

SDA Bocconi

ASIA CENTER



CENTER OF EXCELLENCE

INSURANCE

EMPOWERING LIVES THROUGH KNOWLEDGE AND IMAGINATION



ABOUT SDA BOCCONI ASIA CENTER

SDA Bocconi Asia Center, formerly named MISB Bocconi, is a pan-Asian hub in Mumbai that has been delivering Executive Education and Postgraduate Programs designed by SDA Bocconi School of Management, Italy since 2012.

SDA Bocconi Asia Center strives to deploy and disseminate innovative business knowledge to contribute to the overall development of individuals and organisations. A unique approach is offered, by promoting knowledge through SDA Bocconi School of Management industry-relevant research and teaching. It spreads SDA Bocconi School of Management expertise and excellence in design, branding innovation and entrepreneurship to build soft and managerial skills and share practices across borders to empower people.

SDA Bocconi School of Management has been a leading institution in management training for over 40 years. The School's mission is to help individuals, companies, and institutions grow by promoting managerial culture, knowledge, and innovation. MBA Programs, Executive and Specialized Masters, Executive Programs, Custom Programs, Applied Research, Research Labs and Knowledge Centers all contribute to this - a wide offering aimed at professionals from all over the world and from all sectors of the economy. SDA Bocconi is among the leading Business Schools in Europe and is among the few to have gained the triple accreditation - EQUIS, AMBA and AACSB - which puts it in the élite of Business Schools worldwide.

SDA BOCCONI RANKINGS & ACCREDITATIONS



7th WORLDWIDE
CUSTOMIZED EXECUTIVE EDUCATION

9th EUROPE
GLOBAL MBA

6th EUROPE
BUSINESS SCHOOL

1th EUROPE
IN EUROPE PER PRESTIGE IN RESEARCH*



* Per number of European Research Councils (ERC) projects hosted. ERC is the first pan-European funding body for frontier research and it counts six Nobel Laureates and four Fields Medalists among its grant holders.

VISHAKHA SATAM
Alumna - PGPB 4



DR. ANJANA GREWAL (Ph.D)
Sr Professor & Sr Director - COEs
SDA Bocconi Asia Center



ANKUSH DHAMIYA
Alumnus - PGPB 5



AMIT KAWADIWALE
Manager - COEs
SDA Bocconi Asia Center

CENTERS OF EXCELLENCE

Centers of Excellence were conceptualized at SDA Bocconi Asia Center in order to create an environment which is rich in knowledge through research. The objective: to create a **Global Knowledge Platform**. Through the creation of this platform, it is envisioned that SDA Bocconi Asia Center will foster a partnership with the corporate community which will enable it to enrich its programs and drive value across the industry and student community. Through this initiative, SDA Bocconi Asia Center generates the setting up of best practices and management development in India through research, education and thought leadership. It will significantly bring to the front, Bocconi's strength since its foundation which has been its openness and willingness to share the knowledge and the results of its teaching and its research with different stakeholders.

The Centers of Excellence will be a platform to generate debate and discussion around relevant topics/ issues which have high industry interest in India across the target business community. Relevant research both global and local will be undertaken which will value-add to the industry in terms of current thinking, practice and direction. Centers work on self-sustainable model and is always committed to generate maximum value for its stakeholders.

CENTERS OF EXCELLENCE RUNS 4 ACTIVE CENTERS NAMELY

- Center of Excellence - **Insurance**
- Center of Excellence - **Retail & Luxury**
- Center of Excellence - **CSR**
- Center of Excellence - **India Lab**

CENTER OF EXCELLENCE - INSURANCE

One of the first centers to be conceptualized in October 2012 was the **Centers of Excellence - Insurance**.

Center's Mission: Create a Global Knowledge Platform for both Life and General Insurance through deep research. An Advisory Board consisting of industry leaders in Life Insurance, General Insurance and Reinsurance has been set up to act as a sounding board for all Projects that get initiated through the Centers Members.



Left to right:
 Mr. Alessandro Giuliani, SDA Bocconi Asia Center
 Mr. Roopam Asthana, Liberty Videocon G. I.
 Mr. Praveen Vashishta, Howden Asia

ADVISORY BOARD MEMBERS

An advisory board consisting of industry leaders in Life Insurance, General Insurance and Reinsurance has been set up to act as a sounding board for all Projects that get initiated through the Centers members.

The board members actively support various initiatives undertaken by Center of Excellence Insurance which may include Research Projects, Roundtable Conference, Guest Speaker Sessions, Company Visits, Internships & Placements.



MR DEEPAK SOOD
 CEO
 Avantha-Ergo Life Insurance



MR PRAVEEN VASHISHTA
 Executive Chairman
 Howden Asia



MR SANDEEP BAKHSHI
 Ex- MD & CEO, ICICI Pru Life Insurance
 Current MD & CEO, ICICI Bank



MR RITESH KUMAR
 Managing Director & CEO
 HDFC Ergo General Insurance



MR ROOPAM ASTHANA
 Chief Executive Officer & Director
 Liberty Videocon General Insurance



MR JULIEN HAUTIERE-REY
 Deputy CEO
 SBI Life Insurance



MR HITESH KOTAK
 CEO
 MunichRe India Branch



DR ANJANA GREWAL (PhD)
 Senior Professor & Senior Director -
 Centers of Excellence
 SDA Bocconi Asia Center



TRANSFORMATION IN INSURANCE 2016

Left to right:
 Mr Deepak Sood, Avantha Ergo L. I.
 Mr Sudarshan Sharda, Positive Moves
 Mr Vivien Berbigier, SBI Life
 Mr Shashwat Sharma, KPMG

RATIONALE FOR RESEARCH COLLABORATION

There are 3 key reasons for considering the Center of Excellence - Insurance as a Research Partner

- 1

Leading Faculty at SDA Bocconi in Insurance-Doing Research on Pension Funds, Asset Liability Management, Risk Management in Insurance, Compliance Function, Management of Insurance Companies, Investment & Insurance, Organization Behaviour, Knowledge Management & Change Management
- 2

Director Prof. Dr. Anjana Grewal Ph.D, has more than a decade of experience in Life Insurance sector at a Senior Level in India - Expertise in Marketing, Channel Management, Product & Health Insurance, Service Quality, Customer Satisfaction
- 3

Bocconi has 263 Partner Schools across the world which helps us to connect with other countries to determine best practices

INTERNATIONAL COLLABORATION

- The Center continuously explores opportunities for research collaboration in Insurance with SDA Bocconi School of Management.
- Proposed: work with Solvency II Lab at SDA Bocconi School of Management led by Prof. Paola Castelli.
- We are constantly working towards creating a knowledge platform to support Insurance industry in developing capabilities for the future.



RESEARCH PROJECTS UNDERTAKEN

1. International Trends in Bancassurance - 2013
2. Client Study on Activation & Productivity Analysis of Agency Channel (Life Insurance Company) - 2014
3. Work in Progress-Solvency norms across Various Countries in the World - 2015
4. Consumer Behavior for Online Life Insurance Business - 2015-16
5. Understanding "Risk Related Corporate Buyer Behavior, Service Drivers & Perceptions of Insurance Providers in India" - 2017-18

EVENTS

■ TRANSFORMATION IN INSURANCE 2016

We organized the first edition of a conference focusing Insurance sector named 'Transformation in Insurance' in January, 2016. It covered events like:

Transformational Leadership in Insurance - The roundtable was blessed with the presence of eminent panelists represented by industry experts and thought leaders from the Insurance sector. It generated highly valuable debate and discussion for the topic of industry interest.

Research Paper Reading - Winner of 1st edition of 'Call for Research Paper' was given an opportunity to read his paper on 'Product Innovation in Non-Life Insurance Sector'.

Speaker's Session - A guest speaker session on the topic 'Careers in Insurance' was conducted to motivate students in exploring Insurance sector as a career option.

- BUSINESS STANDARD INSURANCE ROUNDTABLE KNOWLEDGE PARTNER - 2015 AND 2017
- BW BUSINESSWORLD LIFE INSURANCE SUMMIT 2017

Dr Anjana Grewal moderated the panel discussion on topic 'Into the future of Life Insurance Distribution', she also represented as a panel member for the discussion on 'Addressing the Persistency Problem'.

ALUMNI ENGAGEMENT

Focus on Sector Learnings.

The Centers are supported by the Dean and the MD of SDA Bocconi Asia Center.



David Bardolet
Dean
SDA Bocconi Asia Center

Alessandro Giuliani
Managing Director
SDA Bocconi Asia Center

SDA Bocconi

ASIA CENTER

YOUR PARTNER IN RESEARCH

For your Research Study requirements in Insurance,
please contact:

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