

# **PLENARY SESSIONS**

**Session 1: Saturday, December 21, 2013, 2:00-2:40**  
**Session Chair: Jayanthi Ranjan, IMT Ghaziabad**

**Speaker: Lakshmi Goel**  
*University of North Florida, USA*

### **Distributed ‘Knowing in Practice’ Enabled by Knowledge Management Systems**

Many multi-national companies complete projects by ‘worksharing,’ where responsibilities are split between geographically dispersed offices. This study looks at how knowledge management systems facilitate practices essential for collaborative, distributed work. A qualitative case study is conducted at a large multinational company that has successfully implemented a knowledge management system. We contribute to research by applying the lens of ‘knowing in practice’ to the context of worksharing. We contribute to practice by providing specific suggestions that can be implemented from a socio-technical perspective to facilitate worksharing. Specifically, we suggest technological factors, and efforts needed by users and managers, in facilitating worksharing.

*Lakshmi Goel is an Associate Professor in the department of Management at the University of North Florida’s Coggin College of Business. She holds a MS in Computer Science, and a PhD in Information Systems, from the University of Houston. Her research interests include knowledge sharing, learning, and collaboration through information technologies such as blogs, wikis, knowledge management systems, and virtual worlds. Her work has been published in journals such as the MIS Quarterly, Decision Support Systems, Information Systems Journal, DataBase, Journal of the Association of Information Systems and various others.*

**Session 2: Sunday, December 22, 2013, 2:00-3:15**  
**Session Chair: Prithvi Yadav, BIMTECH, Bhubaneswar**

**Speaker: Ravi Parameswaran**  
*Oakland University, USA*

### **Firm Coping Strategies for Operating in Multinational Global Environment**

Having to develop and implement strategies for operating in a large number of countries began in the latter half of the twentieth century. A plethora of ad-hoc approaches were put forward and “tested.” These approaches were ad-hoc on multiple dimensions including the functional area within which the need arose. Over time, successful strategies across functions, disciplines, and industries started exhibiting a coherent pattern which could be categorized and disseminated. Strategies such as the need for standardization, adaptation, localization, harmonization and best practices surfaced. This paper presents the evolution and current status on how firms adapted to operating in multiple countries.

*Dr. Ravi Parameswaran, is a tenured Professor of Marketing in the Management and Marketing Department at the School of Business Administration, Oakland University, Rochester, MI. He holds a Bachelor of Science degree with a major in Physics (Minor: Mathematics), a Master’s degree in International Management, a Master’s degree in Business Information Systems, and a Ph.D. in Marketing. He has done extensive academic research in international business and international marketing (specializing in country of origin studies), in marketing measurements and research, and buyer-supplier relationships. He is widely published in journals such as Journal of Marketing Research, Journal of the Academy of Marketing Science, Journal of Advertising, Journal of International Business Studies, International Marketing Review, Journal of Business and Industrial Marketing, International Journal of Quality and Reliability Management, Allied Journal of Business Research, Global Finance Journal, Journal of International Information Management, and Journal of Marketing Education among other publications. His current research interests (including the ones mentioned above) include sustainability issues, emerging markets and global inter-disciplinary synergies.*

*Prior to his academic career at Oakland University, Dr. Parameswaran also has wide industry experience. He has served at Ford Motor Company in its Marketing Research Staff, Carson Roberts (subsidiary of Ogilvy and Mather Advertising), Focus Advertising, India and Richardson Merrell (now a part of Procter and Gamble), India. Dr. Parameswaran has also taught at University of Michigan Dearborn, Indiana University, Bloomington (on a sabbatical), Wayne State University, Detroit and Georgia State University, Atlanta (as a Ph.D. student).*

**Session 2: Sunday, December 22, 2013, 2:00-3:15**

**Session Chair: Prithvi Yadav, BIMTECH, Bhubaneswar**

**Speaker: Anuradha Basu**  
*San Jose State University, USA*

### **Indian Entrepreneurs in Silicon Valley: Experience, Networks, and Performance**

This paper analyzes the relationship between prior startup experience, social networks, and new venture performance, using a unique dataset of Indian immigrant entrepreneurs based in Silicon Valley. Results suggest that entrepreneurship is seldom an individual endeavor as portrayed by traditional theory. Entrepreneurs with prior startup experience displayed more active participation in diasporic professional social networks, and were more likely to have co-founders. Network participation was positively related to venture growth. The findings imply that prior firm-founding experience is a valuable antecedent for new venture growth. They highlight the potential benefits to immigrant entrepreneurs of participating in diasporic social networks.

*Anuradha Basu is Professor in the Lucas College and Graduate School of Business, and Director of the Silicon Valley Center for Entrepreneurship, at San Jose State University, California. Prior to that, she was Associate Professor in the Business School at the University of Reading, U.K., and Visiting Scholar, Stanford Center for International Development. She is chair of the Entrepreneurship concentration at SJSU. Her research has covered the fields of development economics in India, China, and Africa, and entrepreneurship in the UK and US. She is co-author of The Oxford Handbook of Entrepreneurship (Oxford University Press) and several journal articles on ethnic minority and immigrant entrepreneurship, and family business. She has a PhD and MPhil in Economics from the University of Cambridge, England, an MBA from the Indian Institute of Management, Calcutta, and a BA (Honours) degree in Economics from St. Stephen's College, University of Delhi.*