

CLMP Newsletter

Centre for Learning and Management Practice



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15 YEARS OF ISBINSIGHT

Dear All,

On the eve of *ISBInsight* turning 15, I am delighted to bring you a completely redesigned print version of the *ISBInsight* magazine. Based on the positive feedback, we are exploring importing these key design elements into our online portal as well. In addition, we have launched our first readership survey and look forward to your inputs on how we can continue to make the content engaging and relevant.

On the case front, we are happy to report that Prof. Snehal Awate invited senior executives from corporates such as Ashok Leyland, Mettl and others to participate in a live case discussion. We conducted multiple case writing workshops with various AMP cohorts and a general session that was open to all. Although we have made significant progress at the two ends of the case development pipeline, we do need your help to push cases from the development stage to the next.

Last but not least, we had an action packed engagement with representatives from corporate world like JSW, Danaher, Microsoft, Deloitte, Novartis, Ashok Leyland, Ikea and Amazon to name just a few. We hosted the Taiwanese delegation of higher education institutions, had a panel discussion with expat community of Hyderabad and conducted a webinar with Prof. Mani and Prof. Nandkumar on the Innovation and Startup Ecosystem in India.

We invite you to engage with CLMP and suggest ideas that will help strengthen the Academia-Industry connect we aim to facilitate.

Best

Reema



NEW CASES PUBLISHED

- **Dhan Foundation: Delivering Healthcare to The Village Doorstep - An Innovative Approach (A).** *D.V.R. Seshadri; K. Sasidhar*
- **Dhan Foundation: Delivering Healthcare to The Village Doorstep - An Innovative Approach (B).** *D.V.R. Seshadri; K. Sasidhar*
- **Dhan Foundation: Delivering Healthcare to The Village Doorstep - A Holistic Healthcare Model (C).** *D.V.R. Seshadri; K. Sasidhar*
- **Ashok Leyland (A): Reaching for The Stars - Embarking on A New Vision and Strategy.** *Kannan Srikanth; Geetika Shah*
- **Ashok Leyland (B): Reaching for The Stars - Embarking on A New Vision and Strategy.** *Kannan Srikanth; Geetika Shah*
- **Ashok Leyland: Shattered Dreams - Transformation For Survival** (Combined Version) *Kannan Srikanth, Geetika Shah*
- **Diglot Capital Management: A Very Serious Ghost Story.** *Shreshthi Mehta; Leslie Hitch (Ivey Publishing)*

PEDAGOGY AND LEARNING

Building case writing capability, creating fresh content, experimenting with new formats.

Cases

Case pipeline grew to 76: 7 published in the quarter and 10 more in publishing stage | 14 in review stage | 26 in development stage | 19 new case ideas being explored (with 8 new case ideas initiated this quarter).

New case ideas this quarter:

Case initiation conversations took place with JSW, Danaher, Amazon Shutterbug, Amazon Supply chain, Zivame, Microsoft Women's initiative, Mlinda Sustainable Ventures and JDA Software.

Singapore Management University, the workshop had a total of 41 participants of which 15 were internal to ISB and included candidates from ISB's FPM and EFPM programs while the rest were external, paid participants.

New formats

Collaboration with Michigan Sustainability Cases:

Uploaded the first draft of the Gadchiroli district case with Professor Ashwini Chhatre on the Michigan Sustainability Cases, Gala platform.

https://www.learn gala.com/magic_link?

[key=dzk1jsj2sY01t0ZbmkVVlQ](https://www.learn gala.com/magic_link?key=dzk1jsj2sY01t0ZbmkVVlQ)

Workshops

Case Writing workshops for AMPs

The Centre successfully conducted a webinar on "The Mechanics of Case Writing" (Aug 5, 2018) for the Manufacturing and Infrastructure AMPs and an in-class workshop on Case Writing (Sep 4, 2018) for the Public Policy AMP.

Case Writing and Teaching Workshop 2018

The Centre organised a workshop on effective case writing and teaching on Sep 21-22, 2018.

Conducted by Professor Philip C Zerrillo and Dr Havovi Joshi from

Live Case Challenge:

3 cases (Sterlite Power, Ashok Leyland and Mettl) developed by the Centre were used as a Live Case challenge for the Global Strategic Management course taught by Professor Snehal Awate. Senior management members from each organization were invited to attend the session, evaluate the student presentations and interact with the class.



KNOWLEDGE DIALOGUE - ISBINSIGHT

Guest-edited by Professor Sarang Deo, an all-new redesigned issue of *ISBInsight* on the theme of Rx ICT: Digitally Disrupting Healthcare came out late August 2018. Nearly 1000 copies have been distributed. A **feature article** by Prof Tejpavan Gandhok was picked up for publication in Fortune India.

Management Briefs

ISBInsight Management Briefs in July and September 2018 featured research and knowledge initiatives by faculty and RCIs and reached over 20000 recipients. Research in Focus articles from March, April and May 2018 Management Briefs were featured on the Forbes India Thought Leadership portal. Not least, Management Briefs has a dynamic new Managing Editor in Dr Yogini Joglekar.



How can investments yield optimal financial as well as social outcomes? Professor Bhagwan Chowdhry and co-authors propose two types of securities which can help firms do well while they are doing good.



When are family businesses likely to go international? Ownership structures as well as non-family investor or top management influence in family business operations play a major role, says Professor Kavil Ramachandran.

ISBInsight Student Challenge

The *ISBInsight Student Challenge* is now running. We have a small but interesting set of entries. Watch this space for more news!

<http://isbinsight.isb.edu/studentchallenge/>

Readership Survey

Have you filled out the *ISBInsight* Readership Survey yet? If not, here's the link:

<http://isbinsight.isb.edu/isbinsight-readership-survey>

Survey participants receive exclusive content as a token of our appreciation.



15 YEARS OF ISBINSIGHT

ISBInsight turns 15 years! The first issue of ISBInsight appeared in November 2003. On this occasion, we are running our first ever survey and a Student Challenge. And we're on Wikipedia!



CORPORATE RELATIONS

The **India Inside Program, Dec 3-7, 2018** by CLMP aims to expand corporate engagement internationally. This program is designed for senior executives in global organisations responsible for business in India and other emerging markets.

<https://indiainside.isb.edu>

CLMP hosted a webinar on **July 12, on Innovation & Start-up Ecosystem in India: How Global Corporates can tap into this Ecosystem**. Professors Deepa Mani and Anand Nandkumar talked about how technology and digitisation is changing the business landscape for innovation, the nature of Innovation in India which has been primarily process innovation or business model innovation and the difference in the philosophy of innovation here vs the west.



On **August 24th**, CLMP hosted a Dean's dialogue on "**Joys and struggles of doing business in India**" with the **Expat Community of Hyderabad**. It was a first such engagement with the **Expat Community** and served as a forum for dialogue on India specific challenges, experience of doing business in India and identify opportunities for collaboration.

https://www.youtube.com/watch?v=iSoh_6jTaNI

On Sept 26th, CLMP hosted **41 delegates from Taiwan including officials from Ministry of Education and Heads of Universities** for a visit to ISB and a panel discussion on "**The Future of Human Capital and the Role of Higher Education**". The Panelists were Dean Rajendra Srivastava (Moderator), Professor Roger C.Y. Chen, I-Shou University, President Yen-Kuang Kuo, National Changhua University of Education and Professor Uday Desai, Director, IIT Hyderabad.