

Dr. Mahesh Ramamani
Innovations & Entrepreneurship
BLF Session -1 on 18th October 2013



Dr. Mahesh Ramamani, a doctorate in Technology and Strategic management from Broad School of Business, Michigan State University, has over 15 years of professional experience. He has been Product Manager for SAP's CRM Technologies, an Assistant Professor at University of Michigan, Flint and IIM Indore. At IIM Indore, he headed the International Relations Center and doubled the global outreach and instituted their weekend MBA program.

He has been consulting for over 8 years where he has worked with clients in India as well as the USA across industries such as IT services, financial services, hospitality services, food and manufacturing. Dr. Mahesh is the Principal of Synergy Factor, a management consulting firm. The core of his work lies in using objective analytical methods to solve both tactical and strategic issues that firms face in their operations logistics or marketing.



Addressing the students the BLF session in MPBIM on 18th October 2013, Dr. Mahesh spoke on the emerging trends in management. He emphasized on analyzing the materials which we read and come across. We have to build on what we learn as what we have read would become a thing of past as we read. Innovations are a must for an entrepreneur as technologically, the products and services become obsolete faster than in the yesteryears. He drew the example of innovations done in the areas of computers (Dell) and automobiles (Reva Cars) in distribution and technology. The organizations need to put extra effort to understand the changing trends in the needs of customers in all the 'P's' defined by Phillip Kotler. He also drew reference to Michael Porter's theory of five forces that determine the competitive intensity and therefore attractiveness of a market.

He touched upon the Blue Ocean Strategies for placement and meeting technological aspirations of customers. Dr. Mahesh's motivating talk generated a lively interaction with the students.

Dr. Mahesh serves in the Advisory Board of Eywa Media Innovations and Source Logix Global Solutions. He also teaches at Indian Institute of Management, Indore and Indian Institute of Technology, Mumbai.
