

Global Competitiveness through Outsourcing: Implications for Services & Manufacturing

July 13 – 15, 2006 • IIM Bangalore



IIMB Management
Review

Sponsors

PLATINUM

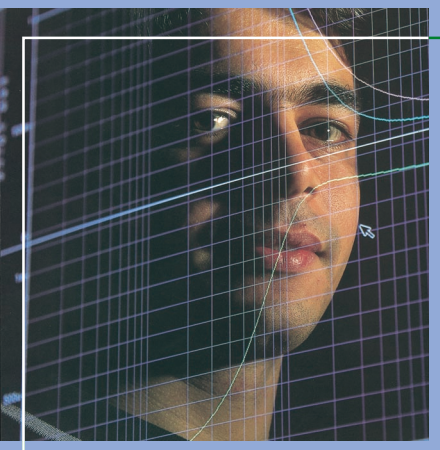


GOLD



SILVER





Who Should Attend

- Managers in the Industry
- Management Consultants
- Management Educators
- Doctoral students in the field of management

Why You Should Attend

- To interact with experts and professionals, share, receive and update critical knowledge, and assess the latest developments in outsourcing research and practice.
- The CEO symposium, plenary sessions and keynote addresses provide a hands on insight into the field of outsourcing.
- To identify emerging areas of research in the field.
- To discover opportunities for new collaborative research with other participants.
- An opportunity for publication in IMR, the premier journal for management academics and practitioners in the country and in the region.

About the Conference

Outsourcing in both the manufacturing and the service sectors has had a long history. What is more recent, however, is the globalisation of outsourcing. A wide range of activities in manufacturing and services is becoming increasingly tradable due to technology, the opening up of foreign direct investments (FDI) and new kinds of organisational arrangements. Further catalysing this process are the recent advances in the ICT sector. These developments have collectively resulted in the use of outsourcing as an important element of corporate strategy in redefining global competitiveness. The emergence of newer markets in rapidly developing countries such as India and China have enabled policy makers and firms to deploy these new mechanisms.

Clearly, this issue merits the greater attention of both researchers and practitioners. IIMB, one of the top business schools in the country, and IIMB Management Review (IMR), a premier Indian management journal, are ideally suited to take up a leadership role in this area. The IMR Conference on Global Competitiveness through Outsourcing aims to bring together the 'best-in-class' practitioners, educators and researchers in the field of management to share their knowledge on this important theme and benefit mutually from key research findings in the field of management. The Conference also provides a channel through IMR for the dissemination of knowledge that can potentially advance the theory and practice of management.

Key Features of the Conference

- Inauguration by Shri Nadathur S Raghavan, Co-founder, Infosys Technologies
- CEO symposium on 'Beyond Cost Arbitrage: Emerging Paradigms for Sustaining Competitive Advantage in Outsourcing'
- Two plenary sessions by CEOs on themes related to outsourcing
- Panel discussion on 'Global Competitiveness through Outsourcing'
- The CEOs of Progeon, Wipro BPO, Value Leadership Group, Cognizant Technology Solutions, Deutsche Bank, Madura Garments, Ninestars, Office Tiger and Evalueserve will participate in the CEO symposium, plenary sessions and panel discussion.
- 35 authors representing both academia and industry to present their work in the field of outsourcing
- Parallel sessions on two days with paper presentations from researchers in schools and organisations of national and international repute.



Programme

Thursday, July 13, 2006

2.00 p.m. – 4.30 p.m.	Curtain raiser to the conference CEO Symposium: Beyond Cost Arbitrage: Emerging Paradigms for Sustaining Competitive Advantage in Outsourcing Mr. Arindam Banerji, MD & COO, Deutsche Bank Operations International Mr. Amitabh Chaudhry, CEO, Progeon Ltd. Mr. T K Kurien, CEO, Wipro BPO Mr. Lakshmi Narayanan, CEO, Cognizant Technology Solutions Mr. Peter Schumacher, CEO, Value Leadership Group
5.00 p.m.– 7.00 p.m.	Conference Inauguration by Shri Nadathur S Raghavan, Co-founder, Infosys Technologies
7.00 p.m.	Inaugural Dinner

Friday, July 14, 2006

9:00 a.m. – 10.30 a.m.	A1 : Is outsourcing here to stay? Some perspectives A2 : Opportunities in knowledge-intensive domains
Pre-lunch	B1 : Trade and investment issues B2 : Niche avenues for outsourcing B3 : Comparative aspects of outsourcing
Post-lunch	C1 : SMEs and Outsourcing C2 : Challenges in Outsourcing Plenary Session-1 : Speaker – Mr. Vikram Rao, President, Madura Garments
7 p.m. – 9 p.m.	Cultural Programme and Conference Dinner

Saturday, July 15, 2006

9:00 a.m. – 10.30 a.m.	Plenary Session-2 : Speaker – Mr. Joe Sigelman, Co-President, Office Tiger
Pre-lunch	D1 : Implications of outsourcing D2 : Issues from two service-provider industries
Post-lunch	Panel Discussion : Global Competitiveness through Outsourcing Panelists - Mr. Ravan Boddu, CEO, iSoft India Mr. Anoop Hegde, Country Manager, First Indian Corporation Mr. Gopal Krishnan, CEO, Ninestars Mr. Sanjoy Roy Choudhury, AVP, Evalueserve

Note: The four parallel sessions for paper presentation are denoted as A, B, C & D in the table

The papers presented by researchers and practitioners from the IIMs and IITs in India and other schools and organisations in India, the US, Europe and Australia, have been selected through a peer-reviewed process.



Speakers

Mr. Arindam Banerji is Chief Operating Officer, Deutsche Bank Operations International in Bangalore and Mumbai. Prior to this, he was DB's Regional CIO for India, responsible for the India Smartsourcing Initiative and the GTO functions. A Chartered Accountant, he began his career in the Shipping Division of Larsen & Toubro. He spent several years with JP Morgan in various capacities in Finance, Technology and Operations, and was responsible for setting up the Global Service Centre of JPMC.

Mr. Ravan Boddu is CEO, iSOFT India, the largest healthcare IT company in Europe. He has a BE from REC, Allahabad, and MTech in Computer Science from Osmania University, Hyderabad. Starting his career in 1987 with Usha Computers in Delhi, he worked with KPMG in the UK, and WorldCom, Dell and HomeGrocer.com in the US before returning to India to set up iSOFT's operations.

Mr. Amitabh Chaudhry is Managing Director & CEO of Progeon, the BPO subsidiary of Infosys Technologies. Prior to this, he was head of the investment banking franchise for South East Asia and structured finance practice for Asia at Credit Lyonnais Securities in Singapore. He holds a bachelor's degree in engineering from the Birla Institute of Technology & Science, Pilani, and an MBA from the Indian Institute of Management, Ahmedabad.

Mr. Anoop Hegde is Country Manager, First Indian Corporation, which supports the operational efficiency and offshore initiative of the First American Corporation and offers specialised services in software development, testing and maintenance as well as the ITES space. Prior to joining FIC in 2002, he was General Manager, VeriFone India. He has also worked in various capacities at Wipro. He has a BCom from St. Aloysius College, Mangalore, and is a Fellow of the Institute of Chartered Accountants of India.

Mr. Gopal Krishnan, is Founder, Chairman and Managing Director of Ninestars Information Technologies Limited, a digitisation company providing state-of-the-art archival solutions to deliver digitised content to internationally recognised Tier 1 newspapers. He holds a BSc from Loyola College, Chennai and a MA in Human Resources from the University of Chennai. He was a participant in the 'Driving Strategic Innovation' programme in the IMD / MIT Sloan School of Executive Education.

Mr. T K Kurien is CEO of Wipro BPO which provides a broad range of services from CRM to industry-specific solutions. He was part of the Wipro BPO business driving the transaction processing business initiative. He was earlier the CFO of Wipro GE Medical Systems and CEO of GE X Ray.

Mr. Lakshmi Narayanan is CEO & President, Cognizant Technology Solutions. He also officiates as the Vice-Chairman of NASSCOM for the year 2006-07. Since joining Cognizant in 1994, he has been instrumental in formulating the company's strategy and building and managing its Development Centres in India. He began his career at Tata Consultancy Services, growing from developer to business leader. He holds a BS and MS in science and electronics from Bangalore University and an MBA from the Indian Institute of Science.

Mr. Nadathur S Raghavan, entrepreneur and philanthropist, was part of the founding team of Infosys Technologies and has worked in various capacities in his 19 years at Infosys. He retired as Joint MD in 2000 to pursue his vision of promoting entrepreneurship and India-based global companies. To this end he co-founded Nadathur Holdings & Investments and helped set up the N S Raghavan Centre for Entrepreneurial Learning (NSRCEL) at IIM Bangalore. In addition, he actively contributes to activities that are socially inclined and holds non-executive positions in various organisations.

Mr. Vikram D Rao began his career as a Management Trainee in Madura Coats. He joined A V Birla Group in 1999 in his current position as Group Executive President of Fabrics and Apparel Business, Grasim Industries Limited, reporting into the Chairman of AVB Group. He was awarded the Super Achiever Award by the Indira Group of Institutes, Pune in October 2003.

Mr. Sanjoy Roy Choudhury is an Assistant Vice President at Evalueserve, a global research services organisation that provides Business, Market and Investment Research, Data Analytics and Intellectual Property Services to clients around the world. He is currently managing the operations of the company in the area of Investment Research. He is actively involved in campus recruitment as well as new initiatives for in the knowledge process outsourcing industry.



Speakers

Mr. Peter Schumacher is Founder, President & CEO of the Value Leadership Group, an independent management consulting firm. With offices in the USA, Europe, and India, the Value Leadership Group develops globalization strategies for large companies. He holds an MBA from the Leonard N. Stern School of Business at New York University.

Mr. Joe Sigelman is Co-President, Office Tiger. Prior to co-founding Office Tiger, he worked with Goldman Sachs International in London in the Investment Banking Division focusing on real estate, service and healthcare investments throughout Europe. A graduate of Princeton University's Woodrow Wilson School of Public and International Affairs and the Harvard Business School, he began his career with Lazard Frères, New York. He is a recipient of *Business Week's* annual Star of Asia Awards, 2006.

Delegate Fee

		Domestic	International
Academics	:	Rs. 2500.00	US\$ 250
Corporates			
CEO symposium	:	Rs. 5000.00	US\$ 400
CEO symposium + Conference	:	Rs. 8000.00	US\$ 700
Students	:	Rs. 500.00	US\$ 50

Limited accommodation is available at IIMB Campus for stay during the conference. For more details about accommodation, conference and registration visit the conference website:

<http://www.iimb.ernet.in/~review/imrc2006/index.html>

Or contact: review@iimb.ernet.in; imrc@iimb.ernet.in

IMRC Secretariat

G Shashikala / Priya Vasu

IIMB Management Review

Indian Institute of Management Bangalore, Bannerghatta Road, Bangalore – 560076.

Ph: 91-80-2699 3099 Fax: 91-80-2658 4050

Email: imrc@iimb.ernet.in; review@iimb.ernet.in

For more details contact:

Professor B Mahadevan

Organising Chair, IMRC 2006

Ph: (91 - 80) 2658 9917, 2699 3099

Professor Rupa Chanda

Organising Co-chair, IMRC 2006

Ph: (91 - 80) 2699 3273



Indian Institute of Management Bangalore

Bannerghatta Road, Bangalore 560 076. INDIA

Conference Registration Form

General Information		Conference Fee			
Full Name: _____				Domestic	International
Name for Badge: _____		Author(s) presenting paper(s)		<input type="checkbox"/> No Fee	<input type="checkbox"/> No Fee
Affiliation / Company: _____		Co-author(s) presenting paper(s)		<input type="checkbox"/> Rs.500	<input type="checkbox"/> US\$50
Job Title: _____		Conference Delegate(s)			
Address: _____		On or before May 31, 2006		After May 31, 2006	
_____		Domestic		International	Domestic
_____		Domestic		International	Domestic
City: _____ Pin: _____		Academic <input type="checkbox"/> Rs.2000 <input type="checkbox"/> US\$ 200		<input type="checkbox"/> Rs.2500	<input type="checkbox"/> US\$ 250
State: _____ Country: _____		Student <input type="checkbox"/> Rs.500 <input type="checkbox"/> US\$ 50		<input type="checkbox"/> Rs.500	<input type="checkbox"/> US\$ 50
Email: _____		Delegates (Corporate)			
_____		CEO symposium <input type="checkbox"/> Rs.4000 <input type="checkbox"/> US\$ 350		<input type="checkbox"/> Rs.5000	<input type="checkbox"/> US\$ 400
_____		CEO symposium+ Conference <input type="checkbox"/> Rs.7000 <input type="checkbox"/> US\$ 650		<input type="checkbox"/> Rs.8000	<input type="checkbox"/> US\$ 700
Paper Details		Accommodation			
Paper Title: _____		IIMB-MDC			
Paper author / Co-author(s): _____		Twin Sharing Basis		<input type="checkbox"/> Rs.750	
_____		Single Occupancy		<input type="checkbox"/> Rs.1000	
Area: _____		Expected Arrival Date		Expected Arrival Time	
_____		Expected Dept. Date		Expected Dept. Time	
Logistics		Payment Details (Rs. / US\$)			
1) IIMB-MDC has limited no. of rooms (Non-A/c). They will be allotted on a first-come-first-served basis.		Conference Fee			
2) Students must attach a bona fide certificate from the supervisor/head of the department.		Accommodation Fee			
3) Author(s) are requested to fill the paper details.		Total Amount			
4) Domestic rate applicable to SAARC participant(s) also.		Please register and send the invoice to: <input type="checkbox"/> me <input type="checkbox"/> my company			
5) Cancellation must be confirmed in writing to the Conference Secretariat. All refunds will be processed after the conference.		DD/Cheque			
6) Cancellations up to June 30, 2006 are accepted with refund (except transaction expenses). No refund will be given for later cancellations, but substitutions are welcome.		(in favour of "IIMB IMR Conference" payable at Bangalore)			
7) Conference fee includes: conference package, breakfasts, lunches, dinners, coffee-breaks for the whole duration of the conference.		<input type="checkbox"/> Cheque <input type="checkbox"/> DD			
8) Participants planning to bring their families along with them are advised to make their own arrangements. The IMRC secretariat can help you with these arrangements.		Cheque / DD No. _____ Dated _____			
		Drawn on _____ Bank _____			
		Credit Card			
		Card No. _____			
		Type: <input type="checkbox"/> Visa <input type="checkbox"/> Master <input type="checkbox"/> Amex Exp. Date: _____			
		Issuing Bank: _____			
		Card Holder's Name: _____			
		Signature (essential) _____			

Please return the completed form to:

IMR Conference Secretariat, IIMB Management Review

Indian Institute of Management Bangalore, Bannerghatta Road, Bangalore – 560076.

Ph: 91-80-2699 3099 Fax: 91-80-2658 4050, Email: review@iimb.ernet.in

Conference Website: <http://www.iimb.ernet.in/~review/imrc2006/index.html>