

Subject – Invitation for International Seminar on “Strategic Alliances for Sustainable Competitive Advantage” on February 19 & 20, 2010.

Dear Madam/Sir,

We are happy to introduce Sinhgad Institute of Business Administration and Research (SIBAR), a premier management institute in Western Maharashtra.

Under the aegis of Sinhgad Technical Education Society, we at SIBAR strive to provide quality education in wide array of specializations. There is also a conscious and committed effort towards building meaningful partnerships with the corporate world.

In this endeavor, this year we propose to hold an International Seminar, with assistance from University of Pune, on “Strategic Alliances for Sustainable Competitive Advantage” on February 19 & 20, 2010. Through this seminar we primarily attempt to bring academia and industry together on a common platform to discuss strategic initiatives of the industry on the subject. The underlying objectives of the seminar are:

- To understand and define the various forms of Strategic Alliances
- To identify the “Organizational Drivers” for Strategic Alliances
- To classify the benefits and risks of Strategic Alliances
- To bring academia and industry together on a common platform to provide enduring solutions.

We invite your active contribution in the event through research papers on the theme and related issues and participation in the proceedings. Your insights will make the seminar a truly enriching experience.

A detailed brochure declaring the objectives, schedule of the seminar and guidelines for participation is attached along with for your information. A response sheet has also been provided to enable your registration. For any details you can refer to our website www.sinhgad.edu.

We look forward for your keen interest for the event. In anticipation of an affirmative response,

Sincerely,

Dr.V.S.Mangnale
Director