



# ECONOMIC GEOGRAPHY

-  
AN ELEMENT  
OF BUSINESS  
STRATEGY

**Saturday, March 11, 2023**

**From 09:00 am to 05:00 pm**

**Online**



**BIM**  
ESTABLISHED 1984

**BHARATHIDASAN INSTITUTE OF MANAGEMENT**

*Influencing Tomorrow*

*(School of Excellence Affiliated to Bharathidasan University)*

MHD Campus, BHEL Complex,

Tiruchirappalli, Tamil Nadu - 620014



## INTRODUCTION

Economic geography is the study of spatial economics, which seeks to analyze the spatial aspect of every business activity and the factors influencing them. Research on economic geography sheds light on specific regional and local location-based issues that affect business. Nobel Laureate Dr. Paul Krugman, pioneered the use of economic geography to study the economies of scale for organizations in 1991. Applications of economic geography and information and communication technology (ICT) tools. In light of the current adaptations of companies of different sizes, location-based intelligence is becoming a competitive tool to build market resilience. The workshop helps managers to assess the company's location-specific competitive position, understand competitors' business performance against various favourable local factors, identify new markets and plan a robust business strategy for growth in various market segments. Participants will learn how to effectively use geographic information system (GIS)-based market data as part of their digital transformation strategy.

## PROGRAMME OBJECTIVES

- Understand the dynamics of economic geography in the context of digital/technological transformations that surround the industry and society.
- Learn how to formulate meaningful business strategies with location-based intelligence.
- Adopt economic geography as a part of informed business decisions.
- Incorporate GIS as a part of Management Information Systems and overall digital transformation.

## KEY TOPICS

- Economic Geography - An approach for informed decision-making
- Key concepts and theories in economic geography and their applications in business.
- Global restructuring of economic activities and its lessons for the Indian market.
- Evolving economic geography transformation in India, presented with map-based visuals and data.
- Contemporary applications of economic geography: ICT tools and data systems
- Economic geography and business activities: Indian environment for different types of industries - small, medium and large enterprises.

## **TAKE AWAYS**

- Advantages of location-based intelligence for business development
- Develop a solid understanding of the geographic dimensions of businesses.
- Learn to assess and explore untapped market opportunities and the potential managerial roles for intervention.
- Help managers understand the relationship between the various forces driving business change.

## **MODE OF DELIVERY**

Zoom platform (Link will be shared with the participants)

## **PEDAGOGY**

Lecture / Videos / Dynamic map applications / sharing of real-life experiences from industry / case studies etc.

## **WHO MAY ATTEND**

- Managers who want to segment and target their customers strategically for growth.
- Academicians who teach business development and strategic marketing



## **PROGRAMME FEE**

- For participants from industries – Rs.2000 plus 18% GST
- For Academicians and Students – Rs.1500 plus 18% GST

## **HOW TO REGISTER**

Use the following link to register and make the payment for this programme.

<https://www.onlinesbi.com/sbicollect/icollecthome.htm?corpID=98776>

## PROGRAMME DIRECTORS



**PROF. L. SOMASUNDARAM** is the Area Chair for Strategy, Sustainability & General Management at BIM. He is an economic analyst with 22 years of experience in consulting, and economic research in the field of economic geography and has built information systems with geographic intelligence for corporate and social sectors. Prior to joining BIM, he was Director - Research at Akara Research & Technologies where he implemented ICT-based solutions powered by real-time data and GIS-based dissemination for informed decision-making. Earlier, he was the Executive Director of the Centre for Development Finance at IFMR, Chennai and an Economist at Reliance Industries Ltd.



**DR. C. N. S. RAMNATH BABU**, an alumnus of BIM, Tiruchirappalli is an Assistant Professor of Marketing. He holds his PhD from Bharathidasan University, Tiruchirappalli, and a Bachelor of Engineering from the NIT, Tiruchirappalli. He has over 12 years of experience in academics and over 13 years of rich experience in various industries. His corporate experience spans Vodafone India, Reliance Industries Ltd, Hindustan Motors Ltd, Mico Bosch Ltd. and Ispat Industries Ltd. industry experiences involved Business Development, Channel Management and Key Account Management. His areas of interest are Business-to-Business Marketing, Sales and Distribution Management, Relationship Marketing, Retailing and Services Marketing.



**R. SETHURAMAN** is an information systems expert with 22 years of experience in the economic and industry information sector. As the Co-founder and Director of Akara Research & Technologies, he has led several impactful projects in the domain of GIS linked MIS for decision-making. The dynamic map-based decision-support systems developed by Akara under his leadership have been implemented in leading private and government institutions.



**DR. MOHAN** has about 30 years of experience in GIS technologies. He has successfully led the GIS adoption for various state and Central government departments. Currently he is the Senior Director of GIS at National Informatics Centre.



**J. BALASUBRAMANIAM** is a dynamic and well-rounded visionary, innovator, & leader with more than 23 years of experience with over 10 years of rich & diverse experience in Business Analytics, Artificial Intelligence, and Machine Learning with strength in setting up and leading the Analytics COE (LEAD) to drive the culture of Leveraging Analytics to Drive Decisions in the organization. Balasubramaniam is currently the Head of Business Analytics at Ashok Leyland Ltd.

## CONTACT DETAILS

### Programme Coordinators:

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## ABOUT BHARATHIDASAN INSTITUTE OF MANAGEMENT

BIM is a fully autonomous, self-financed and NIRF-ranked School of Excellence of Bharathidasan University. Managed by an independent board of outstanding leaders from industry, academia, and Government. BIM offers one of the country's most soughtafter AICTE-recognized MBA programs. BIM is one of the first B Schools in the country to be set up within an industrial complex, BHEL, in 1984, like how a Medical College originates around a medical hospital. Thanks to our founding chairman, Bharat Ratna C. S. Subramaniam, former Union Finance and Industry Minister, who envisioned BIM as a world-class B School in 1984. BIM enjoys an excellent perception in today's business ecosystem, with its 4500+ highly accomplished alum network profoundly impacting the business and society globally.

To know more visit, <https://bim.edu/index/>

