

STRATEGIC MANAGEMENT FORUM

The Forum was born in 1997, on the request of participants of the First Faculty Development Programme on Strategic Management. With the support of some 15 odd volunteer faculty members from some leading management institutions in India it gathered momentum in 1999, when in the second Conference some volunteer gathered there suggested to increased membership. One of them offered to have next annual conference at his (another leading) institution. He also sought membership of his institution. Encouraged by this Dr. Krishna Kumar asked the new Director of his own Institution about institutional membership, who readily consented for the same. The Director of the Institute where 1999 Conference was held, also consented to be Institutional members. Finally, the four leading institution of the country, where 2001 conference was being held also consented for the same. Thus, the top four management institutions of India became member.

Having four leading institutions in the country as member and doing nothing more than an annual conference, Dr. Kumar thought of spreading its wings and the Forum organized first of 4 Seminars on WTO, jointly by the top four institution, something happening for the first time in history, in which not only a large number of academic delegates came, but for the first time Directors of five out of six leading institutions established by MHRD, attended for full two days. Dr. Kumar felt, such kind of meaningful academic initiatives can be extremely useful for the country.

A year later, in the 6th Convention, two volunteers thought of starting Management Teachers Programme for grooming teachers in Strategic Management Teachers, an area of acute faculty shortage in the country, these institutions themselves were facing the pinch. Strategic Management course was compulsory in curriculum of management education, and close to 2000 management institutions were conducting MBA course in one or the other form. Strategic Management courses were being taught at many places by faculty members who themselves not undergone even one, leave alone 4-5 courses, of the discipline. None of the institutions in the country were any faculty development programme in SM area. But on being requested seven nine leading institutions extended support, conducting one weeklong programme each in different subjects of the SM area. A faculty member who attended the foundation and 5 elective courses was awarded a six-course completion certificate.

The Objectives of the Forum

1. To be a Platform of Management Teachers, for Management Teachers by Management Teachers to meet the Growing Requirements of

Management Education in Strategic Management Discipline

2. To help Management Teachers meet once in a year and:
 - Discuss research findings
 - Gather research agenda
 - Find partners for major research works,
 - Share problems being faced (and develop action plan/ joint Agenda for resolution thereof) in:
 - a) Teaching SM
 - b) Training in SM
 - c) Course material for the same

The Forum did not want to touch of executive training and consulting in SM area, lest it jeopardises the fragile cooperation formed for drawing faculty support from leading institutions, who may think Forum is encroaching in their revenue generating activities and withdraw support for a national cause.

Salient Features of the SM Forum

The salient features of the Forum were,

- Organised Management Teachers Programmes, Seminar, Conferences etc. through joint/ collaborative action (alliance of leading institutions)
- Organised them at low cost (INR 5000 for a weeklong programme in 2004, against typical INR 15000 for same programme by the same institutions) by reducing costs using idle capacity and using unique Indian sacrifice model-
 - Faculty members did not charge any honorarium,
 - Host institutions charged concessional rates/ give free many facilities,
 - Participants/ sponsoring bearing registration fee/ travel,
 - AICTE giving token grant,
 - Beneficiary institutions fully / partly sponsor faculty/ grant leave etc.
 - Board members coordinators doing voluntary job.
- Strange, it may look, but there was no employee, no physical asset in the Forum, except a computer of its own
- A truly All India Collaborative Network of stakeholders

Rise of the Forum

The fragile Forum survived the initial hiccups after the birth. In next 4 years later it got little strength and started making significant contribution in area of strategic management through research, case writing, faculty development programmes for grooming specialized faculty for teaching strategic management in various management institutes. In just 10 years

close to 100 faculty members had undergone 6 -9 courses. Close to 200 faculty members had attended 4 or more courses and over 300 faculty members had attended at least 3 courses, enough to be able to teach at least compulsory SM course in various MBA / PGDP programmes of management schools in India, meeting about 10% of total requirements.

Given that a typical FPM (Doctoral) student in IIMs undergoes six courses in his area, of specialisation, the MTP programmes had helped equivalent to 300 FPMs among faculty in various management schools in the country, in acquiring knowledge imparted in the class room in the SM area, in a little over 10 years. through **collaborative** efforts under the aegis of SMF. A mammoth task, which could not be undertaken by any leading institute set up by MHRD (who were entrusted with the responsibility) by following competitive strategy. And sadly enough, cooperative strategy is not in the curriculum of most management schools of the country.

Besides, over 1100 delegates had attended SM Conferences in which over 750 research papers / case studies were presented. It also encouraged 5 other conferences on competitiveness. A total of 7 books had also come out of it.

In The year 2016, 13 management schools (where SMF faculty participants were working) celebrated Foundation Day, organizing various academic events.,

Remembering
Strategic Management Forum



FDP That Led to Formation of SMF (Jan. 22-27, 1996)



First Annual Conference
Jan. 27-29, 1999



Strategic Management Forum

The Power of Cooperation

Contribution of Various Institutions (Up to April 2013 only)				Strategic Management Forum MTP						Events				
SM Forum: Management Teachers Programmes				Progress Coordinators						Conference/Conventions/Seminars/MTPs				
Contributors				Programme Coordinators						Events				
S. No.	Name of the Institute	# of Participants		S. No.	Name	Institute	S. No.	Event Details	Year	Days	Institute	Delegates		
		Foundation	Elective										1	2
1	IIFT		126	1	1st Conference	1997	3	IBJL	45					
2	IIMB		46	2	2nd Conference	1999	3	IBJL	50					
3	IIMC		56	3	3rd Conference	2000	3	IBJL	40					
4	IIMB		133	4	4th Conference	2000	3	IBJL	45					
5	IIMB	320	448	5	5th Conference	2002	3	IBJL	60					
6	IIMB	25	25	6	6th Conference	2003	3	IBJL	45					
7	IIMB	58	111	7	7th Conference	2004	3	IBJL	56					
8	IIMB	117	154	8	8th Conference	2005	3	IBJL	44					
9	IIMB	124	124	9	9th Conference	2006	3	IBJL	141					
10	IIMB	13	46	10	10th Conference	2007	3	IBJL	104					
11	IIMB	611	528	11	11th Conference	2008	3	IBJL	85					
12	IIMB		1444	12	12th Conference	2009	3	IBJL	50					
13	IIMB			13	13th Conference	2010	3	IBJL	54					
14	IIMB			14	14th Conference	2011	2	IBJL	95					
15	IIMB			15	15th Conference	2012	3	IBJL	52					
16	IIMB			16	16th Conference	2013	3	IBJL	75					
17	IIMB			17	17th Conference	2014	3	IBJL	38					
18	IIMB			18	18th Conference	2015	3	IBJL	28					
19	IIMB			19	19th Conference	2016	3	IBJL	41					
20	IIMB			20	20th Conference	2018	3	IBJL	30					
21	IIMB			21	W.O Seminar 1	2002	2	IBJL	87					
22	IIMB			22	W.O	2002	2	IBJL	45					
23	IIMB			23	W.O	2003	2	IBJL	45					
24	IIMB			24	W.O	2004	1	IBJL	30					
25-45	IIMB			25-45	PCs	6 days each	2004-16	126	687					
46-91	IIMB			46-91	DCs	5/ 6 days each	2004-16	270	1100					
92	IIMB			92	67 FDPs				7389					
									Events	21 yrs	462	3162		

Details (Types) of Elective Courses			
S. No.	Title of the Courses	# of Participants	Institute
1	Integrating Org. Ex. Concepts in Classroom	40	IIMB
2	Inno. & Tech. Str.	236	IIMB
3	M & A	337	IIMB, IIMC
4	MCT	64	IIMB
5	New Venture Planning	19	IIMB
6	Research Methodology	30	IIMB
7	Strategic Alliance	29	IIMB, IIMC
8	Mgt. Str. Innovations	34	IIMB
9	International Business Strategy	42	IIMB
10	Case Method	37	IIMB
11	Strategic HR	28	IIMB
12	Strategy Implementation	92	IIMB
13	New Prod. Dev.	31	IIMB
14	Blue Ocean Strategy	18	IIMB
	Total	821	

IIMB's Contribution				
MTP	#	Person#	Person%	Person%
Foundation	4	117	15%	17%
Electives	9	252	20%	23%
Convention/Conferences/Seminars	4	207	17%	16%

Strategic Management Forum



21st Annual Convention



All in all, the Forum had raised a pedestal for grooming of faculty members, research and literature development for teaching and training in SM through domestic cooperative efforts. Due to prudent policies, the Forum was able to save enough to support activities without AICTE grants. It had earned a name for itself in the country.

