



SPOT LIGHT ON INNOVATION V/S IMITATION – WHAT IS WINNING BUSINESS FORMULA TODAY

24th July 2025 | 10:00 am to 01:00 pm
MBA Auditorium, Acharya Campus

About the Program

In today's hyper-competitive and rapidly evolving business landscape, organizations are constantly faced with a critical strategic dilemma to innovate or to imitate? This thought provoking program explores the dynamic interplay between original innovation and strategic imitation, dissecting their roles in driving growth, scalability, and market relevance. This program brings together industry leaders, entrepreneurs, strategists, and academicians to uncover insights and develop actionable strategies for sustainable competitive advantage. Whether you're launching a startup, managing a growing enterprise, or transforming a legacy business, this session provides critical perspectives on crafting a winning formula in the age of innovation overload and copycat capitalism.

Objectives of the Program

- Understand the Core Concepts: To differentiate between innovation (creating something new) and imitation (adopting or adapting existing ideas) in the context of business and entrepreneurship.
- Explore Strategic Value: To analyze how both innovation and imitation contribute to the success of startups and established firms across sectors.
- Evaluate Risks and Rewards: To examine the cost, risk, and reward trade-offs of being a first mover (innovator) versus a fast follower (imitator).
- Study Real-world Examples: To discuss contemporary case studies (e.g., Apple vs. Xiaomi, Tesla vs. traditional automakers, Patanjali vs. FMCG giants) that showcase both strategies.
- Stimulate Critical Thinking: To encourage students/professionals to debate the ethical, strategic, and operational implications of choosing innovation or imitation.
- Assess the Role of Technology: To identify how emerging technologies (like AI, blockchain, and Industry 4.0) influence innovation vs. imitation strategies.
- Promote Practical Application: To guide participants in assessing which approach is more viable in their own ventures, industries, or roles.

Target Audience: MBA Students

Expected Outcomes of the Program

- Conceptual Clarity: Participants will develop a strong understanding of the differences, advantages, and limitations of innovation and imitation.
- Strategic Mindset: Participants will be able to identify when to innovate and when imitation may be a smarter or more sustainable strategy.
- Improved Decision-Making: Attendees will gain frameworks and tools to evaluate strategic options for product development, market entry, or competitive positioning.
- Industry Relevance: Exposure to global and local business case studies will enhance real- world understanding and contextual application.
- Team Discussions and Debates: Participants will engage in active discussions and debates, improving analytical thinking and communication skills.
- Innovative & Imitative Thinking Balance: Learners will appreciate the synergy between the two approaches- realizing that hybrid models often drive market success today.
- Action Plan/Takeaway: Participants may be encouraged to draft a short idea pitch (innovative or imitative), applying the insights gained from the session.

Committee Members

ADVISORY COMMITTEE	+
<ul style="list-style-type: none">• Dr. C. K. Marigowda, Principal, AIT• Dr. Rajeswari, Dean Academics, AIT	
CONVENER	+
<ul style="list-style-type: none">• Dr. Abhishek Venkateshwar, HOD – MBA & Director – Global MBA, AIT	
COORDINATOR	+
<ul style="list-style-type: none">• Dr. Ramesh Chander Raina, Associate Professor, Department of MBA, AIT	

Resource Person Details



B.S. Srinivasan

Designation : Founter & CEO - Viprot Electronics



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Event Coordinator

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