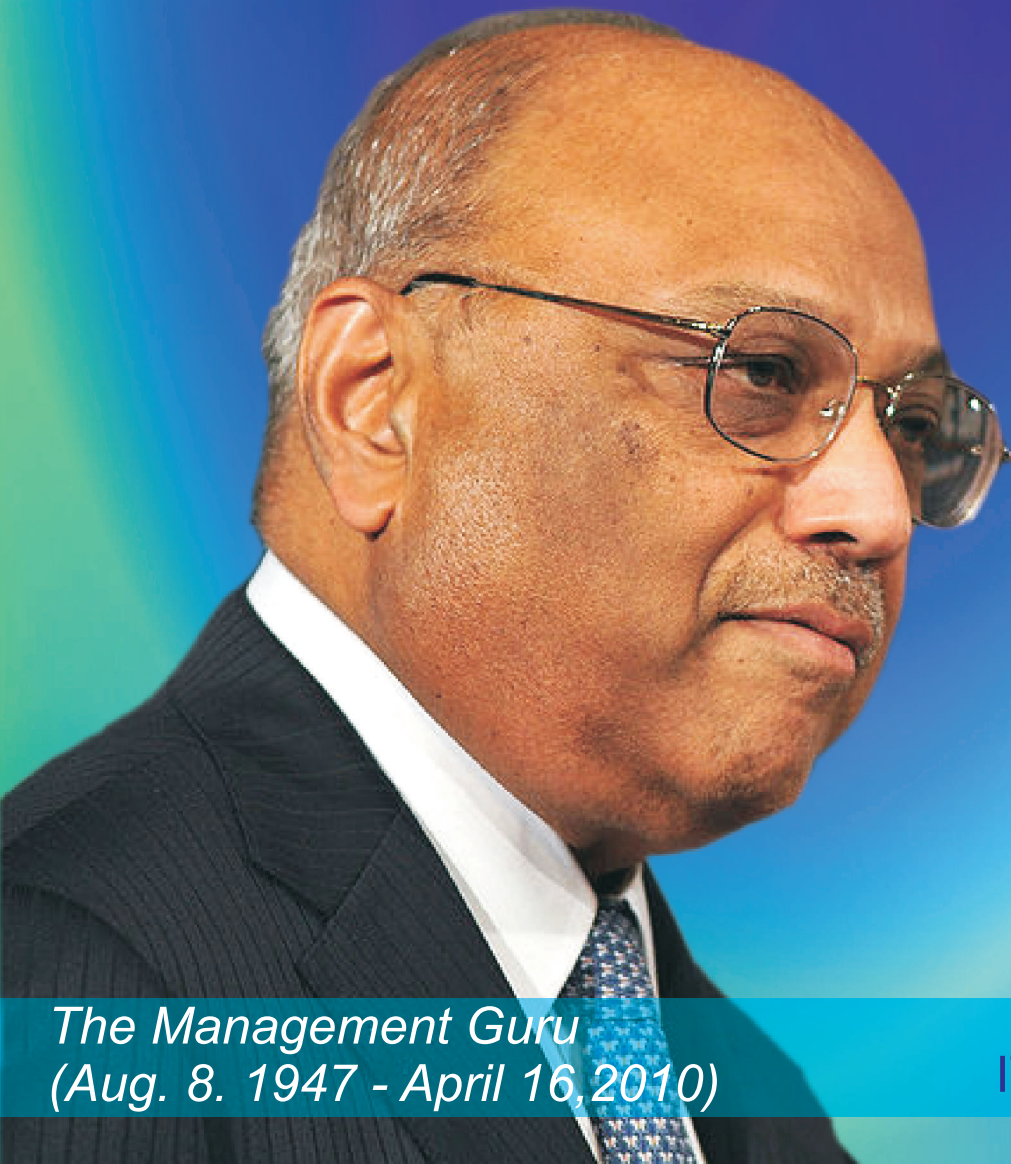


CELEBRATING DREAMS

2nd C.K.PRAHALAD MEMORIAL LECTURE



*The Management Guru
(Aug. 8, 1947 - April 16, 2010)*

Organized by
ITM School of Business

Dr C K Prahalad, an eminent thought leader, renowned management thinker and a distinguished professor, Ross School of Business, University of Michigan, passed away on Saturday morning in San Diego, US after a brief illness on April 16, 2010. The impact of Prahalad's management theories and trajectories can be seen and felt in many areas. Beyond his scholarship, C.K. could be counted on in any discussion to provide wise, assured, and often blunt insight. He revolutionised thinking on two big subjects, business strategy and economic development, and made a significant contribution to a third, innovation. was like the exceptionally insightful. His admirers were legion, including bosses of some of the world's biggest companies, heads of NGOs and founders of scrappy start-ups. Coimbatore Krishnarao Prahalad, born in the texcity on August 8, 1941, studied physics in Madras University. He worked as a manager in a branch of the Union Carbide before continuing his education in the US and earning PhD from Harvard.

Prahalad went to Harvard Business School in 1972, writing a doctoral thesis on multinational management in just two-and-a-half years before returning to IIM-A. But socialist India was not the place at that time for a man bubbling with fresh and provocative ideas. He returned to the US, eventually joining the faculty at the Stephen Ross Scholl of Business, where he made a brilliant reputation, and holding the position of the Paul and Ruth McCracken Distinguished University Professor of Corporate Strategy at the time of his death. With Yves Doz, in 1987, he produced one of the first successful analyses of the way multinational companies operate in the modern era (in *The Multinational Mission*). With his former pupil Gary Hamel, in the early 1990s, he developed the now unexceptional concept of "core competencies" (in *Competing for the Future*, 1994). And perhaps most significantly of all, also in 2004, he published *The Fortune at the Bottom of the Pyramid*, a book that challenged global business to consider serving the billions of people earning only a few dollars a day. In fast-developing markets all around the world, CK's doctrine now holds sway. More than any other figure, he has provided a manifesto for how global business might prosper.

HIS CONTRIBUTION

Mr Prahalad burst onto the management scene with two path-breaking articles in the *Harvard Business Review*, "Strategic Intent" (1989) and "The Core Competence of the Corporation" (1990), and a bestselling book, "Competing for the Future" (1996), all co-written with his former pupil, Gary Hamel. "Core competence" remains one of the most frequently reprinted articles ever published by *Harvard Business Review*.

During his long career, he wrote five seminal books on strategy. His 1987 book, *The Multinational Mission* (coauthored with Yves Doz) set the framework for understanding global business. His book with Gary Hamel, *Competing for the Future*, hailed as the best business book of 1994, first introduced the idea of "core competencies." With Venkat Ramaswamy, in 2004, he explained how the new world of interconnected business was transforming the way companies had to deal with their customers, a process they called "co-creation" (in *The future of Competition*).

HIS THINKING

He taught the world's biggest companies to think of themselves anew, as a "portfolio of competencies" rather than as a "portfolio of businesses". He taught everyone to see the developing world not as an also-ran but as a vortex of innovation and creativity. The world of management theory has more than its fair share of charlatans, but C.K. Prahalad was the genuine article.

"Unlike many philosophers, he spoke in plain language that resonated with ordinary managers," Intel Corp. co-founder Andrew S. Grove said in a statement. Consequently, simple statements from him have influenced untold numbers of daily actions. The concepts he propounded were intrinsically simple and hence relatively easy to implement. In a world where execution of strategy is a constant challenge he made its development more robust so it could be executed with the least pain.



PARTICIPANTS

All interested stakeholders from city of Gwalior including businessman, entrepreneurs, faculty, researchers and students.

IMPORTANT DATES : January 9th, 2012 **Timing** : 11:00 AM to 01:00 PM

Venue : Dr. Ram Manohar Lohiya Seminar Hall, VSB Block

HIS APPROACH

CKP's strength was not that he was right all the time but that he thought of the big picture always and tried to get into the heart of problems. He was not a "one great idea" guru trying to fit a complex world around one axiom. As the world changed, he started looking at new problems and possibilities. He was a wonderful communicator excited by the ideas he was advocating. His service to Indian Management is invaluable. CKP was a true Guru, in the classical Indian tradition, keen to impart knowledge and to get his audience to think and not worried about impressions. A great loss to the world of strategic management thought.

HIS PAIN

He was haunted by the contrast between the rich world he inhabited and the poor world he had grown up in. This led him to veer off in a radically new direction—and to produce perhaps his most thought-provoking book. "The Fortune at the Bottom of the Pyramid: Eradicating Poverty Through Profits" (2004) was a counterblast against two types of intellectual laziness: that of corporate titans who were ignoring the bulk of humanity and that of humanitarians who regarded profit as a dirty word. He argued that the world's poor represented trillions of dollars' worth of pent-up spending power. And he demonstrated that a legion of innovative companies in the developing world, including several in his native India, were learning how to turn these people into paying customers.

HIS ACCEPTANCE

Business Week described it as a book "full of disruptive ideas". *Business Week* and *Strategy + Business* voted it as one of the best business books of the year. His book *The Fortune At The Bottom Of The Pyramid* was voted the top business book of 2004 by *The Economist*, *Fast Company* and Amazon.com editors. As the book's title suggests, Dr. Prahalad pointed out that the corporate sector can help the poor — profitably. He coauthored (with M.S. Krishnan) *The New Age of Innovation: Driving Cocreated Value through Global Networks* in 2008. He won the McKinsey Prize four times for the best article in *Harvard Business Review* and received honorary doctorates in economics (University of London), engineering (Stevens Institute of Technology), and business (Tilberg, The Netherlands and Abertay, Scotland). He was a member of the UN Blue Ribbon Commission on Private Sector and Development.

Mr Prahalad burst onto the management scene with two path-breaking articles in the *Harvard Business Review*, "Strategic Intent" (1989) and "The Core Competence of the Corporation" (1990), and a bestselling book, "Competing for the Future" (1996), all co-written with his former pupil, Gary Hamel. "Core competence" remains one of the most frequently reprinted articles ever published by *Harvard Business Review*. Professor Prahalad's seminal work, alongside Gary Hamel in the 1990s, on the concept of "core competence" of companies won the McKinsey Prize and sold the maximum number of reprints in the entire 80-odd years of history of its publisher, the prestigious Harvard Business Review. In this paper with Hamel, he urged corporate leaders to think of diversified company as a tree: "The trunk and major limbs as core products, smaller branches as business units, leaves and fruit as end products. Nourishing and stabilising everything is the root system: core competencies."

2nd C. K. PRAHALAD MEMORIAL LECTURE



SPEAKER

Dr. Jatinder (Jeet) N.D. Gupta

Eminent Scholar in Management of Technology, Professor of Information Systems

University of Alabama in Huntsville (UAH)

Dr. JATINDER (Jeet) N. D. GUPTA is currently Eminent Scholar in Management of Technology, Professor of Information Systems, Industrial and Systems Engineering and Engineering Management at the University of Alabama in Huntsville (UAH), Huntsville Alabama.

Dr. Gupta's research has gained international reputation. He has published numerous papers in journals such as: *Journal of Logistics Information Management, Journal of Management Information Systems, Decision Sciences, Electronic Commerce Research, International Journal of Information Management, Supply Chain Management, Production and Operations Management, International Journal of Production Research, Operations Research, Mathematics of Operations Research, INFORMS Journal of Computing, Operations Research Letters, Annals of Operations Research, OMEGA, Journal of Operational Research Society, European Journal of Operational Research, Computers and Operations Research, Production Planning and Control*. He received the *Outstanding Research Award* from Ball State and the *UAH Foundation Research Award*. In Spring 2004, 2007, and 2010, he is received College's *Outstanding Graduate Teaching Award* at UAH. In 2011, he received the *Outstanding Service Award* from UAH and *Outstanding Business Person* award from Beta Alpha Psi Society. At Ball State, he received *Dean's teaching awards*. At the University of Baltimore, he was one of three finalists for *Dean James Chair award for Distinguished Teaching*. At Sangamon State University, he was voted as one of the five best faculty advisors. Earlier, he received the *Superior Job Performance Award* at the Energy Information Administration.

He served as the President of Huntsville Association of Technical Societies, Founding President of the Indian Subcontinent DSI and Regional Vice President of DSI. He also was the Founding Chair of the Alabama Chapter of ASUG (America's SAP Users Group), Vice-President of Decision Sciences Institute, and the Past President of Production and Operations Management Society. Earlier, he served as the Vice-President of Education for the Central Indiana Chapter of APICS, President of the Indianapolis Chapter of IIE, and the President of Midwest DSI.

Dr. Gupta has lectured widely in Australia, Brazil, Canada, China, Hong Kong, India, Korea, Mexico, Singapore, Taiwan, and several other countries in Europe. His colloquium on Collaborative Logistics in E-Commerce and Global Business won him acclaim in Spain and was covered by several newspaper article



1st C.K. Prahalad Memorial Lecture was held on July 15, 2010

Speaker

Dr. N. Ravichandran

Director, Indian Institute of Management (IIM) Indore

ITM University, has established C.K. Prahalad Memorial Lecture Series, in memory of Late Prof. C.K. Prahalad (1947-2010), the Management Guru. The intent is to cherish and further the ideas of revered professor.

Participation by invitation and registration.

Last date of registration: January 7th, 2012

Organized by
ITM School of Business

Programme Director
Prof. (Dr.) Yogesh Upadhyay
Pro. Vice-Chancellor

Contact for registration : 09827655501
e-mail : shwetabhatia.mgmt@gmail.com

Programme Coordinator
Prof. Shweta Bhatia
ITM School of Business



To,

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Dear Sir/Madam,

Late Prof. C.K. Prahalad, a University of Michigan professor whose provocative books about business management and global marketing made him one the world's most influential thinkers on corporate strategy, applied bold and original approaches to a wide range of business practices and economic issues, including corporate culture, consumerism, innovation, marketing and poverty. In explaining his ideas, he coined such now-standard terms of the business lexicon as "core competencies," "strategic intent" and "the bottom of the pyramid," which describes business opportunities among the world's poor. His sad premature demise has devoid all of us from ingenuine practical insights and solutions in the area of management and strategy.

ITM University, has instituted an annual memorial lecture series, in memory of Professor CK Prahalad (1941-2010). The intent is to cherish and further the ideas of revered Professor. First C.K. Prahalad Memorial Lecture was delivered by Prof. N. Ravichandran, Director, IIM Indore on 15 July, 2010 The Lecture was a marvel as far as exploring pulsating ideas of C.K. Prahalad is concerned. The 2nd Memorial Lecture will be delivered by **Dr. Jatinder (Jeet) N.D. Gupta** who is currently Eminent Scholar in Management of Technology, Professor of Information Systems, at the University of Alabama in Huntsville (UAH), Huntsville, Alabama. Detailed brochure is attached for your kind perusal. We extend a warm invitation to the Industry Professionals, Academicians, Researchers and Students to participate and enrich themselves with the valuable thoughts.

·Registration Fee- Rs.10,000/-

We offer you a **complimentary invitation** to the programme. It'll be a privilege to host you at the occasion.

Thanking You

With warm regards

Programme Director
(Prof (Dr) Yogesh Upadhyay)
Pro. Vice-Chancellor

Programme Cordinator
(Prof. Shweta Bhatia)