

# **PLENARY SESSIONS**



**Session 1: Sunday, January 1, 2012, 4:30-5:30**  
**Session Chair: Dr. Indira Parikh, FLAME, Pune**

**Speaker: Ganesh Natarajan**  
*Zensar Technologies*

**IT Industry and Education: Building Bridges**

The IT Industry in India has been the biggest employer of talent in 2011 and will continue to be so in 2012. After many years of mutual finger pointing between industry and industry multiple engagement points have been identified since 2009 to bridge this gap

This session will discuss two cases of success led by Zensar - with Pune University for a formal MTech PhD collaboration and with local business schools for meeting the demand for experienced and well trained Business Intelligence professionals

***Dr. Ganesh Natarajan** is Vice Chairman & CEO of Zensar Technologies, a global firm that transforms Technology and Processes for Fortune 500 companies. He is also President of the IT Sector and a member of the Management Board of the 3.25 billion USD RPG Group.*

*An alumnus of BIT Ranchi, NITIE, IIT Bombay and the Harvard Business School, Ganesh is a member of the Chairmen's Council of NASSCOM. A member of the Board of NITIE, Global Talent Track and the Europe Asia Business School, Ganesh has championed the cause of Education and Skills transformation in CII and NASSCOM. He is spearheading a Skills Transformation initiative across Asia. He was conferred the Asia Pacific Entrepreneur Award by Enterprise Asia in Nov 2010.*

*Ganesh is the author of four McGraw Hill Books on Business Process Reengineering and Knowledge Management and other publications on the IT industry and inspired leadership. He has been recognized by Ernst & Young for exceptional entrepreneurship and elected Fellow of the Computer Society of India.*

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**Session Chair: Dr. Indira Parikh, FLAME, Pune**

**Speaker: Uma Natarajan**  
*Global Talent Track*

### **Role of Technology in enabling Quality with Scale**

The problem that has plagued technology and management schools for many years has been the ability to create learning oriented pedagogies and rise above the limitations of average faculty quality

This session presents some successful experiments with technology to deliver world class learning content to globally dispersed audiences and discusses a model to enable management schools to substantially transform learning outcomes.

*Uma Ganesh is the CEO of Global Talent Track India's premier Skills development company, which has the mission of providing employability skills to 500,000 young people in India and Asia by 2015. GTT is funded by Intel Capital, Helion Ventures & CISCO. The company's initiatives span India as well as China and Malaysia.*

*Uma's last corporate role was as Chief Corporate Development Officer, HSBC Global Resourcing. Prior to that, Uma has 17 years of leadership experience in the IT/New Media segments with three blue chip organizations: NIIT, Aptech and the Zee Telefilms Group. This included a stint of 7 years with Zee Interactive Learning Systems, as the CEO of the company.*

*Uma has an MBA from the Faculty of Management Studies, University of Delhi and PhD from IIT Bombay. She is actively involved in all major industry forums the Confederation of Indian Industry, NASSCOM and the National HRD Network. She is also a member of the Planning Commission Task Force on Skills development. Uma has co-authored a book with Dr. Ganesh Natarajan which is called 'Unleashing the Knowledge Force', published by Tata McGraw-Hill.*

**Session 2: Monday, January 2, 2012, 2:15-3:00**  
**Session Chair: Dr. Vishnuprsad Nagadevara, Indian Institute of Management Bangalore**

**Speaker: Ravi Seethamraju**  
*The University of Sydney Business School, Australia*

### **Work Integrated Learning (WIL) in Management Education**

Business schools are under growing pressure from governments, employers, industry bodies and students to demonstrate their ability to produce work-ready graduates. Globalization, increased international competition, highlighted skills shortages by the employers and proliferation of new information and communication technologies have increased its emphasis. With business education increasingly viewed as investment, and with graduate salaries and employment rates used as key metrics in ranking business schools, it has become imperative for business schools to skillfully combine theory with practice, knowledge with application, by incorporating WIL initiatives into management curriculum. In addition to being a valid pedagogy that delivers learning outcomes, WIL experience will improve engagement of all stakeholders and expands opportunities for research partnerships and placements.

Ensuring a shared understanding of purpose and role, managing differing expectations and competing demands of various stakeholders, resourcing the program, and effectively integrating WIL into regular curriculum with right structure, quality supervision, student preparedness, appropriate task allocation and authentic assessment are main challenges. With right combination of students' preparedness and skills, good design of WIL program, quality supervision and facilitation by the academics, and reasonable commitment by employers, it is possible to deliver a win-win situation for all stakeholders.

*Dr. Ravi Seethamraju is currently teaching and researching in the University of Sydney Business School, Australia. His current teaching and research interests are in enterprise systems, accounting information systems, operations/supply chain management and management education. He has 14 years of university teaching and research experience and 12 years of corporate management and consulting experience. He has a Ph.D., a Graduate Diploma in Adult Education with distinction and Masters in Industrial Engineering. He has extensive curriculum design experience and designed two masters programs and several courses.*

*He has so far published more than 120 articles in international conferences and journals and won three best research paper awards, Kit Dimpney Prize for Education and the University of Sydney Business School teaching excellence award. He is currently serving in several international boards – Chair person, Supply Chain Council ANZ; Vice President, International Consortium for Electronic Business and as President of the International Academy of Information Management. He also serves in the International Education Committee of the Association of Information Systems and contributes to regular reviews and improvements of the curriculum. He is a regular reviewer, associate editor and co-editor for various international conferences and journals.*

**Session 3: Tuesday, January 3, 2012, 11:30-12:15**  
**Session Chair: Dr. Kala Seal, Loyola Marymount University, USA**

**Speaker: Ashok Kumar**  
*Grand Valley State University, USA*

**Corporate Sustainability: The Fierce Urgency of Now!**

Several recent surveys of over a thousand global business executives, conducted by premier business consulting organizations, such as Accenture, KPMG International, BCG Consulting, The Economist and Sloan Management Review journal; have established that corporate sustainability (CS) is going to be the next frontier where business competition would occur. Under the CS paradigm, businesses would redefine their success metric. Their operations, strategies, and practices will no more be focused all the way of corporate profits; instead, they will also serve the cause of societal good and the environment. In other words, corporate success will no more be defined as the sustainability of the business accomplished through maximization of profits - but also by its contributions to the sustainability of the communities it serves and the ecological resources it expends.

In this address, we explore how and why the global economic and financial debacle of 2008 drove companies scrambling to search for new competitive paradigms, discuss the emergence of CS as a dominant competitive paradigm of the future, analyze results of CS implementation in select global and Indian industries, and investigate the contribution of academia in serving the cause of CS globally.

*Dr. Ashok Kumar (<http://www.ashok-kumar.org>) is currently serving as E. Seidman Endowed Chair and Professor of Management at Grand Valley State University. He received his B. Tech from Indian Institute of Technology, India; M.Sc. from University of Birmingham, U.K. and Ph.D. in Operations Management from Purdue University, USA. His research interests include Operations Strategy, Corporate Sustainability, Mass Customization, Stochastic Supply Chain Management, Design of Flexible and Intelligent Manufacturing Systems, Quality Assurance, and Six Sigma which have resulted in over 180 publications. He has served/is serving in ranking editorial capacities on nine highly regarded operations journals, such as Manufacturing and Service Operations Management and International Journal of Flexible Manufacturing Systems, and International Journal of Quantitative Operations Management. He has also served in conference leadership positions as President, VP, Conference Chair, Program Chair, Track Chair, Cluster Chair and panelist over 60 times. Dr. Kumar's awards of significant distinction include Distinguished Contributions to a Discipline, AIMS Distinguished Service, Outstanding Seidman Faculty, Highest-Quality Research, Outstanding Educator, Best Dissertation Award (runners up), Who's Who among America's Teachers, and Outstanding Contributions to Quality Activities in India. His community service in leadership capacities includes President of Asian Center of West Michigan and VP, India Link of Grand Rapids.*