

**Faculty Development Program on Business Model Innovation
held between 10-12 Feb. 2023 (1st phase-physical) and Feb 18&19 (2nd phase - online)**

Strategic Management Forum (SMF) in collaboration with Birla Institute of Management Technology (BIMTECH) conducted a 5-day Faculty Development Program at BIMTECH campus on “Business Model Innovation.” The main objective of the program was to help participants firm up a research paper idea or case study proposal which may lead to publication.

The inaugural ceremony started with a welcome address by Dr. H. Chaturvedi, Director, BIMTECH. This was followed by Keynote address by the Chief Guest Dr. Bharat H. Desai from JNU. Prof. Arunaditya Sahay, Secretary General, Strategic Management Forum and Dean (Research), BIMTECH, took the participants through a journey of SMF and gave a brief introduction to the FDP program. Dr. Anupam Varma, Dy. Director, BIMTECH proposed the vote of thanks.

The participants included an amazing group of young and experienced academicians from all over the country. Sessions were delivered by eminent resource persons from both industry and academics including Mr. Bharat Wakhlu, Mr. Pradeep Kashyap, Dr. Srinivasan R Iyengar, Dr. Manoj Mishra, Mr. Mansingh Jaswal, Mr. R.N. Bhaskar, Prof. Arvind Sahay, Dr. Deepak Pandit, Prof. Rupert Beinhauer, apart from the Program Director, Prof. Arun Sahay.

The first session on “Workshop overview” was delivered by Prof. A. Sahay, Professor and Dean (Research), BIMTECH. He covered different types of innovation including Technological Innovation, Product Innovation, Process Innovation, Service Innovation, Disruptive innovation, Radical Innovation, Design Driven Innovation, Social Innovation, Responsible Innovation and *Business Model Innovation*. He then shared on innovation ecosystems and how it includes politics, economics, technology and society. He talked at length on business model innovation giving various examples from industries.

The next session was on “Innovation Ecosystems and Measurement in Industry” taken by Dr. Manoj Mishra, CEO, GNVC. Beginning with the outline on corporate innovation climate, he talked about variations in innovations, resources required, and key factors for successful innovations. He shared his insights on Evolution of Innovation in Indian organisations, prevalent practices of innovation across industries, innovation drivers, measurements and outcomes.

The day ended with the session on “Research Paper/Case Writing and Publishing” by Prof. A. Sahay. He gave the participants an overview on case writing and asked everyone to come up with an abstract for a case or research study.

On the second day pre-lunch sessions was taken by Prof. Arvind Sahay, Professor, IIM Ahmedabad on “Foundation of Business Model”. He presented his unique research on time and its various dimensions. This was followed by Prof. Srinivasan Iyengar, Director, JBIM’s session on “Twin Business Models”. He shared his knowledge on successful elements of a business model including customer value proposition, key resources, models and processes. He talked in detail about the LAN Business model giving examples of southwest airlines and mapping activity system.

The session on “Business Model Innovation in Logistics Sector” was taken by Mr. Mansingh Jaswal, CEO, Warehousity giving detailed inputs on how business model concept worked in the logistics sector.

The last session on “Innovative business Models” was taken by Mr. Bharat Wakhlu, ex-Resident Director of Tata Group, who then talked about values in business and creating conscious value. The session was very well received by the participants and there were lot of questions that led to deep discussion.

Third day’s session was on “Platform Business Models” by Prof. Deepak Pandit, Professor, BMU. He started his session with The Classic Strategy Landscape, the value capture by Industry Attractiveness, Classic Positioning and Competitor interaction and the outcome scenario giving a theoretical perspective too. Moving on to emergence of new business models, he talked about changing strategy landscape that also includes opportunity set and value potential. He connected Value Creation and New Business Models, technology being an asset, asset light models and platform business models.

The next session was on “Social Business Models & Social Innovation” by Mr. Pradeep Kashyap, Ex-CEO, MART. This session dealt with innovations in social enterprises and their unique business models and the philosophy behind. He gave detailed analysis of practices at MART, a renowned rural based social enterprise. There were lot of questions and discussions and the participants were delighted to gain new knowledge.

This was followed by participants presenting their outcomes and feedback in the post lunch session. The participants then had a sneak peek on the plan for way forward shared by Prof. A. Sahay and Prof. Srinivasan Iyengar.

The valedictory session that followed was addressed by Prof. Rupert Beinhauer from FH Joeneum University, Austria and Sapna Rakesh, Director, G L Bajaj Institute of Management Research .

In 2nd phase (online), the participants continued to have online sessions for further guidance and mentoring on their research idea/teaching cases. Prof. Sahay, Iyengar, Pandit and Salwan are mentoring the participants to take their research forward leading to successful publications.