

Report:

Two-Day Workshop on Joint Research Projects undertaken by

GTU School of Global Studies

Indo-German Study Centre

and

GHBW University, Stuttgart, Germany

28th and 29th November 2012

Two-Day workshop on joint research project being undertaken by Gujarat Technological University and GHBW University, Stuttgart Germany was conducted by Prof. Dr Ramesh Shah, EUROASIA Shah Consultants, Germany at GTU Gandhinagar Campus, K-6 Circle, GIDC Sector 26, Gandhinagar on 28th and 29th November 2012. The programme highlights are as under:



28th November 2012: A Research Project on "Survey on Cooperation Management"

29th November 2012: A Workshop on "Dos and Don'ts" in the context of Indo-German Business Activities

Many Directors, faculty members and doctoral students from various colleges interested in the areas of Germany-India Research Project actively participated in the two Workshops.

Day -1 28th November 2012

Dr Rajesh Khajuria, Director, SMJV's CKSV Institute of Management, Vadodara warmly welcomed **Dr Akshai Aggarwal**, Hon. Vice Chancellor of Gujarat Technological University, **Prof. Dr Ramesh Shah**, associated with the Research project at the German University-DHBW Stuttgart, **Dr S O Junare**, Dean of the Faculty of Management, GTU Gandhinagar Zone and Director of NICM Gandhinagar, **Dr K N Sheth** Director of Faculty of Management and Engineering, Shree Saraswati Education Sansthan, Rajpur, **Mr Jagdish Shah**, a businessman from Vadodara and brother of Dr Ramesh Shah, **Dr Arun Lende**, Director of Shayona Institute of Business Management, Ahmedabad, Mr Sameer Rohadia of Parul Institute of Management, and all the faculty members and doctoral students present.

A prayer was offered to *Saraswati Devi*, the Indian Goddess of Knowledge, followed by floral welcome to **Dr Ramesh Shah** by **Mrs. Shakun Aggarwal**.

Dr Khajuria introduced **Dr Ramesh Shah** as a reputed Management and Educational Consultant from Germany and head of the firm 'EUROASIA Shah Consultants'. Dr Ramesh Shah is a citizen of Germany of Indian origin.

Dr Khajuria stated that Germany is facing the problems of an ageing population," adding their 41m workforce would shrink rapidly by the mid-2020s on current trends. SMEs in Germany need almost more than **10,000 young managers**, many of whom could be from India, signifying **GTU MBAs have great opportunities** if they study **German language and how to do business in or with Germany**. He said, **Indo-German Chamber of Commerce (IGCC)** is functioning at Pune and Mumbai which not only provides valuable business information about German business opportunities to Indian businesses and Indian business opportunities including collaboration assistance to German businesses.

Dr Khajuria gave a brief idea about the Indo-German Training Center, established in Mumbai in 1991 with Centers in Chennai, Bangalore and Kolkata, is the management training division of the Indo-German Chamber of Commerce. The IGTC conducts a flagship **18-month full-time Post Graduate Programme in Business Administration** based on the famed **German Dual Education System** that grooms business management trainees for the future requirements of Indo-German industries and businesses. At **GTU** we are planning to set up MBA programme wherein the students can complete one year of MBA in a GTU College and second year study-cum-training can be imparted in Germany (or 18 months in Gujarat and 6 months in Germany).

This is the reason **GTU's Global MBA program** makes it compulsory for all MBA institutes / colleges to offer **Finishing School Program** with 9 Credits (3 credits for 3 out of 5 subjects prescribed). One optional subject is 'any foreign language'. Dr Khajuria said,"Therefore, at SMJV's CKSVIM Vadodara, I have made it compulsory to learn at least one foreign language out of three we offer: **German, French and Japanese** in the Finishing School Program". Dr Khajuria suggested participants to offer German language to MBA students who are interested in doing joint research projects with Germany.



Dr. Akshai Aggarwal said,"Our University has a lot of competence and skill and to tap this opportunity, we have undertaken Joint Research projects with German University. This has basically two objectives:

- a. Quality of our students will change. MBA is not an extended version of BBA. Practical training, and learning through Case Studies has to play a major role in MBA studies.
- b. Research projects can help grow the teachers and doctoral students.

Dr. Aggarwal said, “Growth is a painful process, and hard work is essential”. He shared his experience of working with foreign universities and stated that many of our students as well as teaching faculty members have even a higher standard of knowledge, but we have to work as hard as our foreign counterparts, if we want to be respected as much as they are.

He said that our inter-action with another German University, called Bielfeld, is going to become more intensive since the Bielfeld University has got Rs.34 lacs (Euro 50,000) grant from the German government for increasing interaction and collaboration with GTU. Dr. Aggarwal requested participants to use the opportunities, GTU offers, and suggested that many more interested colleges can be involved in these research projects.

Dr Aggarwal suggested to introduce **Asian and African languages to MBA students**, which **Dr Khajuria** readily acknowledged and promised to introduce Arabic language from the next academic year for teaching to do business with the **Middle-East** and some African countries like **SUDAN** where he was born and where he learnt Arabic as the first spoken language as a child.



Prof. Dr. Ramesh Shah began his presentation after brief introduction of himself and all the participants. His presentation on **Cooperation Management** was highly interesting and interactive. All the participants learnt thoroughly his knowledge and insight into the workshop subjects. Many definitions of ‘Cooperation Management’ emerged from the participants through interaction. According to Dr. Shah, ‘**Cooperation**

denotes ‘collective of persons working in an enterprise voluntarily for the achievement of a particular purpose’. It is *the willingness* of individuals to help each other.

The next discussion was on “**Why Cooperation**”, and many reasons of Cooperation were brought out by the participants through discussions in four groups 1-2-3-4. The contributions of participants were appreciated. Dr. Shah then explained the scenario as under:

“The conditions to which companies are exposed today are becoming increasingly complex and the environment is becoming harsher. Small and medium sized business are finding themselves less and less able to respond to the wide ranging demands of the globalize markets.

Therefore, it makes perfect sense to enter a temporary and specific partnership with one or more other (outside) companies, as opposed to facing a takeover or merger, if businesses want to meet the requirements of market without foregoing their legal autonomy.”

Dr. Ramesh Shah formed four different groups. All the groups were given the task of enumerating determinants of Cooperative Management. He appreciated the efforts made by the participants. Dr. Shah discussed two types of determinants - internal and external – listed below:

Internal Determinants....

- The Company
- Main Actors, Philosophy, Culture, Flexibility, Strategy, Ready for New, Know-how, Management Philosophy, Market knowledge
- The Manpower / Skills Resources, Potential, Knowledge, Quantity, Loyalty, Ready to Change etc.
- Product / Services
- Quality, Demand, Future, Strategy etc.

External Determinants....

- The Market (national)
- Potential, Volume (size), Chance, Structure, Competition, Demand, Customer, Stability, Development Potential, Govt. Policy, Trends, Environment.
- Global Market.
- Leader, player, competition, Strategy, Development, Trend etc.

Next, Dr. Shah explained meticulously the **Success Factors** of the **Cooperation Management** and **reasons for failure**.

Success Factors

- Well prepared
- Target orientation
- Professional competence
- Time Management
- Enough Budget
- Personnel resources
- Mutual interest / understanding

Reason of Failure...

- Project badly prepared
- Target orientation
- Professional competence
- Not achieved in time
- Out of budget
- Personnel resources
- Cultural gap
- Lack of interest

Finally, Dr. Shah threw light on the proposed market research project of DHBW University Stuttgart and GTU Ahmedabad. **The Association of German Consultants – BDU Germany** is interested in research in the areas and reasons of cooperation, success and failure of cooperation, and organization structures of cooperation. In the initial stage it is proposed to conduct a **market survey of 300 corporates / companies** of all types and sizes, having at least 10 employees with a target group of SMEs / specialized enterprises having national / international cooperation



partner for their business. A copy of questionnaire designed by Dr. Ramesh Shah was given to each participant and the questionnaire was explained in detail for enabling participants to conduct the market survey effectively, mentioning it must be completed by 25th Jan 2013.

Dr. S.O. Junare formed different groups for conducting market survey and was given the overall responsibility to ensure the

implementation of the research project with report writing, with the help of Dr Rajesh Khajuria and Dr K N Sheth. The **List of Indo-German Research Group Members** from different MBA Colleges of GTU is given in **Annexure I**.

The workshop ended with **vote of thanks to Dr. Ramesh Shah** by **Dr Junare** for his great contribution and sincere efforts to promote the research projects with GTU.

Day-2 29th November, 2012

“Dos and Don’ts of Doing Business with Germany”

To further the research objectives and enhance **GTU’s largest Faculty Development Program for MBA Colleges**, on 29th November 2012, GTU organized **Indo –German Research Workshop–“Dos and Don’ts of Doing Business with Germany”** at its Gandhinagar Campus. The research project is to being undertaken jointly by GTU and GHBW University, Stuttgart, Germany.

Inaugural Session



The 2nd Workshop was inaugurated by **Dr. Akshai Aggarwal, Vice Chancellor**, Gujarat Technological University and **Prof. Dr. Ramesh N. Shah** from EUROASIA Shah Consultants in the presence of **Dr. Arun Lende**, Director, Shayona Institute of Business Management, Ahmedabad, **Dr. Dipti Seth**, Principal, Christ Institute of Management, Rajkot and participants from various MBA colleges in Gujarat.

Dr. Akshai Aggarwal, Vice Chancellor, Gujarat Technological University focused on the development of students as well as faculties and narrated the opportunities abroad, especially in Germany for research and employment. Giving various instances of Afro-Asia and Europe, he emphasizes the need for establishing equivalent-quality research work by our students and faculties.

Dr. Rajesh Khajuria, Director, SMJV's CKSV Institute of Management, Vadodara joined at noon time.

Prof. Dr. Ramesh. N. Shah, conducted the workshop in four groups of participants, considering the following aspects:

- **What is culture?**
 - The Iceberg model
 - What is Intercultural competence?
 - What is Intercultural Awareness?
 - Subcultures
 - Cultural Differences
 - Regional Differences
- **Germany – A Country of Technology**
 - Facts and Figures
 - Economic Facts
 - Influence factors on Economy
- **Perception – A Subjective Matter?**
 - Perception – Factors of Influence
 - Differences in Perception
 - Self-Perception and Perception of others
 - Stereotypes



- First Business contact in Germany
 - Meeting and Greetings
 - Form of Address
 - Introducing one self
- Building Relationships
 - Small talks
 - The Important don'ts
- Building Business relations in Germany
 - Crucial points for Professional conduct of Business conversation
 - Hospitality and Invitation
 - Mastering Dinner Invitations
 - German Food – What to Do?
 - Gifts in Germany
 - Dress Codes
 - Communications – Direct and Indirect
 - Problem solving in Communication
 - Virtual Communication
 - Time Management

Group Activities

During the workshop, Dr. Ramesh Shah took up two group activities involving every participant:

1. Self-Perception and Perception of Others.
2. Building Relationship.

Research Work

As a part of Indo–German Research Project hypothesis and questioners will be prepared and the actual survey will be undertaken in February 2013 during the next visit of **Dr Shah with Prof. Dr. Augentein.**

All GTU MBA colleges will be divided into different zones and students and faculties will work in their respective areas. The work then will be compiled, analyzed and sent to GHBW Stuttgart, Germany.

Annexure I

List of Indo-German Research Group Members from different MBA Colleges of GTU:

Sr. No	Name	Institute
1	• Dr Vikas Arora	Atmiya Insti. of Tech. & Sci. Rajkot
	o Dr Nishant Vachhani	Atmiya Insti. of Tech. & Sci. Rajkot
	o Dr Dharmesh Raval	Atmiya Insti. of Tech. & Sci. Rajkot

Gujarat Technological University

	o Mr. Mitesh Didhania	Christ Institute of Management
	o Mr. Piyush Chandarva	ATMIYA INSTITUTE OF TECHNOLOGY & SCIENCE – MBA
2	• Dr K N Sheth	Shree Saraswati Education Sansthan, Faculty of Engineering & Faculty of Management
	o Ms. Neha Mehta	Shree Saraswati Education Sansthan, Faculty of Engineering & Faculty of Management
	o Mr. Gaurang Shukla	Sabar Institute of Management / 752
	o Ms. Mitika Mahajan	Shree Saraswati Education Sansthan's Group of Institutions
	o Mr. Priya Shukla	Shree Saraswati Education Sansthan's Group of Institutions
	o Mr. Japan Shah	Oxford School of Management, Baliyasan, Dist: Mehsana-(SFI)
	o Dr Kishor Bhanushali	Global Institute of Management – Technical Campus (794)
	o Munjal Dave	C.U.SHAH COLLEGE OF ENGINEERING & TECHNOLOGY, 707
	o Shrusti Mehta	N R Institute of Business Management
	o Pooja Shah	G.L.S. INSTITUTE OF COMPUTER TECHNOLOGY
	o Mr. Dodia Sagar	SGJ MBA College (Institute code: MBA782)
3	• Prof. Bhavesh Parmar	Department of Business Management, Sankalchand Patel College of Engineering, Visnagar
	o Mr. Gaurang Barot	Sabar Institute of Management / 752
	o Mr. Chirag Patel	Department of Business Management, Sankalchand Patel College of Engineering, Visnagar
	o Mr. Darshan Ranpura -	Department of Business Management, Sankalchand Patel College of Engineering, Visnagar
	o Mr. Arun Godiyal	G.J. Institute of Management & Technology
4	• Dr Arun Lende	Shayona Institute of Business Management
	o Dr Narayan Basher	Shayona Institute of Business Management
	o Jatin barot	Sabar Institute of Management / 752
5	• Dr Rajesh Khajuria	SMJV's CKSVIM
	o Nirav Majmudar	C K Shah Vijapurwala Institute of Management, Vadodara (Code 705)
	o Dr Kerav Pandya	C K Shah Vijapurwala Institute of Management, Vadodara (Code 705)

	o Ms Pooja Bhatt	C K Shah Vijapurwala Institute of Management, Vadodara (Code 705)
	o Ms. Ranjita	C K Shah Vijapurwala Institute of Management, Vadodara (Code 705)
6	• Prof. Aniruddha Tambe	Parul Institute of Management – 2nd Shift [802]
	o Sachin Ghadge	Parul Institute of Management – 2nd Shift [802]
	o Ashish Bhatt	Parul Institute of Management – 2nd Shift [802]
	o Ms. Richa Sharma	Parul Institute of Management – 2nd Shift [802]
	o Ms. Purvi Derasari	Parul Institute of Management – 2nd Shift [802]
	o Samir Thakkar	Parul Institute of Management – 2nd Shift [802]
7	• Prof. Samir ROHADIA	Parul Institute of Management – 2nd Shift [802]
	o Ms. Bhavika Bhatt	Parul Institute of Management and Research, Vadodara
	o Ms. Preeti Nair	Parul Institute of Eng. & Tech.
	o Ms. Fomi Dwivedi	Parul Institute of Management – 2nd Shift [802]
	o Ms Kruti Desai	Parul Institute of Management – 1st Shift [802]
8	o DR. PANKAJRAY V. PATEL	GIDC Rajju Shroff ROFEL Institute of Management Studies (GRIMS), (Code – 716)
	o Dr Hetal Tandan	GIDC Rajju Shroff ROFEL Institute of Management Studies (GRIMS)
	o Rashmin Tailor	GIDC Rajju Shroff ROFEL Institute of Management Studies (GRIMS)
	o Dr Jimmy Kapadia	S. R. Luthra Institute Of Management, First Shift, Surat
	o Dr Ravi Vaidya	S. R. Luthra Institute Of Management, First Shift, Surat
	o Dr Snehal Mistry	C K Shah Vijapurwala Institute of Management, Vadodara (Code 705)
	o Dr Keyur Nayak	Laxmi Institute of Management, Sarigam
9	• Dr Chinnam Reddy	Marwadi Education Foundation,Rajkot
	o MR.RASHESH PATEL	Shri jairambhai Patel Institute of Business Management and Computer Applications (NICM), Gandhinagar.

Gujarat Technological University

	o Mr. Gopalkrushna Patel	Shree Leuva Patel Trust MBA Mahila College- Amreli(760)
10	• Dr Dipti Sethi	Christ Institute of Management
	o Mr. H.N.Mishra	K.P.Patel School of Mnagement & Computer Studies
	o Mr. Ajay P. Trivedi	K.P.Patel School of Mnagement & Computer Studies



~~~~ \*~~~~