

Competing with Emerging-market Multinationals: The Case of India



REGISTER NOW



Northeastern University
Center for Emerging Markets

Join us for a Webinar on February 10

Firms from emerging economies such as China and India have been internationalizing briskly for about a decade. In this opening seminar of a six-part series based on the book *Emerging Multinationals in Emerging Markets* (Cambridge University Press, 2009), Professor Ramamurti, co-editor of the book, will explore the competitive advantages these firms enjoy and the strategies they use to “go global.” He will discuss how the rise of emerging-market multinationals is affecting the strategy and performance of Western firms. He will illustrate his points with Indian examples, but will occasionally bring in examples from other emerging markets.

PROFESSOR RAMAMURTI, featured speaker and architect of the webinar series, is Distinguished Professor of International Business and Strategy at Northeastern University and the founding director of its Center for Emerging Markets. He has been a visiting professor at Harvard Business School, MIT Sloan School, CEIBS-China, and the Wharton School, among others. He has published four books and over 75 articles in leading management journals. His consulting clients have included the board of the World Bank, the United Nations, USAID, the governments of more than a dozen countries, and many private firms in the US and abroad. Professor Ramamurti received his MBA from the Indian Institute of Management (Ahmedabad), where he graduated at the top of his class, and his DBA in International business from Harvard Business school.

Next in the Series:-

March 10: BRAZILIAN MULTINATIONALS with Profs. Afonso and Maria Tereza Fleury, U. of Sao Paolo

For information on the book "Emerging Multinationals in Emerging Markets" edited by Ravi Ramamurti and Jitendra V.Singh, visit <http://www.cambridge.org/us/catalogue/catalogue.asp?isbn=9780521513869>

Title: *Competing with Emerging-market Multinationals: The Case of India*

Date: Wednesday, February 10, 2010

Time: 11:30 AM - 12:45 PM EST

After registering you will receive a confirmation email containing information about joining the Webinar.

Space is limited.

Reserve your Webinar seat now at:

<https://www1.gotomeeting.com/register/808574409>

