



भारतीय प्रबंध संस्थान रोहतक

INDIAN INSTITUTE OF MANAGEMENT ROHTAK

मैनेजमेंट सिटी, दक्षिण बायपास, NH 10, सुनारिया, रोहतक, हरियाणा, भारत-124010  
Management City, Southern Bye Pass, NH 10, Sunaria, Rohtak, Haryana, India-12401

**Sub - Welcome to the Online Executive Education Programme in Advance Strategic Management Applied Digital Transformation & Analytics'**

Dear Participants,

Greetings from IIM Rohtak!

Indian Institute of Management Rohtak welcomes you to the 50-hour online course on 'Advance Strategic Management Applied Digital Transformation & Analytics'.

As scheduled, the programme will commence on 07<sup>th</sup> August 2022 and will culminate on 08<sup>th</sup> January, 2023.

The program aims to impart a futuristic look toward organizational performance improvement, business growth, unify the employees and the management, and gain competitive advantage, outperform the competitors, and achieve market dominance.

The Program in Advance Strategic Management Applied Digital Transformation & Analytics program by IIM Rohtak is intended to assist the manner to pursue choices by incorporating Strategies, business decisions, and the use of AI and ML into your system and vision. Utilize these advancements to make precise, custom-made, information-driven expectations for your organization and fabricate the most ideal way forward. Make a harmonious relationship with the most recent innovation by figuring out how it can assist you with changing business through scale, upper hand, new income streams, and further developed efficiencies.

The Information brochure comprising programme objectives, day-wise session schedule and faculty profile is being shared with you.

We wish you a pleasant and fruitful interactive learning experience.

Best wishes,

IIM Rohtak



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Indian Institute of Management Rohtak

## Executive Education

Online Executive Education Programme in  
Advance Strategic Management Applied Digital  
Transformation & Analytics

Faculty In-charge  
Prof. Pranav Dharmani

**Detailed Day-wise session schedule for eMDP on  
“Advance Strategic Management Applied Digital Transformation & Analytics”**

**Session Time: 04.05 PM – 06.55 PM (with 20 mins break)**

<b>Session No.</b>	<b>Date</b>	<b>Topic</b>	<b>Case</b>	<b>Reading</b>	<b>Faculty Name</b>
1-2	7 Aug 2022	Understanding Disruptive Technologies and Digital Transformation <ul style="list-style-type: none"> <li>• Digitalization amidst Deglobalization</li> <li>• Acceleration of Digital Transformation, Scaling Platform Businesses in India</li> </ul>	The Indian Express Reinvention through Digital Business (IIMA Case Centre)	Disruptive Technologies: Catching the Wave (HBSP)	Dr. Pranav Dharmani
3-4	14 Aug 2022	Digital Disruption & Business Opportunity <ul style="list-style-type: none"> <li>• Digital disruption and consumer experience</li> <li>• Reinventing customer journey</li> <li>• Organizational Transformation &amp; digital disruption</li> </ul>	Cape union mart: digital transformation and customer experience during a crisis		Dr. Pranav Dharmani
5-6	21 Aug 2022	Business Models <ul style="list-style-type: none"> <li>• Deconstructing business models</li> <li>• Business model canvas</li> </ul>	Business model in marketplace industry using business model canvas approach: An e-commerce case study		Dr. Ankit Kesharwani
7-8	28 Aug 2022	Crafting value in the digital era <ul style="list-style-type: none"> <li>• Introduction to digital strategy as a core of the business strategy</li> <li>• Managing the product lifecycle</li> </ul>	Jeffery, M., Norton, J. F., & Yung, D. (2017). MDCM, Inc.(A): IT Strategy Synchronization. Kellogg School of Management Cases.	Kane, G. C., Palmer, D., Phillips, A. N., & Kiron, D. (2015). Is your business ready for a digital future? MIT Sloan management review, 56(4), 37.	Dr. Harshit K. Singh
9-10	4 Sep 2022	Demystifying Deep Tech and the Pillars of Digital Business <ul style="list-style-type: none"> <li>• Disruptive digital capabilities</li> <li>• Foundations on Big Data</li> </ul>	Walker, R., Jeffery, M., So, L., Sriram, S., Nathanson, J., Ferreira, J., & Feldmeier, J. (2017). Netflix leading with data: The emergence of data-driven video. Kellogg School of Management Cases.	Porter, M. E., & Heppelmann, J. E. (2014). How smart, connected products are transforming competition. Harvard business review, 92(11), 64-88.	Dr. Harshit K. Singh
11-12	11 Sep 2022	Learn the “value approach” to digital disruption and strategy <ul style="list-style-type: none"> <li>• Value innovation using blue ocean strategy</li> <li>• Digital transformation frameworks</li> </ul>	Zerodha- A Success Story (A) Zerodha- A Success Story (B) (IIMA Case Centre)		Dr. Pranav Dharmani
13-14	18 Sep 2022	Business Models <ul style="list-style-type: none"> <li>• Lean business models</li> <li>• Resources &amp; Capabilities - Challenges</li> </ul>	Article: Digital Entrepreneurship and Green Business Model Innovation: Lean Startup Approaches		Dr. Ankit Kesharwani

			Article: Riding on the wave of digitization: Insights how and under what settings dynamic capabilities facilitate digital-driven business model change		
15- 16	25 Sep 2022	Digital ecosystems: <ul style="list-style-type: none"> <li>• Creating a digital ecosystem as a combination of product/service and consumption ecosystem</li> </ul>	Advantech: evolution of its IoT ecosystem strategy: Emerald Emerging Markets Case Studies		Dr. Ashwani Kumar
17-18	16 Oct 2022	Digital Design Thinking <ul style="list-style-type: none"> <li>• The Mindset of Innovation and Experimentation - Strategic Thinking and Digital Business Models</li> <li>• Recrafting Marketing in the Digital Era</li> <li>• Using digital anthropology</li> </ul>	Article: Immersive netnography: a novel method for service experience research in virtual reality, augmented reality and metaverse contexts		Dr. Ankit Kesharwani
19- 20	23 Oct 2022	Economics of Design Thinking <ul style="list-style-type: none"> <li>• Product prototype &amp; architecture</li> <li>• Economics of innovation</li> <li>• Applied creativity</li> </ul>	My TBrewer- Part A IIMA Case Centre		Dr. Pranav Dharmani
21- 22	30 Oct 2022	Design for Services <ul style="list-style-type: none"> <li>• Innovation potential for services</li> <li>• Product development frameworks in service context</li> </ul>		Digital transformation of industrial firms: an innovation diffusion perspective	Mr. Vijay Pal Singh (VF)
23- 24	6 Nov 2022	Digital Strategy <ul style="list-style-type: none"> <li>• Powerful customer experiences along the customer journey</li> <li>• Customer-Centricity in the Digital Age.</li> </ul>	Parker, J.C. (2017), "Grupo Familia: Monetizing a Digital Marketing Campaign in Colombia", Kellogg School of Management Cases.	Rawson, A., Duncan, E., & Jones, C. (2013), "The truth about customer experience," Harvard Business Review, 91(9), 90-98.	Dr. Archit Tapar
25- 26	13 Nov 2022	Strategic Leadership for Enterprise Growth the Agile Organization <ul style="list-style-type: none"> <li>• Role of leaders in Industry 4.0</li> <li>• Balance Score card Design.</li> </ul>	1. What next for Tech SA? Aligning leadership, culture and strategy [Emerald] 2. Performance measurement in a Lean organization: the case of the Wiremold company [Emerald]		Dr. Rama Shankar Yadav
27- 28	20 Nov 2022	Strategic Leadership for Enterprise Growth the Agile Organization <ul style="list-style-type: none"> <li>• Digital strategy execution and management</li> <li>• Leadership Styles</li> </ul>	College of Business Administration: change and growth		Dr. Madhurima Mishra

		<ul style="list-style-type: none"> <li>Leadership Assessment tools</li> </ul>			
29-30	27 Nov 2022	<p>Storytelling</p> <ul style="list-style-type: none"> <li>Old &amp; new story structures</li> <li>Script &amp; storyboard</li> <li>Strategic Storytelling Model (tentative)</li> </ul>		<ol style="list-style-type: none"> <li><a href="https://westorytellers.in/blog/s-business-storytelling-workshops/">https://westorytellers.in/blog/s-business-storytelling-workshops/</a></li> <li><a href="https://westorytellers.in/structuring-thoughts-for-engaging-stories-2/">https://westorytellers.in/structuring-thoughts-for-engaging-stories-2/</a></li> <li><a href="https://westorytellers.in/blog/s-five-commandments-of-business-storytelling/">https://westorytellers.in/blog/s-five-commandments-of-business-storytelling/</a></li> </ol>	Ms. Nidhi Mahesh (VF)
31-32	04 Dec 2022	<p>Strategic Communication in the Digital Era.</p> <ul style="list-style-type: none"> <li>Engaging with audience</li> <li>Elements of Compelling content</li> </ul>		<ol style="list-style-type: none"> <li><a href="https://knowledge.wharton.upenn.edu/article/how-ceos-can-adopt-a-21st-century-approach-to-organizational-communication/">https://knowledge.wharton.upenn.edu/article/how-ceos-can-adopt-a-21st-century-approach-to-organizational-communication/</a></li> <li><a href="https://knowledge.wharton.upenn.edu/article/overlooking-communication-strategists-missing-trick/">https://knowledge.wharton.upenn.edu/article/overlooking-communication-strategists-missing-trick/</a></li> <li>It's Not Manipulation, It's Strategic Communication   Keisha Brewer   TEDxGeorgetown</li> </ol>	Ms. Nidhi Mahesh (VF)
33-34	11 Dec 2022	<p>Platform Strategy for Business</p> <ul style="list-style-type: none"> <li>Foundations</li> <li>Components &amp; design principles</li> <li>Open Vs. Closed</li> </ul>		Platforms, open / user innovation and ecosystems: a strategic leadership perspective	Mr. Vijay Pal Singh (VF)
35-36	18 Dec 2022	<p>Emerging challenges</p> <ul style="list-style-type: none"> <li>Privacy &amp; ethics</li> <li>Digital currency</li> <li>Understanding failure</li> </ul>	Walker, R. (2019). Alexa: A Pandora's Box of Risks. Kellogg School of Management Cases, 1-15.		Dr. Harshit K. Singh
37-38	1 Jan 2023	Project Presentations			Dr. Pranav Dharmani

39-40	8 Jan 2023	Project Presentations			Dr. Pranav Dharmani
<p>Note: 1. Each class will be of 2 hours 30 minutes duration (two sessions of 75 minutes each), * In case in campus sessions are possible, the dates for session 37-40 will be communicated well in advance. Otherwise, the last two sessions will be held as per given schedule.</p>					
<p>Note 2: Participants may please note that attendance and project participation are compulsory elements for completing the certification process. Attendance with video camera on is compulsory</p>					

## Faculty Profile



**Dr. Pranav Dharmani** is working as an Assistant Professor in Marketing and Strategy area at IIM Rohtak. He holds Ph.D. (FPM) in Business Policy and Strategy from IIM Raipur and M. Tech in Nanoscience and Technology from Delhi Technological University (formerly DCE). His research has been published in Journal of Business Research and has been selected at various conferences like Academy of Management, Strategic Management Society, European Academy of Management, British Academy of Management, Industry Studies Association, etc. His research interests include industry evolution, technology management and creative industries.



**Dr. Ashwani Kumar** is a faculty in the area of Operations Management at Indian Institute of Management Rohtak. He has awarded doctorate in operations management from Department of Management Studies, IIT Roorkee, Roorkee, India. He was awarded MHRD fellowship for doctoral Program. He has completed Masters in Production and Industrial Engineering. He has five years of experience in academics. He has published more than 15 research papers in reputed journals and conferences encompassing A\*/A in ABDC, SCI, SSCI, ABS, Scopus, and ESCI indices. He is also reviewer of many reputed journals.



**Dr. Rama Shankar Yadav** is a faculty in the area of Human Resource Management at Indian Institute of Management Rohtak. He has completed Fellow Program in Management (FPM) from Indian Institute of Management Ahmedabad. He worked as an HR Manager with Tata Motors for two years before joining his doctoral studies. Prior to IIM Rohtak, he was teaching at Banaras Hindu University, Varanasi. Dr. Yadav is also serving as an Associate Editor for Indian Journal of Human Relations and Indian Journal of Social Science Researches.



**Dr. Archit V. Tapar** is a faculty in the Marketing Management Area at IIM Rohtak. A marketing fellow from IIM Indore with masters in management from Mumbai University, Archit has also been a faculty for Marketing at PICT-STM, Pune and Marketing Manager for a chemical firm at Mumbai. He brings with himself a rich combination of academic and industry experience in the field of marketing. His research is primarily on brand anthropomorphism and he has published and presented his work in journals of international repute and conferences worldwide. His research interest areas include brand management, services marketing, tourism marketing and online retailing to name a few. His teaching areas are Marketing Management, Brand Management, Advertising and

Promotions, B2B Marketing and Experimental Research Design. Apart from his academic credentials, Archit has also played a key role in the management of several National and International conferences hosted by IIM Indore during his fellowship and has experience of successfully representing his organization at the global platform.



**Dr. Ankit Kesharwani** is an assistant professor in the area of Marketing and Strategy. Prior to joining IIM Rohtak, he was associated with the Indian Institute of Foreign Trade (IIFT) Delhi Campus (2018-2021), and IBS Hyderabad (2014-2018). During his Ph.D., he was a visiting scholar at Fogelman College of Business and Economics, University of Memphis, USA (2011 -2012). He has about 8 years of post-Ph.D. experience in teaching MBA students, Executive MBA students, and Doctoral students. He has specializations in Digital Marketing, Marketing Analytics, Web and social media, Analytics, Business Research Methods, Marketing Research, Marketing Management, and Customer Relationship Management. He has taken training sessions for employees of various government and corporate organizations, including DGR, Tata Metaliks, Electronics

Corporation of India Limited, Punjab National Bank, National Cooperative Dairy Federation of India Ltd, Engineers India Ltd, and Indian Energy Exchange Limited. He was also involved in various government projects like Sector-Specific Logistics Performance Index (LPI-S) 2020 by IIFT, Logistics Ease Across Different States (LEADS) 2021 report by Ernst & Young, and Khadi and Village Industries Commission (KVIC) 2021 project by IIFT. He has also published several research papers in premier international journals such as Information & Management, Electronics Commerce Research, Behaviour & Information Technology, Journal of Strategic Marketing, Journal of Global Information Management, Journal of Internet Commerce, etc. Primarily his area of research interest revolves around Technology adoption, Mobile Health Apps, Mobile Payment Apps, Online Advertising, Service Co-creation, etc.



**Dr. Harshit Kumar Singh** holds a PhD from the Indian Institute of Management Ahmedabad in the area of Information Systems. Prior to joining his doctoral program, he has worked in the industry for three years as a Software Developer. He had completed his Bachelor's in Computer Science & Engineering from the National Institute of Technology Patna. His Ph.D. thesis investigates the challenges of large-scale adoption of work-from-home on organizations. His research interest includes IS competencies, motivational information systems with a focus on gamification and digital engagement. His teaching interests include Management Information System (MIS), Managing Software and Project Enterprises, Gamification Technology and Business, Data Structure and Algorithms and Theories of Information System.



**Dr. Madhurima Mishra** is a visiting assistant professor in the area of OB & HRM at IIM Rohtak. She has earned her PhD from IIM Rohtak. Previously, she was working as an Assistant Professor at Great Lakes Institute of Management, Gurugram. Dr. Mishra's research has appeared in management journals of international repute such as the Journal of Vocational Behavior, Journal of Business Ethics, Asia Pacific Journal of Management, International Journal of Conflict Management, among others. She is also the recipient of the best doctoral paper award at the 6th PAN-IIM World Management Conference at IIM Bangalore and IME Doctoral Colloquium at IIT Kanpur in 2018. Dr. Mishra serves as a reviewer for leading management journals.