



Gujarat Technological University, Ahmedabad

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A Collaborative Model for building Excellence : An Experiment in Higher Education in Gujarat

October 11, 2012

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Joint Research

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- GTU's joint research project on Kotler's Incubator on Ayurvedic medicines:
 - involves 45 faculty members and students at GTU
 - mentored by the Kellogg Business School.
- 16th August 2012 : GTU has joined on two research projects, for which the Chief Investigators are Professors Dr. Friedrich Augenstein and Dr. Ramesh Shah from DHBW Stuttgart. The two projects-
 - developed in Germany
 - But of equal interest to India.

Soon researchers from GTU will start working on the projects

Joint Research between GTU and DHBW Stuttgart

Prof. Dr. Friedrich Augenstein
Dr. Ramesh Shah

AUGUST 2012

Baden-Wuerttemberg Cooperative State University Stuttgart

Project 1: Survey on Cooperation Management

- **Initial Situation:** Cooperations between companies have failed many times in the past – on a national as well as on an international basis.
- To get some deeper insight in today's cooperation management the DHBW Stuttgart and the “Bundesverband Deutscher Unternehmensberater (BDU)” (German Association of Management Consultants) conducted an online survey on cooperation management in Germany (Chief Investigator: Prof. Dr. Friedrich Augenstein, DHBW Stuttgart).
- The survey covers the objectives and areas of cooperations, risks and reasons for failure and success in cooperations, and organizational structures of cooperations.
- About 150 German companies took part in the online survey. Some first interesting results have been found.
- The results should be compared to a similar survey in an “emerging market”. Because of the close economic relationship between India and Germany the corresponding survey should take place in India.

Project 1: Survey on Cooperation Management (cont.)

□ Objectives

- Ensure, that at least approx.100 companies in India (focus on Gujarat) take part in the survey.
- Evaluate the feedback of the survey in India and compare it with the results of the German survey.
- Gain valuable know-how on common and different values, perceptions and approaches in cooperation management for companies doing business in India and Germany.

□ Approach / Next Steps

- Translate questionnaire into English language. (DHBW)
- Set-up (online) questionnaire and send it (or a link to it) to Indian companies. (GTU)
- Evaluate feedback and compare it with results of German survey.
(GTU/DHBW)
- Develop joint research report. (GTU/DHBW)
- Agree on sponsoring of designing, printing and publishing the report. (GTU/DHBW/BDU)
- **Intended deadline for publishing: January 2013**

Project 2: Indo-German Business Activities – DOs and DON'Ts

Topic of Study Tour of DHBW students in early 2013

- **Initial Situation:** Many Indian companies face problems in doing business in Germany as well as German companies face problems doing business in India.
- Big firms had faced a lot of challenges in this issue and dealt with them partly scientifically, but small to medium-size companies also being able to do business on an international basis lack structured approaches to handle them.
- **Objectives**
 - Identify most common pitfalls in market entry approaches of Indian firms in Germany and German firms in India.
 - Structure these pitfalls according to topics like culture, know-how deficits, financing, consumer behavior, legal restrictions, ...
 - Develop success criteria for market entry approaches.
 - Develop guidelines for successful market entry approaches in India and Germany.

Project 2: Indo-German Business Activities – DOs and DON'Ts

□ Approach / Next Steps

- Pre-studies and surveys on pitfalls
(01/13)

- Pre-structuring of topics, formulation of survey hypothesis (01/13)

- Study Tour of 10 to 15 DHBW students to India (GTU / Parul Institutes) (02/13)

- Joint research

- Work on literature and information available on internet

- Conduct interviews with Indian companies and German companies in India

- Study Indian culture, society, regulations etc.

- Every student prepares a 10 to 12 pages report on the particular topic she/he has been working on
(03/13)

- Joint examination of reports by faculty members of GTU/Parul and DHBW (04/13)

- Publication of final joint research report (including all single reports)
(05/13)

Questions and Suggestions

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Thank you

Some Forthcoming Conferences:

- *GTU's Third Annual Conference on Business Ethics: 27-28th December 2012*
- *GTU's 2nd Annual International Conference on “ Meeting the Challenges of a Globalised Market : Perspectives of Corporates, Financial Institutions, Governments , Educational Institutions and Civil Societies ”: 23rd , 24th and 25th Jan 2013.*