



Gujarat Technological University

(Accredited with A+ Grade by NAAC)

(GTU - School of Management Studies)

Report on “The Global Expansion Challenge: Think like an International CEO”

1. **Title of Event:** The Global Expansion Challenge
2. **Type of Event:** Expert Session
3. **Date:** 23rd February, 2026
Time: 10:30 AM to 12:15 PM
Venue: Room No. 03
4. **Description of the Event:**

An expert session titled “**The Global Expansion Challenge: Think Like an International CEO**” was organized for the students of MBA (International Business) Semester 2 at Gujarat Technological University School of Management Studies. The session was delivered by **Dr. Ravi Vaidya**, who shared valuable insights on international business expansion, global market entry strategies, and the key challenges companies face when operating in foreign markets. The discussion focused on practical aspects such as understanding international business environments, evaluating global opportunities, and choosing appropriate entry modes.

To enhance practical learning, an interactive activity was conducted where students were given a hypothetical brand and three different country options. Students had to analyze and decide which country would be the most suitable for expansion, select the appropriate market entry strategy, identify potential challenges, and explain the strategies they would use to successfully establish the brand in the selected market. The activity encouraged students to think strategically like global business leaders and apply theoretical concepts to real-world international business scenarios.



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5. Name of experts:

Dr. Ravi Vaidya, Professor, S.R. Luthra Institute of Management. Dr. Vaidya holds a Ph.D., MBA in Marketing, and M. Com in International Business, and has been serving in academia since 1999. With rich experience in both industry and academics, his areas of expertise include Marketing, Consumer Behavior, Retail, Services Marketing, Marketing Research, Integrated Marketing, and Behavioral Finance.

6. Number of participants:

A total of 47 students of the 2nd Semester MBA(IB) batch attended the session.

7. Geotag Photograph of the event:





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8. Brochure or Flyer of the Event:

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Expert Session
on
The Global Expansion Challenge: Think Like an International CEO

with Eminent Speaker

Dr. Ravi Vaidya
Professor,
S. R. Luthra Institute of Management

23/02/2026 (Monday)
Room Number 03, GSMS
10:30 AM

Invitee
Dr. Jamkarey Patel
Director - GSMS

Coordinator
Mrs. Pooja Rathod
Assistant Professor

Locate us @ : GTU SMS, Academic Block-4, GTU Campus, Visat Gandhinagar Highway,
Chandkheda, Ahmedabad Gujarat

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9. Feedback of the Event:

- The session provided valuable insights into international business and global expansion challenges.
- The speaker explained market entry strategies and global decision-making effectively.
- The interactive activity helped students apply theoretical concepts to practical situations.
- Overall, the session enhanced students' understanding of global business strategies.

Ms. Hetal Rathod
Coordinator of the Event

Report Prepared by:
Pooja Yadav, Student, MBA(IB) Sem-2, GTU-SMS

Report Edited by:
Ms. Hetal Rathod, Assistant Professor, GTU-SMS