



**BASANT
AND
SARALA
BIRLA
PROFESSORIAL
CHAIR
IN
ASIAN
FAMILY
CORPORATIONS**

**ASIAN
INSTITUTE ^{OF}
MANAGEMENT**

ABOUT BIRLA

Established in 2012, the Basant and Sarala Birla Professorial Chair in Asian Family Corporations (BIRLA) is dedicated to serve Asian family business as their knowledge resource center in Asia.

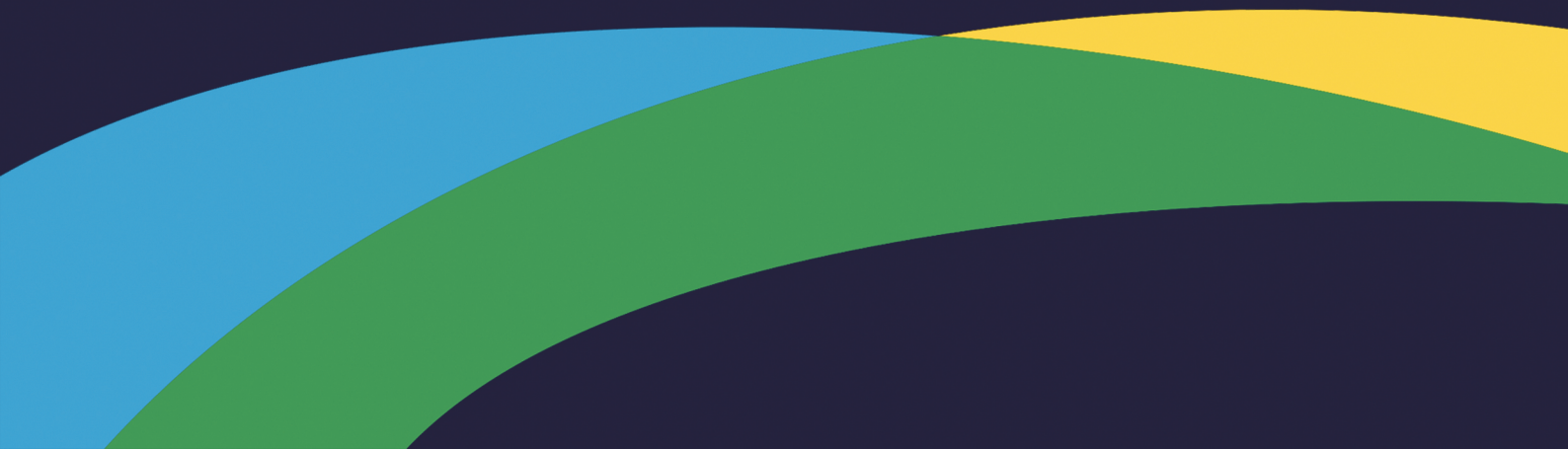
MISSION

BIRLA's main objective is to strengthen Asian family firms based on the knowledge generation and capacity building to Asian family firms.

MAIN SERVICES

- Consultancy services target to family firms
- Training sessions dedicated to entrepreneurial orientation and management skills of owners/founders, family members, non-family and other stakeholders
- Networking events where representatives of family business corporations are invited to give a talk and share their experience on specific topics related to the challenges, opportunities and specificities of their family business

For inquiries, please contact the **BIRLA Team**
at birla@aim.edu | +63 2 892 4011 loc. 1250-1253



HIGHLIGHTS

BREAKFAST FORUMS

- “Next Generation Leaders Advancing the Family Business”
- “Women in Leadership - Anchoring the Family Business”
- “Traversing the Family Business Path: Insights from Non-Family Leaders”
- “Bringing the Family into the Business”


FAMILY BUSINESS WORKSHOPS

- “Glass Ceilings in the Family Business: Myth or Reality?”
- “Family and Business Wealth Continuity: Building a Foundation for the Next Generation”
- “Moving the Entrepreneurial Family Firm to the Next Level: Views from Different Lenses”
- “The Art of Giving: Strategic Family Business Philanthropy”

VANSH SHASTRA NEWSLETTERS

- Volume 1, Issue 1: “My Grand-father, My Hero”
- Volume 1, Issue 2: “Health is Wealth”
- Volume 1, Issue 3: “Carving My Own Niche”
- Volume 1, Issue 4 : “Wei-Han Mo, A Man in His Own Right”
- Volume 2, Issue 1 : “Shin Watanabe, The Gatekeeper of Gentlemen’s Clothing”

EDUCATION

- Asian Family Business Case Competition
 - The Family-Business Dyad: Enlivening Stewardship and Leadership (Call for Papers)
 - Enduring Family Firms: Case Studies on Asia Pacific (Call for Book Chapters)
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PROF. DR. GINNY SANTIAGO

Prof. Dr. Santiago is a full professor at the Asian Institute of Management's Strategic Management Department. She holds the Basant and Sarala Birla Professorial Chair in Asian Family Corporations.



Prof. Dr. Santiago has been awarded the FFI GEN (Global Educational Network) Advanced Certificate in Family Business Advising (ACFBA) as well as the Advanced Certificate in Family Wealth Advising (ACFWA) by the Family Firm Institute, an American-based association of global family business advisors. She is author of the book *"The Family Incorporated: Lessons Learned from Filipino Business Families"* published by Anvil Publishing in 2017.

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