

November 18, 2024

Press Release

**MD & CEO of AT&T Global Network Services India delivers lecture at JMI**

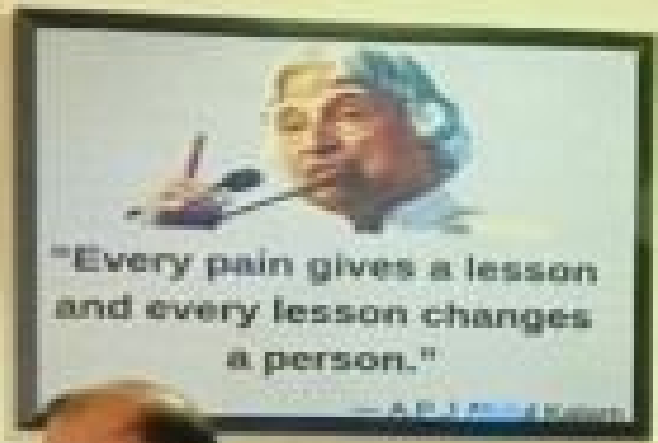
The Department of Management Studies, Jamia Millia Islamia (JMI) welcomed Mr. Arun Karna, MD & CEO of AT&T Global Network Services India, for an insightful session on "The Strategy Paradox and How to Mitigate It." Organized by the MBA EFB program, the event was open to students across disciplines, creating an enriching platform for all attendees.

Following an opening address by Prof. Pankaj Kumar Gupta, HOD of the Department of Management Studies, Mr. Karna engaged students in an interactive discussion covering crucial aspects of strategic management. From the principles of requisite uncertainty to strategic flexibility, he provided actionable insights on how organizations can thrive in uncertain conditions. Key insights included: The Strategy Pyramid—understanding purpose, strategy, and execution. Exploring four levels of strategy: corporate, business, functional, and operational. Practical approaches to scenario planning and managing real options for adaptable, forward-looking strategies.

This event, thoughtfully coordinated by Dr. Yasmeen Rizvi, was not just a lecture but an engaging session that bridged industry expertise and academic learning, leaving students inspired and prepared to tackle real-world challenges.

The event concluded with an expression of gratitude to Mr. Arun Karna for his valuable expertise and to the guiding panel for their contributions in facilitating the occasion. The Department anticipates organising numerous similar programs aimed at enriching the knowledge and future-ready skills of students.

Public Relations Office  
Jamia Millia Islamia



Extension Lecture



Strategic Management,  
MBA (FPO), DMS

# THE STRATEGY PARADOX & HOW TO MITIGATE THE PARADOX



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# 4 Levels of Strategy

## Business Level Strategy

Business level strategy is concerned with the organization's overall strategy, including the industry or market, products, services, and competitive advantage. It involves determining the organization's long-term goals and the strategies to achieve them.

## Corporate Level Strategy

Corporate level strategy is concerned with the overall direction and scope of the organization, including the selection of business units, the allocation of resources, and the determination of the organization's long-term goals. It involves determining the organization's overall strategy and the strategies to achieve them.

## Operational Level Strategy

Operational level strategy is concerned with the day-to-day activities and processes that are necessary to implement the higher-level strategies effectively. It involves determining the specific tasks, responsibilities, and performance measures that are required to achieve the organization's goals.

## Functional Level Strategy

Functional level strategy is concerned with the specific activities and processes that are necessary to implement the higher-level strategies effectively. It involves determining the specific tasks, responsibilities, and performance measures that are required to achieve the organization's goals.



## Framework for Marketing University

Accounting, Strategic Marketing, and  
Business Planning and Control  
Implementation and Monitoring  
Evaluation and Control  
Marketing and Business Strategy







  
"Every pain gives a lesson  
and every lesson changes  
a person."

