



**Perceived Role and Soul of the CEO in the Indian Context**

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**Strategic Planning** process which originated and is advocated primarily in the United States, has certain lacunae when any manager attempts to implement the process in India (and elsewhere). Therefore, drawing from experiences of several Indian CEOs, an attempt has been made to put together practical management suggestions for guidance of Managers and Management Students.

[Contents](#) | [Preface](#) | [Acknowledgements](#) | [Introduction](#) |

### **Part A**

- 1. Strategic Management/Planning Process and Lacunae**
- 2. Need of the Hour for Indian Managers**
- 3. Research Methodology**
- 4. Profiles of One Hundred Companies, Nature of Business, Educational Qualifications of CEOs**

### **Part B**

- 5. What Does Soul Mean?**
- 6. Various Skills Needed**
- 7. Capabilities, Competencies Needed**
- 8. Impact of Internal and External Environment**
- 9. Issues in Developing Organizational Discipline in India**
- 10. Leadership**
- 11. Human Processes and Decision-Making**
- 12. Organizations Culture in India and Change**
- 13. Organizational Values and Obligations to Society in Indian Context**
- 14. Crisis Management**
- 15. How Innovation is Crucial to Indian Organizations**
- 16. CEO Achievements, Failures and Learnings**
- 17. Perception of Indian CEOs about Job of CEOs**
- 18. Why and How to Be a Learning Organization—An Illustration of Indian Company**
- 19. Persons of Indian Origin as CEOs—Success Stories**

**Bibliography**

**CEO Questionnaire**

**About the Author**

**Professor Vikas Naik** has worked in the Industry at senior positions and possess multi functional experiences. He has taught in IIM Ahmedabad and other reputed management colleges.

