

# **International Seminar on 'Global – Local Convergence of Business Models, Economic Policies and Socio-political Scenarios: A Strategic Rethinking'**

at

**GITAM-Hyderabad Business School**

(Under academic cooperation with the faculty of EGADE Business School, Santa Fe, Mexico City)

November 28-29, 2018

## **Scope of the Seminar**

Globalization has moved through several change phases from capitalistic philosophy to democratic business notions involving stakeholders in the process of business growth. Large companies are seeking to harness globalization through cooperation with the local enterprises to reach the bottom-of-the-pyramid market segment. The opportunities for global businesses are expanding with the support of rapidly emerging product markets, the global race for innovation, technology, and talent management, which tend to widen the impact of digitization. The multinational companies today are engaging with the local enterprises to exploit reverse innovations and build new business models. The successful examples of global-local business convergence in reference to India are Godrej-Boyce and GE Health Care. Moreover, success stories such as Airbnb Inc., Uber Technologies Inc., and Rocket Internet SE are spurring the imaginations of new entrepreneurs while highlighting the vulnerability of many traditional businesses.

The scope of carrying business in emerging destinations has become wary due to protective regulations laid by governments, which allows opening more industries to multinational companies as the political philosophy for business development is leaning toward both pro-globalization and pro-localization. This conception has driven the Darwinian dynamics of 'struggle for existence' and 'survival of the fittest' among the companies leaving international business in a fix. They are defining economic security more broadly and perceiving more and more sectors to be of strategic importance such as energy, agri-business, media marketing, and defence products and services. The new phase of globalization has, so prompted the rise of state capitalism in some of the world's most important emerging markets and has altered the business fields for the multinational companies. Local companies in China and India are contributing significantly to the industrial digitization and helping to accelerate the Industry 4.0 revolution. Local entrepreneurs thus play an important role in enabling the economy to adapt to the changing conditions and to new possibilities for material improvements by creating new production organizations, and even to new industries. Because of its essential role in initiating the process of production, some economists identify entrepreneurship as a "fourth factor of production," alongside land, labor and capital. It may thus be explained that higher the productivity of a factor of production, higher may be the income for the company. The global-local convergence, therefore, helps in redefining business models, economic policies, and socio-political agenda in emerging markets. Make in India initiative is another step in global-local convergence to motivate Indian companies to excel in the global workspace. The production sharing strategy, consortium manufacturing, and contract manufacturing practices of multinational companies at local workstations is a dynamic impetus driving the globalization process.

This seminar aims at bringing together rich discussion on global-local convergence and its impact on business-to-business and business-to-consumers imperatives, and towards driving the national economy. Discussions in the seminar would critically analyze the convergence of technology, business practices, public policies, political ideologies, and consumer values for improving business performance at the global-local paradigm.

## Who should participate?

This is a Seminar for the faculty and research scholars from various institutions and practitioners from industry.

## What would participants achieve?

- An interface discussion within cross-sectional areas of faculty research
- An interactive and hands-on approach to carry-out future research with new generation management tools and techniques
- Valuable insights delivered by the international faculty on globalization trends, business diplomacy, and cross-cultural economic growth
- Examples, illustrations and case studies of best practice interventions around the world
- Opportunity to delve deeper into areas such as globalization, industrial marketing strategies, innovation, robotics, market economics, market environment, trade policies, brand management, investment, market behaviour, and more
- A networking opportunity to meet international faculty
- Opportunities for collaborative research with experts in the field of innovation management.
- Opportunities for offering joint training modules with experts in the areas of innovation and marketing management.

## Seminar tracks

- Contemporary Business Scenarios
  - Multinational companies
  - Development of local markets
  - Start-up enterprises
  - Public-sector business
  - State enterprises
  - Corporate governance
  - CSR, international trade
- Applied Business Models
  - Strategic alliances
  - Micro finance
  - Customer-centric business
  - Business-to-business modelling
  - Technology and marketing-mix
  - Innovation, Disruption in business and management
  - Consumer behaviour
  - Financial management, services marketing
  - Sectoral business strategies
- Economic Policies
  - Macroeconomic policies
  - Bottom-of-the-pyramid
  - Economic development policies
  - Streamlined economic policies-make in India, structural reforms in taxes (e.g. GST)
- Socio-political Agenda
  - Role of NGOs
  - Public-Private participation
  - Shifts in political ideology
  - International relations
  - Social impact on national agenda

## Submission Categories and Process

All submission to the seminar should be in Time New Roman 12 Font with 1-inch margin on all sides, ranging between 6000 and 8000 words excluding Tables, Figures, and References. APA style should be followed for in-text citation and listing the references. The submission categories acceptable in the seminar are as stated below:

- Conceptual paper (Based on literature review with research implications and future research directions, research models, theory related)
- Empirical research paper (Quantitative, qualitative, and mixed-methodology)
- Policy research paper (critically examining national or international policies)
- Case studies (without teaching notes)

All submissions should be made through the [www.easychair.org](http://www.easychair.org), which will be reviewed through the double blind review process. A copy of the paper should also be sent via e-mail to seminar co-chair at [rajagopal@itesm.mx](mailto:rajagopal@itesm.mx) and seminar coordinator Dr. Divya Kirti Gupta, GITAM Hyderabad Business School at [seminar2018glc@gitam.edu](mailto:seminar2018glc@gitam.edu)

## Important Dates

Call for Papers: 1 August, 2018

Submission of Abstract: September 30, 2018

Submission of Full Paper: October 31, 2018

Decision on Contribution (s): November 10, 2018

Call for papers <https://easychair.org/cfp/GLC2018>

## In-Seminar Lectures

Prof. (Dr.) Rajagopal, Professor, and National Researcher, EGADE Business School, Mexico City & Adjunct Professor at Boston University, Boston, MA, would deliver two-guest lectures to the participants on the following topics:

- Contemporary trends in management research
  - a. Quantitative and Qualitative Research Designs
  - b. Publishing research papers in quality journals

These lectures will be planned for 1:30 Hours on day 1 and Day 2 of the seminar to deliver the contemporary perspectives on research and publications.

## Academic Output

Selected papers of the seminar would be published as an anthology with an international publisher by 2019-20 academic year.

## Registration Fee:

Academics: Rs. 1500/-

Research Scholars: Rs. 1000/-

The registration fee includes admission to all the technical sessions, seminar kit, tea/coffee breaks, and working lunches on both the days. Registration fee can be submitted through a Demand Draft drawn in favour of "Programme Coordinator HBS", payable at Hyderabad.

Filled in Registration form should be sent along with the DD to **Dr. Divya Kirti Gupta, Seminar Coordinator, Hyderabad Business School, GITAM, Rudraram (V), Patancheru Mandal, Sangareddy District - 502329, Telangana, India.**

For online payments of registration fee, the details are as follows:

Account No.: 642901010050032  
Bank Name: Union Bank of India (Current Account)  
Branch: Rudraram  
IFSC Code: UBINO564290

### **Accommodation:**

Accommodation (non-AC) on sharing basis will be provided in the university hostel at subsidized rates of Rs. 300 per head per day (inclusive of boarding and lodging). Please inform in advance if accommodation is required.

### **Chief Patrons**

**Dr. M. V. V. S. Murthi**, President, GITAM  
**Prof. K. Ramkrishna Rao**, Chancellor, GITAM

### **Patrons**

**Prof. M. S. Prasada Rao**, Vice-Chancellor, GITAM  
**Prof. N. Siva Prasad**, Pro Vice-Chancellor, GITAM, Hyderabad

### **Seminar Co-Chairs**

**Prof. Rajagopal**,  
PhD FRSA SNI-III (Mex),  
*Professor and National Researcher*, EGADE Business School,  
Tecnologico de Monterrey, Santa Fe, Mexico City &  
*Adjunct Professor*, Administrative Sciences Department  
Boston University, 808 Commonwealth Avenue Boston, MA 02215  
*UK-Mexico Visiting Chair*, 2016-17  
University of Sheffield

**Prof. Y Lakshman Kumar**,  
Director,  
GITAM-Hyderabad Business School,  
GITAM (Deemed to be University), Hyderabad, India

### **Seminar Advisory Committee:**

Dr. Rajeev Verma, Professor, Chandragupta Institute of Management, Patna, India  
Dr. Mala Srivastava, Professor, Indian Institute of Management, Kashipur, India  
Dr. Shamim Mondal, Chair, Doctoral Program, NMIMS, Mumbai, India  
Dr. Satya Acharya, Entrepreneurship Development Institute of India, Ahmedabad, India  
Dr. Ritu Srivastava, Management Development Institute, Gurgaon, India  
Prof. Sreeram, GITAM-HBS  
Prof. B. Krishna Reddy, GITAM-HBS  
Mr. B. Venugopal, Consultant, GITAM-HBS

### **Seminar Coordinator:**

**Dr. Divya Kirti Gupta**, Associate Professor, GITAM-HBS

### **Seminar Organizing Committee:**

**Dr. V. Sudha**, Assistant Professor, GITAM-HBS  
**Dr. Thirupathi Chellapalli**, Assistant Professor, GITAM-HBS  
**Mr. Akram Pasha**, Teaching Assistant, GITAM-HBS

**About:**

**GITAM (Deemed to be University)** is one of the premier centres of higher learning in the country. GITAM has held an unrivalled position in the academic firmament for nearly four decades. The learner-centred teaching methodology with outcome based curriculum designed by academic experts prepares GITAM graduates to successfully meet the academic and the corporate challenges.

**GITAM Hyderabad Business School (GITAM HBS):** Started in 2009, GITAM HBS is an institution of quality management education, research, executive training development and consultancy. In a very short span of time, the school has built an excellent faculty pool of experience and a rich intellectual-capital base, state-of-the-art infrastructure, technology-savvy campus. With commitment to quality education and sound academia-industry collaboration, it prepares business leaders for future challenges.

**EGADE Business School, Mexico City: EGADE Business School** is the graduate business school of Tecnológico de Monterrey, a university recognized throughout Mexico, North America, and Latin America for the development of entrepreneurial and globally competitive leaders who create and sustain value. The School has locations in Monterrey and Mexico City and has three international accreditations comprising AACSB, EQUIS, and AMBA. It has developed a robust reputation based on the quality of its graduates, its innovative educational model, high-quality instruction and research achievements, and the global nature of its academic programs. EGADE Business School is a community of minds, internationally recognized faculty, talented students, successful alumni, distinguished business leaders, and prestigious international academic partners.

**For any clarification and correspondence, please contact:**

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