



ISB Centre for Business Markets

In affiliation with ISBM USA

State-of-the-art research, extensive consulting and integrated learning
in B2B Marketing, Sales and Purchasing for growth markets.



INDIAN SCHOOL OF BUSINESS - CENTRE FOR BUSINESS MARKETS (ISB-CBM)

ISB-CBM is a unique collaboration between the Indian School of Business (ISB) and the Institute for the Study of Business Markets (ISBM). Instituted to serve the growing needs of the business elite in Asia, the Centre helps conduct state-of-the-art research focused on business markets.

The Institute for the Study of Business Markets (ISBM) was established in 1983 at The Smeal College

of Business at Pennsylvania State University in USA with the mission of advancing research for the creation of new knowledge, tools and approaches in B2B Marketing. ISBM is a virtual network of over 200 researchers in academic organisations around the world, connected with over 40 multi-national member firms with global operations, such as GlaxoSmithKline, ExxonMobil, Dow Chemical Co. and Westinghouse Electric.

The Centre has been created to deliver strategic interventions for businesses dealing with change and complexity on an exponential scale. Helping B2B-oriented organisations in India and Asia design innovative next-generation solutions, the



Centre is built to disrupt traditional models of working across the region.

The Centre also functions as an exclusive events platform for Asia's finest leaders. Drawing executive-level practitioners and acclaimed B2B marketing academics, it is a hotbed of thought leadership powered by deep research and knowledge.

The Centre also offers professional development programmes to high-ranking executives. These exclusive programmes and events are restricted to firms with membership to the Centre.



Learn more about
CBM from the Director -
Professor DVR Seshadri



VALUE PROPOSITION FOR MEMBER ORGANISATIONS

Membership to ISB CBM offers extraordinary value to B2B organisations. The Centre will work in close collaboration with your business, conducting customised research programmes with the world-class resources of ISB at your disposal. As Asia's only specialist Centre focussed on helping you get more out of your B2B Marketing and Sales efforts, ISB CBM offers a unique set of advantages.

DISCOVER HOW YOUR BUSINESS CAN BENEFIT FROM THE ISB CBM MEMBERSHIP

ISB-CBM offers a robust platform for B2B organisations to elevate their performance. Member organisations enjoy special privileges and exclusive offers for their leadership development programmes.

1

Invitation to the Annual General Meeting of CBM

5

Invitation to attend guest speaker sessions at ISB

2

Access to a unique platform for branding, marketing and networking

6

Access to ISB-CBM's digital learning platform for extended learning and collaboration

3

Exclusive events for CXO-level leaders to exchange ideas and thought leadership

7

Subscription to ISBInsight, ISB's flagship research journal

4

Access to ISB practice-oriented white papers

ADDITIONAL BENEFITS AND SERVICES (AT A FEE)



Coaching

- Access to various calendarised learning programmes
- Intensive mentoring on addressing key challenges being faced by member companies by globally renowned academicians with real-world experience in the industry
- Practicum, wherein designated personnel from the company may be nominated to work with ISB-CBM Academic Scholars for high-end on-the-job skill development in pre-defined aspects of Business Market Management in the VUCA world
- Day-long interaction/s on pre-selected topic(s) at the company's premises with appropriate ISB-CBM Academic Scholars



Research

- Access to industry-specific data (for non-commercial use)
- Syndicated research on a specific theme or topic by a group of interested companies
- Participation in custom studies to understand challenges of companies in growth markets
- Dedicated research to address company-specific challenges in the realm of B2B Marketing, Sales and Purchasing

- Eligibility to have company-specific case studies developed, covering specific key challenges being addressed by the company
- Eligibility to participate in joint partnerships facilitated by ISB-CBM, i.e., work with other companies to address common challenges



Consulting

- Access to ISB-CBM Academic Scholars for specific consultancy services
- Internship by ISB students at the company for working on projects of importance to the company
- Showcasing company and CXO-initiated thought leadership and best practices to the world through assistance in developing practice-oriented management papers and articles that can be published to help the company and its CXOs build both company and personal brand

ANNUAL MEMBERSHIP FEE

INR 2,50,000 + GST (per company)

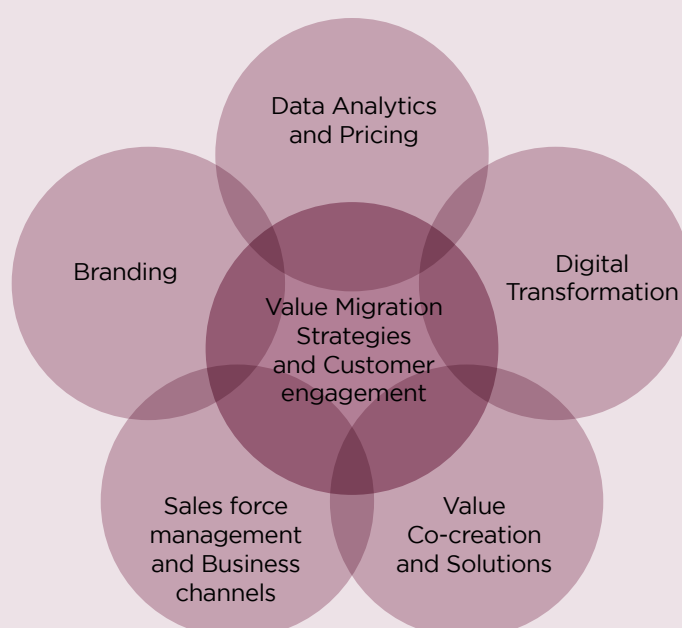
Group Discount for 2 to 4 companies from the same corporate group, 30% discount on the annual membership fee

Annual fee for Corporate groups taking membership for 5 or more companies:

INR 7.5 Lacs + GST (paid in lumpsum)

Corporate groups taking membership for 3 or more companies, can pay the fee in 2 instalments.

Themes for ISB-CBM's Programmes



TENTATIVE PROGRAMME CALENDAR FOR 2020-2021

Programme Name	Date and Venue	Faculty
Key Account and Customer Relationship Management	January 27 - 29, 2020 ISB, Hyderabad Campus	Kiran Pedada, Arunachalam, D.V.R. Seshadri
Unleashing Growth Through Digital Transformation in Business Markets	February 27 - 29, 2020 ISB, Hyderabad Campus	Ramakrishna Nidumolu, D.V.R. Seshadri
Strategic Thinking for Success in Business Markets	April 20 - 22, 2020 ISB, Hyderabad Campus	James A. Narus, D.V.R. Seshadri
Building Responsible B2B Distribution Channel	TBD	Phil Zerrillo, Madhu Viswanathan
Pricing Strategies and Value Extraction in Business Markets	TBD	Manish Gangwar, Rajendra Srivastava
Data Analytics	TBD	Sudhir Voleti



THE ISB-CBM'S EDUCATION PARTNERS

The following ISB Research Centres and Institutes (RCIs) are the education partners:

- Bharti Institute of Public Policy
- Munjal Institute for Global Manufacturing
- Punj Lloyd Institute of Infrastructure Management
- Max Institute of Healthcare Management

ABOUT INDIAN SCHOOL OF BUSINESS

Indian School of Business (ISB) is a top-ranking global business school offering world-class management education across its two campuses: Hyderabad and Mohali. The school has grown at a rapid pace over the 17 years since its inception and already has several notable accomplishments to its credit: It is the youngest school ever to be consistently ranked among top Global MBA programmes; one among the select 100 Global B-schools to have AACSB and EQUIS accreditation; one of the largest providers of executive education in Asia; and the most research-productive Indian management institution. ISB has been ranked 24th among the top 100 business schools in the Financial Times MBA 2019 global rankings. The strong support of associate schools - The Kellogg School of Management, The Wharton School, The London Business School, MIT Sloan School of Management, The Fletcher School and other global business schools - has been a key factor that has helped ISB to emerge as a school offering the best of management education backed by cutting-edge research. The ISB brand is now represented by a network of 9,800+ accomplished PGP, PGPMAX, PGPpro and PGP MFAB alumni and more than 45,000 alumni from the Executive Education programmes, working in leading companies, government institutions and non-profits spread across 40+ countries, and over 400 alumni running their own ventures.

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Founding Associate Schools



Associate Schools



Accreditations



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