

Management Development Programme



Strategies for Platform Mediated Networks

February 07-09, 2018

MDI Campus, Gurugram



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GURGAON

Management
Development
Institute

Why you should attend?

To understand how the rise of platforms is transforming competition, one need to examine how platforms differ from conventional pipeline businesses that have dominated industry for decades. Platforms have existed for years. Shopping malls link consumers and traders, whereas newspapers connect subscribers and advertisers. What has changed today is the technology, which has helped to scale up platform businesses. Most of the new age firms from FlipKart to PayTm, to Uber to Airbnb have witnessed spectacular growth and disrupted the existing business models. Managers and entrepreneurs need to have a deep understanding of the power of a platform mediated network to compete in the changing world of businesses.

This program seeks to familiarize the entrepreneurs and executives in the use of important tools and techniques of platform mediated networks to aid strategy formulation in different contexts. This would help them to undertake effective strategies to gain and build sustainable competitive advantage for their organizations.

Who should attend?

The course is designed for entrepreneurs and executives who are currently responsible (or, likely to assume responsibility) in the shared economy / platform business.

Learning Outcome

After completion of the program the participant should be able to:

- Focus on important analytical and behavioral aspects of platform mediated networks
- Analyze business environment of the Sharing Economy
- Understand Framework for expanding shared economy platforms
- Designing the platform for success
- Identify Pricing and Profitability of platforms
- Comprehend Competitive positioning
- Realize the relevance of Digital financial platforms for financial inclusion
- Analyze Policy Gap and make recommendations for Shared economy

Methodology

The program will use full length cases, videos, role play etc. to facilitate learning. Faculty will lead the discussion on cases.

Venue and Duration

The programme is scheduled during February 07-09, 2018 on residential basis at MDI Campus, Mehrauli Road, Sukhrali, Gurugram. Accommodation for participants would be available at MDI Campus from the noon of February 06, 2018 to the forenoon of February 10, 2018.

Discount Policy

With a view to our long term relationship with your esteemed organization, we are pleased to introduce the discount policy in a particular programme. The discount will be observed in the following conditions:

1. 10% Discount against 3-5 nominations
2. 20% Discount against more than 5 nominations

Registration & Fees

Participants should be nominated by their organizations. The enclosed nomination form should be completed and returned with all the details.

The fee of the program is Rs. **36,000/- (Rupees Thirty Six Thousand only)** per participant which includes professional fee and all charges for lodging and boarding and supply of course materials. **Service Tax as applicable will be charged extra in addition to the programme fee.** Payment should be made by a crossed Demand Draft/Cheque/NEFT/RTGS in favour of "Management Development Institute, Gurugram (Haryana)", and send to the Chief Administrative Officer (Programmes), Management Development Institute, Sukhrali, Mehrauli Road, Sector-17, Gurugram 122001, Haryana, INDIA.

Important Dates

The last date for receipt of nominations is January 31, 2018. The last date for withdrawal of nominations is February 02, 2018. Any withdrawal received after this date will be subject to deduction as per the Institute's rules. However, substitution may be permitted.

Nominating organizations are advised to await confirmation of acceptance of nominations(s) before sending the participants to the programme venue.

Enquiry

For any Additional information / enquiry, please write to:

Chief Administrative Officer (Programmes),

Management Development Institute,

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Faculty Profile:

Dr. Arun Kumar Tripathy,

Assistant Professor, Strategic Management

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Phone: +91-124-4560319

Dr Arun Tripathy is a Fellow from Indian Institute of Management (IIM), Bangalore, with specialization in the field of Corporate Strategy and Policy. His research and teaching interest lies in the area of Strategic Management. His current research focus is on corporate governance and sustainability. He has presented papers in some of the best strategy conferences around the world such as the annual international conferences organized by the Academy of Management and Strategic Management Society. He also sits on the board and board level committees of several Indian companies.

Prior joining academia, he has worked in the industry as a consultant, strategy head and marine engineer.

Dr. Leena Ajit Kaushal

Assistant Professor, Economics

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Dr. Leena Kaushal holds PhD in Economics from School of Future Studies & Planning, Devi Ahilya University, and Indore. She is Associate Fellow of the UK Higher Education Academy. Her teaching and research interest lies in Macro, Development and International Economics. She is credited with research publications, case studies and books both with national and international publishers. Prior joining academia she was into investment consulting with a US based organization.



About MDI

The Management Development Institute (MDI) was established in 1973 with the active support of IFCI following an initial grant received from KFW West Germany. The Institute soon established itself as one of the earliest centers for continuing education in India.

As an endorsement of its front runner position in the field of Post Graduate Education in Management in India, MDI's PGPM (a two-year full time MBA equivalent program) has been awarded "A" Grade by the National Board of Accreditation of All India Council for Technical Education (AICTE). Various surveys have ranked MDI among the top B-schools of the Country. The MDI is the first Indian B-school with Global accreditation AMBA-Association of MBAs, UK. The education programs comprise of two-year full-time PGPM, PGP- HR, PGP-IM, 15-month Executive PGDBM, three-year Executive Management Program, Doctoral level FPM I EFPM, Post Graduate Program in Energy Management, and PG Diploma in Public Policy and Management. In addition to its academic programs, MDI has been a pioneer as well as a market leader in the area of continuing education in management. With over 43 years in this field, MDI conducts nearly 200 weeks of intensive short-term training programs each year, aimed at executives and managers from industry. Over 3000 managers participate in these programs each year. These include open programs, as well as customized organization specific training modules. The approach integrates latest knowledge with best practices through integrated business school activities enabling organizations in pursuit of excellence'.

MDI offers consulting services in the different functional areas of management. The driving force at MDI is a dedicated team of distinguished faculty who has extensive experience and expertise in diverse fields. Over the years, there has been distinctive shift in emphasis from helping design and implement policies, systems and processes in functional domains to cross-functional domains. The institute is recognized by the industry (public and private), Central and State governments, and NGOs and is known for providing quality services to its clients. MDI always strives to provide high quality, cost-effective and timely services to the clients. It has remained contemporary through its primary focus on research, adapting to change and developing innovative strategies to facilitate the process of change in the dynamic business environment. The institute's clients say that it has been able to add value to them by bringing in a strong cross-functional emphasis in their approach to carry out business.

As part of its strong research focus, MDI supports the following research initiatives:

- Centre for Supply Chain Management
- Centre for Excellence in Information Management
- Centre for Entrepreneurship
- Centre for Transformational Leadership
- Centre for Corporate Governance
- Centre for Responsible Business
- Centre for Positive Scholarship

MDI maintains high level of academic excellence in management. It has over 80 full-time faculties who have several years of

experience having worked at senior positions in the industry. The faculty is thus able to deliver a healthy mix of practical insights and academic rigor in the classroom. MDI also has strong links with leading international B-schools. This aids in delivering a globalized management curriculum. As part of the global initiatives, student and faculty exchanges go on regularly. Joint research projects are also undertaken. Above all, MDI has a well developed state-of-the-art infrastructure, which includes a library with a collection of over 60,000 volumes, and online access to international journals, a computer center with over 500 PCs, air conditioned lecture halls and syndicate rooms, besides a host of other recreational facilities.

MDI's International Partners

MDI has active linkages with McGill University Canada, University of Waterloo, Waterloo, School of Public Policy, George Mason University USA, University of Connecticut, USA, Cambridge College, Massachusetts, USA, DeGroote School of Business, McMaster University Canada, Robert H. Smith School of Business, University of Maryland, USA, Marquette University Wisconsin, USA, Bentley College, USA, The University of North Carolina, Kenan-Flagler Business School, Chapel Hill, USA, North Carolina State University Raleigh, North Carolina, USA, ESCP-EAP, France, EOHEC Business School, France, The Institute d'Etudes Politiques de Paris (Sciences-Po), IAE Aix-en Provence, France, Total Professors Association (TPA), Paris, Grenoble Ecole de Management, Grenoble, Bergische Universität Wuppertal, Wuppertal, HHL Leipzig Graduate School of Management, Leipzig, International University in Germany, Bruchsal, European Business School - Oestrich-Winkel, Frankfurt School of Finance & Management, Frankfurt, Vienna University of Eco. & Business Administration, Austria, Copenhagen Business School, Denmark, Aarhus School of Business, Denmark, Solvay Business School, Brussels, The Faculty of Applied Economics, University of Antwerp, Belgium, BI Norwegian School of Management, Norway, Unlversua Carlo Cattaneo. (LIUC), Italy, Bocconi University Milano, Warsaw School of Economics. Poland, Graduate School of Business Economics, Higher School of International Commerce and Finance (WSHiFM), Warsaw, Middlesex University London, UK, School of Management, Asian Institute of Technology, Thailand, Queensland University of Technology Brisbane, University of the Free State, Bloemfontein, University of Otago, Dunedin, Leon Recanati Graduate School of Business Administration, LAHAV Executive Education Centre, Faculty of Management, Tel-Aviv University, Tel-Aviv, Israel, University of Tampere, Finland, Lahore University of Management Sciences (WMS), Pakistan, RSM Erasmus University Rotterdam, Athens University of Economics and Business, Athens, Moscow International Higher Business School "MIRBIS", Moscow, Huazhong University of Science and Technology (RUST), School of Management, China. These linkages operate in the domains of exchange of students, faculty and knowledge. Some executive education programs are co-designed and delivered along with our partners. MDI now has developed a new niche market for foreign institutions in conducting international executive development programs at MDI campus.



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