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CREATING SHARED VALUE: WHAT DOES IT MEAN FOR ORGANIZATIONS?



PROF. SHEKHAR

LECTURER

O.P. JINDAL GLOBAL UNIVERSITY

Prof. Shekhar is a Lecturer at Jindal Global Business School, where he teaches courses in management and strategy. His research focuses on the intersection of strategic management, sustainability, and tourism, with particular emphasis on how organizations can align business strategy with broader societal and environmental objectives. His work explores the concept of Creating Shared Value (CSV) and examines how organizations can integrate social impact into core strategic decision-making rather than treating it as a peripheral activity. Through his research, Shekhar seeks to develop frameworks that help organizations simultaneously enhance competitiveness while addressing pressing societal challenges. More broadly, his research interests include sustainable business strategy, ESG performance, and responsible management practices. His work contributes to ongoing academic and policy discussions on how organizations can create long-term value for both businesses and society in an increasingly complex and sustainability-oriented global environment.

The concept of Creating Shared Value (CSV) has emerged as an important framework for organizations seeking to simultaneously generate economic value and address societal challenges. Unlike traditional corporate social responsibility approaches that often operate at the periphery of business strategy, CSV integrates social impact directly into core business operations and competitive positioning. This talk explores the foundations of the CSV concept and discusses how organizations can operationalize it through strategic initiatives such as reconceiving products and markets, redefining productivity in the value chain, and enabling local cluster development. Drawing on insights from recent research in sustainability, the presentation highlights how organizations can identify opportunities where business objectives and societal needs intersect. The session will also reflect on the strategic implications of CSV for long-term competitiveness and stakeholder engagement, offering a research-informed perspective on why shared value has become increasingly relevant in contemporary business environments.

MODERATOR: PROF. SAGNIKA DATTA, LECTURER, JINDAL GLOBAL BUSINESS SCHOOL

FRIDAY

20th MAR

12:30 PM-1:30 PM

LINK



Registration Link: <https://zoom.us/meeting/register/C4P1RhW0Qgyreomq49JGeQ>