



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

The 1st India Conference on
INNOVATION
INTELLECTUAL PROPERTY &
COMPETITION

December 7 & 8, 2015





The stone age didn't end because they ran out of stones

- Ronald Bailey



The horse is here today, but the automobile is only a novelty - a fad

- President of Michigan Savings Bank advising against investing in the Ford Motor Company



Daring ideas are like chessmen moved forward; they may be beaten, but they may start a winning game.

- Goethe



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1ST INDIA CONFERENCE ON INNOVATION, INTELLECTUAL PROPERTY & COMPETITION

India has been a historical source of science, invention and innovations. Perhaps as early as 300 BCE high quality steel was being produced in Southern India by the crucible technique. The precursor to the modern game of chess, Chaturanga, originated in India. The first prefabricated homes and movable structures were invented in 16th century India. Seamless celestial globes, one remarkable feat in metallurgy, originated in Kashmir, India. The country was among the originators for the Indigo dye used in dyeing fabric. Fibonacci numbers originated from early Sanskrit writings dating back to 200 BC. Cataract surgery was known to the Indian physician Sushruta from 6th century BCE. Prafulla Chandra Roy was the first scientist to synthesize ammonium nitrate in its purest form. Homi Bhabha, an Indian nuclear physicist performed the first calculation to determine the cross section of electron-positron scattering. And there can be several such examples, including the Mahalanobis distance metric, the Raman effect, the Bose-Einstein statistics, among others. Yet, in recent decades, India has fallen behind on innovation rankings published globally with several indices and metrics pointing to the country's deteriorating innovation and

scientific environment. The aim of the *1st India Conference on Innovation, Intellectual Property & Competition* at IIM-Bangalore is to reinvigorate innovation conversations and re-ignite Schumpeterian forces of creative destruction in the Indian economy. There are a few glimmers of hope that add to this slowly building discussion. India's Mars mission captured global attention recently. With some 1300 start-ups from its alumni, the Indian Institutes of Technology were recently ranked ahead of Harvard University by a US based organization in spawning VC-backed start-ups. It is clear that a decade after signing the World Trade Organization mandated Trade Related Intellectual Property (IP) agreement, India is at the cusp of transitioning in its innovation, IP and competition environment. By bringing together innovation scholars, policy makers and practitioners from around the world and India, this conference aims to contribute to this emerging discourse around innovation happening in India and its transformative impact on long run Indian economic growth. In doing so, the conference also aims to provide momentum to recent policy mandates by Government of India around Design in India, Create in India and Make in India.

CONFERENCE **ORGANIZING** COMMITTEE



CONFERENCE CHAIR

Chirantan Chatterjee

Faculty Member
IIM Bangalore



Subhashish Gupta

Faculty Member
IIM Bangalore

Rishikesha T. Krishnan

Director
IIM Indore &
Faculty Member
IIM Bangalore



G. Ramesh

Faculty Member
IIM Bangalore



Chetan Subramanian

Faculty Member
IIM Bangalore



Sai Yayavaram

Faculty Member
IIM Bangalore

CONFERENCE **ORGANIZING** TEAM

Ranjini Sivaswamy

IIM Bangalore



**Kishinchand
Poornima Wasdani**

IIM Bangalore

The conference also acknowledges the kind support of Director & Deans' Office at IIM Bangalore. We are also grateful to IIMB campus administration, IIMB Finance Team & IIMB Human Resource Office for continued assistance.

CONFERENCE HOST: IIM BANGALORE

Established in 1973, the Indian Institute of Management Bangalore (IIMB), is a globally acknowledged hub of academic activity in India. It is also a leading management institution in the region, famed for innovating with business education, its creation and delivery. Not only is it India's first management school to join edX as a contributing member, it is also recognized by The Financial Times for its doctoral program being in the Top 50 globally. The

American and Indian institutions of higher education in priority fields. IIMB is also the only Indian B-School in the GNAM (Global Network for Advanced Management), a global director and dean's network of 25 elite schools across the world featuring Yale School of Management, London School of Economics and Political Science, INSEAD and Hong Kong University of Science and Technology Business School among others. Its international collaborative efforts are with more than 100 top global business schools through faculty and student exchange programs. With a full time faculty strength in excess of 100, IIMB is actively engaged in policy formulation, research, case writing and consulting. Several research centers form the foundation of these efforts, including the Centre for Public Policy, the Nadathur S Raghavan Centre for Entrepreneurial Learning, the Centre for Financial Markets & Risk Management, the Centre for Corporate Governance & Citizenship, the Centre for Software & IT Management, the Centre for Supply Chain Management, and the Centre for Enterprise Resource Planning. We welcome you to partake in the conference proceedings in IIM Bangalore's verdant and lush green campus.



adjacent schools in this list include Cornell University, University of Minnesota, Yale University, and Marshall School at University of Southern California. IIMB is also the only Indian business school to feature in the Financial Times Executive Education 2015 Top 50 Rankings and for the seventh consecutive year, in 2014, was ranked the best business school in Central Asia by Eduniversal, Paris. In 2013, IIMB received the prestigious Obama-Singh 21st Century Knowledge Initiative Award aimed at strengthening collaborations and building partnerships between

AGENDA

DAY I - DECEMBER 7

TRACK 1:
INTERNATIONAL INNOVATION,
INDIA & ECONOMIC GROWTH

TITLE: IPR & A Sustainable
Start-up Ecosystem in India

Inaugural Speaker: Dr. Kiran

Mazumdar-Shaw, Biocon Ltd

Venue: IIM Bangalore Auditorium

Time: 9.00 am-9.25 am

TITLE: Reimagining An
Innovative India

Keynote Speaker: Prof. Tarun Khanna,

Harvard University

Venue: IIM Bangalore Auditorium

Time: 9.30 am-9.55 am

TITLE: International Co-Invention,
India, China & the World

Distinguished Speaker:

Prof. Lee Branstetter

Carnegie Mellon University

Venue: IIM Bangalore Auditorium

Time: 10.00 am-10.25 am

FACULTY ANCHOR

Prof. Chirantan Chatterjee

IIM Bangalore

TRACK 2:
IPR, INDIAN INNOVATION &
MAKE IN INDIA

TITLE: Innovation, Tech-Transfer
& IPRs in the Global Economy:
Implications for India

Distinguished Speaker: Prof. Kamal

Saggi, Vanderbilt University

Venue: IIM Bangalore Auditorium

Time: 10.45 am-11.10 am

TITLE: Brick & Mortar
Innovation in India

Distinguished Speaker:

Mr. Shaurya Doval

Zeus Caps & India Foundation

Venue: IIM Bangalore Auditorium

Time: 11.15 am-11.40 am

TITLE: The Mobile Revolution &
Trillion Dollar Impact

Distinguished Speaker: Mr. Rishabh

Gulshan, Boston Consulting Group

Venue: IIM Bangalore Auditorium

Time: 11.45 am-12.10 am

FACULTY ANCHOR

Prof. Chetan Subramanian

IIM Bangalore

DAY I - DECEMBER 7

TRACK 3:

EVALUATING INNOVATIVE
ACTIVITY: EVIDENCE
FROM PATENT OFFICES &
ORGANIZATIONS

TITLE: Of Smart Phone Wars &
Software Patents

Distinguished Speaker:

Prof. Stuart Graham, Georgia
Institute of Technology

Venue: IIM Bangalore Auditorium

Time: 1.45 pm-2.10 pm

TITLE: A Transforming Indian
Patent Office

Distinguished Speaker: **Dr. K. S.**

Kardam, Indian Patent Office

Venue: IIM Bangalore Auditorium

Time: 2.15 pm-2.40 pm

TITLE: Innovation as a Culture
within SAP Labs India

Distinguished Speaker: **Mr. Srikanth**

Gopalakrishnan, SAP Labs India

Venue: IIM Bangalore Auditorium

Time: 2.45 pm-3.10 pm

FACULTY ANCHOR

Prof. Sai Yayavaram

IIM Bangalore

TRACK 4:

COMPETITION & INNOVATION -
AN ENDURING RELATIONSHIP

TITLE: Next Generation of
Competition & Innovation: Lessons
in India

Distinguished Speaker:

Chairman Mr. Ashok Chawla,
Competition Commission of India

Venue: IIM Bangalore Auditorium

Time: 3.30 pm-3.55 pm

TITLE: Cycles of Innovation &
Litigation

Distinguished Speaker: **Prof. Adam**
Mossoff, George Mason University

Venue: IIM Bangalore Auditorium

Time: 4.00 pm-4.25 pm

TITLE: Copyright Law as
Innovation Policy

Distinguished Speaker: **Prof. Shyam**

Balganesh, University of Pennsylvania

Venue: IIM Bangalore Auditorium

Time: 4.30 pm-4.55 pm

FACULTY ANCHOR

Prof. Subhashish Gupta

IIM Bangalore

RECESS & MOVE FOR EVENING ROUND TABLE AT ITC GARDENIA
START: 7.15 PM END: 8.30 PM FOLLOWED BY BANQUET DINNER

DAY 1 - DECEMBER 7

EVENING ROUND TABLE

7.15 PM - 8.30 PM

FOLLOWED BY BANQUET DINNER

DISTINGUISHED CHAIRPERSON: Prof. David J. Teece, University of California, Berkeley

DISTINGUISHED ANCHOR: Dr. Anupam Khanna, Former Chief Economist of NASSCOM & Independent Director of Indigo

Chairman Mr. Ashok Chawla, Competition Commission of India

Dr. Bhaskar Das, CEO of Zee Media Corporation Ltd.

Prof. J. Bradford Jensen, Georgetown University

Dilipkumar Khandelwal, MD India, SAP Labs.

Inderpreet Sawhney, Senior Vice President & General Counsel, Wipro Ltd.

Dr. Kirti Gupta, Director, Economic Strategy at Qualcomm Inc.

Manoj Kumar Bhatt, Founder Director, Foundation for Innovation and Social Entrepreneurship & Senior Advisor, Tata Trusts.

Prof. Shyam Balganes, University of Pennsylvania

Srinivas Prasad M. R., CEO of Philips Innovation Campus

Prof. Tarun Khanna, Harvard University

Dr. Vijay Chandru, Chairman Strand Life Sciences & Former Faculty, IISc Bangalore & Purdue University

DAY 2 - DECEMBER 8

TRACK 5:
TECHNOLOGY STANDARDS & INNOVATION CONVERSATIONS FOR INDIA

TITLE: Business Strategy and Intellectual Property in National Competitiveness

Distinguished Speaker: Prof. David J. Teece, University of California, Berkeley

Venue: IIM Bangalore Auditorium
Time: 10.00am-10.25am

TITLE: IPR and Technology Law in India and courts

Distinguished Speaker: Justice S. Ravindra Bhat, Delhi High Court

Venue: IIM Bangalore Auditorium
Time: 10.30am-10.55am

TITLE: Standard Setting in Emerging Economies

Distinguished Speaker: Mr. Mark Snyder, Qualcomm

Venue: IIM Bangalore Auditorium
Time: 11.00am-11.25am

FACULTY ANCHOR
Prof. Rishiksha T. Krishnan

IIM Bangalore



TRACK 6:
**ECONOMIC HISTORY OF
INNOVATION, DEVELOPMENT
& PRIZES**

TITLE: Inventing Prizes:
A Historical Perspective
on Innovation Awards and
Technology Policy

Distinguished Speaker:

**Prof. B. Zorina Khan, Bowdoin
College, LSE & NBER**

Venue: IIM Bangalore Auditorium

Time: 11.45am-12.10am

TITLE: New Knowledge
Systems, Translational Research
and Innovation from Indian
Academia

Distinguished Speaker:

**Dr. Vijay Chandru, Strand Life
Sciences**

Venue: IIM Bangalore Auditorium

Time: 12.15pm-12.40pm

TITLE: Innovations That Have
Changed Our Lives

Distinguished Speaker:

**Mr. Srinivas Prasad M.R, Philips
Innovation Campus**

Venue: IIM Bangalore Auditorium

Time: 12.45pm-1.10pm

FACULTY ANCHOR

Prof. Arnab Mukherji

IIM Bangalore

DAY 2 - DECEMBER 8
**WRAP-UP CONCLAVE ON WOMEN &
INNOVATION IN INDIA**

3.00 PM, IIM BANGALORE AUDITORIUM

CHAIRPERSON, CONCLAVE PANEL:

B. Zorina Khan

Professor of Economics, Bowdoin College,
LSE & NBER

PANEL SPEAKERS:

Debjani Kapila

CoE Leader-Patents and Analytics Center
of Excellence, GE Global Research, GE India
Technology Centre

Deepa Bachu

Co-Founder and CEO at Pensaar

Deepanwita Chattopadhyay

Chairman & CEO at ICICI Knowledge Park,
India

Kajoli (Banerjee) Krishnan

Principal Scientist, GE Global Research

Leena Pishé Thomas

Founder, Global Business Inroads

Suparna Bhattacharya

Distinguished Technologist, Hewlett-Packard

TRACK 1

INTERNATIONAL INNOVATION, INDIA & ECONOMIC GROWTH



Chirantan Chatterjee

Faculty Anchor

IIM Bangalore

Chirantan Chatterjee is a faculty member in Corporate Strategy and Policy at IIM Bangalore. At IIMB he also held the Young Faculty Research Chair specializing on his teaching and research on strategic foundations of industries. Specifically he takes an interest in the management and economics of innovation and in 2015 his research was cited on the National Science Foundation's Science of Science Policy website. At IIMB, Chatterjee has engaged in several executive education programs for various domestic and multinational organizations like Dr. Reddy's Laboratories, JDA Software, Novartis, Johnson & Johnson, Wockhardt Ltd. among others. He also teaches corporate strategy, economics of innovation and doing business in Asia for IIMB's long duration students. Chatterjee has also consulted for the World Bank & Competition Commission of India

having published his work with reputed international outlets like Journal of Health Economics, NBER and the Brookings Press. His Op-Eds have been published in Livemint, India Abroad, Times of India, The Hindustan Times among other media outlets. Chatterjee holds a Ph.D. & M.Phil in public policy and management from Carnegie Mellon University where his dissertation work on innovation and IP in the global pharmaceutical industry was supported by the National Science Foundation. He also holds engineering and management degrees from the Indian Institute of Technology, Roorkee and Indian Institute of Management, Calcutta. In between Chatterjee was a business journalist with The Economic Times, Times of India Group covering corporate innovation in India.



TRACK 1:

Kiran Mazumdar-Shaw

Chairman & Managing Director

Biocon India Limited

Chairman, Board of Governors,

IIM Bangalore

Kiran Mazumdar-Shaw, a pioneering biotechnology entrepreneur, is the Chairman and Managing Director of Biocon India Ltd., Asia's leading bio-pharmaceuticals enterprise. Named among TIME magazine's 100 most influential people in the world, she is recognized as a global thought leader for biotechnology. Under her stewardship, Biocon has evolved since its inception in 1978 from an industrial enzymes company to a fully-integrated, innovation-led, emerging global biopharmaceutical enterprise committed to reduce therapy costs of chronic conditions like diabetes, cancer and autoimmune diseases. As a global influencer, she is ranked among, 'World's 25 Most Influential People in Biopharma', by Fierce Biotech, TIME magazine's 100 most influential people in the world, Forbes '100 Most Powerful Women', and Fortune's 'Top 25 Most Powerful Women in Asia-Pacific.' She is also the Chairman of the Board of Governors of the Indian Institute of Management, Bangalore.

IPR & A SUSTAINABLE START-UP ECOSYSTEM IN INDIA

ABSTRACT:

India needs to embrace the ethos of Intellectual Property (IP) protection if we need to encourage innovation and the start-up eco-system in the country. While we are TRIPS compliant and have a robust Intellectual Property Rights (IPR) regime, we need to give

greater focus on enhancing patent literacy in the country. A stronger IP culture will enable greater investments in research leading to innovation. The recent value creation by start-ups in India is likely to get a booster dose through a much stronger focus on IP. For long Indian pharma has been known for its generic pharmaceuticals

but its potential for innovation can be unlocked only through a robust patent protection regime. India's current IPR policy which is TRIPS compliant clearly enunciates the rules governing patentability, yet it opposes the ever-greening of patents, which does not augur well for the developing world since it delays access to new class of drugs to a larger section of patient

population. India's opposition to TRIPS PLUS provisions therefore needs to be viewed in the correct perspective. India has the potential to be the next innovation destination based on a sound IPR framework.



TRACK 1:

Tarun Khanna

Jorge Paulo Lehmann Professor
Harvard Business School
Harvard University

*Tarun Khanna is the Jorge Paulo Lemann Professor at the Harvard Business School, where he has sought for two decades to study the drivers of entrepreneurship in emerging markets as a means of economic and social development. At HBS since 1993, after obtaining degrees from Princeton and Harvard, he has taught courses on strategy, corporate governance and international business. For many years, he has served as the Faculty Chair for HBS activities in India and South Asia. A summary of his work on emerging markets appeared in his 2010 co-authored book, *Winning in Emerging Markets*, and an example of his comparative work on entrepreneurship appears in his 2008 first-person analysis of China and India, *Billions of Entrepreneurs*, both published by Harvard Business Press and translated into many languages. He was named the first director of the university-wide Harvard South Asia Institute in the fall of 2010. In 2007, he was nominated Young Global Leader (under 40) by the World Economic Forum; and in 2009, elected as a Fellow of the Academy of International Business.*

In 2015, he was named by the Government of India to chair a national committee to help shape the fabric of India's entrepreneurial ecosystem. Recently, he co-founded Axilor, a vibrant incubator in Bangalore. In 2015, he was appointed a Trustee of Boston's Museum of Fine Arts. He tweets @TarunKhannaHBS.

REIMAGINING AN INNOVATIVE INDIA

ABSTRACT:

Reimagining India's future as an innovation hot spot requires a mix of policy making, managerial initiative & a big-tent view of innovation and entrepreneurship. What will it take for India to build on its successes in software and, more recently, a nascent e-commerce boom, and an even-more-nascent but perhaps longer-gestation life-sciences sector? What will it take to truly broad-base entrepreneurship to give the marginalized a path to modernity? This talk will build on the speaker's research over a few decades in approximately a dozen developing countries struggling with this question worldwide. The speaker will

draw from his books *Winning in Emerging Markets* and *Billions of Entrepreneurs* in this talk. In addition, it will also introduce a policy framework that comes out of recent work done by a Government of India convened Expert Committee on Entrepreneurship and Innovation (NITI Aayog) that the speaker had the privilege of convening and chairing earlier in 2015. In particular, the report documented the need for an innovation pyramid that addresses short, medium and long term goals, so as to create one path forward to induce animal spirits in the economy & to start-up the nation.



TRACK 1:

Lee Branstetter

Professor of Economics and Public Policy

Carnegie Mellon University

Research Associate, NBER

Former Senior Economist, Council of Economic Advisors, USA

Non-resident Senior Fellow, Peterson Institute

Lee Branstetter, is a professor of economics and public policy at Carnegie Mellon University, a non-resident senior fellow of the Peterson Institute for International Economics and a Research Associate of the National Bureau of Economic Research. He served as the Senior Economist for International Trade and Investment at U.S. President Obama's Council of Economic Advisors in 2011-2012. Branstetter received his PhD in economics from Harvard University in 1996 and his BA from Northwestern University in 1991.

INTERNATIONAL CO-INVENTION, INDIA, CHINA & THE WORLD

ABSTRACT:

Recent research documents a significant shift in the geographic distribution of R&D and innovation across and within countries. Developing countries like China and India are taking on an increasingly important role in the design and development of new product and process technologies. This presentation draws upon recent scholarship to describe the rising

prominence of India as a global center of innovation, and places that growth within an international context, with explicit comparisons to recent developments in China. The presentation also notes the kinds of policy changes that could accelerate or impede this development in the Indian context.

TRACK 2

IPR, INDIAN INNOVATION & MAKE IN INDIA



Chetan Subramanian

Faculty Anchor

IIM Bangalore

Chetan Subramanian joined IIM Bangalore in 2010. Prior to his tenure at IIM, he was an Associate Professor at the State University of New York, Buffalo (SUNY, Buffalo). SUNY, Buffalo is the largest public university in the State of New York, USA. Dr. Subramanian completed his Masters in Economics from Tufts University, Boston, and went to earn his doctorate in economics from the University of Southern California, Los Angeles. His research has focused on issues such as the impact of capital inflows on the stability of an economy, dynamics of asset prices in crisis hit economies, impact of education and health on growth in emerging markets and the role of monetary

policy in business cycles. Dr. Subramanian is widely published and his papers have appeared in some of the leading international journals in economics. He has also been invited to present his work at numerous international conferences and universities.



TRACK 2:

Kamal Saggi

Frances and John Downing Family Professor of Economics, Vanderbilt University

Kamal Saggi is the Frances and John Downing Family Professor at Vanderbilt University. He is the current Chair of the Economics Department at Vanderbilt and Director of its the Graduate Program in Economic Development. He is an Associate Editor of the Journal of International Economics and the Indian Growth and Development Review and has served on the Editorial Council of the Journal of International Business Studies. Dr. Saggi has published widely in leading economics journals and has extensive consulting experience in international trade and development. He has given over a hundred invited presentations at major venues across the world.

INNOVATION, TECH - TRANSFER, AND IPRs IN THE GLOBAL ECONOMY: IMPLICATIONS FOR INDIA

ABSTRACT:

The Agreement on Trade Related Aspects of Intellectual Property Rights (TRIPS) obligates all WTO member countries – regardless of their economic conditions and technological capabilities – to adopt and enforce certain minimum standards of IPR protection. What is the rationale for such international coordination over national patent policies? Given that WTO member countries differ dramatically with respect to

technological capabilities, what incentives, if any, do developing countries such as India have to enforce TRIPS? To what extent do empirical studies support the strengthening of IPR protection in developing countries? How have R&D and patenting in India and other major Asian countries evolved during the post-TRIPS era? Finally, how are the recent proposed changes in India's IPR policy likely to affect its technological development?



TRACK 2:

Shaurya Doval

Executive Director, India Foundation

Managing Director, Zeus Caps

Shaurya Doval is the Executive Director of India Foundation. He is responsible for all activities of the Foundation which encompass research and advocacy on issues of national importance to India. He has a particular interest in the areas of economic and development policy making. He was the Eisenhower Fellow from India for 2015. Doval is also the co-founder of Zeus Caps wherein he leads the investment business in India. Zeus Caps is a principal finance platform focused on investing in emerging markets. He has previously held pivotal roles in GE Capital, Morgan Stanley and Arthur Anderson India. He is a recipient of the 'Udyog Ratna Award' for his contribution to the growth of the Indian Power Sector. Mr. Doval is a qualified Chartered Accountant and holds a joint MBA from London Business School and University of Chicago.

BRICK & MORTAR INNOVATIONS IN INDIA

ABSTRACT:

Indian economy today is one of the fastest growing economies in the world and if India has to find its rightful place amongst the developed nations of the world a lot of capital both financial and human, will be required to realize this dream. The core is human capital because it is the human capital that attracts and harnesses the financial capital. It is the obligation of the State i.e. Legislature, Executive and the Judiciary to create an environment in which human capital blossoms and thrives.

These are the key enablers in the economy where people think about new ways of doing things or innovate and these could range from small tasks, processes to new businesses which can dramatically change the way we live. At the same time it is also the duty of the State to ensure that innovations are protected from mala-fide behaviour by means of providing robust intellectual property laws and also to ensure that there is healthy competition so that innovations do not become monopolistic to exploit the society at large.



TRACK 2:

Rishab Gulshan

Partner & Director, Boston Consulting Group
New Delhi, India

Rishab Gulshan is a Partner & Director at the New Delhi office of The Boston Consulting Group. He is a core member of BCG's TMT (technology, media and telecommunications) with focus on telecom. He leads BCG's Mobile Data Services and Mobility/CE devices work in India. His areas of experience include long term strategic planning, new business creation and launch, product innovation, sales and distribution channel development, sales force and marketing effectiveness, operational efficiency and organization redesign. Rishab is an Economics (Hons) graduate from Delhi University and holds an MBA degree with high distinction from IIM, Bangalore. He is an avid and passionate biker.

THE MOBILE REVOLUTION AND TRILLION DOLLAR IMPACT

ABSTRACT:

This presentation will assess the global economic impact and implications of mobile technologies. Questions to be discussed will include 1) How dramatic performance improvements in mobile communications standards have propelled mobile to become the fastest adopted technology of all time 2) How mobile is connecting and empowering consumers—everywhere 3) How SMEs that adopt advanced mobile technologies are the fastest growing 4) Mobile

technologies are fueling economic growth, driving recovery from the global recession 5) How the mobile industry has made massive investment in new infrastructure and R&D 6) How to ensure that the mobile revolution continues and expands, policymakers must support an environment that fosters innovation and investment 7) And how future growth of mobile depends on continuing the policies that enabled the industry to get where it is today.

TRACK 3

EVALUATING INNOVATIVE ACTIVITY: EVIDENCE FROM PATENT OFFICES & ORGANIZATIONS



Sai Yayavaram
Faculty Anchor
IIM Bangalore

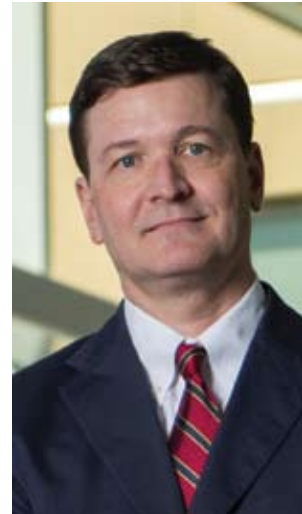
Sai Yayavaram is an Associate Professor in Corporate Strategy and Policy area at IIM Bangalore. Prior to joining IIMB in 2013, he was with the National University of Singapore for 9 years. Prof. Yayavaram received his PhD in Strategic Management from The University of Texas, PGDM from IIM Ahmedabad and B.Tech from IIT Madras. He worked as a Consultant in Tata Strategic Management Group,

Bombay from 1994-98. His research focuses on technology management, complexity and strategic rents and has been published in Administrative Science Quarterly, Strategic Management Journal and Organization Science. He is currently a Member of the Editorial Review Board of Strategic Management Journal.

TRACK 3:

Stuart Graham
Former Chief Economist, USPTO
Associate Professor of Strategic Management
Scheller College, Georgia Institute of Technology

Stuart Graham, JD, PhD, is Associate Professor of Strategic Management at the Scheller College of Business, Georgia Institute of Technology (Atlanta, Georgia, USA). He teaches and conducts research on business strategy and competition, the economics and policy of patent systems, intellectual property strategy, and technology entrepreneurship. Dr. Graham has served as a member of the executive team as the (first) Chief Economist at the US Patent & Trademark Office (USPTO). In 2013 he was named to the Board of Co-Editors of the Journal of Economics and Management Strategy.



He is a licensed attorney, admitted to practice law in New York State, and continues to serve as a Special Advisor to the USPTO and the US Department of Commerce. Dr. Graham has testified on patent-system economics to the US Congress and the US Federal Trade Commission, and has served as an economic expert to the World Economic Forum, the European Commission, the Japan Fair Trade Commission, the European Patent Office, Industry Canada, and the Organization for Economic Cooperation and Development. His honours include winning the Intel Foundation's Robert N. Noyce Fellowship for academic research and being named a Gottfried Leibniz Fellow in Industrial Economics in Germany (Blue List). He received his PhD from the University of California, Berkeley, and holds other advanced degrees in Law (JD), Business (MBA), and Information Systems (MA).

OF SMART PHONE WARS AND SOFTWARE PATENTS

ABSTRACT:

This presentation discusses the competing values of the U.S. patent system by placing the recent smart phone litigations in context with similar historical periods of patent dispute. Recognizing that software has characteristics of a general purpose technology, we provide a systematic list of U.S. patent classes and subclasses likely to contain inventions with software elements. Through this definitional lens, we compare USPTO data on the examination outcomes, administrative and judicial appeals, and quality assurance on so-called "software" patents to better understand the role of such patents in the smart phone litigations. We find that "software" patent

applications are treated largely the same as those in other technologies, and that the USPTO both allows and rejects these applications at a high rate of compliance with applicable laws. We also take note of significant improvements to the patent system from the America Invents Act as well as ongoing USPTO efforts to ensure that the scope of patent rights is commensurate with the disclosure of new and useful technologies. These improvements and efforts reflect an appropriately systemic approach to encouraging innovation and the diffusion of knowledge.

See: Graham, S., & Vishnubhakat, S. (2013). Of smart phone wars and software patents. *The Journal of Economic Perspectives*, 67-85.



TRACK 3:

K. S. Kardam

*Senior Joint Controller of Patents & Designs
Head, Patent Office Delhi*

K. S. Kardam is the Senior Joint Controller of Patents & Designs and heads the Delhi Patent Office. He has been working with the Indian Patent office for last 31 years and has held various positions. He has published several papers in various journals on the topic related to Intellectual property. When India joined WTO and TRIPS, he had actively participated in the process discussions and amendment to the Patents Act 1970 in the year 1999, 2002 and 2005 and revision in the Patents Rules at various occasions. He was also one of the members of the task force constituted for Traditional Knowledge Digital Library (TKDL) for protecting Indian Traditional Knowledge. He has been actively involved in the preparation of Manuals of Patent Office Practice and Procedure (MPOPP), Patent Office Practice (POP) for internal working, examination guidelines for the inventions relating to Biotechnology, Traditional Knowledge, Pharmaceuticals and recently issued guidelines on Computer Related Inventions. He holds a Ph.D in Intellectual Property Law also from Delhi University.

A TRANSFORMING INDIAN PATENT OFFICE

ABSTRACT:

The Indian Patent Office is going through transformative changes over the last decade. This session will concentrate on new initiatives taken by the Government to strengthen the IP Offices, especially in capability development and co-creation and protection of new knowledge in the economy. It will highlight the other measures

to capacity upgradation in terms of recruiting and training of new patent examiners and highlight these efforts in the comparative context of other economies. Besides it will also elaborate on the international cooperation, recently Indian IP Office has entered into to exchange the best practices.



TRACK 3:

Srikanth Gopalakrishnan

VP, Internet of Things

SAP Labs India

Srikanth has over 23 years of experience in the software industry and currently is the VP for Internet of things. He has been with SAP for over 4 years. Prior to joining SAP he has worked in several organizations like Oracle, Keane, Hexaware Technologies and TCS amongst others. He has varied experience in both product and consulting organizations. He has a Bachelors' degree from Regional Engineering College, Trichy as well as a Masters from Southern Illinois University, Carbondale. He also has completed an Executive Management Program from IIM, Bangalore. He is also part of the Board of Directors for SAP Labs India and drives the Innovation Charter for India.

INNOVATION AS A CULTURE WITHIN SAP LABS INDIA

ABSTRACT:

SAP Labs India has been in the forefront of creating cutting edge products and bringing innovation to fruition constantly. Our belief is that patents or IP in general is created by fostering a culture of curiosity. With technology changes enveloping us these days, especially with IoT, and the plethora of scenarios that are coming to the fore, it is really important for us to encourage every individual within our organizations to be more

aware. We believe in a three-fold approach to making this happen, "Create awareness and knowledge", "Allow for creative freedom and experimentation in the workplace" and "Allow for failures to be stepping stones to success". This session will talk about what we are doing to foster this culture in SAP Labs India.

TRACK 4

COMPETITION & INNOVATION - AN ENDURING RELATIONSHIP



Subhashish Gupta

Faculty Anchor
IIM Bangalore

Subhashish Gupta is an Associate Professor in the Economics and Social Science Area at IIM Bangalore. He has taught courses in Managerial Economics, Industrial Organisation, Game Theory and Economic Regulation in the MBA program. He also teaches Microeconomics in PhD program. Besides that he has taught Microeconomics in programs for IT professionals, senior civil servants and in executive education programs. His research interests lie in the broad area of industrial organisation and game theory. This includes

marketing, competition law, economics of organisations and telecommunications. He has a special interest in the economies of South East Asia. He has served as the Chairman of Admissions for all long duration programs as well as the Chairman of the Economics and Social Science Area.



TRACK 4:

Ashok Chawla

Chairman, Competition Commission of India (CCI)
New Delhi, India

Ashok Chawla, Chairman, Competition Commission of India (CCI) is a distinguished civil servant with 40 years of experience in various sectors of the economy at Federal and State Government in India and International Multilateral Agencies. He obtained his Masters in Economics from Delhi School of Economics in 1972 and joined the Indian Administrative Service in 1973. He started his career in the state of Gujarat and held various administrative positions. He was posted as Economic Counsellor in the Indian Embassy in Washington DC, USA in the late 1980s. He was a Member of the Insurance Regulatory and Development Authority, Permanent Secretary in key ministries of Government of India, Member on the board of Reserve Bank of India and was also alternate Governor for India at the World Bank and the Asian Development Bank. He also held top appointments in the corporate sector, including as Chairman & Managing Director of Indian Petrochemicals Corporation Limited and Director of Oil & Natural Gas Corporation Limited. In view of his rich and diversified experience, after his retirement from civil service, he was appointed as Chairman, CCI. His present job is to promote and sustain competition in Indian markets by effectively enforcing Competition Act 2002, which is a key component of India's economic reforms.

NEXT GENERATION OF COMPETITION & INNOVATION: LESSONS IN INDIA

ABSTRACT:

Competition enhances dynamic efficiency by spurring innovation, development of new products and technological growth. However, the rapidly evolving technological landscape is disrupting traditional markets

like never before and has created challenges not only for businesses but also for regulatory bodies. Addressing market distortions in such an ecosystem requires a novel approach so that markets remain accessible for all players while incentives to innovate are not

undermined due to regulatory interventions. Competition Commission of India has received several cases involving high-technology industry and IPR, requiring the agency to strike an equilibrium between the rights of innovators and the anti-competitive use of IPR. The

fine balance provided under the law between these two apparently competing strands needs to be further built upon and reinforced through case law.



TRACK 4:

Adam Mossoff

*Professor of Law & Co-director of Academic Programs
Senior Scholar of the Center for the Protection of
Intellectual Property, George Mason University*

Adam Mossoff is Professor of Law at George Mason University School of Law, and is a Senior Scholar at the Center for the Protection of Intellectual Property at George Mason, which he co-founded in 2012. He teaches patent law, trade secrets, trademark law, and property law, and has published extensively on how patents and other IP rights are fundamental property rights that should be secured to their owners and commercialized in the free market. He has testified before the U.S. Senate and the House of Representatives on patent legislation, and he has spoken at numerous congressional staff briefings and academic conferences on important issues in the patent policy debates, as well as at the U.S. Patent Office, the Federal Trade Commission, the Department of Justice, the National Academy of Sciences, and the Smithsonian Institution. He has also published on hot-topic issues concerning patented innovation in the New York Times, Slate, and in other media. He is a member of the Public Policy Committee of the Licensing Executives Society, and an appointed member of the Amicus Committee of the American Intellectual Property Law Association. He received his J.D. with Honors from the University of Chicago Law School., and he holds an M.A. in philosophy from Columbia University and a B.A. in philosophy from the University of Michigan.

CYCLES OF INNOVATION AND LITIGATION

ABSTRACT:

In the past decade in the United States, the conventional wisdom is that an “explosion” in patent litigation is symptomatic of a fundamentally “broken” patent system. This belief has driven a massive lobbying effort for the U.S. Congress to enact legislation making extensive changes to the patent system, has prompted U.S. regulatory agencies like the Federal Trade Commission to more aggressively review and sanction patent licensing activities, and has arguably prodded the U.S. Supreme Court to decide patent cases at a rate not seen for over one hundred years. This conventional wisdom, though, is profoundly mistaken. Patent litigation rates in the U.S. today are not only consistent with historical norms, patent licensing companies and even so-called “patent wars” have long been a feature of the American innovation economy since the early nineteenth

century. These historical observations are important today, because they help us identify the function of a property rights system within recurring cycles of innovation and litigation that have been a ubiquitous fact of a thriving innovation economy in the U.S. for over two hundred years. Instead of today’s highly abstracted economic models or highly disputed studies, the long history of the American patent system spanning the nineteenth-century Industrial Revolution to the twenty-first-century Information Revolution is a rich data source for better understanding how and why patent wars have always followed innovation. As U.S. Supreme Court Justice Oliver Wendell Holmes, Jr., once observed, “a page of history is worth a volume of logic.” This is as true for the patent system as it is for perhaps everything else.



TRACK 4:

Shyam Balganes

Professor, Law, University of
Pennsylvania Law School

Shyam Balganes is a Professor of Law at the University of Pennsylvania Law School, and a Co-director of the law school's Center for Asian Law. His scholarship focuses on understanding how intellectual property and innovation policy can benefit from the use of ideas, concepts and structures from different areas of private law and the common law. Most of his recent research and writing has been on understanding the structure and design of copyright law and its role in promoting creativity. His articles on copyright law and policy have appeared in the Harvard Law Review, the Yale Law Journal, the Stanford Law Review, and the Columbia Law Review, among several other journals.

COPYRIGHT LAWS & LESSONS FOR INNOVATION & COMPETITION

ABSTRACT:

Discussions of innovation policy today routinely ignore the unique role of copyright law in shaping and directing the structure, nature, and direction of investment and risk-taking in the knowledge economy. Given its close nexus with considerations of free and open expression, as well as its basic structure as a grant of exclusive rights, copyright law has over its lifetime sought to achieve a balance between processes of

creation and technologies of dissemination, upstream and downstream innovation and creativity, and incumbents and new entrants in the marketplace. In the process, it has developed important mechanisms to embrace a wide range of policy goals, all of which are integral to thinking about the nature, speed, source, and inclusiveness of creativity and innovation in the knowledge economy.

DAY I - December 7

Evening Round Table

VENUE - ITC GARDENIA | 7.15 PM - 8.30 PM
FOLLOWED BY BANQUET DINNER





DISTINGUISHED CHAIRPERSON OF ROUND TABLE

David J. Teece

*Tusher Professor of Global Business, Haas School of Business,
University of California, Berkeley*

Director of the Institute for Business Innovation

Chairman & Co-Founder, Berkeley Research Group.

David J. Teece is the Tusher Professor of Global Business at the Haas School of Business, University of California, Berkeley and Director of the Institute for Business Innovation. He received his BA and MComm (Hons1) at the University of Canterbury and his Ph.D. in economics from the Wharton School at the University of Pennsylvania. He teaches at the MBA, Ph.D. and executive levels. He is also Chairman of Berkeley Research Group, a global expert services and consulting firm which under Teece's leadership has grown in five years to over 650 employees and over 20 offices worldwide.

DISTINGUISHED ANCHOR OF ROUND TABLE

Anupam Khanna

Former Chief Economist of NASSCOM & Independent

Director of Indigo

Anupam Khanna stepped down last year as Chief Economist & Director-General (Policy Outreach) at NASSCOM. He is an Independent Director on the board of Indigo airlines and a Senior Advisor to ICF International (India) Ltd. Anupam had relocated to India in 2010 after 30 years with the World Bank. Khanna was Chief Economist for the Shell International in London. He helped to set up the World Bank's Resident Mission in China. In India Khanna also served as Principal Adviser to the high-level National Transport Development Policy Committee and as Senior Advisor to the President of the Global Development Network where he focused on climate change and agricultural policies in Africa and South Asia. He is a Distinguished Alumnus of I.I.T, Kanpur, received the President's Gold Medal for the top-ranked graduate in 1974. He earned two M.S. degrees and a Ph.D. from Stanford University. He was Visiting Fellow at Oxford University in 2003, attended executive education programs at Harvard, London School of Economics, MIT and Stanford and taught at ISB, Hyderabad.





Ashok Chawla

*Chairman, Competition Commission of India (CCI)
New Delhi, India*

Ashok Chawla, Chairperson, Competition Commission of India (CCI) is a distinguished civil servant with 40 years of experience in various sectors of the economy at Federal and State Government in India and International Multilateral Agencies. He obtained his Masters in Economics from Delhi School of Economics in 1972 and joined the Indian Administrative Service in 1973. He started his career in the state of Gujarat and held various administrative positions. He was posted as Economic Counsellor in the Indian Embassy in Washington DC, USA in the late 1980s. He was a Member of the Insurance Regulatory and Development Authority, Permanent Secretary in key ministries of Government of India, Member on the board of Reserve Bank of India and was also alternate Governor for India at the World Bank and the Asian Development Bank. He also held top appointments in the corporate sector, including as Chairman & Managing Director of Indian Petrochemicals Corporation Limited and Director of Oil & Natural Gas Corporation Limited. In view of his rich and diversified experience, after his retirement from civil service, he was appointed as Chairperson, CCI. His present job is to promote and sustain competition in Indian markets by effectively enforcing Competition Act 2002, which is a key component of India's economic reforms.

Bhaskar Das

Group CEO, Zee Media Corporation Ltd

Bhaskar Das, a veteran marketing professional, serves as the Group CEO of Zee Media Corporation Ltd. In his previous role, he was the President of Bennett, Coleman & Co. Ltd, where he exited after serving the company for 32½ years. Bhaskar has been awarded the 'Marketing Professional of the Year' at the India Brand Summit 2006, the 'Outstanding Marketing Professional of the Year' at the Indira Marketing Awards 2007, the 'Brand Super Achiever of the Year' at the World Brand Congress 2009, the 'Master Brand Builder of the Year' at the World Brand Congress 2010, the 'Greatest Brand Builder of India' at the CMO Asia 2010-11, the 'Most Respected Youth Icon' at Awards for Retail Excellence 2011 by the Asia Retail Congress and the 'Brand Builder of the Year' at the Global Leadership Awards 2012. He holds a Ph.D. in Marketing Management from Pune University, an MBA in Marketing from Calcutta University and MA in International Relations from Jadavpur University. He is currently pursuing his second Ph.D.





J. Bradford Jensen

Professor, Economics and International Business, McDonough School of Business, Georgetown University

Senior Fellow, Peterson Institute for International Economics

Senior Policy Scholar, Georgetown Center for Business and Public Policy

Research Associate, National Bureau of Economic Research

J. Bradford Jensen is a professor of economics and international business at the McDonough School of Business at Georgetown University, a senior fellow at the Peterson Institute for International Economics, senior policy scholar at the Georgetown Center for Business and Public Policy, and a research associate of the National Bureau of Economic Research. Jensen pioneered the use of plant-level microdata to investigate the impact of trade on the U.S. economy. He is author of *Global Trade in Services: Fear, Facts, and Offshoring* (2011) and a number of scholarly articles. His work has been published in variety of academic journals, including the *American Economic Review*, the *Review of Economics and Statistics*, the *Harvard Business Review*, the *Journal of International Economics*, and the *Journal of Monetary Economics*. His research has been supported by the National Science Foundation, the Alfred P. Sloan Foundation, and the John

D. and Catherine T. MacArthur Foundation. Prior to joining Georgetown in 2007, Jensen served as deputy director at the Peterson Institute for International Economics. Jensen has also served as director of the Center for Economic Studies at the U.S. Census Bureau, on the faculty at Carnegie Mellon University, and as a visiting professor at the Tuck School of Business at Dartmouth College. Jensen received a Ph.D in Economics from Stanford University and a B.A. from Kalamazoo College.



Dilipkumar Khandelwal

Managing Director, SAP Labs India Pvt. Ltd

Executive Vice President. Suite Engineering, SAP SE

Dilipkumar Khandelwal is the Managing Director of SAP Labs India and Executive Vice President and Head of Suite Engineering at SAP SE. In his role as Managing Director he leads 6000+ Labs focused on Innovation and Product Development. As the head of Global Suite Engineering, Dilip leads an organization focused on developing and supporting applications in SAP Business Suite and Strategic Industries. He is a member of the Global Leadership Team at SAP and is a part of several global initiatives. Dilip has been with SAP for over 14 years spanning across different roles. Prior to joining SAP, Dilip was working with Grasim Industries in India. He holds a Bachelor's degree in Engineering, specializing in Electronics and Telecommunication from Bombay University. He has also completed an executive leadership program from INSEAD and holds an Executive MBA from the Indian School of Business. He has also undergone programs for senior executives at Wharton and Kellogg.

Inderpreet Sawhney

Senior Vice President & General Counsel, Wipro Ltd

Inderpreet Sawhney is responsible for the legal affairs of Wipro globally and its Enterprise Risk Management function. She also serves as the Ombuds Head and leads adherence to Spirit of Wipro and Code of Business Conduct & Ethics. Prior to joining Wipro, she served as Managing Partner of a mid-sized law firm in Silicon Valley, and as an in-house counsel at ITC Limited. Currently she serves on the National Advisory Council of SABANA (South Asian Bar Association of North America). Her past leadership positions include President SABANA, Board Member of Partham Bay Area, Foundation for Excellence, Indus Women Leaders. Inderpreet has been awarded the 2006 Minority Bar Coalition Unity Award, 2010 Outstanding Mentorship Award SABA Northern California and 2010 NASABA Cornerstone Award and the 2013 NASABA Corporate Counsel Achievement Award. Inderpreet has a BA (Hons.) and LL.B degree from Delhi University and an LL.M from Queen's University, Kingston, Canada.





Kirti Gupta

Director of Economic Strategy, Qualcomm Inc

Dr. Kirti Gupta is a Director of Economic Strategy at Qualcomm Inc., where she serves as an in-house economist, specializing on Intellectual Property (IP) and competition policy and strategy. In this role, she is responsible for managing the substantive direction of the global IP policy and advocacy outreach efforts, and for conducting original research on issues related to IP and competition law and economics. She has been involved in various international antitrust and litigation cases. Kirti has also been responsible for developing economic models for determining Qualcomm's optimal IP strategy world-wide and on designing algorithms for IP portfolio valuation. Earlier, Kirti spent over a decade as a wireless systems engineering expert, working on research and development of third and fourth generation (3G and 4G) wireless cellular systems and has represented Qualcomm in various global technology standards bodies. She is a co-inventor of ten granted U.S. patents and several pending patent applications in the field of wireless communications. Dr. Gupta holds a Master's degree in Electrical Engineering from Purdue University, and a Ph.D. in Economics from the University of California, San Diego.

Manoj Kumar Bhatt

Founder Director,

*Foundation for Innovation and Social
Entrepreneurship Senior Advisor, Tata Trusts*



Manoj is an investor, advisor and entrepreneur based in Bangalore, India. He has over two and a half decades of global leadership experience in the areas of Strategy, Corporate Development/M&A, Innovation, R&D, Entrepreneurship Development and Product Management at financial technology and banking industries. In his last role at Misys, a global financial technology firm, Manoj was a member of the Senior Leadership Team responsible for strategy and global R&D operations. During this period, he led multiple product teams across US, Europe and Asia. Prior to Misys, he spent more than a decade in banking industry and financial markets advising and offering risk management solutions to corporates and public sector clients. Manoj is an alumnus of Harvard Business School.



Shyam Balganesesh

Professor, Law, University of Pennsylvania Law School

Shyam Balganesesh is a Professor of Law at the University of Pennsylvania Law School, and a Co-director of the law school's Center for Asian Law. His scholarship focuses on understanding how intellectual property and innovation policy can benefit from the use of ideas, concepts and structures from different areas of private law and the common law. Most of his recent research and writing has been on understanding the structure and design of copyright law and its role in promoting creativity. His articles on copyright law and policy have appeared in the Harvard Law Review, the Yale Law Journal, the Stanford Law Review, and the Columbia Law Review, among several other journals.

Srinivas Prasad M. R

CEO, Philips Innovation Campus

Prasad has over 3 decades of experience with various Technology companies. Prior to his current assignment as CEO at Philips Innovation Campus, Prasad was Vice President-IT at FMR India. He has also established and served as General Manager for the Software Architecture Division of Sony in India. Prasad worked for Alcatel Business Systems in France and Indian Telephone Industries in various capacities. Prasad has an outstanding academic record and holds a Bachelor of Engineering degree in Electronics and Communication and a Masters in Business Administration. Having a unique distinction of being a Hindu Hitachi Scholar, he has published papers at the Telecom IEEE conferences. He has been part of several national committees in India including the CII task force to drive Broadband adoption in India. An ardent cricket enthusiast he has played for Karnataka State, South Zone and represented the country earlier in his career.





Tarun Khanna

*Jorge Paulo Lehmann Professor
Harvard Business School, Harvard University*

Tarun Khanna is the Jorge Paulo Lemann Professor at the Harvard Business School, where he has sought for two decades to study the drivers of entrepreneurship in emerging markets as a means of economic and social development. At HBS since 1993, after obtaining degrees from Princeton and Harvard, he has taught courses on strategy, corporate governance and international business. For many years, he has served as the Faculty Chair for HBS activities in India and South Asia. A summary of his work on emerging markets appeared in his 2010 co-authored book, *Winning in Emerging Markets*. He was named the first director of the university-wide Harvard South Asia Institute in the fall of 2010. In 2007, he was nominated as the Young Global Leader (under 40) by the World Economic Forum; and in 2009, elected as a Fellow of the Academy of International Business. In 2015, he was named by the Government of India to chair a national committee to help shape the fabric of India's entrepreneurial ecosystem. He tweets @TarunKhannaHBS.

Vijay Chandru

*Founder Chairman, Strand Life Sciences
Adjunct Faculty, National Institute of Advanced Sciences
Former Faculty Member, IISc. Bangalore & Purdue University*



Vijay Chandru (PhD, MIT '82) is an academic turned entrepreneur. His academic career in data science spanned over two decades as a professor first at Purdue University and then Indian Institute of Science. He is a fellow of the national academies of science and engineering in India. A Technology Pioneer of the World Economic Forum, Vijay serves on the WEF's Global Agenda Council for the future of the health sector. As an entrepreneur, Vijay leads the new generation healthcare company Strand Life Sciences (US subsidiary Strand Genomics Inc.). Since 2007, Strand has been a global leader in bioinformatics products licensed to over 1400 research labs worldwide. With a team of over 250 high caliber scientists in India and the US, Strand is now leading the charge in clinical genomics and personalized medicine in India with over 100 partner hospitals and clinics. Strand's proprietary, validated, "reads to reports" sequence alignment to clinical reporting platforms Strand NGS™ and StrandOmics™ address global market opportunities in precision medicine.

Day 2 - Dec 8, 2015



TRACK 5

TECHNOLOGY STANDARDS AND INNOVATION CONVERSATIONS FOR INDIA



Rishikesha T. Krishnan

Faculty Anchor

IIM Indore & IIM Bangalore

Rishikesha Krishnan is an author, columnist and professor of management who focuses on strategy, innovation, and education. He is listed in the Thinkers50 India list of most influential management thinkers from India. Prof. Krishnan's book *8 Steps to Innovation: Going from Jugaad to Excellence* (co-authored with Vinay Dabholkar) won the Best Book Award for 2013-14 from the Indian Society for Training & Development. His earlier book *From Jugaad to Systematic Innovation: The Challenge for India* proposed a blueprint for how India can enhance its innovation output.

Prof. Krishnan is currently the Director of IIM Indore. From 1996-2013, he worked at IIM Bangalore, where he held the Jamuna Raghavan Chair in Entrepreneurship from 2007 to 2010. He was educated at IIT Kanpur, Stanford University and IIM Ahmedabad.



TRACK 5:

David J. Teece

Tusher Professor of Global Business, Haas School of Business, University of California, Berkeley

Director, Institute for Business Innovation

Chairman & Co-Founder, Berkeley Research Group

David J. Teece is the Tusher Professor of Global Business at the Haas School of Business, University of California, Berkeley and Director of the Institute for Business Innovation. He received his BA and MComm (Hons1) at the University of Canterbury and his Ph.D. in economics from the Wharton School at the University of Pennsylvania. He teaches at the MBA, Ph.D. and executive levels. He is also Chairman of Berkeley Research Group, a global expert services and consulting firm which under Teece's leadership grown in five years to over 650 employees and over 20 offices worldwide.

BUSINESS STRATEGY AND INTELLECTUAL PROPERTY IN NATIONAL COMPETITIVENESS

ABSTRACT:

Intellectual capital will be the basis for the future long run competitive advantage of India, as it is already in the West. Competing as the low cost provider can help get economic development started; competing on scarce and difficult to replicate intangible assets is how greater societal wealth is built. As the global economy advances, firms can profit from innovation by investing in complementary assets, and by marrying intellectual property and

good business model designs. Patents help innovation strategy. Unfortunately, they are not self-enforcing. The patent system helps reward innovations and allows innovating firms greater flexibility in their choice of business models. In particular, patents facilitate licensing as an innovation strategy, thereby enabling a beneficial "division of labor." The licensing of standard essential patents benefits implementers and innovators alike.



TRACK 5:

S. Ravindra Bhat

Permanent Judge

Delhi High Court, New Delhi

Justice S. Ravindra Bhat completed his LL.B. from the Campus Law Centre, University of Delhi, in 1982. He then enrolled as an Advocate with Delhi Bar Council, commenced law practice in the Delhi High Court. He later shifted practice to the Supreme Court. In his career as a lawyer, Justice Bhat appeared in and conducted several important cases and proceedings, such as the Mishra Commission which inquired into the anti-Sikh riots in Delhi in 1984; the Ravi-Beas River Water Disputes Tribunal and the Bhopal Gas Leak Tragedy case. As a lawyer, Justice Bhat was associated with organizations which promoted environment, human rights, and rights of the disabled. In his judicial career, he has delivered some important judgments, the most notable being about Supreme Court and High Court Judges' obligation to declare their personal assets to the Chief Justice and their coverage under the RTI Act. Justice Bhat was the first High Court judge in the country to preside over a paperless or e-court. He has been the Chair of the Delhi High Court's Juvenile Justice Committee for the past three years.

IPR AND TECHNOLOGY LAW IN INDIA AND COURTS

ABSTRACT:

The past two decades have witnessed considerable evolution of Intellectual property law in India. The path breaking amendments to the Patents Act, post TRIPs regime is marked by two key changes: recognition of both process and product patents and a nuanced system of evaluation of invention, in tune

with the patent regimes in the US and UK, such as concepts like "inventive step" and obviousness. Indian courts have also displayed willingness to step in tune with these changes and shown both adeptness and innovation in evolving legal doctrines. The Information Technology Act, 2000 has revolutionized the landscape as regards admissibility of digital and electronic evidence,

recognition of e-commerce etc. Amendments made in 2008 to that enactment have also kept pace with the growing concern for providing safe harbor legislation to intermediaries that act as facilitators in online transactions and promote electronic commerce. However, there are areas of concern too; not all courts in the country familiar with e-commerce or the digital environment; most courts and court systems are yet to transition fully into a paperless regime.

Considerable training is necessary before all judicial systems are fully tuned into the digital world. The paper traces the development of intellectual property law especially patent law in India as a facilitator for innovation and emphasizes the need for courts to equip and modernize themselves to meet the challenges in a technologically advancing society.



TRACK 5:

Mark Snyder

Vice-President and Patent Counsel
Qualcomm

Mark Snyder is a Qualcomm Vice President and Patent Counsel. Mark joined Qualcomm Incorporated in 2008 and has represented the company in numerous intellectual property and licensing-related disputes. Currently, Mark is responsible for the coordination of patent policy and advocacy efforts. He earned his engineering degree from the University of Rochester and his law and M.B.A. degrees from Boston College Law School and the Boston College Carroll School of Management. He has been a registered patent attorney since 1993, and is admitted to the bars of California, Colorado (inactive) and the District of Columbia. Prior to working at Qualcomm, Mark worked in both law firms and as in-house counsel, most recently for Kyocera Wireless Corp., where he managed the intellectual property group with responsibility for prosecution, licensing and litigation matters.

STANDARD SETTING IN EMERGING ECONOMIES

ABSTRACT:

Mr. Snyder will discuss recent developments in Standard Setting Organization IPR policies, such as IEEE, and the potential long-term impacts. His remarks will also cover the practical implementation of certain proposed changes, and an overview of other hotly debated topics relating to the enforcement of SEPS

TRACK 6

ECONOMIC HISTORY OF INNOVATION, DEVELOPMENT & PRIZES



Arnab Mukherji

Faculty Anchor
IIM Bangalore

Arnab Mukherji is an applied microeconomist with interests in the economics of healthcare and governance with a focus on India. His research has been published in several peer-reviewed journals (such as the British Medical Journal, American Journal of Public Health and the Indian Journal of Medical Research) and as book-chapters targeted to an academic audience. Some of this has been cited in the media in places as diverse as the Wall Street Journal, Knowledge@Wharton, Business Standard, and the World Bank blog. He also writes popular pieces in the Hindu Business Line and Prajavani. He has been on research collaborations

with researchers in Columbia University and McGill University on a number internationally sponsored research projects and has also consulted on a number of impact evaluations conducted for the World Bank, the Asian Development Bank. He also consults on public policy related matters for international organizations, different state governments in India, and a number of non-profit and for profit companies that have data analytical needs, particularly in the social sector. Mukherji is currently also the Chairperson of Center for Public Policy at IIM Bangalore.



TRACK 6:

Zorina Khan

Professor of Economics, Bowdoin College
Visiting Faculty, London School of Economics
Research Associate, NBER

Zorina Khan is Professor of Economics at Bowdoin College, and Research Associate at the National Bureau of Economic Research (NBER). She received her PhD in economics from the University of California, Los Angeles, where she studied as a Fulbright Scholar. She has been a visiting professor at the NYU Law School, the UC Berkeley Law School, UCLA Law School, Harvard University, UCLA Economics & Business Program, and the Institute for Advanced Studies at the Australian National University. She was W. Glenn Campbell and Rita Ricardo-Campbell National Fellow and Arch W. Shaw Fellow (2014-2015) at the Hoover Institution, Stanford University. Other honors include the Leonardo da Vinci Fellowship, Kenan Fellowship, Lemelson Senior Fellowship, Distinguished Senior Commentator in the Thomas Edison Innovation Fellowship program, and the Griliches Fellowship, which the NBER grants once every two years to an empirical economist. Prof. Khan's research explores questions of law and economics from an historical perspective, including intellectual property, technological innovation, corporate governance, antitrust, and civil litigation. Her book, *The Democratization of Invention: Patents and Copyrights in American Economic Development, 1790-1920*, was awarded the Alice Hanson Jones Biennial Prize for an outstanding work in North American economic history. Her current research projects examine institutional differences and outcomes in patents relative to technological prizes in Europe and the United States; and the role of family networks in the mobilization of financial capital during early industrialization.

INVENTING PRIZES: A HISTORICAL PERSPECTIVE ON INNOVATION AWARDS AND TECHNOLOGY POLICY

ABSTRACT:

Prizes for innovations are currently experiencing a renaissance, following their marked decline during the nineteenth century. However, Daguerre's "patent buyout," the longitude prize, inducement prizes for butter substitutes and billiard balls, the activities of the Royal Society of Arts and other "encouragement" institutions, all comprise historically inaccurate and potentially misleading case studies. Daguerre, for instance, never obtained a patent in France and, instead, lobbied for government support in a classic example of rent-seeking. This paper surveys empirical research using more representative samples drawn from Britain, France, and the United States, including "great inventors" and their ordinary counterparts, and prizes at industrial exhibitions. The

results suggest that administered systems of rewards to innovators suffered from a number of disadvantages in design and practice, some of which might be inherent to their non-market orientation. These findings in part explain why innovation prizes lost favour as a technology policy instrument in both the United States and Europe in the period of industrialization and economic growth.

See: Khan, B. Z. (2015). Inventing Prizes: A Historical Perspective on Innovation Awards and Technology Policy. *Business History Review*, 1-30.



TRACK 6:

Vijay Chandru

Founder Chairman, Strand Life Sciences

Adjunct Faculty, National Institute of Advanced Sciences

Former Faculty Member, IISc. Bangalore & Purdue University

Vijay Chandru (PhD, MIT '82) is an academic turned entrepreneur. His academic career in data science spanned over two decades as a professor first at Purdue University and then Indian Institute of Science. He is a fellow of the national academies of science and engineering in India. A Technology Pioneer of the World Economic Forum, Vijay serves on the WEF's Global Agenda Council for the future of the health sector. As an entrepreneur, Vijay leads the new generation healthcare company Strand Life Sciences (US subsidiary Strand Genomics Inc.). Since 2007, Strand has been a global leader in bioinformatics products licensed to over 1400 research labs worldwide. With a team of over 250 high caliber scientists in India and the US, Strand is now leading the charge in clinical genomics and personalized medicine in India with over 100 partner hospitals and clinics. Strand's proprietary, validated, "reads to reports" sequence alignment to clinical reporting platforms Strand NGS™ and StrandOmics™ address global market opportunities in precision medicine.

NEW KNOWLEDGE SYSTEMS, TRANSLATIONAL RESEARCH AND INNOVATION FROM INDIAN ACADEMIA

ABSTRACT:

An important driver for improved performance of enterprises is to move towards empirically based decision support by leveraging the very large databases that are emerging from digitization or "transduction" of complex processes. These are variously called data analytics or "big data" challenges and computer science departments now have programs in "data science" that develop the tools and methodologies that are to be employed in addressing these challenges. In scientific

domains, the situation is even more acute as science has entered the fourth paradigm of data driven science. Bio-Medical sciences are in particular deeply affected by this new knowledge system with extraordinary advances in genome sequencing and other molecular measurement technologies. This speaker will address this aspect of evolution of biology as an information science and some efforts from within Indian academia to translate research in the fourth paradigm and deliver innovative solutions in modern precision medicine.



TRACK 6:

Srinivas Prasad M. R.
CEO, Philips Innovation Campus

Prasad has over 3 decades of experience with various Technology companies. Prior to his current assignment as CEO at Philips Innovation Campus, Prasad was Vice President-IT at FMR India. He has also established and served as General Manager for the Software Architecture Division of Sony in India. Prasad worked for Alcatel Business Systems in France and Indian Telephone Industries in various capacities. Prasad has an outstanding academic record and holds a Bachelor of Engineering degree in Electronics and Communication and a Masters in Business Administration. Having a unique distinction of being a Hindu Hitachi Scholar, he has published papers at the Telecom IEEE conferences. He has been part of several national committees in India including the CII task force to drive Broadband adoption in India. An ardent cricket enthusiast he has played for Karnataka State, South Zone and represented the Country earlier in his career.

INNOVATIONS THAT HAVE CHANGED OUR LIVES

ABSTRACT:

What does it take to create meaningful innovations for emerging economies? How does one harness here scale, scope & agglomeration economies? What are the challenges & opportunities herein to incentivise an innovation hub of scientists & engineers? How does a global organization protect IP? In this talk we will discuss this in the light of the various affordable healthcare solutions developed by Philips Innovation Campus, Bangalore.



DAY 2 - DECEMBER 8

WRAP-UP CONCLAVE:

Women & Innovation

3:00 PM, IIM BANGALORE AUDITORIUM

Intellectual Property
Innovation & Entrepreneurship



Zorina Khan

Chairperson, Conclave Panel

Professor of Economics, Bowdoin College

Visiting Faculty, London School of Economics

Research Associate, NBER

Zorina Khan is Professor of Economics at Bowdoin College, and Research Associate at the National Bureau of Economic Research (NBER). She received her PhD in economics from the University of California, Los Angeles, where she studied as a Fulbright Scholar. She has been a visiting professor at the NYU Law School, the UC Berkeley Law School, UCLA Law School, Harvard University, UCLA Economics & Business Program, and the Institute for Advanced Studies at the Australian National University. She was W. Glenn Campbell and Rita Ricardo-Campbell National Fellow and Arch W. Shaw Fellow (2014-2015) at the Hoover Institution, Stanford University. Other honors include the Leonardo da Vinci Fellowship, Kenan Fellowship, Lemelson Senior Fellowship, Distinguished Senior Commentator in the Thomas Edison Innovation Fellowship program, and the Griliches Fellowship, which the NBER grants once every two

years to an empirical economist. Prof. Khan's research explores questions of law and economics from an historical perspective, including intellectual property, technological innovation, corporate governance, antitrust, and civil litigation. Her book, *The Democratization of Invention: Patents and Copyrights in American Economic Development, 1790-1920*, was awarded the Alice Hanson Jones Biennial Prize for an outstanding work in North American economic history. Her current research projects examine institutional differences and outcomes in patents relative to technological prizes in Europe and the United States; and the role of family networks in the mobilization of financial capital during early industrialization.



Debjani Kapila

*CoE Leader-Patents and Analytics Center of Excellence,
GE Global Research, GE India Technology Centre*

Debjani Kapila is the CoE Leader for GRC Analytics in PACE (Patents and Analytics Center of Excellence) at GE's JFWTC in Bangalore. She is responsible for managing a team of Technology professionals and providing strategic IP, Technology & Competitive Intelligence support to the different centers of GE Global Research across the globe. Her key responsibility is to develop a market driven approach to influence new technology development and participation in early stage of technology roadmap. Debjani has more than 10 years' of experience in the field of healthcare. Her key deliverables include understanding the different business models being adopted by various companies in order to address Affordable Care Model-both locally & globally. Debjani graduated from Presidency College Kolkata with a B.Sc. degree in Chemistry. She completed MS and PhD from Indian Institute of Science, Bangalore. She then worked as a Post-doctoral Fellow for few years in India and abroad before joining John F. Welch Technology Center (JFWTC) Bangalore in 2000 as a Research Scientist for GE Plastics. She is GE certified black belt in Lean Six Sigma and has a TRIZ Level 2 certification from The International TRIZ Association. Debjani also has a Post Graduate Certificate in Business Management from XLRI, Jamshedpur. Debjani has several patents on her portfolio.

Deepa Bachu

Co-Founder and CEO at Pensaar

Deepa is a design and product leader who spent the last 20 years at large multi-nationals and tech start-ups leading their Design, Innovation and Product Management functions. Her passion is to transform customers' lives by creating products that solve their biggest unmet needs. In her professional career, Deepa has effectively handled a variety of responsibilities and roles across Experience Design, Innovation, Product Management, General Management and Product Development. Deepa's experience has given her expertise in creating and taking global products for both emerging markets and developed markets across multiple domains. Financial portals, Business and financial management solutions, Retail and Information services, across multiple platform. Deepa mentors startups in India and US. She volunteers her time to start-ups/NGOs in kids' education. She is a regular presenter at industry conferences and is an active member of several Design and Innovation organizations.





Deepanwita Chattopadhyay
Chairman & CEO, IKP Knowledge Park

Deepanwita Chattopadhyay, Chairman & CEO of IKP Knowledge Park, is responsible for developing the first Life Science Research Park in India and establishing a sustainable innovation and knowledge cluster around a science park through a Public-Private Partnership (PPP) model. She has deep interest in entrepreneurship, incubation and institution building. Ms. Chattopadhyay is the Founder Chairman of Support Elders Pvt. Ltd., a start-up committed to providing integrated care for the elderly. She serves as a Director on the Boards of IKP Investment Management Company Pvt. Ltd. and the US-India Science & Technology Endowment Board and as a member of the Governing Body of the National Institute of Immunology, the Lucknow Biotech Park and the Society for Technology Managers (STEM).

Kajoli (Banerjee) Krishnan
Principal Scientist, GE Global Research

Kajoli is a physicist by training. A Principal Scientist in the Diagnostic Imaging and Biomedical Technologies Organization at GE's Research Centre in Bangalore, she identifies clinical problems, leads inter-disciplinary & global teams on advanced technology projects, and facilitates their transition to products. She has over 50 publications and 10 filed patents. As a member of the Patent Evaluation Board, Kajoli has the opportunity to both grow and contribute to GE's strategy in Biomedical Ultrasound and develop an "inner eye" on the complex interplay of socialization, teamwork, and influence in the process of innovation. She loves music, reading, writing and traveling.





Leena Pishé Thomas

*Founder, Global Business Inroads
Energy, Environment & Climate Change and International
Business Specialist*

Leena has over 17 years' experience in the field of International Business, Technology and Project Management in the Climate Change Mitigation, Energy, Environment, Transport, Biotech, Agro-Food, Education and Innovation Sector and has worked with various European, North American, and Asian organizations. Leena established her own consultancy - Global Business Inroads (GBI) - in September 2009. Earlier, Leena has worked as Country Program Manager, India and City Director, Delhi, for the Clinton Climate Initiative (CCI) of the William J. Clinton Foundation. Leena was selected by the US State Department in September 2010 for the US Government's International Visitors Leadership Program (IVLP) as a leader in the Clean Energy and Climate Change category, which was held in April 2011 in the US. She has completed her B.A. (Honors) in History and Economics from Lady Shri Ram College for Women, University of Delhi and Business Management from ICFAI, Hyderabad.

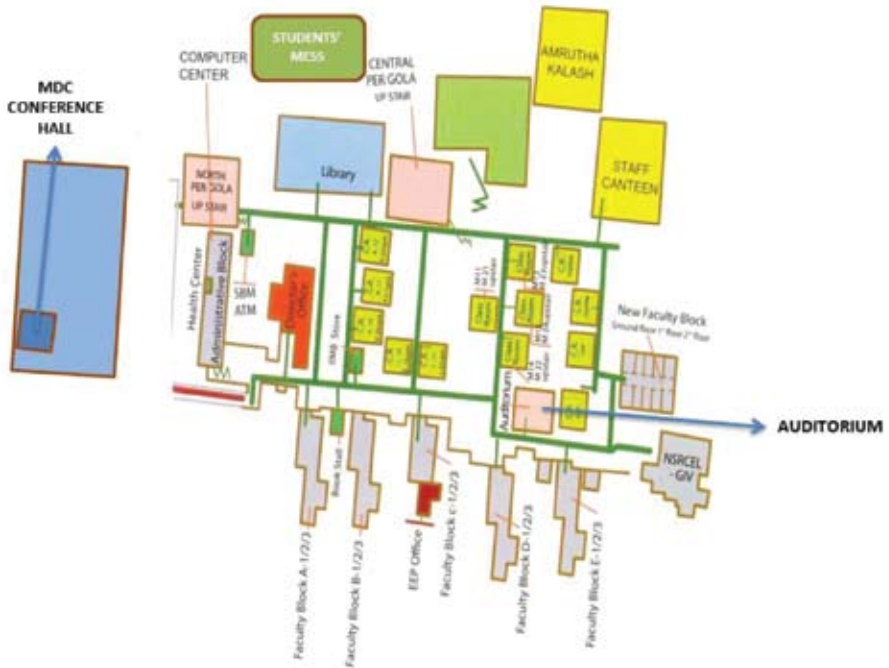
Suparna Bhattacharya

Distinguished Technologist, Hewlett Packard



Suparna Bhattacharya is a Distinguished Technologist in the Chief Technologist's office of HP's Storage division, where she focuses on the implications of emerging non-volatile memory technologies and near-data analytics in evolving future systems. She holds a PhD in Computer Science and Automation from the Indian Institute of Science and a B.Tech in Electronics and Electrical Communication from IIT Kharagpur. Prior to HP, Suparna worked at IBM, where she was also an elected member of the IBM Academy of technology. She has delved into systems software development and research on various platforms, including several enjoyable years as a well-recognized open source contributor to the Linux kernel, followed by a late-in-life part-time PhD and a stint in research on topics that lie at the intersection of systems and software. Her dissertation research on a systems perspective of software runtime bloat and its power-performance implications was awarded the best PhD thesis in the department of computer science and automation at the Indian Institute of Science in 2013. Suparna is ACM India Eminent Speaker and has a dozen issued patents with six more patent applications that are pending.

IIMB Campus Map



Our Volunteers

Arun Subramanian V
Avadhoot Jathar
Bhavya V
Chetana Raman
Govindaraj
Kartik Yadav
Meghna Haridas
Rakesh P
Sreemoyee Malakar
Srikanth Prabhu
Swapnika Ramu

Important Phone Numbers

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IIMB Health Centre: **080 - 26993066/ +91 9880292652**
Dr Ravikumar K R (resident medical officer): **+91 9620366641**
(Consultation hours 10 am to 1 pm and 3 pm to 5 pm)
IIMB Reception: **080 - 26993070**
IIMB Security (Main Gate): **080 - 26993244**
IIMB MDC Reception: **080 - 26993295/ 3443/ 3444**
Executive Block Reception: **080 - 26993876**

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Live Streaming



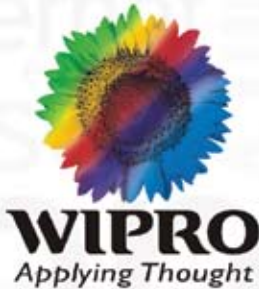
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