

Short Course on
Case Studies in Converting Technical Innovation Into Sustainable Business Success

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Abstract

The goal of innovation in high-technology industries is to invent or develop technology that is distinctly superior to everything that existed before it. Innovation is usually a necessary foundation for success in these industries but does not by itself guarantee commercial success in the long-term. Commercial success on a sustainable basis requires conversion of an ephemeral technology innovation into a permanent business advantage. This short course will illustrate this process with four case studies showing how it has been applied by the speaker. Two of these studies are in the area of semiconductors for consumer electronics, one of them is in consumer electronics system products, and one is in software for mobile and cloud. The semiconductor and consumer electronics cases are from the past but the software case is work that is currently in progress. For each of the three cases from the past, the presentation will include a description of the underlying technical innovations, the market and business situations at the time, the decisions that were made and the outcomes that resulted, and students will debate and discuss what they might have done and why. For the mobile/cloud software case, students will get a chance to understand technology that is on the cutting edge of this field and discuss and debate what they would do to make best use of this in possible applications in India.

Speaker Bio

Dr. Nikhil Balram is President of Ricoh Innovations, Inc., a Silicon Valley company that develops innovative technologies and new business opportunities for Ricoh Company Ltd. He has served as an executive at several public companies in the digital video, display and consumer electronics industries including Faroudja (VP of Advanced Technology), Sage (VP and GM of Consumer Products), SONICblue (VP Connected Home), National Semiconductor (CTO Displays Group) and Marvell Semiconductor (VP and GM Digital Entertainment Business Unit). Video technologies and semiconductor products developed by teams led by him over the last decade have won numerous awards including one Emmy, four Secrets of Home Theater awards, three EDN Innovation of the Year awards, and one TV Innovation of the Year award, and have been used by major consumer electronics companies worldwide. Most recently, he has been involved in a variety of consulting and advisory activities including serving as advisor to the CEO of UTV, India's first global media and entertainment company, advisor to IMAX, a leading entertainment technology company, visiting professor of vision science at the University of California, Berkeley, guest professor at the Indian Institute of Technology Gandhinagar, and member of board of directors of Foundation For Excellence, one of the leading private providers of scholarships for underprivileged children in India. He has a BS, MS. and Ph.D in electrical engineering, all from Carnegie Mellon University.

For registration:

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