



Industry-Academic Conclave on

Understanding the Context in India-China Business

10 – 11 December, 2015



Venue

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Industry Academic Conclave

The *theory* and *practice* of Management are intertwined in different ways across businesses and institutions. The available literature identifies and analyses gaps between the practical dimensions of managerial operations and the theoretical formulations about how formal systems ought to be managed. From theoretical/ethical questions such as the 'Purpose of Business' at one end to the consumer-oriented aspect of the 'Appropriateness of Products' at the other, myriad issues are under constant review and deliberation. Structurally, the Euro-American models of 'Organizations' are by and large accepted as the most effective. However, the *Context*, which is shaped by history, culture and community practices, is also accepted as playing a critical role in determining the overall performance and behavior of organisations.

Notwithstanding the recent attention given to understanding the *context(ualities)* in Management, the attempts remain half-hearted and incomplete, and at best appear to be paying lip service to alternate or local understanding; Socio-cultural aspects of management are mostly relegated to less significant domains of study and research.

The rise of China as the biggest economy in the world and the concurrent – though not as spectacular – rise of India, has opened up fascinating new realms of exploration in precisely this area of *Context*. These are two of the oldest civilizations which had once occupied the dominant position in the world economy and now appear to be slowly overtaking the advanced economies of the western world. Not only are they considered amongst the most preferred business destinations, but they are redefining the way in which businesses are being understood and managed. Together, their experiences and achievements have not only questioned the conventional wisdom in both the Theory and Practice of Management; they have demonstrated a capacity to provide solutions to rather intractable problems and shown a high degree of ingenuity in resolving what appear to be insurmountable barriers.

The conclave aims to raise questions about those *contextual realities*. From the experiences of the businesses to the concerns of the academia, sensitive to the two contexts, a symphony is thus envisaged. There are clearly great gains to be garnered through learning from each other and promoting a cooperative agenda.



Collaborating Institutions

Rajiv Gandhi Indian Institute of Management Shillong (IIM-S) set up by the Government of India to expand the outreach of Management Education in the Country and cater to the North East Region with context specific managerial solutions. The institute aims to develop leaders for an economically and ecologically sustainable society.

Besides research and consultancy, the Institute offers a two year Post Graduate Program and a one year program Post Graduate Program for Executives (Managing Business in India and China). This program is offered in collaboration with the Ocean University of China, Qingdao.

The Executive Post Graduate Program (MBIC) aims at equipping the participants with such knowledge and skills which could lend them and edge in managing businesses across India and China, and also enabling them to perform at strategic levels in organizations across emerging economies.

Institute of Chinese Studies (ICS), Delhi is one of the oldest research institutions on China and East Asia in India. With support from the Ministry of External Affairs, Government of India, it is the mandate of the ICS to develop a strategic vision for India's dealings with China and to help adapt India's priorities quickly and appropriately to address the research and educational demands arising from China's emergence. The ICS seeks to promote interdisciplinary study and research on China and the rest of East Asia with a focus on expertise in China's domestic politics, international relations, economy, history, health, education, border studies, language and culture, and on India-China comparative studies. It also looks to fostering active links with business, media, government and non-governmental organizations in India through applied research, executive training programmes, and seminars and conferences, and to serve as a repository of knowledge and data grounded in first-hand research on Chinese politics, economy, international relations, society and culture.

