

SPM Summit India 2021-Schedule

Conference Day 1 - Friday Mar 19, 2021				
TIME	EVENT	SPEAKERS		
8:00 am - 9:00 am	VIRTUAL COFFEE			
9:00 am - 9:15 am	General Welcome			Shankar Venkatagiri, IIMB, & Hans-Bernd Kittlaus, ISPMA + InnoTivum
9:15 am - 9:30 am				Rishiksha T Krishnan, IIMB
9:30 am - 9:45 am				tba (Prof. Rahul De / Prof. Bandi)
9:45 am - 10:30 am	KEYNOTE PRESENTATION: Topic tba			tba, EdgeVerve / Infosys
10:30 am - 10:45 am	VIRTUAL COFFEE BREAK			
	Track 1	Track 2		Track 3
ACADEMIC TRACK This track features academics presenting Product Management-related papers and studies		INDUSTRY PRACTITIONERS This track features PMs and consulting experts sharing SPM best practice insights and case studies		WORKSHOPS & AWARDS This track features content experts sharing best practice SPM tools & techniques
Session Topic: Research Paper Presentations <i>Session Chair: Shankhadeep Banerjee</i>		Session: Innovation <i>Session Chair:</i>		Session Topic: Workshop <i>Session Chair:</i>
10:45 am - 12:25 pm	<p>RP1: Building futuristic smarter products: Towards a framework for innovation-centered product management</p> <p>RP2: Solutions to gig economy using AI and Blockchain</p> <p>RP3: Managing the lessons from 2020: A case study on e-commerce product development and project management</p> <p>RP4: A review of literature on trust in online platforms and future research directions</p> <p>RP5: Technological overburden, technology solutions and role of positive psychology and technology - The path forward</p>	<p>10:45 am - 11:15 am</p> <p>11:20 am - 11:50 am</p> <p>11:55 am - 12:25 pm</p>	<p>Innovation Radha Chandrasekhar Mathur, Google</p> <p>A Systematic Approach for Product Teams to Lead Innovation Marguerite Mcleod-Fleming, Innovation Culture Group</p> <p>Case Study: Building Technology intensive Blue Ocean Software Product for the Globe - Fit case of Corporate Entrepreneurship Amit Phadke & Manojkumar Parmar Manojkumar, Robert Bosch Engineering and Business Solutions Private Limited</p>	<p>The Art and Science of Product Market Fit</p> <p>Haragopal Mangipudi, ISPMA + IIMB + guNaka</p>
12:25 pm - 1:25 pm	LUNCH	12:25pm - 1:25pm		

	Session Topic: Research Paper Presentations Session Chair:		Session: Lessons Learned from Covid Session Chair:	Session Topic: Awards Session Chair:
1:25 pm - 3:20 pm	RP 6: Industry 4.0 and informal sector: Preliminary gaps and scope for innovation	1:25 pm - 1:55 pm	Transitioning from Sales-led to Product-led Organisation Joseph Ellimoottil Joseph, Oracle	SPM Excellence Award Candidates
	RP 7: Improving enterprise applications adoption by using Hook framework: A case study	2:00 pm - 2:30 pm	Product Leadership lessons from surviving 2020 Harvinder Singh, Honeywell	
	RP 8: AI-based approach to enforce budget restrictions on Azure RG's for large enterprises	2:35 pm - 3:20 pm	All These Worlds Are Yours Cennydd Bowles, NowNext	
3:20 pm - 3:35 pm	VIRTUAL COFFEE BREAK			
	Session Topic: Research Paper Presentations Session Chair:		Session: PM Practice Session Chair: Hans-Bernd Kittlaus	Session Topic: Awards Session Chair:
3:35pm - 4:30 pm	RP11: Smart innovation – How will Artificial Intelligence influence the innovation management of (software) products?	3:35 pm - 4:05 pm	ISPMA's SPM Book of Knowledge 2.0 Gerald Heller, ISPMA + pd7	SPM Excellence Award Candidates
	RP12: A hybrid project management methodology for managed services providers	3:50 pm - 4:30 pm	Prioritization without a strategic context: a disaster waiting to happen Franco Gatti, ABB	
4:30 pm - 5:30 pm	PANEL DISCUSSION: Product Management during the Covid Crisis and Learnings!			tba
5:30 pm - 6:30 pm	KEYNOTE PRESENTATION: Product Research Rules!			C Todd Lombardo, MachineMetrics
6:30 pm	CLOSING DAY 1			Shankar Venkatagiri & Hans-Bernd Kittlaus

Conference Day 2 - Saturday Mar 20, 2021

TIME	EVENT			SPEAKERS
8:00 am - 9:00 am	VIRTUAL COFFEE			
9:00 am - 9:15 am	General Welcome			Shankar Venkatagiri & Hans-Bernd Kittlaus
9:15 am - 10:00 am	KEYNOTE PRESENTATION: Digital characters and virtual humans in the world of tomorrow			Parag Havaladar, Blizzard Entertainment
10:00 am - 10:15 am	VIRTUAL COFFEE BREAK			
	Track 1	Track 2		Track 3
	ACADEMIC TRACK This track features academics presenting Product Management-related papers and studies	INDUSTRY PRACTITIONERS This track features PMs and consulting experts sharing SPM best practice insights and case studies		WORKSHOPS & AWARDS This track features content experts sharing best practice SPM tools & techniques
	Session Topic: Research Presentations <i>Session Chair: Shankhadeep Banerjee</i>	Session: Digital IoT <i>Session Chair:</i>		Session Topic: Workshop <i>Session Chair:</i>
10:20 am - 12:00 pm	<p>RP14: Systems modeling approach to simulate post Covid-19 student intention to use online learning platforms</p> <p>RP15: Virtual courts in the era of Covid-19: The challenges confronted by women legal professionals of Kolkata</p> <p>RP16: Virtual reality is a medium, a means - A study on its familiarity, awareness and perception among the students</p> <p>RP17: A case study on virtual supervised mode of teaching learning practices at Dayalbagh Educational Institute during Covid-19</p> <p>RP18: Study of repurchase behaviour in online shoppers: A qualitative review, thematic synthesis and research agenda</p>	10:20am - 10:50am	<p>Product Management in a Digital World Shikha Pillai, Siemens Healthineers</p>	<p>Design Thinking Workshop Vinay Dabholkar, Catalign Innovation Consulting</p>
		10:55am - 11:25am	<p>Plotting a Course for Digital Business: A Structured Approach Saritha PA, Cognizant</p>	
		11:30 - 12:00pm	<p>Pricing and Offer Design in the Digital Era – A Framework for Product Managers Scott Miller, Miller Advisors Inc</p>	
12:00 pm - 1:00 pm	LUNCH			
1:00 pm - 1:45 pm	FIRESIDE CHAT: Are platforms eating up the world?			Sangeet Paul Choudary, Platformation Labs, & Hans-Bernd Kittlaus, ISPMA + InnoTivum



	Session Topic: MBA Presentations Session Chair:		Session: Platforms & Ecosystems Session Chair:	Session Topic: Awards Session Chair:
1:45 pm - 2:50 pm	IIMB MBA Student presentations	1:45 pm - 2:15 pm	Building a case for API Products Jay Dembani, Avalara Technologies	Software Product Management Primer Workshop Hans-Bernd Kittlaus, ISPMA + InnoTivum
		2:20 pm - 2:50 pm	Managing Ecosystems & Hybrid Software Products : Digitalization Strategy, Phase Shift and Agile Methodology Jay Shah, Honeywell	
2:50 pm - 3:05 pm	VIRTUAL COFFEE BREAK			
3:05 pm - 3:35 pm	RP19: Product Performance Metrics and Growth Hacking RP#: <Buffer for any missed presentation>	3:05 pm - 3:35 pm	Platforms and Developer Events - Why, What and How for a Software Product PM Rakesh Singh, Citrix	
3:40 pm - 4:40 pm	PANEL DISCUSSION: Productizing AI!			Moderator = Vinay ??? Panelists = Edgeverve; Rohit Maheshwari; Matu Agarwal; CGI (Scott to reach out); Kartsik (Rapyuta Robotics)
4:45 pm - 5:15 pm	SPM EXCELLENCE AWARDS - THE WINNERS:			Haragopal Mangipudi, ISPMA + IIMB + guNaka
5:15 pm - 5:30 pm	CLOSING DAY 2			Shankar Venkatagiri & Hans-Bernd Kittlaus

Appendix

RP#	Authors	Title
1	Monojit Basu	<i>Building futuristic smarter products: Towards a framework for innovation-centered product management</i>
2	Harihara Vinayakaram Natarajan, Kunal Sunil Kasodekar, Annant Vijay Kushwaha, Keerthana Jayakumaran, Sahana Krishna Karki and Prachi Gupta	<i>Solutions to Gig Economy using AI and Blockchain</i>
3	Sanjive Saxena	<i>Managing the lessons from 2020: A case study on E-commerce product development and project management</i>
4	Sowmya Kini and Rajendra Bandi	<i>A review of literature on trust in online platforms and future research directions</i>
5	Ann Mary Biju	<i>Technological overburden, technology solutions and role of positive psychology and technology - The path forward</i>
6	Vinay Venumuddala and Rajalaxmi Kamath	<i>Industry 4.0 and informal sector: Preliminary gaps and scope for innovation</i>
7	Srikant Suddekunte	<i>Improving enterprise applications adoption by using Hook framework: A case study</i>
8	Harihara Vinayakaram Natarajan and Kunal Sunil Kasodekar	<i>AI-based approach to enforce budget restrictions on Azure RG's for large enterprises</i>
9	Najneen Qureshi	<i>Rafi: Parallel dynamic test-suite reduction for software</i>
10	Harihara Vinayakaram Natarajan, Prachi Gupta, Annant Vijay Kushwaha and Kunal Sunil Kasodekar	<i>Privacy enhanced smart-contract based solution using verifiable multi-ledger model</i>
11	Rainer Nägele, Peter Ohlhausen, Anja Braun, Simon Hoffmann, Yannick Brantner, Sarah Müller, Ralf Ebner, Carolin Klenk, Nada Ruzicic, Franziska Glück, Patrick Zythke and Juliane Weigand	<i>Smart innovation – How will Artificial Intelligence influence the innovation management of (software) products?</i>
12	Sophie Ameloot and Anuragini Shirish	<i>A hybrid project management methodology for managed services providers</i>
13	Kurt Rachlitz	<i>Digital innovation platforms as orchestrators of (non-)decided orders and their impact on the role of software product management</i>
14	Ruchika Vatsa and Purnima Bhatnagar	<i>Systems modeling approach to simulate post Covid-19 student intention to use online learning platforms</i>
15	Rupanjana Sinha and Asmita Bhattacharyya	<i>Virtual courts in the era of Covid-19: The challenges confronted by women legal professionals of Kolkata</i>
16	Nithya V	<i>Virtual reality is a medium, a means - A study on its familiarity, awareness and perception among the students</i>



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



17 Purnima Bhatnagar, Ruchika Vatsa and Jyoti Mishra

A case study on virtual supervised mode of teaching learning practices at Dayalbagh Educational Institute during Covid-19

18 Shailey Singh and Dr Inderpal Singh

Study of repurchase behaviour in online shoppers: A qualitative review, thematic synthesis and research agenda

19 Mansi Grover and Mayur Arora

Product performance metrics and growth hacking

Speakers



Harvinder

Harvinder is a software engineer turned product manager, currently the global offering management lead at Honeywell. He leads the strategy and execution of building new Enterprise SaaS offerings. He has been a customer champion, has successfully lead customer-led product development with the ability to translate customer needs, feedback into actionable insights for development teams. He has deployed new business models in the Industrial IoT space leading new products from inception to growth. He enjoys working together with a team of engineers, designers, data science, researchers, product marketing, sales, customer success. He has built products leveraging cutting-edge technologies like edge & cloud computing, internet of things, AI/ML, AR/VR, etc.



Shikha Pillai

Shikha Pillai is an R&D and strategy leader with 19 years of experience in software product development for Healthcare. She is passionate about leveraging technology to address Healthcare challenges, and has focused in the last years on building product and innovation teams that deliver breakthrough solutions and create lasting impact.

In her current role as Head of Strategy for the Siemens Healthineers Development Center she is responsible for strategic programs that enable portfolio expansion and people excellence, driving digital transformation to gain speed and create efficiencies, and building collaborations with the healthcare and startup ecosystem in India.



Marguerite Mcleod-Fleming

Marguerite Mcleod-Fleming is Principal of Innovation Culture Group, a partner of InnoTivum. She helps companies, non-profits, educational institutions and non-profit clients to facilitate creative-thinking that achieves innovative ideas using our proprietary Actionable Innovation System. Her clients range from some of the largest and most respected organizations in North America to smaller mid-market businesses and not-for-profits. Many business leaders partner with Innovation Culture Group to identify growth opportunities and solve complex problems using creative-thinking techniques. Marguerite received her MBA from the Schulich School of Business in 2001, where her studies spanned the fields of strategic management and organization development. Her work in the area of creative and inventive thinking is driving the conversation of how to create a systematically proven creative process in any organization. Marguerite is a SIT Associate for Canada and is certified to deliver the ISPI (Innovation Strengths Preference Indicator) assessment LEGO® SERIOUS PLAY® engagements.



Scott Miller

Scott Miller, CPA, CMA, is Founder of Miller Advisors Inc, a boutique consulting practice specializing in software pricing and offer design strategies for global B2B and B2G companies. Scott's experience includes senior consulting roles and head of global pricing for several \$10B software and technology firms. He is also a published author, speaker, and workshop facilitator on best-in-class pricing practices and can be reached at scott@miller-advisors.com.



Cennydd Bowles

Cennydd Bowles is a designer and futurist with nearly two decades of experience advising companies including Twitter, Samsung, Accenture, and the BBC. He is the author of Future Ethics – ‘a must read for anyone who is inventing the future’ – and now runs responsible design and futures studio NowNext.



Gerald Heller

Gerald Heller is a professional trainer and consultant with more than 30 years of experience in various areas of software product development.

He is a board member of the International Software Product Management Association (ISPMA), member of the German computer association (GI), frequent speaker at IT conferences. Published articles in software engineering magazines. He established and supported the requirements management process, practices, and infrastructure for Hewlett-Packard's global software business.



Hans-Bernd Kittlaus

Hans-Bernd Kittlaus is the chairman of ISPMA e.V. He is also the owner and general manager of InnoTivum Consulting (www.innotivum.com) which he founded in 2001. Before, he was Director of SIZ GmbH (Computing Center of the German Savings Banks Organization, Germany) and Head of Software Product Management and Development units of IBM. Having been a leader in the area of software product management for 30 years, he continues to work as a consultant, coach and trainer for both corporate IT organizations and product organizations in a number of industries. He is a frequent presenter at conferences and universities, and has published numerous books and articles, his latest being “Software Product Management: The ISPMA-Compliant Study Guide and Handbook” (with Samuel Fricker, Springer 2017).



Jay Dembani

Jay Dembani is a Product Management Professional with 15+ Years of Experience in Enterprise Product Management, Product Implementation & Business Analysis.

In his current role at Avalara, Jay manages a portfolio of API based Integration Products.

Jay has hands on experience of building, launching and managing – scalable B2B SaaS Products spanning across multiple geographies and domains using APIs, Artificial Intelligence, Blockchain & Automation Frameworks.



Joseph Ellimottil Joseph

Joseph Ellimottil Joseph is working as a Product Manager with Oracle's Fusion Financials cloud product at Bangalore. His career spans around 16 years of product development and management experience, having built and led product development teams across various functional areas. Working in different capacities (product engineer, solution architect, and product managers) for the past 16 years, Joseph has witnessed first-hand how technology is revolutionizing the world of business. In his current role, he is the product manager responsible for the delivery of the new cloud product, Joint Venture Management, and has been working with various groups (engineering, product management, content engineering, customers, and support) inside and outside Oracle.



Franco Gatti

Franco Gatti is a senior product manager with almost 20 years of experience with ABB in several technical and management positions. He is currently engaged in a Product Management Excellence Journey to enhance the professional level of ABB large product management community. The journey develops around the key levers of organizational and individual development, optimal processes and efficient tools.

He holds a master degree in Applied Physics from the Milan State University in Italy, specialized in System Theory and Automation. Before moving to the Product Management profession, Franco spent 14 years as a Software Development Manager in the Automation business of ABB, and prior to that 5 years as a software developer.



Jay Shah

Jay is proficient leader in software architecture, EAI product strategy & management, and agile methodologies (Scrum, Kanban, XP). His industrial expertise includes but not limited to Agile Product Lifecycle Management, Scrum, Kanban, Agile XP (Extreme Programming) Methodology, Enterprise Application Integration, Software Architecture, Product Strategy. He is recognized trainer with Avanade PMP, ACN Scrum credentials. Jay holds research/review papers in reputed management journals and presentations in international conferences. He is currently involved with Honeywell where he drives GMS-CORP software products and rolls-out implementations in collaboration with partner companies.



Haragopal Mangipudi

Hara is a career software product professional, with over two and a half decades of building and growing enterprise software products and businesses across the six continents. He helped few hundred global banks in their transformation journey in the past two decades.

Hara was part of the core leadership at Infosys and the global head of Finacle till Oct 2014. He was associated with Finacle® right from its inception and led its successful journey to global leadership – under his stewardship, Finacle® was rated high on top, as the leader amongst its global peers like SAP and ORACLE.

Hara co-created finUNO®, world's first multimodal intelligent financial assistant.

A distinguished Alumni awardee of Indian Institute of Management, Bangalore (IIMB), Hara is passionate about teaching and grooming global business leaders. Hara is an avid speaker in various global forums and he also partnered with global industry bodies like EFMA and BAI (USA) in promoting innovation in the banking and fintech space.



Dr. Vinay Dabholkar

Vinay is a consultant, teacher, and author working in three areas: innovation strategy, design thinking, and mindfulness. He is a co-author of the book “8 steps to innovation: from jugaad to excellence” (2013) and author of the book “Mindfulness: connecting with the real you” (2019). He has been a visiting faculty at IIM Bangalore (since 2011) and at IIT Bombay (since 2016). Over the past decade, he has helped several organizations and individuals in their innovation and mindfulness journey. He also works with not-for-profit and government organizations in the education and healthcare space. Prior to starting the consulting career, Vinay worked for a decade in Motorola in the US and Sasken in Bangalore. He did his B. Tech. from IIT Bombay and Ph.D. from University at Buffalo both in Computer Science.



Saritha PA

Saritha Panapparambil Abubacker (Saritha PA) is a Senior Director of Engineering within Cognizant's Digital Systems & Technology's Application Development and Maintenance (ADM) Practice and product owner of the AppLens Platform. She has more than two decades of IT experience in areas that include application development, technology and process management, delivery management, business consulting and next-gen ADM. In her current role, she and her team of experts incubate ideas, design and implement them through the platform, and evangelize the same through a data-driven approach. Saritha is an alumna of the Indian Institute of Management, Bangalore, and holds a bachelor's degree in computer science and engineering from Kerala University.



Amit Phadke

Amit is a seasoned software professional and a budding product manager with varied experience of 9+ years in building products for the international automotive market. He is currently playing product manager role for the new global product and has managed distributed teams across the globe in the past. One of his past roles as Executive Assistant to Senior Vice President of Innovation has given him keen insights into the innovation journey of an empowered captive center of a large MNC tasked with building products for the globe. He is also pursuing an executive education certificate from UCLA, Anderson School of Management (PGP Pro). His areas of interest are Product Management, Innovation, Strategy and Agile Development.



Manojkumar Parmar

Manoj is an award-winning, experienced Senior Technologist with a demonstrated history of 13+ years working in the emerging digital technology, cybersecurity, and automotive engineering industry. He is responsible for designing, leading, and driving technology-oriented strategy for the organization in emerging technology areas. As a Program Director, he is currently building a global product at the intersection of AI and Cybersecurity to safeguard AI systems. He has filed 22 patents out of which 11+ are industrialized and published 13+ papers in IEEE, SAE, Springer, Elsevier. He has finished his B.Tech in E.C. from Nirma University, General Management Program from IIM Bangalore, Corporate Startup program from UC Berkeley and M.Sc. in Innovation and Entrepreneurship from HEC Paris. He is recipient of Technical Role model award 2020 from Zinnov, Star Alumni Award from IIM Bangalore. He has been recently conferred with Chevening Cybersecurity Fellowship by the UK Government's Foreign Commonwealth Development Office. He represents India on the topic of innovation and Blockchain in the International Standards Organization to formulate and shape new global standards.



Rakesh Singh

Rakesh Singh is the global Vice President of Product Management for the Citrix Platform Ecosystem, and the GM of Citrix India. He is a senior member of the company's global Product Management leadership team, and leads a global PM team in Developer and Platform Ecosystems. He has extensive product and site leadership experience across startup and public companies in the US and India. His educational background includes the Stanford Executive Program, an MBA from the Haas school at University of California at Berkeley and an MS in Electrical and Computer Engineering from University of California at Santa Barbara.



Radha Chandrasekhar Mathur

A technically savvy product manager with 13+ years of enterprise software products experience across search as a service, distributed storage software, and storage management software domains. Skilled at breaking down high level and complex requirements with many unknowns into well defined actionable features, and experience with end-to-end ownership of new investment areas and bringing net new features to market. Excel at supporting sales with executive briefings, compelling sales pitch, product strategy conversations, road map presentations and sales training sessions.



Prof. Rishikesh T. Krishnan

Professor Krishnan is the Director of IIM Bangalore and teaches Strategy at IIMB. He was previously the Director of IIM Indore. He has written 140 publications including the two books on innovation and one of them won the Best Book Award 2013-14 from the Indian Society for Training and Development. He has done double masters from IIT, Kanpur and Stanford University. He is a fellow from IIM Ahmedabad.



Prof. Shankar Venkatagiri

Shankar is Professor & Chair, IT Facilitation Committee, IIM Bangalore. He was a consultant with Sapient Corporation, Cambridge & Reuters Consulting, Boston. A technologist at heart, he is committed to the spread of digital learning in India. He has done his PhD in Maths & M.S. in Computer Science from Georgia Tech. Shankar has been developing cases based on the IT scenario in India, some of which are listed on Harvard Business Press. Prof. Shankar is also the Conference Co-Chair for the SPM Summit India 2021



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



Summit Chairs



Prof. Shankar Venkatagiri

Associate professor of information systems at IIM Bangalore. Conference Co-Chair of SPM Summit India 2021



Hans-Bernd Kittlaus

Chairman of ISPMA e.v, founder of InnoTivum Consulting, Germany. Conference Co-Chair of SPM Summit India 2021.

Program Committee – Academic Track



Prof. Shankhadeep Banerjee

Faculty, Information Systems at IIM Bangalore.
Program Chair for the Academic Track of SPM
Summit India 2021 SPM Summit India 2021



Prof. Priya Seetharaman



Prof. Ashutosh Jha



Prof. Ashish Kumar Jha



Dimitri Petrik



Prof. Samdrita Bhattacharyya



Program Committee – Industry Track



Scott Miller

Founder of Miller Advisors Inc. Canada.
Program Chair for Industry Track of SPM
Summit India 2021.



Sanjai K.



Prof. Shankar Venkatagiri



Franco Gatti



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE



Jury for the Excellence Awards

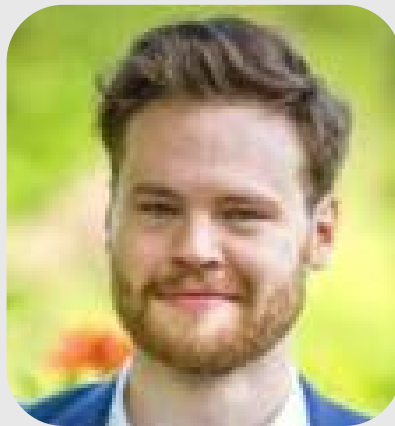


Haragopal Mangipudi

Global board member of ISPMA, Chairman of ISPMA India Chapter, Founder guNaka Consulting (India). Chair, Excellence Award Jury 2021.



Prof. Greg Coticchia



Garm Lucassen



Sangeet Paul Choudary