

SRIMCA-MBA, Uka Tarsadia University Organized an Expert Session on “Strategies for Globalization”

Name of the Resource Person: Mr. Ujjaival Shah

Designation/ Affiliation: Godrej & Boyce Manufacturing Company

Participants (Class, Sem., Number): FYMBA

Date: 22.10.2021

Time & Duration: 11:00 am – 12:30 pm

Coordinator: Dr. Swapnil Chaurasia

Venue: C-105

An expert session on ‘Strategies for Globalization’ was organized by SRIMCA-MBA for FYMBA students to provide them with real time information about prevailing international market conditions and strategies that can be opted. The session was conducted by Mr. Ujjaival Shah, Sr. Manager HR for Reliance Industries International Business Head for Godrej & Boyce Manufacturing Co. highlighting different entry strategies and significance. Key highlights of the session were application of Certainty Index in international business decision making. The session concluded with a an enriching question and answer round in which students as well as faculty members actively participated which made the session one of the best learning experience.

