

IIMA PRESS RELEASE 2011-12



Prof. Vijay Govindarajan to deliver a talk at IIMA

IIMA, December 29, 2011: The first lecture in the Institute Lecture Series 2011-12 will be held on January 3, 2012 at 4.00 p.m. at the RJM Auditorium, IIMA Main Campus. Prof. Vijay Govindarajan, Professor, Tuck School of Business, Dartmouth, USA will deliver the talk on **“Strategy is Innovation”**.

Prof. Vijay Govindarajan is widely regarded as one of the world’s leading experts on strategy and innovation. He is the Earl C. Daum 1924 Professor of International Business at the Tuck School of Business at Dartmouth College. He was the first Professor in Residence and Chief Innovation Consultant at General Electric. He worked with GE’s CEO Jeff Immelt to write “How GE is Disrupting Itself”, the Harvard Business Review (HBR) article that pioneered the concept of reverse innovation – any innovation that is adopted first in the developing world. HBR rated reverse innovation as one of the ten big ideas of the decade.

The talk will be open to students, faculty and staff of management schools and higher educational institutions as well as working executives/professionals.

Thank you.