

IIHMR UNIVERSITY, JAIPUR
EVENT OUTCOME REPORT
Master Class Episode 4

“Master Class Episode 4”
Topic: - Strategic Management in Challenging Times
Date: 26 th October 2020 from 10:30 AM to 12:00 Noon
Venue: - Online, IIHMR University, Jaipur
Speaker: - Prof Dr. Wolfgang C Amann, Professor of Strategy, Academic Programme Director of HEC Paris, Doha
Number of participants: - 80
Introduction: - This session featured: Prof Dr. Wolfgang C Amann, Professor of Strategy, Academic Program Director of HEC Paris, Doha. The event was moderated by Dr Shiv Tripathi, Professor & Dean- Training, IIHMR University, Jaipur and the session was welcomed by Dr. P. R. Sodani, President (Officiating), IIHMR University, Jaipur.
Objective: The objective of strategic management in challenging times is to ensure an organization’s resilience, adaptability, and long-term sustainability amid uncertainty, disruption, or crisis. It focuses on proactive planning, rapid response, and flexible execution to navigate risks while seizing emerging opportunities.
Salient Novel Points Covered: <ol style="list-style-type: none">1. Emphasis on Agility and Rapid Response2. Scenario-Based Strategic Planning3. Integrated Risk Management4. Accelerated Digital Transformation5. Stakeholder-Centric Approach
Role: Strategic management plays a pivotal role in helping organizations navigate uncertainty, mitigate risks, and seize emerging opportunities during challenging times such as economic downturns, global pandemics, geopolitical instability, or rapid technological change.
Challenges and Opportunities: Strategic management becomes both more complex and more crucial during times of disruption, uncertainty, and crisis.

Challenges

1. Unpredictable External Environment

- Rapid changes in markets, regulations, technology, or geopolitics make long-term planning difficult.
- Increased volatility disrupts conventional forecasting models.

2. Resource Constraints

- Financial, human, and technological resources may become limited during crises.
- Strategic initiatives may be delayed or scaled back due to budget cuts or supply chain issues.

Short-Term vs. Long-Term Tension

- Pressure to deliver immediate results can overshadow long-term strategic goals.
- Risk of reactive decision-making that ignores future implications.

4. Resistance to Change

- Employees and managers may resist new strategic directions or innovations due to fear, stress, or uncertainty.
- Organizational inertia becomes a barrier to agile adaptation.

Opportunities

1. Acceleration of Innovation

- Crises often spark new ideas, business models, and ways of working.
- Opportunity to rethink outdated practices and adopt more efficient, digital, or customer-focused strategies.

2. Agile Transformation

- Organizations can shift to more agile structures and decision-making processes.
- Strategic management can drive cultural change towards flexibility and responsiveness.

3. Competitive Advantage Through Adaptability

- Companies that respond quickly and strategically can gain market share and strengthen their brand.
- Strategic agility becomes a source of long-term competitive advantage.

4. Strengthening Stakeholder Relationships

- Transparent and ethical strategic decisions can build loyalty and trust among employees, customers, and partners.
- Social responsibility and resilience can enhance organizational reputation.

Q &A and Interactive Discussion:

An interactive session on “Strategic Management in Challenging Times” was engaging, informative, and participatory to keep the audience involved while delivering valuable insights.

Future Scope:

The future of strategic management, especially in the context of increasingly volatile and uncertain global conditions, will revolve around agility, innovation, resilience, and sustainability. Organizations that anticipate and respond to emerging challenges will shape the next era of strategic thinking.

Appropriate caption for the webinar:

Navigating Uncertainty: Strategic Management for a Resilient Future
Agility, Resilience, and Purpose: Rethinking Strategy in Uncertain Times
Strategic Leadership in Times of Disruption: From Challenge to Opportunity
Thriving Through Turbulence: The Evolving Role of Strategic Management



LIHMR UNIVERSITY

Master Class
Episode 04

Strategic Management in Challenging Times

Monday, October 26, 2020

10:30 AM - 12:00 NOON (INDIA)

08:00 AM - 9:30 AM (DOHA)

SPEAKER
Prof. (Dr.) Wolfgang C. Amann
Professor of Strategy and
Academic Programme Director at
HEC Paris, Doha

WELCOME
Dr P. R. Sodani
President (Officiating)
LIHMR University, Jaipur

MODERATOR
Dr Shiv Tripathi
Professor, Dean-Training
LIHMR University, Jaipur

Master Class Episode No. 04

Date: 26/10/2020 (10:30 AM to 12:00 NOON)

Attendance Sheet

Sr. No.	Students Name	Stream with Batch
1	Piyu Jain	MBA HM Batch 24 (2019-21)
2	Pooja Tiwari	MBA HM Batch 24 (2019-21)
3	Pranchita Tiwari	MBA HM Batch 24 (2019-21)
4	Prerana Payal	MBA HM Batch 24 (2019-21)
5	Priyanka Yadav	MBA HM Batch 24 (2019-21)
6	Quba Ansari	MBA HM Batch 24 (2019-21)
7	Rajat Pratap Singh	MBA HM Batch 24 (2019-21)
8	Rakesh Reddy Surusani	MBA HM Batch 24 (2019-21)
9	Rashika Sharma	MBA HM Batch 24 (2019-21)
10	Resham Goutam	MBA HM Batch 24 (2019-21)
11	Ritika Gupta	MBA HM Batch 24 (2019-21)
12	Rituparna Das	MBA HM Batch 24 (2019-21)
13	Sanaa Bhadwal	MBA HM Batch 24 (2019-21)
14	Sanchi Bhasin	MBA HM Batch 24 (2019-21)
15	Sanoj Chacko	MBA HM Batch 24 (2019-21)
16	Savan Vekariya	MBA HM Batch 24 (2019-21)
17	Shaurya Prakash Verma	MBA HM Batch 24 (2019-21)
18	Shiwani Rawat	MBA HM Batch 24 (2019-21)
19	Sonia Maria Jose	MBA HM Batch 24 (2019-21)
20	Srushti Patidar	MBA HM Batch 24 (2019-21)
21	Subrata Rudrapal	MBA HM Batch 24 (2019-21)
22	Sukhsimran Kaur	MBA HM Batch 24 (2019-21)
23	Sunita Kumari Patro	MBA HM Batch 24 (2019-21)
24	Surbhi Gandotra	MBA HM Batch 24 (2019-21)
25	Surbhi Garg	MBA HM Batch 24 (2019-21)
26	Kunchala Sai Swapnika	MBA HM Batch 24 (2019-21)
27	Swati Kharbanda	MBA HM Batch 24 (2019-21)
28	Swati Singh	MBA HM Batch 24 (2019-21)
29	Tarvinder Kaur	MBA HM Batch 24 (2019-21)
30	Utkarsha Telang	MBA HM Batch 24 (2019-21)
31	V Manohar Reddy	MBA HM Batch 24 (2019-21)

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Sr. No.	Students Name	Stream with Batch
32	Vaishnavi Gupta	MBA HM Batch 24 (2019-21)
33	Vedansh Parashar	MBA HM Batch 24 (2019-21)
34	Vidhi Sharma	MBA HM Batch 24 (2019-21)
35	Vinit Yadav	MBA HM Batch 24 (2019-21)
36	Yogesh Tejawani	MBA HM Batch 24 (2019-21)
37	Hemlata Arora	MBA HM Batch 24 (2019-21)
38	Vinita Chugwani	MBA HM Batch 24 (2019-21)
39	Aahna Ankaraboyana	MBA HM Batch 24 (2019-21)
40	Aditi Singhal	MBA HM Batch 24 (2019-21)
41	Aditya Singh	MBA HM Batch 24 (2019-21)
42	Ajil R	MBA HM Batch 24 (2019-21)
43	Akansha Singh	MBA HM Batch 24 (2019-21)
44	Akriti Dubey	MBA HM Batch 24 (2019-21)
45	Alfa Khan	MBA HM Batch 24 (2019-21)
46	Amira Fatima Alvi	MBA HM Batch 24 (2019-21)
47	Amitoj Kaur	MBA HM Batch 24 (2019-21)
48	Anam Sohail	MBA HM Batch 24 (2019-21)
49	Anjali Tiwari	MBA HM Batch 24 (2019-21)
50	Ankita Kulshrestha	MBA HM Batch 24 (2019-21)
51	Anshu Singh	MBA HM Batch 24 (2019-21)
52	Ayushi Goel	MBA HM Batch 25 (2020-2022)
53	Ayushi Kashyap	MBA HM Batch 25 (2020-2022)
54	Ayushi Saini	MBA HM Batch 25 (2020-2022)
55	Ayushi Srivastava	MBA HM Batch 25 (2020-2022)
56	Barnali Roy	MBA HM Batch 25 (2020-2022)
57	Biswajit Kumar Jena	MBA HM Batch 25 (2020-2022)
58	Reema Dandavate Vinay	MBA HM Batch 25 (2020-2022)
59	Debarghya Sarkar	MBA HM Batch 25 (2020-2022)
60	Devanshi Gupta	MBA HM Batch 25 (2020-2022)
61	Dhriti Saikia	MBA HM Batch 25 (2020-2022)
62	Divya Rathi	MBA HM Batch 25 (2020-2022)
63	Ekta Shukla	MBA HM Batch 25 (2020-2022)
64	Gandhi Drashti Atulbhai	MBA HM Batch 25 (2020-2022)
65	Garima Singh	MBA HM Batch 25 (2020-2022)
66	Garvit Gupta	MBA HM Batch 25 (2020-2022)
67	Gitika Singh	MBA HM Batch 25 (2020-2022)
68	Guncha Kapur	MBA HM Batch 25 (2020-2022)
69	Haran Raj C	MBA HM Batch 25 (2020-2022)
70	Hardik Sankhla	MBA HM Batch 25 (2020-2022)

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Sr. No.	Students Name	Stream with Batch
71	Harshika Sant	MBA HM Batch 25 (2020-2022)
72	Harshita Upadhyay	MBA HM Batch 25 (2020-2022)
73	Himakshi Bhutani	MBA HM Batch 25 (2020-2022)
74	Himani Bhati	MBA HM Batch 25 (2020-2022)
75	Himani Mudia	MBA HM Batch 25 (2020-2022)
76	Ishita Mukesh Sawhney	MBA HM Batch 25 (2020-2022)
77	Jayashree Hira	MBA HM Batch 25 (2020-2022)
78	Jivisha Bhokarikar	MBA HM Batch 25 (2020-2022)
79	Jyoti Sejwal	MBA HM Batch 25 (2020-2022)
80	Kanika Sharma	MBA HM Batch 25 (2020-2022)