can connect your remittance to your nomination(s)

Last date

The last date for receipt of nominations for the Programme is **Two week before the commencement of program** and the last date of withdrawal is **one week before the commencement of program..** Any withdrawal request received after this duration will be subject to deductions as per the Institute's rules. In case of subsequent withdrawal or cancellation of nomination(s), no refund of fee will be allowed. However substitutes may be permitted with prior intimation.

Enquiry

For any information regarding this programme, you may contact as below:

EL&D Office: eldc_office@iimraipur.ac.in Ph: 0771-2474669, 697

About Programme Directors



Dr. Mohd Shadab Danish

Dr. Mohd Shadab Danish is currently serving as an Assistant Professor at the Department of Economics and Public Policy in IIM Raipur. Before joining IIM Raipur, he worked as an Assistant Professor of Economics at Dr. BR Ambedkar School of Economics in Bengaluru. He earned his PhD from the Indian Institute of Technology, Indore, and an MPhil from the University of Hyderabad. Dr. Danish has authored several technical publications, including his PhD thesis, “Essays on Economic Valuation of Patents in India” which focuses on the Economics of Innovation and Policy with a specific emphasis on innovation incentives. His research interests include the economics of innovation and technology policy, intellectual property rights policy, patent valuation, sustainable innovation & entrepreneurship. His work has been published in several prestigious journals.



Dr. Ketan Reddy

Dr. Ketan Reddy is presently an Assistant Professor of Economics at the Department of Economics and Public Policy, IIM Raipur. Prior to this, Ketan was a Post-Doctoral Researcher at King’s College London and is presently affiliated with King’s College London as a Visiting Research Fellow. Ketan Obtained his PhD from Indian Institute of Technology Madras where he was also the recipient of the Institute Research Award for his thesis “Dynamics of Global Value Chains: An Analysis of Indian Manufacturing”. His research largely circles around the issues related to International Trade, with a special focus on firm-level perspective, especially MSMEs.

Indian Institute of Management Raipur

The Indian Institute of Management (IIM) brand has now become synonymous with innovation, talent, and zeal for success and contribution to management. The Government of India set up IIM Raipur in 2010 to meet the growing demand for top-quality professionals. It is situated at Raipur in the state of Chhattisgarh-one of the fastest growing states of India, with its rich mineral, forest, natural and local resources. The Post-Graduate Programme in Management (PGP) was started in 2010, whereas Fellow Programme in Management (FPM) & Executive Fellow Programme in Management (EFPM) was started in 2013. Executive Post-Graduate Programme (ePGP) was started in 2021.

IIM Raipur has grown and improved in quality, as evidenced by the NIRF ranking of management institutes, which moves up from 18th in 2016 to **11th** in 2023.

IIM Raipur offers top-notch management education on its 200-acre, state-of-the-art well-equipped lecture rooms, a library, a simulation lab, and a pleasant lodging campus in Atal Nagar, Naya Raipur. With the goal of becoming a highly regarded business school worldwide, IIM Raipur has partnered with numerous business schools in Europe, South America, Australia, New Zealand, and the United States for faculty and student exchange Programmes.

LOCATION

The IIM Raipur campus is located about 20 minutes’ drive from the Swami Vivekananda Airport, Raipur.

For any Correspondence / Administrative enquiries, please feel free to contact below:

EL&D Office:

Indian Institute of Management Raipur,

Atal Nagar, P. O. - Kurru (Abhanpur)

Raipur – 493 661, Chhattisgarh, India

Phone: +91 771 2474 697

E-mail: eldc_office@iimraipur.ac.in