



# India at 73: Its role in the emerging new World Order webinar

This webinar is divided in two sessions: a keynote followed by Fire-Side chat Q & A with two moderators. India at 73 is designed to offer attendees the first-hand perspectives about India, celebrating its 73rd Independence Day on August 15, 2020, and its role in the new emerging world order.

**12th August, 2020 • 10:30 am - 11:45 am**

**Register at: <https://b.gatech.edu/2Ep6iah>**

## Program

**First Session: Keynote Remarks—Dr. Jag Sheth, Charles H. Kellstadt**  
**Professor of Business, Emory University (Padma Bhushan Recipient 2020)**

**Second Session: Fire-side Chat/Q&A**

**Dr. Jag Sheth,**

**Dr. John McIntyre**

Professor of Management and International Affairs  
Executive Director, Georgia Tech Center for International Business Education & Research  
Scheller College of Business, Georgia Institute of Technology (Ga Tech)

**Mr. Ani Agnihotri**

Co-Founder and CEO, Marshall Automation America, Inc.  
Managing Partner, USIBRC & Co-Founder, UIBS





## **Professor Jagdish N. Sheth**

*Charles H. Kellstadt Professor of Business, Emory University  
(Padma Bhushan Recipient 2020)*

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Jagdish N. Sheth is Charles H. Kellstadt Professor of Business in the Goizueta Business School at Emory University. He is globally known for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. Professor Sheth has over 50 years of combined experience in teaching and research at the University of Southern California, the University of Illinois at Urbana-Champaign, Columbia University, MIT, and Emory University.

Dr. Sheth is the recipient of the Padma Bhushan award (2020), one of the highest civilian awards given by the Government of India. He is also a Fellow of the Association of Consumer Research (ACR); Fellow of the American Psychological Association (APA); Fellow of the American Marketing Association (AMA); Distinguished Fellow of the Academy of Marketing Science; and a Distinguished Fellow of International Engineering Consortium. Dr. Sheth is the recipient of an Honorary Doctorate in Science, awarded by the University of Illinois at Urbana-Champaign (2016), and Honorary Doctorate of Philosophy, awarded by Shiv Nadar University (2017). He is the recipient of all four top awards given by the American Marketing Association (AMA).

Dr. Sheth has been on the board of several companies including Norstan, Pacwest-Telecom, Cryocell International, Shasun Drugs and Chemicals, and WIPRO Limited. Over the 50 years, he has been advisor to numerous companies including Whirlpool, Motorola, Texas Instruments, Cox Communications, Rockwell International, AT&T, Bellsouth, WIPRO Consumer Care, Aditya Birla Group, L.M. Mittal (Avanta), E&Y, Square D, Ingram Micro, Hughes Corporation, and others. This has included mergers and acquisitions as well as strategic positioning or repositioning of the company.

His Rule of Three book has been the foundation for investment bankers and policy makers with respect to industry consolidation including horizontal mergers and acquisitions. Professor Sheth has authored or coauthored more than three hundred papers and several books including Clients for Life (2000), The Rule of Three (2002), Tectonic Shift (2006), Self-Destructive Habits of Good Companies (2007), Firms of Endearment (2007), Chindia Rising (2011), The 4 As of Marketing (2012), Breakout Strategies for Emerging Markets (2016), The Sustainability Edge (2016), and Genes, Climate and Consumption Culture: Connecting the Dots (2017). His autobiography, The Accidental Scholar (2014), has inspired others in the areas of education and academic entrepreneurship.

Professor Sheth has been advisor to the Government of Singapore in repositioning the nation for the future. He has also been the policy advisor to the U.S. Government about the future of the telecommunications industry.

Dr. Sheth is the Founder of Center for Telecommunications Management (CTM) at University of Southern California (USC) which has now become an Institute. He is also Founder and Chairman of India, China, and America (ICA) Institute which analyzes the trilateral relationship and its impact on geopolitics, security, trade, and investment.

Professor Sheth and his wife, Madhu Sheth, have established the Sheth Family Foundation to support several charities in India and in the United States. They have also established the Madhuri and Jagdish Sheth Foundation to support scholars and scholarship in the field of marketing. The Sheth Foundation supports the AMA-Sheth Foundation Doctoral Consortium, hosted annually by different universities. It also supports research in emerging fields through AMA, ACR, AMS, and AIB. Finally, Professor Sheth is the Founder and Chairman of the Academy of Indian Marketing (AIM) which supports research and scholarship among Indian scholars in marketing and management.

## Dr. John R. McIntyre, PhD, CCE, ONM

*Professor of Management and International Affairs*

*Executive Director, Georgia Tech Center for International Business Education & Research*

*Scheller College of Business, Georgia Institute of Technology (Ga Tech)*

Dr. John R. McIntyre, is founding Director of the Georgia Tech CIBER, a national center of excellence, professor of management (Strategy and Innovation Area) in the Scheller College of Business with a courtesy appointment in international relations in the Georgia Tech's Sam Nunn School of International Affairs. He received his graduate education at Northeastern University, Strabourg University, McGill University, completing his Ph.D. at the University of Georgia. Prior to joining Georgia Tech in September 1981, he was Research Associate for International Management at the Dean Rusk Center of the University of Georgia Law School. He has published in journals such as Technology and Society, Public Administration Quarterly, International Management Review, Defence Analysis, Studies in Comparative and International Development, The Journal of European Marketing, Politique Internationale, International Executive, International Trade Journal, among others.

Author or coauthor of the following books: Uncertainty in Business-Government Relations: The Dynamics of International Trade Policy, The Political Economy of International Technology Transfer, International Space Policy: Legal, Economic, and Strategic Options for the Twentieth Century and Beyond, Japan's Technical standards: Implications for Global Competitiveness, Business and Management Education in China: Transition, Pedagogy and Training, A Handbook: Business and Management Education in Transitioning and Developing Country, Globalization of Chinese Enterprises, The Multi-national Enterprise and the Challenge of Sustainable Development. His professional memberships include: Sigma Xi, The Academy of International Business, The Academy of Management, Policy Studies Organization, The American Society for Public Administration. He is the recipient of the State of Georgia Governor's International Award in international business education in 2009; the French National Order of Merit (Knight), 2009; the Georgia Tech-wide Steven Denning Faculty Award for Global Engagement, 2015; he was made Honorary professor at ICN Graduate School of Business, University of Lorraine, France, 2017. He has been a consultant to numerous private and public sector organizations.

Dr. McIntyre is an expert on the primary aluminum industry. He is fluent in French, Italian, and Spanish.

## Ani Agnihotri

*Co-Founder and CEO, Marshall Automation America, Inc.*

*Managing Partner, USIBRC & Co-Founder, UIBS*

A proactive leader with business acumen and understanding of technology to convert "big picture" vision into implementable business plans. With over 34 years of operational and management experience, Agnihotri has worked within a wide range of industries including advance manufacturing & automation, custom software & technology solutions, Business Process Outsourcing & RFID.

As a Co-Founder and CEO of Marshall Automation America, Inc. (MAAI); Agnihotri is managing marketing and strategic relations for India based partner company; Marshall Machines Ltd. MAAI is meeting growing and sophisticated need of Smart CNC Automation & Gauging Solution using Internet of Technology (IOT) Quality concepts. Marshall is a machine tool company excelling in THREE things - Double & Four Spindle CNC Lathes, 'Single Window' provider of 'Turnkey' Robot based Automated CNC Lathes & Cells & Manufacturer of 'SmartCorrect' Gauging Stations which ensures Zero defect quality without any dependence on Operators or Inspectors."

Managing Partner of USA International Business and Research Center (USIBRC). USIBRC is a boutique management consulting organization that is focused on US and International companies seeking to pursue new opportunities and excel in a globalized world. USIBRC provides custom market research, country entry strategies, setting up sales operations, technology transfer and assist with joint ventures/M&A on a confidential basis. Currently representing clients in software, manufacturing, education and sourcing.

In January 2011, Georgia Trend magazine named Agnihotri as one of the 100 Most Influential Georgians. Georgia Trend magazine has also called Agnihotri as a Notable Georgian for 2012 and 2013. Agnihotri also has been selected as 25 Most Influential Asian Americans in Georgia by Georgia Asian Times Magazine; in the year 2011 and 2012.

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