

## Seminar Presenters



### **Dr. Vincent Amanor-Boadu**

*Associate Professor and Director of the Ag Innovation Center, Kansas State University*

Dr. Amanor-Boadu received his PhD from the University of Guelph, in Ontario, Canada. He worked as the Director of Research at the George Morris Centre, Canada's premier independent agri-food think-tank, where he led research to enhance the agri-food sector's competitiveness. He was a managing director of AgriFood

Innovations, an agri-food technology commercialization services company he co-founded. His current research initiatives encompass entrepreneurship and business development and growth strategy, and strategic management, with special emphasis on inter-organizational relationships and governance. Vincent sits on a number of corporate boards. He says balancing academics with service to industry ensures his ability to bring real-world situations to his classroom to illuminate economics and management concepts, and bring research-based solutions to address complex organizational challenges.



### **Dr. Allen Featherstone**

*Professor and Director of the Master of Agribusiness Program, Kansas State University*

Dr. Featherstone received his PhD from Purdue University in the US and has been teaching and researching at Kansas State University's Department of Agricultural Economics. The Department's graduate program experienced strong growth with his development and implementation of the award-winning Master of

Agribusiness degree program. His research program has resulted in more than 115 articles published in peer-reviewed journals. As a leading agriculture finance scholar, Dr. Featherstone has assisted the industry on mergers, loan loss severity, the influence of taxes on farm land, and alternative federal tax systems. Dr. Featherstone uses his expertise in finance to aid students in understanding the tools of finance and applying them to the farm. He has lectured globally and has experience addressing financial issues under various political and economic systems. He has received the American Agricultural Economics Association's most prestigious graduate teaching award.

# Securing Your Competitiveness: Results-Driven Strategic Thinking for Agri-Food Sector Managers

**April 21-22, 2015**

**AIBTM Campus, Greater Noida**



**KANSAS STATE UNIVERSITY** | Master of Agribusiness



## Securing Your Competitiveness: Results-Driven Strategic Thinking for Agri-Food Sector Managers

A two-day seminar brought to you by faculty from Kansas State University's Master of Agribusiness Program and Assocom-India

### Program Description

The purpose of every good business is sustaining competitiveness and producing competitive stakeholder value. That value, regardless of the business' value proposition, must be measurable and tractable. This enables clarity and comparisons of activities and results so that the appropriate strategies may be introduced.

Securing Your Competitiveness: Results-Driven Strategic Thinking for Agri-Food Sector Managers is a uniquely defined program for agri-food executives that anchors strategy formation in the financial performance metrics of the organization. This helps managers to compare effectively alternative strategies based on their potential results. It eliminates the guesswork that is often associated with assessing the potential outcomes of strategy and focuses managers on what matters in achieving their defined objectives.

The program is led by two international agribusiness economics and management scholars with extensive practical experience in agribusiness operations. It is a two-day program that devotes attention to enhancing the capacity of participants in results-driven strategy development. It is high impact, high intensity and results-driven itself.

### Program Outcomes

Upon completing this program, participants will be able to:

- Develop the capacity to craft strategies that ensure sustained competitiveness of the firm through the development of skills to understand and assess the current and emerging marketplace confronting the food and agribusiness sector



- Develop the appropriate performance indicators for their agri-food and agribusiness firm to ensure tractability of performance
- Develop the capacity to analyze the food and agribusiness sector using systems and dynamic tools that ensure as comprehensive as possible appreciation of the sector and its issues
- Identify the sources of value creation and innovation in their markets and evaluate the results from their value creation efforts
- Base their strategic thinking activities on sound financial and other data analysis
- Develop the skills to conduct non-market valuation of significant resources and outcomes in order to develop a more complete financial analysis to understand and inform their strategic thinking.

### Who Must Attend

If you are an agri-food or agribusiness industry executive or manager, this program has been designed with you in mind.

### Two Dates and Locations

**April 21-22, 2015 Greater Noida**  
Assocom Institute of Bakery  
Technology and Management  
30/25, Knowledge Park 3, Greater  
Noida - 201306, NCR Delhi

### Registration

INR 22,000 per person plus service tax, two nights accommodation and meals (two tea breaks and lunch each day) during the conference.

### To Register for either location, please contact

**Assocom-India Pvt. Ltd.**

[www.assocom-india.com](http://www.assocom-india.com)

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**Assocom Institute of Bakery Technology and Management (AIBTM)**

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