

SHIFT IN INNOVATION STRATEGIES

18TH MARCH 2025 (TUESDAY)



The session on "**Shift in Innovation Strategies**" was conducted by Institution Innovation Cell (IIC) of Gitarattan International Business School (GIBS), Rohini, on 18th March 2025. The session drew 35 participants from BBA E4A. The session was designed to empower management students to understand innovation strategies to foster new breakthroughs in technology. The resource person for the session was Prof. Abhijit Das, Innovation Ambassador, who brought his vast expertise and practical knowledge to equip students with the recent significant changes in the world of innovation. The primary objective of the session was to introduce real-world cases and strategic changes to management students to develop understanding about how strategic innovation can generate new value for business.

Prof. Das initiated the conversation with an interesting classification in terms of open and closed innovation using relevant examples of Hotmail, LinkedIn and Facebook. He explained the need for strategic innovation and how social media is playing a key role in creating strategic value for business. New-age strategies and product innovation were discussed with special reference to "sustainability". A recent strategic tool in the form of "Corporate Capital Venture" was introduced to the students with relevant framework and real-world cases. Students, through active participation, were able to explore recent strategies adopted by companies and how consistent innovation is helping companies in value creation.

An interactive Q&A session provided a platform for students to address their inquisitiveness on how strategic innovation can help them build competitive businesses. Upon completion, participants were equipped with the knowledge of implications of recent shift in innovation strategies. Overall, it was an informative and interactive session that created an urge among the audience towards understanding the recent developments in innovation strategies of business. The session concluded with the vote of thanks by Ms. Perna Jain Sharma, Assistant Professor at GIBS.

FLYER OF THE EVENT



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INSTITUTE INNOVATION & ENTREPRENEURSHIP CELL (IIC-GIBS)

IQAC
INTERNAL QUALITY ASSURANCE CELL
 GITARATTAN INTERNATIONAL BUSINESS SCHOOL, DELHI

Shift in Innovation Strategies

18th March 2025
 Time : 11:00 AM Onwards
 Venue : Room No. 506
 Class : BBA E4A

Dr. Abhijit Das
 Innovation Ambassador

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TYPE OF EVENT	IIC
VENUE	ROOM NO. 506
TIME & DURATION	11.00AM-12.00PM
CONDUCTED BY	IIC
ORGANISED FOR	BBA E4A (SEMESTER 4)
NAME OF THE COORDINATOR	Ms. Prerna Jain Sharma
ATTENDANCE	35
RESOURCEPERSON	Prof. Dr. Abhijit Das, GIBS

OBJECTIVES OF THE EVENT	<ol style="list-style-type: none">1. To explore the recent shift in innovation strategies and their implications.2. To navigate the evolving strategic world with equipped knowledge and confidence.
LEARNING OUTCOME	<ol style="list-style-type: none">1. Students understood the recent shift in innovation strategies.2. Students explored evolving strategic ideas through an expert session.
SHORTFALL DURING EVENT	No such shortfall occurred during the event
LINK OF ONLINE VIDEO	https://youtu.be/J28PuMkeGTI

**PREPARED & SUBMITTED BY: MS. PRERNA JAIN SHARMA, ASSISTANT PROFESSOR,
CMS**