

**Digital innovation and Digital Transformation Program for Senior Leaders of Indian
Auto Component Industry in association with IIM-A
20th to 22nd May, 2021**

• **CONTENT OF THE COURSE:**

1. Digital innovations and digital transformation

- a. Managing Digital Innovations
- b. Creating Value through Digital Transformation
- c. Creating value in digital business
- d. Understanding Digital Transformation
- e. Avoiding failures in Digital Transformation

2. Technologies and Architectures

- a. Understanding Technologies of the Digital World
- b. Creating the IT architecture for Digital Transformation

3. Transforming Decision-Making in the Digital Age

- a. Data-driven decision-making
- b. Analytics-based models for digital transformation

4. Business Models for Digital Transformation

- a. Sustaining Competitive advantage in Digitally evolving industries
 - i. Reimagining Business Strategy using Disruptive Technologies
 - ii. Creating New Business Models
- b. Product and Marketing business models
 - i. Managing physical
 - ii. Managing Marketing Mix
 - iii. The Power of Digital Marketing (2 sessions) (Accor)
- c. Platformization of businesses
 - i. Why and how do firms platformize
 - ii. Gaining Entry into Two-Sided markets
 - iii. Moving from Products to Platforms
 - iv. Issues of Trust on platforms (2 sessions) (AirBnb and AutoDx)
- d. Creating enhanced Digital Services
 - i. Organizational capabilities for customer service performance
 - ii. Emotionalizing customer contact
 - iii. Creating Customer-focused Artificially Intelligent Ecosystems for digital transformation

5. Implementation Digital transformation strategy

- a. Managing technological change in digitally transforming industries
- b. Leading teams in digital transformation

FACULTY RESOURCES

The reputation of IIMA owes much to the exceptional caliber of its faculty. The Institute prides itself on creating an environment of substantial academic freedom overlaid by rigorous, self-imposed standards of excellence and socially responsive practices. Nearly all faculty members are PhDs from highly reputed universities in the world with international teaching and research experience. **At IIMA faculty opt to teach in customised executive programmes and open enrolment programmes, so that their interest and commitment are of a high order.** *In keeping with the mission and objectives of the programme and approval from the sponsors, IIMA would draw from its faculty members, for the programme, who besides being eminent researchers and teachers in their fields have familiarity with the sector. The chosen team would bring the perspective of the institute and their collective experience to the programme.*

Please find below the profile of **Prof Sanjay Verma** who is the faculty chair for the programme. The faculty chair would also be available for all the academic aspects of the programme *the other faculty members will be finalized basis the final topics and the programme design:*

Prof Sanjay Verma

Fellow of IIM Calcutta (Information Systems/Operations Research)

Prof Sanjay Verma is a member of the Information Systems, Marketing and Strategy areas at IIM Ahmedabad. His teaching interests are in the field of Information System, Customer Relationship Management, Retail, Knowledge Management and Business Intelligence/Analytics with applications in Marketing/Operations. He engages in work related to Enterprise Resource Planning (ERP), e-Governance, Retail Marketing, Customer Relationship Management (CRM), and Performance Measurement. He has worked on developing algorithms for multiple machine scheduling and project scheduling problems, business simulation as well as, on developing decision support systems in marketing.

He has served on the boards of the Punjab National Bank as well as, the Punjab and Sind Bank as an independent director. In these banks, he has been actively involved in developing and implementing overall as well as, functional strategies of the banks. He has been the chairperson of the Audit Committee of Board at PNB, and of the IT committee. Currently, he is on the board of IIM Rohtak. He is also a member of the Governing Board of NTPC School of Business.