



**Institute of  
Management Technology**  
Ghaziabad, Delhi NCR



# **MANAGING STAKEHOLDERS**

# About Us

Established in 1980, IMT Ghaziabad is a premier AACSB-accredited management institute in India, known for its strong emphasis on Innovation, Execution, and Social Responsibility in leadership development. Consistently ranked among the top business schools in the country, IMT boasts of a robust alumni network with over 1,000 C-suite leaders across global organizations. The Executive Education (ExEd) arm actively collaborates with industry, government, and the social sector to design and deliver customized programs rooted in sector-specific research and future-ready learning, ensuring maximum relevance and impact.

## Program Context

In today's dynamic business environment, middle-level managers play a crucial role in balancing the expectations of multiple stakeholders, including senior leadership, employees, customers, suppliers, regulators, and the broader community. Effective stakeholder management is not just about meeting expectations—it is about influencing, negotiating, and fostering long-term, mutually beneficial relationships.

This program is designed specifically for Indian middle-level managers, considering the unique stakeholder challenges that businesses in India face, such as regulatory pressures, social and political influences, diverse workforce expectations, and the growing importance of sustainability and Corporate Social Responsibility (CSR).

The course blends practical frameworks, real-life case studies, hands-on exercises, and role-playing scenarios to help managers navigate complex stakeholder interactions. By the end of the program, participants will be equipped with strategic tools to identify, analyze, engage, and manage stakeholders effectively to drive business success.

## Program Objectives



- Identify and categorize stakeholders based on influence and interest
- Use practical stakeholder engagement frameworks
- Manage stakeholder conflicts using structured problem-solving techniques
- Communicate effectively in crises and safeguard organizational reputation
- Develop long-term stakeholder engagement plans

## Deliverables



### Module 1 – Stakeholder Identification and Analysis

- Who are the stakeholders? (Internal vs. External)
- Importance of stakeholder management in business success
- Prioritizing stakeholders based on business objectives
- Identifying hidden influencers and informal power structures



## Module 2 – Engaging and Influencing Stakeholders

- Stakeholder engagement strategies
- The role of trust and transparency

## Module 3 – Conflict Resolution/Crisis Management & Building long term Relationships

- Common stakeholder conflicts and their impact on business
- Managing stakeholders during a business crisis
- Strategies for maintaining strong stakeholder relationships

## Pedagogy



- Hands-on exercises for problem-solving
- Experiential Learning
- Case Studies and presentations

## Target Audience



The program is aimed at middle-level managers, department heads, or vertical heads. Founders and CEO's of startups would also benefit significantly from this program.

## Program Director



### Dr. Shalini Rahul Tiwari

Associate Professor

Area: Strategy, Innovation  
& Entrepreneurship

Dr. Shalini is a Fellow of the 'Institute of Directors' and an Associate Professor in the area of Strategy, Innovation & Entrepreneurship at IMT Ghaziabad. She is the President of the Institute Innovation Council (IIC), NISP Coordinator (National Innovation and Start-Up Policy) for the institute, and Faculty Mentor for the Entrepreneurship

Cell (E-Cell). She teaches courses such as – Strategic Management, Strategy Implementation, Strategy Simulations (Capsim, Marketplace, and EnParadigm), Entrepreneurship and Business Development in India, Strategies in Emerging Markets, and Design Thinking. She has a Ph.D. in Strategic Management from MDI, Gurgaon, India. Having served in various capacities, she has gathered a rich experience of 24 years. She is interested in academic administration, research, teaching, training, and consultancy. She has written several research articles, case studies, book chapters, short articles, and books for various international and national publications. Her book on Design Thinking (Wiley India) is the best-selling textbook on this subject.

She is a very active and engaged trainer and facilitator. She has successfully delivered training programs to well-known corporate giants such as – Reckitt Benckiser, Maruti Suzuki, True Value, Coca Cola (India), GMR- Delhi Airport Authority of India, The Times of India (Bennett Coleman Ltd)., AMDOCS, Airport Authority of India, Hero Moto Corp Ltd. Indian Postal Academy, etc.

She is a certified case teacher and writer by the Harvard Business School. She has attended several training programs on upcoming knowledge domains such as Design Thinking by KPMG, Strategic Thinking and Leadership by Wharton, Penn University; and Creative Strategy by Columbia Business School, USA.

She is an IICA certified ESG and CSR consultant and trainer. She is also Empanelled as an 'Independent Director' (IDDDB-NR-202005-027013 and DIN 09357650). She is an Independent Director at Intec Capital Ltd., Cranex Ltd., and Magnum Ventures Ltd. She is an Associate Editor for Emerald Emerging Markets Case Studies Journal (<https://www.emeraldgrouppublishing.com/journal/emcs#editorial-team>). She has also been a part of grand jury for CSRBox.

She has been invited to deliver several programs at international institutions such as – The Burgundy School of Business (France), The KEDGE Business School (Bordeaux, France), EESCA Business School (Shanghai, China) & IMT Dubai.

She has presented her research at various prestigious conferences and forums such as Academy of Management (AoM), Eastern Academy of Management, Australia & New Zealand Academy of Management, Asia Pacific Knowledge Management Conference, Smart Business Networks initiative, International Conference on Knowledge Management, and so on.

Besides teaching and research, she is engaged with relevant stakeholders to develop innovative solutions. She is an active supporter of causes such as – education for children, sustainability, and women empowerment.

## Administrative Details

**Mode:** Offline

**Venue:** IMT Ghaziabad (Institute of Management Technology, Raj Nagar, Ghaziabad-201001)

*Note: On successful completion of the program, the participants will be awarded a Certificate of Participation from the Institute.*

## Management Development Program Office

**Dr. Shailja Agarwal**

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Chairperson: Management Development Programs

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