

"A man is  
great by  
deeds, not by  
birth"

-Chanakya

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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE



Case Study

**IIMK/CS/103/STR/2019/01**

MARCH 2019

## **What is Strategic Management? - Understanding through Role-Play**

**Anubha Shekhar Sinha <sup>1</sup>**

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Assistant Professor, Strategic Management, Indian Institute of Management, Kozhikode, IIMK Campus PO,  
Kunnamangalam, Kozhikode, Kerala 673570, India; Email: [anubhashekhar@iimk.ac.in](mailto:anubhashekhar@iimk.ac.in), Phone Number (+91)  
495 – 2809111

## ABSTRACT

Research Office

Indian Institute of Management Kozhikode

IIMK Campus P. O.,

Kozhikode, Kerala, India,

PIN - 673 570

Phone: +91-495-2809237/ 238

Email: [research@iimk.ac.in](mailto:research@iimk.ac.in)

Web: <https://iimk.ac.in/faculty/publicationmenu.php>

