

STANFORD IS IN INDIA.

INNOVATIVE STRATEGIES FOR A DYNAMIC ECONOMY

Jointly sponsored by the Stanford Graduate School of Business and the School of Engineering

January 15 – 16, 2007 / The Taj Mahal Palace & Tower, Mumbai, India

PROGRAM OVERVIEW

Innovative Strategies for a Dynamic Economy brings the thought leadership of Stanford University directly to Mumbai. Taught by renowned faculty members from Stanford's Graduate School of Business and School of Engineering, this two-day program for Indian executives delivers key insights on the strategies, management concepts, and technologies that will shape the future of Indian industry.

WHY ATTEND?

The current business environment in India is marked by staggering contrast. The country represents one of the world's largest market opportunities, yet it is also one of the most complex and demanding regarding management and execution. Achieving breakthrough business success in India requires overcoming a host of challenges—infrastructure, recruitment, bureaucracy—by deploying proven management strategies and leveraging the latest technological innovations in enterprising ways.

In this program, renowned professors from Stanford's Graduate School of Business and School of Engineering apply their latest research to the unique dynamics of Indian business. In addition, both Mr. Narayana Murthy (Chairman and Chief Mentor, Infosys Technologies) and Mr. Mukesh Ambani (Chairman, Reliance Industries Limited) will deliver keynote addresses, and interactive panel discussions will showcase the opinions of multiple thought leaders regarding how the future of global competition and information technology will affect Indian business.

Meals and breaks are also included in the program, providing ample opportunities for participants to interact with Stanford faculty members and fellow business leaders.

STANFORD GRADUATE SCHOOL OF BUSINESS FACULTY

Hayagreeva Rao

*Atboll McBean Professor of Organizational Behavior and Human Resources,
Stanford Graduate School of Business; Director of the Human Resource Executive Program*

Building a Market-Focused Culture

Integrating the voice of the customer into your planning activities is another crucial element of success. How do the best organizations in the world build this customer focus deep into their organization's DNA?

Executing Strategy through People

Developing a brilliant strategy is only part of the solution. Crossing the knowing-doing gap and executing successfully has significant challenges. At the heart of the execution challenge is recruiting, developing, retaining, and aligning talent with strategy. This session will provide frameworks for thinking broadly about the various elements of talent management and successfully leading cultural change.

Building Innovative Capability

This session focuses on how companies can build a culture of innovation that harnesses the creativity of the customers, users, and employees. The processes that organizations normally use to pursue innovation can actually erode their capability to innovate. Systems built on stages and reviews simply bureaucratize the process and deflect attention from the user experience. In other situations, by limiting responsibility for innovation to a specific department, companies actually under-utilize the creative capabilities of many of their employees. Drawing on extensive Stanford research and experience, optimal ways to maximize organizational innovation will be discussed.

Garth Saloner

Jeffrey S. Skoll Professor of Electronic Commerce, Strategic Management, and Economics, Stanford Graduate School of Business; Director of the Center for Entrepreneurial Studies; Younger Family Faculty Fellow

Strategy Identification and Evaluation

In this session we will deal with some foundational questions: "What is a strategy?" "How do you identify one?" and "How do you evaluate it?" In this session we also develop some tools for industry analysis and for evaluating the firm's position in the industry.

Corporate Strategy: The GE Experience

In this session, we get insights from one of the masters of corporate strategy. We focus on General Electric, a company which has been a leader in this regard. The first case enables us to examine how the company's corporate strategy has evolved over a long period of time and the second case examines the early challenges Jack Welch faced and how he approached them.

The Entrepreneurial Organization

Superior execution requires managers in large companies to act like business owners. These 'intrapreneurs' have to have a bias for action, be able to take risks, and take personal ownership. This session will leverage Stanford's extensive experience with entrepreneurs to help companies in India implement a more entrepreneurial culture.

STANFORD SCHOOL OF ENGINEERING FACULTY

Arogyaswami J. Paulraj

Professor of Electrical Engineering

Evolution of Wireless Networks in India

Innovative businesses of the future will rely heavily on wireless networks. Wireless networks offer many opportunities for Indian industry particularly in carrier services, equipment design, manufacturing, and embedded systems. In this session, Dr. Paulraj will outline the past and likely future evolution of wireless networks. In addition to insights around how wireless networks can be leveraged, he will also address the regulatory and fiscal policy initiatives necessary to fast track India's growth as a wireless innovator.

Leveraging Global Positioning Systems to Overcome Infrastructure Constraints

The limitations of India's infrastructure reduce the global competitiveness of Indian businesses. Applications of Global Positioning Systems and other location technologies are an important way to work around this limitation and significantly boost productivity. Professor Paulraj will provide an overview of location technology and discuss applications of this technology for different businesses within India. Market characteristics for position location equipment and services will also be reviewed along with opportunities in India for growing an industry around this technology.

Building Innovation Ecosystems

This session will outline the factors that contribute to the development of ecosystems that foster innovation. Dr. Paulraj will discuss different models for tapping into or replicating the great engine for innovation that is Silicon Valley. He will also outline some learnings and possible lessons for Indian industry as it progresses to become more innovation oriented.

Friedrich B. Prinz

Professor Mechanical Engineering and of Materials Science and Engineering;

Rodney H. Adams Professor in the School of Engineering

How Real is the Hydrogen Economy?

Hydrogen is being positioned as the element that will literally save the planet and revolutionize transportation and industrial processes—but what will it take to make this happen? In this session, Dr. Prinz will address the challenges and opportunities facing the Hydrogen economy. He will discuss promising technologies like nanotechnology devices and their use in fuel cells. He will provide insights on the impact Hydrogen will have on industries such as automobiles, automotive parts, energy, manufacturing, and the Indian and global economy in general.

The Global Aging Population: The Medical Imperative

In the next 50 years, there will be more people over 60 worldwide than ever before. The medical field must develop very new approaches to increasing health productivity if it hopes to keep pace with the aging population. Professor Prinz will provide a vision for the future of medicine, looking at novel drug delivery schemes, vascular interventions at the microscale, joint decay and mobility solutions, and the implications of nanotechnology-based biological innovations in general as a means to address escalating global healthcare demands.

The Changing Science Base of Engineering

Breakthroughs at the scientific level are rapidly changing the nature of engineering. As engineering evolves and new engineering disciplines emerge, new opportunities are being created for a broad spectrum of industries, products, and services. A new IT infrastructure will be required to support the demands placed by materials science. In this session, Professor Prinz will discuss the major changes underway in foundational disciplines like biology and quantum mechanics and provide insights on what the discipline of engineering will look like in the future.



Stanford University

INNOVATIVE STRATEGIES FOR A DYNAMIC ECONOMY

MONDAY, JANUARY 15th, 2007			TUESDAY, JANUARY 16th, 2007		
	Executing Innovative Strategies Track	Global Technology Trends Track		Executing Innovative Strategies Track	Global Technology Trends Track
8:30 – 9:30 AM	Registration (8:30 – 9:00), Breakfast (9:00 – 9:30)		9:00 – 9:30 AM	Breakfast	
9:30 – 10:00 AM	Welcome and Program Overview Dan Rudolph / Andy DiPaolo		9:30 – 9:45 AM	Overview of Day 2 Dan Rudolph	Overview of Day 2 Andy DiPaolo
10:00 – 10:45 AM	General Session: Mr. Narayana Murthy Chairman and Chief Mentor, Infosys Technology		9:45 – 11:00 AM	Executing Strategy through People Rao	Building Innovation Ecosystems Paulraj
10:45 – 11:15 AM	Break	Break	11:00 – 11:15 AM	Break	Break
11:15 – 12:30 PM	Strategy Identification and Evaluation Saloner	The Global Aging Population: The Medical Imperative Prinz	11:15 – 12:30 PM	The Entrepreneurial Organization Saloner	How Real is the Hydrogen Economy? Prinz
12:30 – 1:45 PM	Lunch	Lunch	12:30 – 1:45 PM	Lunch	Lunch
1:45 – 3:00 PM	Corporate Strategy: The GE Experience Saloner	Leveraging Global Positioning Systems to Overcome Infrastructure Constraints Paulraj	1:45 – 3:00 PM	Building a Market-Focused Culture Rao	Evolution of Wireless Networks in India Paulraj
3:00 – 3:15 PM	Break	Break	3:00 – 3:30 PM	Break	Break
3:15 – 4:30 PM	Building Innovative Capability Rao	The Changing Science Base of Engineering Prinz	3:30 – 4:45 PM	General Session: Panel Discussion: Competing in the Global Marketplace	
4:30 – 5:00 PM	Break	Break	4:45 – 5:00 PM	Break	Break
5:00 – 6:00 PM	General Session: Dr. John Hennessy President, Stanford University Q&A with Jim Plummer & Dan Rudolph		5:00 – 5:45 PM	General Session: Mr. Mukesh Ambani Chairman, Reliance Industries Limited	
7:00 – 9:00 PM	Cocktail Reception / Dinner		5:45 – 6:00 PM	Program Wrap-up and Close	

Schedule subject to change. Please see www.stanfordinindia.com for the most current information.

REGISTRATION INFORMATION

Individual: \$1,250 USD*

Stanford Alumni/Group: \$1,100 USD*

** Price includes breakfast and lunch each day and a cocktail reception and dinner on the evening of January 15. Please note that the price does not include accommodations.*

HOW TO REGISTER:

1. To pay by credit card (MasterCard or Visa only), please register online at www.stanfordinindia.com
2. To pay by cheque or credit card (MasterCard, Visa or American Express), please visit www.stanfordinindia.com and use the Printable Registration Form. This form may be submitted via fax or mail. The fax number and mailing address are listed on the registration form.
3. To arrange for wire transfer, use the information below:

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