

India Research Chair

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Roadmap

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1.1. Background : Why this Chair?

- **ESSEC Business School is committed and dedicated imparting world-class education in Emerging Markets (particularly in Asia – India and China)**
 - ESSEC's inauguration of the ESSEC Asian Center in Singapore
 - ESSEC's Double Degree/ Strategic partnership with **IIM Ahmedabad-India**, BEIDA, Peking Univ.-China, SNU-Korea etc.
- **Why ESSEC Business School?**
 - ESSEC's new strategic partnership with IIM Ahmedabad-India
 - ESSEC is constantly ranked N°1 or N°2 Business School in France
 - ESSEC has developed an European Management model
- **What can ESSEC offer?**
 - Direct access to leading edge research on emerging markets, particularly on India.
 - Direct access to 20+ bright, young MBA / MS students every year who would specialize in the Chair's curriculum (4 courses and projects designed in collaboration with Partners)
 - Continuing education through ESSEC's three campuses and its 11 strategic partner universities

1.2. Background: Why India?

- **India is the fastest growing amongst the emerging market**
 - French investment: India : China = 1:50. Grow substantially with interest of French state in India and Indian state in France
- **Some (50+) Indian Companies in Europe**
 - Growing interest in Indian multi-nationals: Mittal Steel, Infosys, Wipro, Mindtree, Tata, Reliance, Bharat Forge, Rediff, TOI, BCG, Ind-Swift, Ranbaxy, SBI ...
- **(200+) French (European) Companies in India**
 - Lafarge, Renault, AGF, AXA, Alstom, Schneider Electric, Thalès, France Telecom, L'Oréal, LVMH, Chanel, BNP Paribas, Société Générale, Calyon, Accor, Sodexho, Danone, Saint-Gobain...

1.3. Background: Why develop Chairs at ESSEC?

- Research and Teaching, through Chairs and Institutes, are one of the main objectives of the 2002 – 2006 **Development Campaign**.
- For **ESSEC**, this means preparing the future to ensure that educational excellence is recognized not only in France and Europe, but also internationally.
- For **corporations**, this means a partnership with an European Business School focused on research and development, human resources, and communication strategy.

1.3. Background: Why develop Chairs at ESSEC?

- ESSEC's vocation is to develop and internationalize the excellent education that has built its reputation by closely involving partner companies. Both chairs and institutes enhance the synergy between the academic and professional worlds.
- **ESSEC Chairs' Objectives:**
 - to develop **research** and respond to problems specific to a business sector or corporate function while developing initial training programs.
 - to ensure a **multidisciplinary** approach to **research** and **teaching**.
 - to disseminate **knowledge** through publications, conferences, seminars, etc.

3.4. Existing Chairs at ESSEC Business School

- ESSEC, one of the two leading Business Schools in France, has already created 16 successful Faculty Chairs. 5 of them are sponsored by leaders of their business sector:
 - ESSEC-LVMH Chair (luxury branding),
 - ESSEC-Sanofi-Aventis in Bioethics & Drug Innovation Chair
 - ESSEC-Crédit Foncier Real Estate Chair
 - ESSEC-KPMG Financial Reporting Chair
 - ESSEC-Société Générale Media & Entertainment Chair

➤ More details of ESSEC Chairs are at:

<http://www.essec.edu/professors-research/teaching/chairs-institutes/chairs>

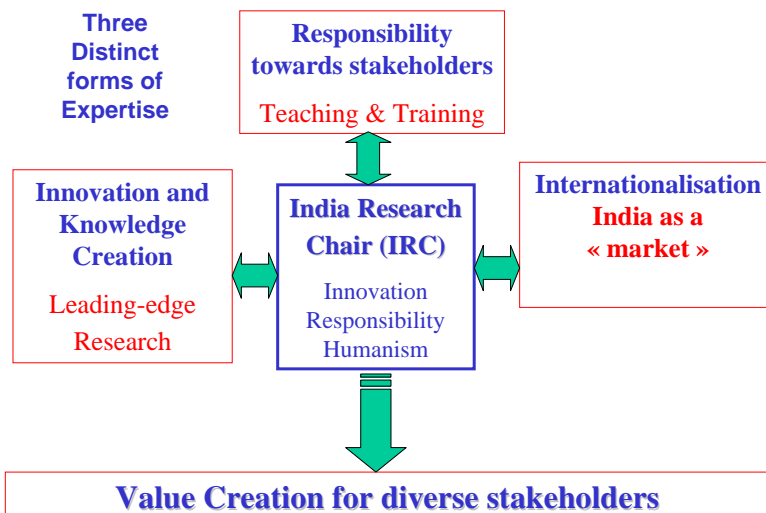
2.1. The Goal of the IRC

- The goal of the Chair will be to create and disseminate new knowledge related to management in India and Asia.
 - Mutually beneficial research, both for academics and for practice, that is developed through interaction with the partners and ESSEC (including Ph.D level research).
 - Research findings will be disseminated directly through publications, conferences or seminar participation, and indirectly through case studies and course development for the MBA, Ph.D. and Executive Development programs. This is in synergy with ESSEC's long-term commitment to Asia.
 - Preferential access to motivated students by defining course curriculum in the Chair Track and possibility of offering direct internships
 - Participate in the governance of the Chair through annual meetings

2.2. Objective of the IRC

- To create a vibrant body of management research and knowledge pertaining to India (and Indian sub-continent), globalization of Indian (and Indian sub-continent) businesses (“business models”) and resultant opportunities in relation to European organizations (starting with France and French organizations) in the Indian sub-continent and vice versa.
- Specifically,
 - it will support the creation of knowledge, its dissemination and value addition of intellectual capital pertaining to management thinking and research anchored in Europe and its business implication on India and the Indian sub-continent and vice versa.

2.3. IRC Framework



2.4. Key Functions

- *Creation of a global business research curriculum focused on Indian/Asian Management Practices and dissemination in the European Union (starting with France)*
- *Authoritative source of reference for leading-edge research pertaining to India and countries in the Indian sub-continent*
- *Development of a comprehensive network of researchers and companies*
- *An ongoing forum for iterations among practitioners and researchers*
- *Reinforcement of ESSEC's ongoing commitment to India and Asia*

2.5. Key Drivers

- *The India Research Chair will ensure that its research remains relevant to business by creating strong links between its academic network and major companies interested in India or Indian companies interested in France.*
- *The Chair also proposes to focus research efforts in certain disciplines by bringing together faculty members who have agreed to support a common research agenda.*
- *Hence, the Chair would be interdisciplinary and integrative in its research agenda focusing on a wide range of social, political and economic dynamics within the region. The thematic focus, however, is on the analysis of forces within the region that mediate the form and impact of globalization and liberalization.*

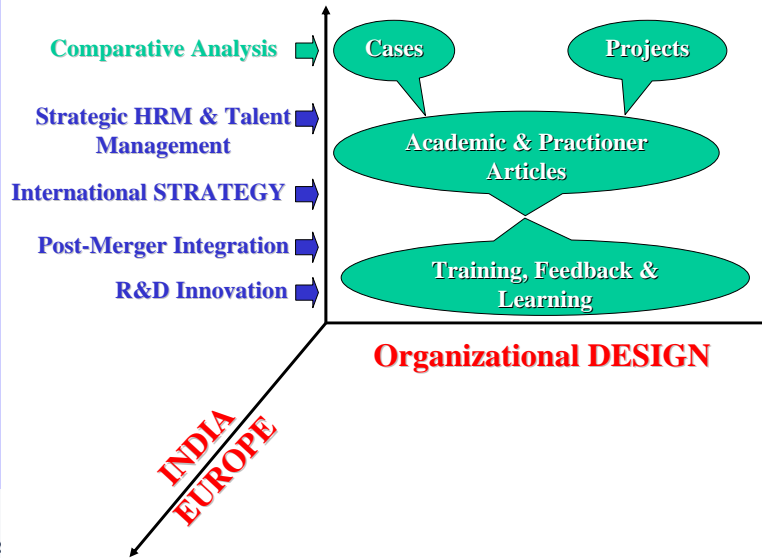
2.6. Functioning of the IRC

- **Case creation** of Indian and European companies
- Organize and/or support **systematic exchange** (invited lectures, discussions, conferences) between leading **researchers and practitioners/corporates** in India and Europe.
- Create a **network** amongst a wide cross-section of researchers and companies to conduct collaborative management research between Europe and India.
- **Knowledge center** and authority in Indian and sub-continent management practices and challenges.

2.7. Programs in the Chair

- **Yearly Programs**
 - An **academic seminar/conference** on a “pre-defined” theme (Venue: Paris / Singapore / Indian city)
 - A **corporate conference** under the **India Seminar Series** comprised of guest speakers (Venue: Paris)
 - **Three / Four courses** (ESSEC MBA / MS / Exec MBA)
 - International Strategy / Managing the Global Corporation (focusing on emerging economies such as India)
 - Managing across cultures
 - Corporate Governance issues in EU and emerging countries such as India
 - At least two **Cases / year**: one Indian company and one European company
 - Update of Website / **Database** of research
 - Students (MBA/ Ph.D.) projects

2.8. Research Agenda



3.6. Contacts

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