



**Executive
Education**

INDIAN INSTITUTE OF MANAGEMENT AHMEDABAD

विद्याविनियोगादिकाः



**Digital Transformation:
Strategies and Business Models**
December 2 – 7, 2024

Programme Overview

Digital Transformation is a necessary disruption in today's business environment. Many organisations are adopting digital transformation strategies to build creative business solutions and redefine organisational processes in the new digital era.

This programme offers a guide for the digital transformation of organisations. The rapidly changing business dynamic requires organisations to focus on leveraging advanced digital technologies for transforming their business. As the executives move their businesses online, they are faced with crucial decisions related to the development of digital strategies. Specifically, executives have to transform their business models, as they incorporate into their strategic thinking new advances related to developing digital products, designing digitally enhanced services, and building digital platforms.



Objectives

The objective of the programme is to enable executives to learn the basics of transforming digital business models, and help them build digital strategies for leading digital transformation and innovation.

The programme will broadly cover concepts related to the domains of digital transformation, answering some of the key questions:

- | | |
|---|--|
| a | The principles of developing digital products. |
| b | Identify the ways digital services are being created. |
| c | What are the strategies and approaches for digitization? |
| d | Why and how firms are building digital platforms? |



Programme Highlights

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

Technologies and Architectures

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

Transforming Decision-Making in the Digital Age

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

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

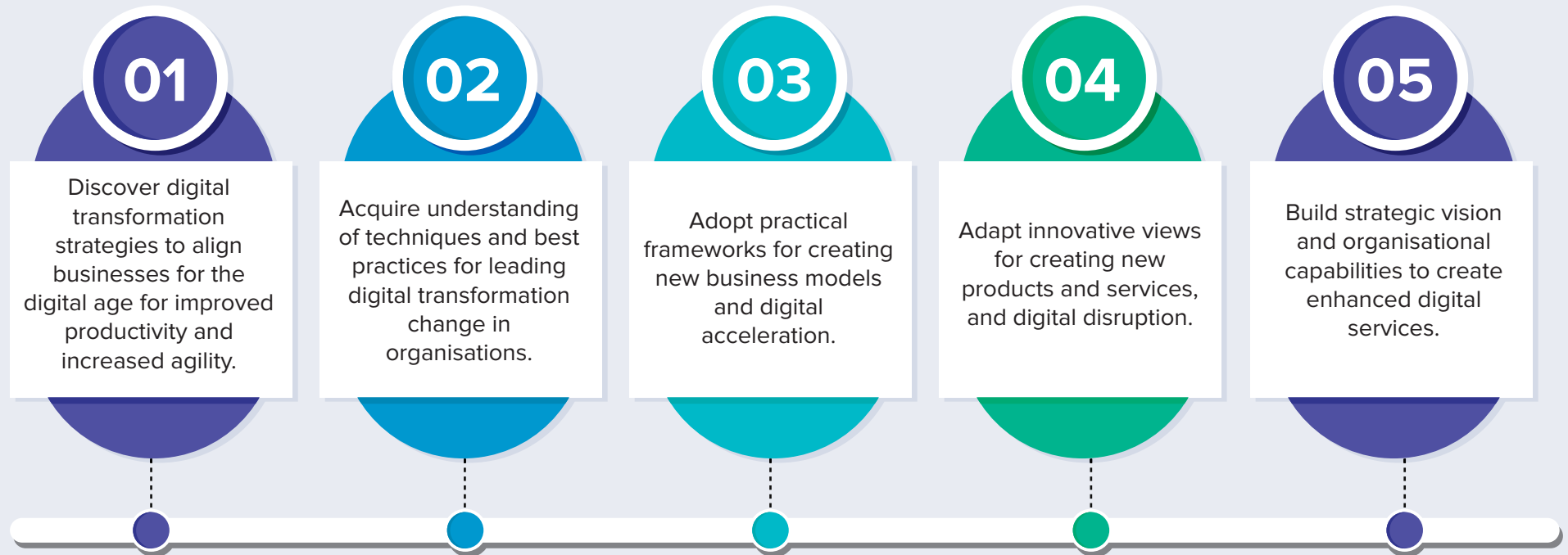
- c. Platformization of Businesses
 - i. Why and how do firms platformize
 - ii. Gaining Entry into Two-Sided markets
 - iii. Moving from Products to Platforms
 - iv. Issues of Trust on platforms

- 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

Implementation of Digital Transformation Strategy

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

Key Learnings



Pedagogy

The course will use case studies, lectures, published works of the faculty chair, simulations and discussion exercises (hands-on, if required) to deliver the content.

Who Should Attend

This programme is designed for senior executives, middle managers and C-level managers, including General Managers, Vice Presidents, Senior Vice Presidents and CXO level, who are leading digital transformation in their organisation.

The programme will also be useful for business leaders, decision makers, entrepreneurs and consultants who are seeking strategic and innovative solutions for digital transformation.



Faculty

Prof. Sanjay Verma (Faculty Co-Chair)

Prof. Pankaj Setia (Faculty Co-Chair)

How to Apply

To register for the programme, fill in the application form through the link below: <https://bit.ly/3Xtn8LT>

The closing date for receiving applications is **November 18, 2024**. The last date for early bird discount is **November 11, 2024**. All applications are subject to review and approval by the programme faculty (usually after the due date for receiving applications). A formal acceptance letter will be sent to the selected candidates. Applicants are requested to make their travel plans only after receiving the acceptance letter.

For more information, please write to us at exed@iima.ac.in or call at **+91 79 7152 6400**.

Certification

A Certificate of Participation will be awarded to the participants by IIMA.

The participants should fulfil the requirement of 100% attendance in order to receive the certificate. Absence from any session needs to be with the prior approval of the Programme Faculty Co-Chairs.

Venue & Accommodation

The programme will be held at the Indian Institute of Management Ahmedabad. Participants would get full board and air-conditioned single room accommodation either on campus or with an empanelled hotel partner.

IIMA norms do not allow participants to have guests staying with them during the programme.

Programme Fee & Payment

INR 2,25,000 plus GST per person for participants from India and its equivalent in US Dollars for participants from other countries. The fee includes tuition fee, programme materials, boarding and lodging.

The programme fee along with the application form should be received by the Executive Education Office latest by **November 18, 2024**. In case of cancellations, the fee will be refunded only if a request is received at least 15 days prior to the start of the programme. If an application is not accepted, the fee will be refunded to the person/organisation concerned.

The programme fee can be paid in one of these two ways:

[A] Electronic Fund Transfer

The programme fee can be paid in one of these two ways:

1. Name of Beneficiary: Indian Institute of Management Ahmedabad
2. Savings Bank A/c IIMAHMOEP
HDFC Bank Limited, Ahmedabad Vastrapur Branch (IFSC Code: HDFC0000048, MICR Code: 380240003)
3. Name of Remitter: _____ (Please mention the name of the sponsoring organization)
4. Purpose of Remittance: **Digital Transformation: Strategies and Business Models**

5. IIMA Permanent Account Number (PAN): AAAT11247F
6. IIMA Tax Deduction Account Number (TAN): AHMI00189A
7. IIMA GST Registration Number:
24AAAT11247F1Z4 (SAC: 999293)

After making the payment, please email us the complete transaction details immediately so that we can link your remittance with your nomination.

[B] Payment Gateway

For more information, please visit the respective programme on our website: <https://bit.ly/3x7Jtnt>

Discount

Early Bird Discount: Applications received with payments on or before **November 11, 2024**, will be entitled to an early bird discount of 7%. Early submission of fee and application does not, however, guarantee acceptance of the application.

Group Discount: Any organisation sponsoring four or more participants will be entitled to a discount of 7% on the total fee payable provided that at least four participants actually attend the programme. Organisations can avail themselves of both the discounts subject to a maximum overall discount of 10%.

Any organisation sponsoring 25 or more participants across all the programmes in one academic year will be entitled to an overall discount of 15% on the programme fee payable.

The above discounts will be applicable only when the requisite numbers of participants actually attend the programmes.

Programme dates and fee are subject to change at the discretion of the Institute.

Faculty Profiles



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 the Indian Institute of Management Ahmedabad (IIMA). 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 and also developing decision support systems in marketing.

He has served on the boards of the Punjab National Bank, and the Punjab and Sind Bank as an independent director. In these banks, he has been actively involved in developing and implementing the overall and 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.

At IIMA, he is the Chair of the Masters in Management Studies programme. Previously, he has served as the Chairperson of Centre for e-Governance and as the Chairperson of IT services for two terms. He has headed the committee formed to formulate strategy of IIMA on online education.

He has been on various committees on IT related issues associated with organisations such as Indian Oil, Supreme Court, Gandhi Ashram Sabarmati, Gujarat Urja Vikas Nigam, Gujarat Mineral Development Corporation, etc.

Prof. Verma started his career with Modern Suitings Ltd. Alwar in the field of sales and marketing. Subsequently, he taught at IMS Bikaner and XIM Bhubaneswar. He joined IIM Ahmedabad in 1999. He has published papers and participated in conferences, both in India and abroad. He has been involved in teaching and consulting with organisations engaged in the field of retail, health, insurance, infrastructure (ports, railways, container handling, etc.), education, BPO and social sector.



Prof. Pankaj Setia

Ph.D. (Michigan State University)

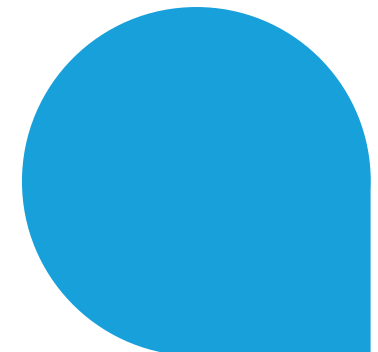
Prof. Pankaj Setia is a member of the Information Systems Area at the Indian Institute of Management Ahmedabad (IIMA). He has taught at different universities across the globe and worked for over seventeen years in U.S. Universities, and outside academics, he has also worked in the telecom industry.

Pankaj studies how organisations create and leverage IT applications and digital capabilities for superior organisational performance. Open-source development and diffusion is another area of interest. His research has been published in leading academic journals such as Information Systems Research (ISR), MIS Quarterly (MISQ), Journal of Operations Management

(JOM), Decision Sciences Journal, and Journal of the Association for Information Systems (JAIS). (JOM), Decision Sciences Journal, and Journal of the Association for Information Systems (JAIS). He has featured among the top 100 researchers in the field of Information Systems, based on his publications in the top business journals (e.g., the Financial Times top 50 Journals).

Pankaj has run the Ph.D. program at the University of Arkansas, one of the top information systems department in the world. His Ph.D. students have been placed at various US universities. He has taught and written on how technology influences human choices and has created a competition for undergraduate and graduate students participating in the Association for Information Systems (AIS) student leadership award competition on artificial intelligence and analytics, in the United States. At the IIMA, he teaches Ph.D. and MBA courses on strategic management of digital innovations.

Pankaj is the Founding Chair of the Centre for Digital Transformation at IIMA. He has been invited to give research talks or keynote speeches at universities across India, United States, Chile and Singapore.



Indian Institute of Management Ahmedabad (IIMA)

IIMA was set up by the Government of India in collaboration with the Government of Gujarat and Indian industry as an autonomous institution in 1961.

The Institute provides education, training, consulting and research facilities in management.

Major Programmes Offered By IIMA

- Two-Year Post Graduate Programme in Management (MBA)
- Two-Year Post Graduate Programme in Food and Agri-business Management (MBA- FABM)
- Ph.D. Programme in Management
- One-Year Full Time Post Graduate Programme in Management for Executives (MBA- PGPX)
- Executive Education offers short duration programmes through open enrollment, customisation and online for various levels of experienced professionals across industry
- Faculty Development Programme (FDP)
- ePost Graduate Diploma in Advanced Business Analytics (ePGD-ABA)
- Armed Force Programme (AFP)
- Online MBA Programme



The Institute has 100+ faculty members working in the following management areas and centres:

Disciplinary Areas And Groups

- Centre for Management in Agriculture (CMA)
- Ravi J. Matthai Centre For Educational Innovation (RJMCEI)
- Communication
- Economics
- Finance and Accounting
- Human Resources Management
- Information Systems
- Marketing
- Organizational Behaviour
- Operations and Decision Sciences
- Public Systems Group
- Strategy

Interdisciplinary Centres

- Ashank Desai Centre on Leadership and Organisational Development
- Brij Disa Centre for Data Science and Artificial Intelligence
- Centre for Digital Transformation
- Centre for Innovation Incubation & Entrepreneurship (CIIE)
- Centre for Management of Health Services (CMHS)
- Centre for Transportation and Logistics
- India Gold Policy Centre (IGPC)
- Gender Centre
- Misra Centre for Financial Markets and Economy (MCFME)
- NSE Centre for Behavioural Science in Finance, Economics and Marketing



Vastrapur, Ahmedabad - 380 015, India
Phone: +91- 79 - 7152 6400 | Email: exed@iima.ac.in |
Website: <https://www.iima.ac.in/executive-education>