




<b>Activity: Seminar on Entrepreneurship: Unveiling the 4th Weapon of Competitive Edge</b>	
Date: 24 Feb 2023	Time: 03.00 pm
Location: ISME	
Resource Person(s): Prof A N Chandramouli	
Faculty In-charge: Dr. Nisha Mary Thomas	
Student In-charge:	
No of students/Participants present: 50	
URL:	

**Poster / Flyer / Notice**



**INTERNATIONAL SCHOOL OF MANAGEMENT EXCELLENCE  
BANGALORE**

**SEMINAR  
ON  
ENTREPRENEURSHIP: UNVEILING THE 4TH WEAPON OF  
COMPETITIVE EDGE**

**24th February 2023**

**ABOUT ISME**

ISME is a leading business school offering excellent education through a student-focused culture of excellence, international outlook, entrepreneurial thinking and industry alignment. It was founded in 2006 by alumni from Cornell Mellon University, Purdue, and Wharton, USA. ISME has always been at the forefront of quality education, with the vision of nurturing holistic, socially responsible and empowered professionals. ISME has been ranked as one of the top B-Schools in Bangalore and top 15 B-Schools in India. At present ISME offers undergraduate, postgraduate and Doctoral programs in Management. ISME Bangalore is the recognized Research Centre of University of Mysore, and it also offers Fulbright Program in Management recognized by AICTE. Our lush green campus on Sarjapur Main Road is an ideal ambience for study and research. The institute constantly endeavours to expose its students to various methods of learning, like industry visits, interaction with industry experts, participation in seminars, case study etc. so that they become successful in their journey as they move from campus to the next phase of their career.


**ABOUT THE SEMINAR**

THE SEMINAR WILL ELABORATE ON

- Introduction of the 4th Weapon
- Strategic Flexibility
- Organizational Mandate
- Dimensions of Flexibility

**Resource Person - Mr. Chandramouli**

A.N. Chandramouli is a senior management executive with over 30 years of experience, currently the Board Member of Starrag Heckart India, a Swiss greenfield venture. He previously served as CEO of Molino India Pvt. Ltd. and has been a member of the ISME board since its inception. Chandramouli has taught operations management, SCM, and quality management.



**PROGRAM CO-ORDINATOR**  
DR. NISHA MARY THOMAS

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### Event Report

The seminar on “The 4th Weapon of Competitive Advantage” was conducted by Prof. A.N. Chandramouli, Board Member ISME. He highlighted that the 4th weapon to address the challenges of

VUCA world is flexibility. He gave examples and cases on how flexibility helps corporates to meet the

dynamic requirements of the market. Concerns regarding strategic flexibility arose from companies’

need to survive excess capacity and flagging sales in the face of previously unforeseen competitive

conditions. Strategic flexibility became an organizational mandate for coping with changing competitive conditions and managers learned to plan for inevitable restructurings.

Organizations have

to gear up to take care of different dimensions of flexibility like the following

Material quality - ability to cope with incoming materials of varying quality.

Output quality - ability to satisfy demand for products of varying quality.

New product - ability to cope with the introduction of new products.

Modification - ability to modify existing products.

Deliverability - ability to change delivery schedules.

Volume - ability to accept varying demand volumes.

Product mix - ability to cope with changes in the product mix.

Resource mix - ability to cope with changes in the resource mix

**Geotagged Photographs with Caption**



**Prof A N Chandramouli – Seminar on Entrepreneurship: Unveiling the 4th Weapon of Competitive Edge**

**Geotagged Photographs with Caption**



**Prof A N Chandramouli – Seminar on Entrepreneurship: Unveiling the 4th Weapon of Competitive Edge**



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Date: 24 Feb 2023

Time: 03.00 pm

Location: ISME

**List of Participants:**

Sl No	Name of the Participant
1.	Maya Patil
2.	Amit Kumar
3.	Aarti Ramachandran
4.	Kowshik VR
5.	Asha Mathew
6.	Rahul Sharma
7.	Pious Thomas
8.	Rangapriya Saivasan
9.	Premalatha KP
10.	Vidya CM
11.	Konyn Tuba Lappay
12.	Dr. Rajeshwari G.M
13.	Hemalata Radhakrishna
14.	Konyn Tuba Lappay
15.	Shilpa R
16.	Lolana Reddy
17.	Chetna Jha
18.	Sujyothi S Nadgir
19.	Anub Kurian
20.	Sujatha M.S.
21.	Ujjal Mukherjee

22.	Dr. Ramesh Kumar
23.	Neha Mishal
24.	K S Gagan Deep
25.	Raghu Yadaganti
26.	Pranav A Kumar
27.	UMAR BASHIR MIR
28.	Ganesan Palanisamy
29.	Anita Mane
30.	Jayashree Urs
31.	Rose Kavitha
32.	Manjushri U
33.	Rainer Wehner
34.	MIRAJ TAGGALA
35.	Sorokhaibam Aguraj Singh
36.	Hemalatha Yadav J
37.	Rupika Senadheera
38.	AA YUSH SINGH
39.	Preeti Aneja
40.	Prabhat Agarwal
41.	Pramod Kumar Jha
42.	Sucharita Gandu
43.	B Beulah Aswini,
44.	Shahela S
45.	Anuraag Emmanuel
46.	Justin Joy
47.	Neha Jacob
48.	Swetha S
49.	Sanju Sarvashni
50.	Anil Kumar



Authorized Signatory (Dean/Principal/Head/Coordinator)

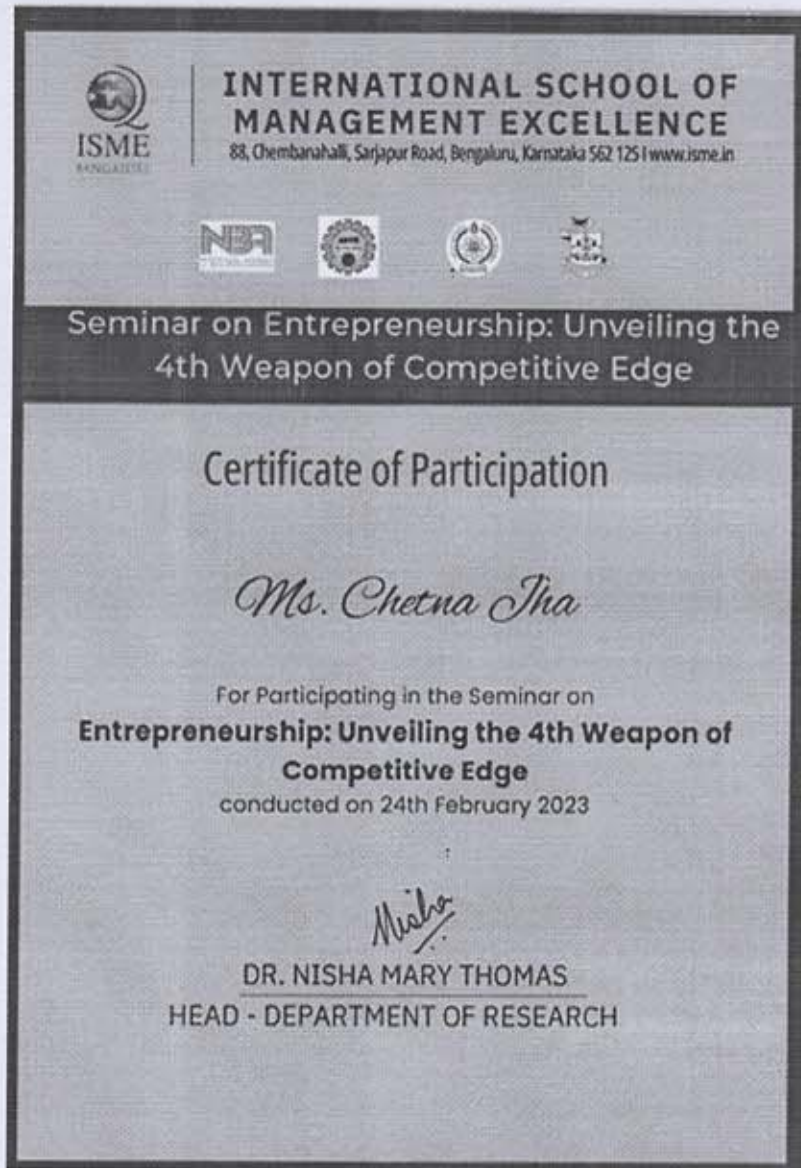
Name: DR. NISHA MARY THOMAS

Date: 24 Feb 2023



Head-Research  
ISME, Bangalore.

**Sample Certificates (where Applicable) – Max 2 and Max 6**





**INTERNATIONAL SCHOOL OF  
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**Seminar on Entrepreneurship: Unveiling the  
4th Weapon of Competitive Edge**

**Certificate of Participation**

*Ms. Shilpa R*

For Participating in the Seminar on  
**Entrepreneurship: Unveiling the 4th Weapon of  
Competitive Edge**

conducted on 24th February 2023

**DR. NISHA MARY THOMAS**  
HEAD - DEPARTMENT OF RESEARCH