

Innovation in Emerging Markets

Prof Jaideep Prabhu/ AIM Innovation Fellow

12th March 2010, Judge Business School, Cambridge: 6.00pm - 7.30pm

This ESRC Social Science week evening seminar at the Judge Business School aims to discuss the challenges and opportunities posed by **innovation in emerging markets**.

With 5 speakers, one from a research perspective (Jaideep Prabhu of Judge Business School) and four from an industry perspective, drawn from both multi-national companies and local companies linked to the Cambridge Phenomenon, the audience will get a chance to listen to and question key players in emerging markets. This will be followed by drinks and canapés and the opportunity to network.

Why this topic?

This evening seminar seeks to 1) present key aspects of innovation and 2) study examples of successful business innovation from various sectors and 3) to highlight the challenges and opportunities posed by innovation for firms in emerging markets.

Why is the topic relevant?

Innovation is a priority for firms worldwide and is **crucial to the success of emerging market economies**. Yet many new trends are not widely known and opportunities are lost. By examining various current examples of innovation and examining successful examples from various sectors, the seminar will appeal to a number of mid and senior level managers from both the profit and not-for-profit sectors.

Keynote Speaker Professor Jaideep Prabhu:

AIM Innovation Fellow Jaideep Prabhu is Jawaharlal Nehru Professor of Indian Business and Enterprise and Director of the Cambridge Centre for Indian Business. He is on the editorial board of the Journal of Marketing, the Journal of the Academy of Marketing Science, and the Journal of Management Studies, and he has consulted for the UK Government's Department of Trade and Industry for whom he co-wrote a white paper on innovation. Jaideep's research interests are in international business, marketing, strategy and innovation. His most recent research is on the role of firm culture in driving innovation in firms across nations.

(<http://www.aimresearch.org/index.php?page=professor-jaideep-prabhu>)

Applications

This event has a limited number of places. In order to register your interest and to avoid disappointment, please fill in the [online application form here](#) as soon as possible.

For any queries please contact Agi Witaszczyk (Agnieszka.Witaszczyk@wbs.ac.uk), Events and Meetings Officer, AIM Research