

Report  
on  
**Monthly Faculty Lecture**

Series	April, 2024-25
--------	----------------

Date: 25<sup>th</sup> April, 2025; Time: 2:30 PM

Title: Innovation Strategy and Competitive Advantage: Insight from  
Select Leading Corporate Entities

On 25<sup>th</sup> April, 2025 the Monthly Faculty Lecture was held under the aegis of Swami Vivekananda University at NND block, Room No: 317, where **Prof. (Dr.) Malayendu Saha, Director of the School of Management at SVU and Former Vice-Chancellor of Kalyani University, West Bengal**, delivered an insightful lecture on the crucial topic of "*Innovation Strategy and Competitive Advantage: Insight from Select Leading Corporate Entities*". The event was graced by the presence of SVU officials, directors of various departments, faculty members, staff, and research scholars, making it a significant gathering of academic and professional minds.

#### Introduction

The event commenced with an opening address by **Prof. (Dr.) Ranjan Chakrabarti, Director of Research and Academic Development, SVU**, and the event was chaired by **Prof. (Dr.) Nimai Chandra Saha, Director, School of Life Science, SVU**. Prof. Chakrabarti emphasized the growing need for strategic innovation in corporate governance and competitiveness in today's rapidly evolving global landscape. Highlighting the fusion of vision, technological disruption, and global market trends, Prof. Chakrabarti set the tone for an insightful and thought-provoking session.

#### Key Highlights of the Lecture

##### 1. Understanding Innovation Strategy

Prof. Saha began by defining innovation strategy not just as a burst of creativity, but as a **structured, organization-wide commitment to ideation, development, and execution**. Quoting Prahalad and Hamel, he likened strategy to "an ambitious and compelling dream" that powers both the intellectual and emotional engines of organizations.

Innovation, he explained, is not accidental—it is systematic. It demands alignment with a company's vision, responsiveness to market needs, and a culture of continuous improvement.

RL

In today's hyper-competitive world, businesses must innovate "not just to grow, but to survive."

## 2. The Innovation Strategy Matrix

Prof. Saha introduced the *Innovation Strategy Matrix*, identifying the key fundamentals of corporate success:

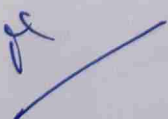
- **Disruptive Innovation:** Creating new value networks that completely redefine markets.
- **Architectural Innovation:** Reconfiguring existing technologies and structures to unlock new potential (repeated for emphasis).
- **Incremental Innovation:** Small, continuous improvements that enhance existing offerings.
- **Radical Innovation:** Breakthroughs that set entirely new benchmarks.

These categories, he stressed, are not mutually exclusive. Leading companies blend these approaches based on their market context and internal capabilities.

## 3. Case Studies of Global Innovators

Prof. Saha illustrated these innovation strategies using global examples:

- **Apple:** A masterclass in integrating design, user experience, and ecosystem-driven innovation. From the iPod to the iPhone to its services strategy, Apple has created sustained competitive advantage by constantly redefining the consumer tech experience.
- **Tesla:** Elon Musk's company is disrupting the automotive and energy sectors simultaneously. Tesla's focus on battery technology, autonomous driving, and vertical integration are core to its innovation strategy.
- **Amazon:** By leveraging data analytics, automation, and cloud computing (AWS), Amazon has transformed retail logistics and global e-commerce infrastructure.
- **Samsung and Google:** Both companies exemplify sustained innovation in hardware and software respectively. Their investments in R&D and strategic risk-taking have helped them maintain leadership positions.
- **Tata Motors:** Through initiatives like the Nano and electric vehicles, Tata Motors has demonstrated how Indian companies can innovate for both affordability and sustainability.
- **IKEA:** With its flat-pack model and customer-centric design, IKEA has turned logistical simplicity into a strategic edge.
- **Microsoft:** Transitioning from a product-based to a service-based model, Microsoft's cloud focus (Azure) and productivity tools (Office 365) show adaptive innovation in action.



#### 4. Groundbreaking Innovations in China

Prof. Saha presented Huawei's collaboration with China Unicom as a landmark in infrastructural innovation. The launch of China's **first 10G standard broadband network in Sunan County**, a key technology hub near Beijing, showcases how companies are setting new benchmarks. Promising real download speeds of **up to 9834 Mbps** and upload speeds of **1008 Mbps**, this development positions China as a global leader in telecommunications.

Equally captivating was the example of a **gold ATM kiosk in one of Shanghai's busiest malls**, where customers can melt gold at **1200°C**, check real-time purity, view live prices, and transfer money through a bank interface. Prof. Saha used this example to highlight **convergent innovation**—where tradition (gold) meets modern technology (automated banking) in a seamless experience.

#### 5. Strategic Wisdom from Ancient Epics

Bringing in a philosophical perspective, Prof. Saha cited a profound analogy from the Mahabharata. Before the Kurukshetra war, Krishna gave Arjuna and Duryodhana a choice: either his powerful army (Narayani Sena) or himself as a non-combatant charioteer. Duryodhana chose the army; Arjuna chose Krishna.

Prof. Saha likened this to the difference between **choosing brute force (resources)** and **choosing strategic wisdom (guidance)**. Successful organizations, like Arjuna, choose insight, mentorship, and vision—over sheer muscle. This parable was received with deep appreciation by the audience for its timeless relevance.

#### 6. The 4Cs of Competitive Advantage

Prof. Saha emphasized that innovation alone is not enough; it must deliver *competitive advantage*. He outlined the **4Cs** that organizations must address:

- **Customer:** Deep understanding of customer needs, preferences, and behaviors.
- **Competition:** Awareness of competitor strategies, strengths, and weaknesses.
- **Cost:** Efficient cost structures without compromising on value.
- **Capabilities:** Leveraging human capital, technology, and organizational culture.

He emphasized that integrating these dimensions helps in creating products and services that are *not just new*, but *meaningfully better*.

#### India vs. China: A Startup Reality Check

In a candid segment, Prof. Saha presented a comparative view of the **startup ecosystems in India and China**.

Handwritten signature/initials.

- **India's Startups:**

- *Food Delivery Apps*: While convenient, they convert underemployed youth into low-wage logistics workers.
- *Instant Grocery Delivery*: Promotes consumer impatience and resource-intensive logistics.
- *Fantasy Sports and Betting Apps*: Encourage gambling rather than productive economic activity.
- *Reels & Influencer Economy*: Fosters entertainment over substance.
- *Designer Ice Creams*: Marketed as “healthy” but offer little nutritional value.

- **China's Startups:**

- *EVs & Battery Tech*: BYD and other giants are leading the global EV race.
- *Semiconductors & AI*: Strategic investments in deep tech and self-reliance.
- *Robotics & Automation*: Driving hyper-efficiency in factories.
- *Global Logistics*: Powerhouses like Alibaba and Shein dominate global retail logistics.
- *Infrastructure & Deep Tech*: Large-scale investments in rail, space tech, and renewable energy.


This reality check underscored that **true innovation must solve systemic problems, not just offer lifestyle upgrades**. Dr. Saha urged Indian startups to move beyond gimmicks and focus on long-term nation-building innovations.

### **Interactive Session**

An engaging Q&A session followed the lecture. Participants posed questions on the relevance of innovation in the post-pandemic world, barriers to innovation in the public sector, and strategies for enhancing India's startup ecosystem. Dr. Saha responded with rich insights, urging young professionals to prioritize sustainability, technological depth, and user-centric design in their entrepreneurial journeys.

### **Concluding Remarks**

The session concluded with a vote of thanks by Dr. Bikash Panja, Professor, Department of Mechanical Engineering, SVU. He praised Prof. Saha for his visionary insights and the balance of philosophical depth with modern business analysis. The talk was widely appreciated by faculty, students, and industry professionals for its relevance, depth, and thought-provoking content.





**SWAMI VIVEKANANDA  
UNIVERSITY**

**75<sup>th</sup>**  
**APS**  
**7-30 PM**

# Monthly Faculty LECTURE

SERIES APRIL 2024 - 25

INNOVATION STRATEGY AND  
COMPETITIVE ADVANTAGE

Special  
Lecture by



Prof. Dr. Mahadevappa Saha

Joint Professor, IIT Bombay

Joint Professor, IIT Madras

Joint Professor, IIT Kharagpur

Joint Professor, IIT Gandhinagar

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna

Joint Professor, IIT Roorkee

Joint Professor, IIT Varanasi

Joint Professor, IIT Bhubaneswar

Joint Professor, IIT Guwahati

Joint Professor, IIT Hyderabad

Joint Professor, IIT Jodhpur

Joint Professor, IIT Kanpur

Joint Professor, IIT Kharagpur

Joint Professor, IIT Madras

Joint Professor, IIT Patna



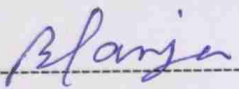
## Page 5 of 6


K

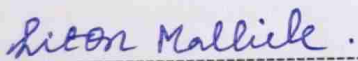


- Strategic innovation is essential for sustainable growth.
- Competitive advantage arises not just from product development, but from deep customer insight and organizational capability.
- Learning from global leaders and ancient wisdom can guide modern business strategy.
- Indian startups must recalibrate toward deep-tech, sustainability, and meaningful societal impact.
- Speed of innovation matters “Today’s innovations must be in the market before tomorrow morning.”

The event was a resounding success and further solidified SVU’s commitment to fostering critical thinking, strategic planning, and global vision among its students.

  
-----  
Dr. Bikash Panja  
Joint Co-ordinator  
Monthly Faculty Lecture Series, SVU

  
-----  
Prof. (Dr.) Ranjan Chakrabarti,  
Director, Research & Academic  
Development, SVU

  
-----  
Dr. Liton Mallick  
Joint Co-ordinator  
Monthly Faculty Lecture Series, SVU



# SWAMI VIVEKANANDA UNIVERSITY

EXCELLENCE \* INNOVATION \* ENTREPRENEURSHIP

www.swamivivekanandauniversity.ac.in

Date: 13<sup>th</sup> April, 2025

To

**Prof. (Dr.) Malayendu Saha**

Director, School of Management,  
Swami Vivekananda University, West Bengal -700121  
Former Vice-Chancellor Kalyani University

Received  
M. Saha  
23/4/2025

**Subject: SVU Faculty Lecture Series April 2025, Invitation regarding**

Dear Professor Saha,

Greetings from SVU!

At the outset, we would like to acknowledge your significant contributions in the field of research and academic administration.

Swami Vivekananda University, Barrackpore, West Bengal, organizes a Faculty Lecture every month under its Monthly Faculty Lecture Series. It is with great pleasure that I invite you, on behalf of the University, to deliver the Distinguished Faculty Lecture on "**Innovation Strategy and Competitive Advantage**" on **April 25, 2025 at 2 pm** in our campus.

Your expertise and insights will be invaluable in enriching the program, and your lecture will be a source of inspiration for our faculty members and research scholars.

We would greatly appreciate a line of confirmation at your earliest convenience.

For any further information or clarification, please feel free to contact me or Dr. Liton Mallik at Mobile No. 7003185671.

With best regards,

**Professor Ranjan Chakrabarti,**

Director Research and Academic Development, Swami Vivekananda University  
Hony. Visiting Professor, Jadavpur University

Former Vice Chancellor of Vidyasagar University and Netaji Subhas Open University (WB)



Bikash Panja &lt;bikashp@svu.ac.in&gt;

## Fwd: Invitation

Bikash Panja &lt;bikashp@svu.ac.in&gt;

Mon, Apr 21, 2025 at 3:40 PM

To: abirs@svu.ac.in, Ranjan Kumar <ranjank@svu.ac.in>, "Dr. Sudip Das" <sudipdas1380@gmail.com>, digantab@svu.ac.in, ranjankm@svu.ac.in, subhabratat@svu.ac.in, tanmoys@svu.ac.in, prithap@svu.ac.in, souravm@svu.ac.in, dipanwitag@svu.ac.in, manisham@svu.ac.in, nilanjanam@svu.ac.in, olyb@svu.ac.in, subhranilm@svu.ac.in, rituparnac@svu.ac.in, pramitir@svu.ac.in, litonm@svu.ac.in, anirbanh@svu.ac.in, kallalb@svu.ac.in, debanjalia@svu.ac.in, Sujoy Bhowmik <sujoyb@svu.ac.in>, subratam@svu.ac.in, najnin.islam92@gmail.com, kazi hasibur rahman <via.kazi786@gmail.com>, sudips@svu.ac.in, srijanh@svu.ac.in, subhasiss@svu.ac.in, arups@svu.ac.in, moumitad@svu.ac.in, papiam@svu.ac.in, rajend@svu.ac.in, shubhamb@svu.ac.in, moumitac@svu.ac.in, Amitava Bhowmick <amitavabmce@gmail.com>, shantanuc@svu.ac.in

Cc: director.research@svu.ac.in, deputy.registrar@svu.ac.in, abhishek.dhar@svu.ac.in, sourav@svu.ac.in

Dear all HODs and Research Coordinators

Please find the invitation to the upcoming said program and circulate among our faculty members, research scholars and students. We encourage your participation and look forward to your valuable presence.

----- Forwarded message -----

From: **Director, Research & Development** <director.research@svu.ac.in>

Date: Mon, Apr 21, 2025 at 12:54 PM

Subject: Fwd: Invitation

To: <debarnayanb@svu.ac.in>, Ranjan Chakrabarti <ranjan.jadavpur@gmail.com>, Director School Of Management <director.som@svu.ac.in>, <director.sos@svu.ac.in>, Swapan Datta <dattaswapan1953@gmail.com>, <mitabanerjee@hotmail.com>, <mitab@svu.ac.in>, <dan.shorosimohan@gmail.com>

Cc: Bikash Panja <bikashp@svu.ac.in>, Dr.Liton Mallick <litonm@svu.ac.in>, Sourav Saha <sourav@svu.ac.in>

### SVU Monthly Faculty Lecture Series (Lecture 7) on 25th April, 2025, Invitation regarding

Dear Esteemed Professor

Greetings !

Swami Vivekananda University, Barrackpore, West Bengal, regularly organizes a monthly Faculty Lecture Series and it is delivered by a distinguish scholars from within SVU or outside.

In this context, I am pleased to invite you to kindly make it convenient to attend the upcoming Faculty Lecture of the University on 28 March 2025, to be delivered by Professor Malayendu Saha, Director, School of Management, Swami Vivekananda University, at **2.00 pm**. The title of his Lecture is '**Innovation Strategy and Competitive Advantage**'. Please find the poster of the event attached herewith for your kind perusal.

Your graceful presence along with your departmental colleagues shall enrich the program and inspire our faculty and research scholars.

Kindly attend.

Warm regards

Professor Ranjan Chakrabarti,  
Director Research and Academic Development, Swami Vivekananda University  
Hony. Visiting Professor, Jadavpur University  
Former Vice Chancellor of Vidyasagar University and Netaji Subhas Open University (WB)

Fulbright Scholar, Brown University 1994-95  
Charles Wallace Fellow, London University 1997  
Alexander O'Viator Memorial Fellow, Brown University 2004

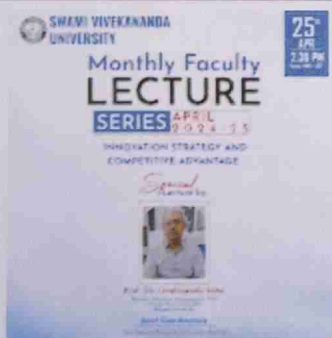
--

Thanks & Regards.

**Dr. Bikash Panja**

Professor, Department of Mechanical Engineering  
School of Engineering, Swami Vivekananda University  
Kolkata - 700121, India

Mobile: (+91) 9635973141



IMG-20250416-WA0013.jpg  
271K

# Monthly Faculty Lecture Series

## Swami Vivekananda University

Barrackpore - Barasat Rd, Sewli Telinipara, Malir Math,

Bara Kanthalia, West Bengal 700121

April - 2025

25/04/2025



SL No.	Name	Department	signature
1.	Dr. Kallal Banerjee.	SOM.	K Banerjee
2.	Dr. Kepra Day Ghosh.	IIC and SOM.	Ghosh
3.	Anirban Harna	SOM	Harna
4.	Dr. Atiba Batul	SOM	Atiba
5.	Dr. Soumya Mukherjee	SOM	Mukherjee
6.	Jyoti Dutta.	SOM	Dutta
7.	Sourav Chatterjee	SOM	Chatterjee
8.	DR. RANJAN KUMAR MONDAL	CSE	Rmondal
9.	Dr. Kajal Das	Education	Das 25/04/2025
10.	Dr. Runti Das	Education	Das Runti 25/04/25
11.	Dr. Animesh Ghosh Bag	Agriculture	Bag 25/04/25
12.	Suprabuddha Kundu	Agriculture	Kundu 25/4/25
13.	Tannoy Mijli	Agricultural Engineering	Mijli 25/4/25
14.	Dr. Sudip Sengupta	Agriculture	Sengupta 25/4/25
15.	Rakesh Das.	Agriculture	Das 25/4/25
16.	Dr. Rea Mukhopadhyay	Agriculture	Rea

# Swami Vivekananda University

Bara Kanthalia, West Bengal 700121

25/04/2025

[illegible]