



The University of Malta
Department of Management
Faculty of Economics, Management and Accountancy



in collaboration
with



The Embassy of the United States, Malta
and
The Malta Chamber of Commerce, Enterprise and Industry

Would like to invite you to a public seminar and discussion entitled:

**Leveraging Brainpower for Business Success:
Bridging the Gap between Learning, Knowing and Doing**

Speakers:

Professor Uma G Gupta

Fulbright Scholar
Professor of Business
State University of New York
USA

Professor Robert R Trumble

Visiting Fulbright Scholar
Professor of Management
Virginia Commonwealth University
USA

Date: Thursday, 25th October 2012

Time: 18.00 – 19.00

Venue: University of Malta, Tal-Qroqq, Gateway Hall E

Participation is free of charge

For further information please contact Dr Joe Azzopardi – Head,
Department of Management at joseph.g.azzopardi@um.edu.mt

**Leveraging Brainpower for Business Success:
Bridging the Gap between Learning, Knowing and Doing**

18:00 – 18:20 Professor Robert R Trumble

**Learning from Economic Uncertainty and its Impact on
Corporate Strategic Planning**

An exploration of recent economic events will throw light on the impact of uncertainty on strategic planning. We will start with an introduction of the current international economic malaise and its impacts on local corporations. Following which we will view some key causes and effects of the downturn – highlighting the need for contingency planning, involving factors such as length of plan and goal prioritization. The alignment of goals, budgets and HR policies will be linked in to appreciate their effects on local corporations within the international economic setting. The value of grand strategies and competitive strategies will in turn be played against the concepts of flexibility and nimbleness. A critical approach to question the obvious is imperative at this stage. In other words, *is this the time to be bold?*

18:20 – 18:40 Professor Uma G Gupta

**How to Increase Your Profits by Focusing on
the Brainpower of Your Business**

All industries, and service-driven economies in particular, are essentially knowledge-based, knowledge-driven, knowledge-reliant entities. The capability and capacity of companies to leverage their brainpower is critical for their continued growth and success. Hence the brainpower of a firm's employees and the ability of a company to collect, coordinate, retrieve, and leverage its intellectual capital is key to its future.

This presentation provides information about a study that will be launched by the *Department of Management*, at the *University of Malta* to identify the issues, challenges and opportunities for Malta-based businesses to strengthen their intellectual capital resources. In addition, the study also includes a competitive analysis of firms and industries. The benefits of participating in this study are outlined.

18:40 – 19:00: Floor open for discussion and Q&As

About the speakers

Dr Robert R Trumble has been the Dean of two large business schools in the United States (Kent State University and Virginia Commonwealth University) and a past Division Director of Policy for the U.S. National Science Foundation and the National Institutes of Health. He is currently a member of corporate boards, a Center Director and a Professor who has published over 100 articles. He can be reached at rrtrumbl@vcu.edu.

Dr Uma G Gupta is the Founding President and CEO of two businesses: PlanetGPA (www.planetgpa.com), a leader in helping US universities become international and is also the Founder and Executive Director of STEM-SMART (www.stem-smart.org), an online company that is dedicated to helping students choose careers in high demand. She is a highly sought speaker and consultant to many businesses and serves as an advisor on issues of leadership, organizational development, and business strategy. She can be reached at exec@usasiaedu.com

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