

STRATEGIC R&D MANAGEMENT

Programme Overview

The post-liberalization era has opened Indian markets to foreign goods and services. This is leading to intense competition and forcing Indian companies to pay more attention to knowledge generation through Research and Development (R&D). Indian organisations are realizing that true competitive advantage can only be derived from R&D. Over a period of time, R&D management has moved from back office to center stage, becoming a key driver of organisational development. Today, R&D managers need not only to broaden their managerial and strategic perspectives and enhance their operational and business instincts, but also sharpen their ability to tackle management challenges with fewer resources. Doing so successfully means quickly adapting to shifting circumstances, utilizing skill-sets, and effectively managing the resources. The drive for growth, the search for new ideas, and increasing competitive pressures has transformed the R&D function into one of strategic importance.

Strategic R&D Management helps managers engage in and support R&D in a way that supports – rather than dissipates – their planning and implementation strategy. Given R&D's primary strategic role, managers, scientists and engineers involved in R&D have to build the organisational structure and processes that will successfully guide innovation and gain tools to manage relationships with other functions.

Impact

The proposed training programme on Strategic Research and Development Management is broadly intended to provide perspective, insights and knowledge required for effective and efficient management of R&D environment. The specific objective of the training programme is to enhance the capacities in the stakeholders, viz. R&D managers and Senior Scientists in:

- ◆ Understanding the concepts and characteristics behind R&D management.
- ◆ Gaining greater appreciation of the views and approaches of other stakeholders to the issues of R&D management and governance
- ◆ Assessing the stock of existing R&D management practices instituted in public and private sector
- ◆ Addressing issues of concern in Contemporary R&D management practices
- ◆ Identifying the gaps and scope for improvement in the existing practices
- ◆ Endeavoring to evolve R&D management systems that might find greater acceptance among the stakeholders
- ◆ Exploring ways of institutionalizing such acceptable R&D management principles and practices

Participant Profile

Senior and middle level executives dealing with R&D or having interface with R&D of private and public sector organisations, Government departments, and R & D organisations. Also useful for HR Professionals and Trainers.

Programme Director

Raja Shekhar Reddy

Dates : 11–13 December 2017

Fee : ₹ 34,000/-
(US \$ 1495) +
Applicable Service Tax