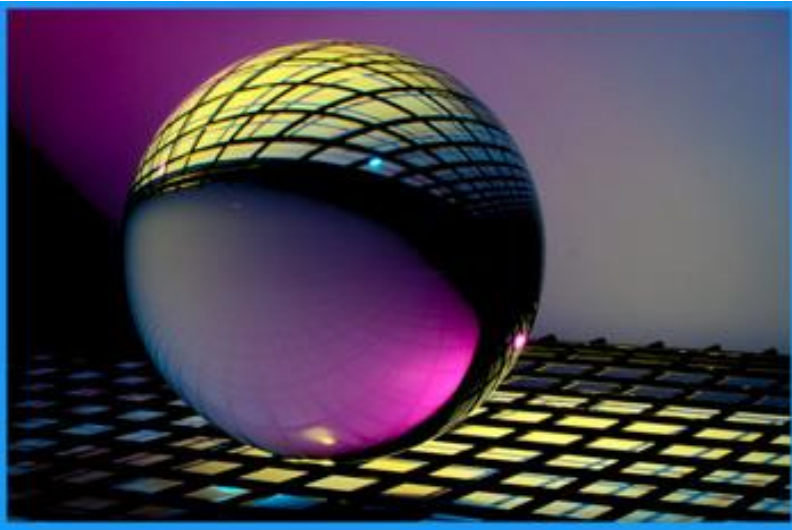




Research Insights



Decoding the Augmented Intelligence Matrix for Operational Excellence in the Digital Era **Professor Vijaya Sunder M and Diti Joshi**

Amid evolving global challenges to attain competitive advantages, authors Vijaya Sunder M and Diti Joshi, highlight the significance of adopting the Augmented Intelligence Matrix to achieve operational excellence. This strategy allows businesses and managers to establish a vital balance between creativity, efficiency, technological mastery, and ethical responsibility.

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Leveraging Engineering and Research Talent in India With Global Capability Centres.

Anup Srivastava, Vijay Govindarajan, Rajendra Srivastava, Aman Rajeev Kulkarni, and Alok Bardiya

India's launch of an unmanned spacecraft to the moon for a mere \$75 million exemplifies the remarkable progress in technological developments of the country. The rise of Global Capability Centres (GCCs) in India, showcasing big technology corporations like Microsoft, GE, and Facebook, exemplifies India's engineering and technology prowess in recent years. These GCCs prioritise both cost reduction and harnessing India's huge reservoir of skilled personnel for cutting-edge research and innovation. India's growing significance in global innovation is highlighted by this action, as it transcends geographical limitations in the corporate realm.

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Thus Spake...

Interview with Thai Lai Pham, CEO of Siemens Pte Ltd

Sustainable Business Innovation Winner

Dr Thai Lai Pham, CEO at Siemens Pte Ltd, with a proven operational track record. Experienced and successful in managing complex business environments and multiple countries, Siemens is the winner of the Sustainable Business Innovation Category in the EuroCham Sustainability Awards 2022. Dr Thai Lai Pham describes Siemens's main sustainability projects, long-term goals in Singapore and the ASEAN region and how Siemens efforts have led to tangible social and environmental impacts.

[Watch Here](#)



Learning and Outreach



Responsibilities and Effectiveness of Boards in Indian Startup Companies Training Programme

Eminent faculty and industry experts including Professors Rajendra Srivastava, Hariom Manchiraju, Shashwat Alok, and Mr. Ganesh Balakrishnan from Deloitte, shared insights, fostering a dynamic idea exchange. The discussions centered on early-stage governance, value creation, and board responsibilities. The programme emphasised transparency and accountability in startups, the importance of value creation in fundraising, and the crucial role of board members in overseeing regulatory compliance and internal controls.

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Business Innovation – Value Migration and Appropriation

The Plugin Alliance Workshop

In collaboration with Plugin Alliance, the ISB Centre for Business Innovation hosted an Exclusive Leader’s Workshop on “Business Innovation – Value Migration and Appropriation” on October 19, 2023. Led by Professor Rajendra Srivastava, the session drew participation from CXOs, Directors, and Innovation Heads of renowned corporations such as Diageo, TVS Motors, Intel, and Bosch. The workshop delved into leveraging market-based intangible assets for business innovation in the digital era, featuring insightful discussions, use cases, and a framework for fostering innovation culture.

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Collaboration with the University of Munster, Germany

The Global Student Exchange Programme

Students from University of Munster, Germany, spent a week at ISB, Hyderabad campus from October 29 to November 03, 2023, ‘Global Learning Exchange Programme’. The students set off on a learning journey via various activities of classroom learning by Professor Rajendra Srivastava, multiple company visits which included T-Hub, T-Works, Aurobindo Pharma Limited, LVPEI Centre for Technology Innovation, L&T Metro Rail Ltd., and Unistring Tech Solutions Pvt. Ltd., seminars and talks by founders of Samunnati, NanoHealth, and Bosch Software Innovations at campus. The programme focused on the expansion methods and strategies used by exceptional companies.

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The Evolution & Revolution of FinTech Webinar

The webinar emphasised the importance of intangible assets like customers and brands for long-term growth. The concept of value creation and appropriation was explained, highlighting the role of technology in capturing value. The evolution of FinTech was explored, showcasing how technology is used to enhance services and reduce costs. Finally, the PayTM case study provided insights into its successful launch and subsequent challenges due to increased competition, which the company overcame through innovative strategies like BNPL.

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Case Study

Aadhar: The Digital Multiplier of the Indian Economy

Professor Vijaya Sunder M, Siddhartha Modukuri, and Professor Rajendra Srivastava

This case study analyses the journey of Aadhaar, a 12-digit digital identity issued to 1.3 million Indians. It discusses the challenges and execution of this complex project, including managing stakeholders, adopting technology, and ensuring data privacy and security. The study highlights the impact of Aadhaar on both the public and private sectors, emphasising its role in shaping digital innovation and creating a start-up ecosystem.

Overall, the case provides a comprehensive analysis of Aadhaar's transformative role in India's digital identity landscape and its future implications.

[Read More](#) [Case Summary](#)



2021 AIMA Fellowship Award Presented to Professor Rajendra Srivastava



We are pleased to announce that Professor Rajendra Srivastava has been awarded the prestigious AIMA Fellowship for his outstanding contributions to the field of management academia. In addition to this distinguished honour, Professor Srivastava has also been recognized with the 2021 AIMA – Kewal Nohria Award for Academic Leadership in Management. These accolades reflect his unwavering dedication to the advancement of management knowledge and educational leadership.

Upcoming Sessions

- In association with IVCA, ISB CBI is organising a Training Programme on "Responsibilities and Effectiveness of Boards of Indian Startup Companies" at Mohali on February 10-12, 2024, to support Indian Company Boards in playing a key advancement role in startup innovation, growth, and profitability thereby enabling sustained industry innovation and to support Board members in ensuring economic, social, and environmental compliance, development, and integrity of their respective companies.

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