



**CORPORATE LAW SOCIETY, FACULTY OF LAW,
THE ICFAI UNIVERSITY TRIPURA**

Organizes

**Lecture on:
“Where Law Meets Innovation: How
Corporate Strategy Transforms
Products into Brands and Companies
into Legacies”**


Resource Person

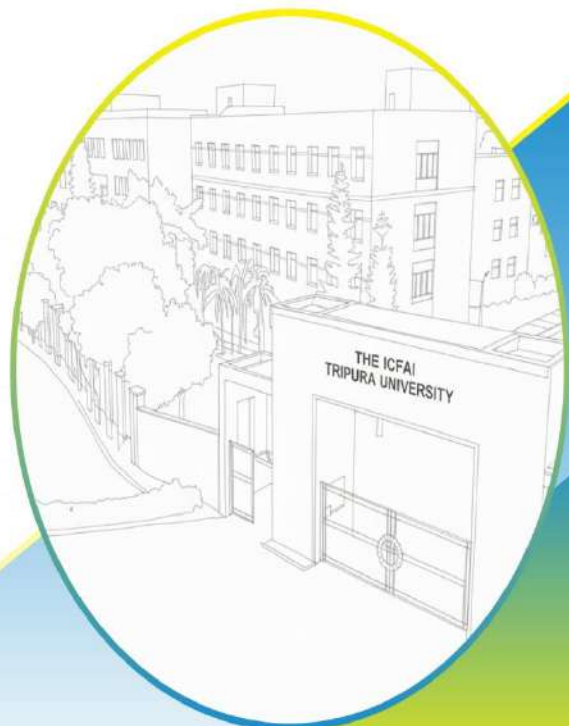
Dr. Shyamtanu Pal

Assistant Professor, Pondicherry University

15TH JANUARY 2026

 Basement Auditorium,
IUT Campus

 12:00 hrs.





The ICFAI University, Tripura

Established under section 4(2) of the Institute of Chartered Financial Analysts of India University, Tripura Act. 2004

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PROGRAM SCHEDULE

SPECIAL LECTURE ON

“ Where Law Meets Innovation: How Corporate Strategy Transforms Products into Brands and Companies into Legacies”

SPEAKER: DR. Shyamtanu Paul

ASSISTANT PROFESSOR, PONDICHERRY UNIVERSITY

ORAGINSED BY

CORPORATE LAW SOCIETY, FACULTY OF LAW, ICFAI UNIVERSITY, TRIPURA

DAY: 15.01.2026

TIME:12.00 PM- 2.00 PM

VENUE: GROUND FLOOR AUDITORIUM

SL. NO	PROGRAM NAME	PROGRAM DESCRIPTION
1	WELCOMING THE DIGNITARIES TO THE DAIS	DR. MOUSUMI KALITA, ASSISTANT PROFESSOR, FOL
2	WELCOME SPEECH	Dr. Nabarun Bhattacharjee Principal, FOL
3	LECTURE OF THE SPEAKER	SPEAKER: DR. Shyamtanu Paul ASSISTANT PROFESSOR, PONDICHERRY UNIVERSITY
4	INTERACTION SESSION	BY THE STUDENTS
5	VOTE OF THANKS	Dr. Raghunath Chakraborty Assistant Professor

Report on the Lecture: “Where Law Meets Innovation: How Corporate Strategy Transforms Products into Brands and Companies into Legacies”.

Date: 15 January, 2026

Time: 12: 00 PM

Venue: Auditorium, ICFAI UNIVERSITY TRIPURA

Organised by: Corporate Law Society, Faculty of Law, THE ICFAI UNIVERSITY TRIPURA

Introduction

The Corporate Law Society, Faculty of Law, ICFAI University Tripura organised a lecture titled “*Where Law Meets Innovation: How Corporate Strategy Transforms Products into Brands and Companies into Legacies.*” The lecture was delivered by Dr. Shyamtanu Pal, Assistant Professor, Pondicherry University.

The objective of the lecture was to provide law students with an interdisciplinary understanding of how corporate law, strategic decision-making, and innovation contribute to building globally successful brands and sustainable corporate legacies.

Profile of the Resource Person

The lecture was conducted by *Dr. Shyamtanu Pal, Assistant Professor at Pondicherry University*. His academic expertise in corporate law and business strategy enabled him to critically analyse how legal frameworks operate as strategic tools in modern business environments rather than merely as compliance mechanisms.

Proceedings of the Lecture

During the lecture, Dr. Shyamtanu Pal examined the intersection of law, innovation, and corporate strategy through detailed illustrations drawn from global business models, particularly Emirates Aviation.

He began by explaining Dubai's strategic geographical location as the heart of global air routes, highlighting its role as a major international cargo and passenger gateway. This strategic positioning, coupled with strong governmental support-including financial backing amounting to approximately USD 10 billion-has played a significant role in Emirates' growth and global competitiveness.

Dr. Pal further referred to the visionary leadership of the Sheikh of Dubai, describing the transformation of Dubai "*from desert to dream.*" He explained how strategic utilisation of limited oil reserves and forward-looking governance enabled Dubai to invest in infrastructure, aviation, logistics, and global connectivity rather than relying solely on oil revenues. The speaker highlighted that this long-term vision of building for the future created an ecosystem in which enterprises like Emirates could thrive, demonstrating how state policy, corporate strategy, and legal planning together shape sustainable economic growth.

The speaker discussed Emirates' operational strategy, emphasising its commitment to maintaining the highest quality standards despite challenging market conditions. He elaborated on the airline's learning-oriented and bold start-up strategy, including its aircraft leasing model, which allowed flexibility, reduced capital risk, and enabled rapid expansion.

Dr. Pal further explained how Emirates created a competitive advantage through strategic synergy, such as optimising test bases, leasing aircraft efficiently, focusing on strong brand marketing, and ensuring well-maintained aircraft fleets. He highlighted the airline's practice of reinvesting in potential earning avenues to ensure long-term profitability.

A significant portion of the lecture focused on labour management strategies, where Dr. Pal cited comparative data from 2022, noting that employment costs constituted approximately 21.6% of revenue for certain airlines, such as British Airways. In contrast, Emirates' diverse workforce-evident in its multinational cabin crew-demonstrates efficient labour utilisation and cultural inclusivity, contributing to brand image and operational efficiency.

The speaker then addressed Emirates' mastery of four core strategies: fleet efficiency, maintaining a young aircraft fleet, cost savings, and sustained profitability, which have enabled the airline to outperform competitors and withstand industry volatility.

Dr. Pal also shared broader business lessons, emphasising principles such as frugality, strategic foresight, opportunity identification, risk mitigation, and the power of synergy. To reinforce these lessons, he drew an illustrative comparison with Ferrari, narrating the journey of Enzo Ferrari-from his hardships during wartime to his transition from mechanic to racer and his association with Alfa Romeo, leading to the establishment of *Scuderia Ferrari*.

He supported this narrative with comparative data, demonstrating Ferrari's efficiency by referencing figures related to employee strength, cars sold, and market capitalisation in contrast with companies such as BMW. The concept of the halo effect was also explained to show how strong branding enhances consumer perception beyond the core product.

The lecture concluded with an emphasis on how strategic legal and corporate planning can transform companies into enduring global brands.

Conclusion

The lecture provided valuable insights into how law functions as a strategic enabler in innovation-driven businesses. By integrating corporate law principles with real-world business examples such as Emirates Aviation and Ferrari, the session enhanced students' understanding of corporate strategy, branding, and sustainability. The lecture was particularly relevant for law students aspiring to engage in corporate advisory and strategic legal roles.

Vote of Thanks

The session concluded with a vote of thanks delivered by Dr. Raghunath Chakraborty, Assistant Professor & Convener, Corporate Law Society, Faculty of Law, ICAI UNIVERSITY TRIPURA who expressed gratitude to the resource person and the organising committee for the successful conduct of the lecture.

Event Photos:



Event Attendance:

LLB

S/NO	Programme	ID NO	Class	Name
1	LLB	24IUT0130042	LLB 2nd yr	Puja Datta
2	"	24IUT0130063	"	Pranayika Deb
3	"	24 — 20	"	Bideepa Roy
4	"	24 — 05	"	Rinachi Debnath
5	"	24 — 33	"	Papiya Debnath
6	"	24 — 23	LLB-2nd year	Rakesh Debnath
7	BA-LLB 5th Year	21IUT0120092	BA-LLB-5th Year	Anamika Chandra
8	"	21 — 82	"	Samachita Deb
9	LLB 3rd year	24IUT0130019	LLB 3rd year	Soumitra Deb
10	LLB 3rd Year	24IUT0130026	LLB 3rd Year	Parumita Malakar
11	"	— 16	"	Samrat Chakma
12	"	— 55	"	Lamio Lakeng Samar
13	LLB 2nd Year	24IUT0136051	LLB 2nd year	Panna Ramkrishna
14	LLB 2nd Year	24IUT0130029	LLB 2nd Year	Sourya Pal
15	LLB 2nd year	24IUT0130018	LLB 2nd year	Soumitra Barman
16	LLB 2nd Year	24IUT0130067	LLB 2nd Year	Jyoti K. Roy
17	LLB 2nd Year	24IUT0130030	LLB 2nd Year	Tanay Choudhary
18	LLB 2nd Year	24IUT0130043	LLB 2nd Year	Shanika Deb
19	LLB 2nd Year	24IUT0130010	LLB 2nd Year	Sudipa Roy
20	LLB 2nd Year	24IUT0130021	LLB 2nd year	Chunika Chakraborty
21	LLB 2nd Year	24IUT0130058	LLB 2nd Year	Baishakhi Debnath
22	LLB 2nd Year	24IUT0130013	LLB 2nd Year	Abelina Modak
23	BA-LLB (H) 5th Year	21IUT0120007	BA-LLB (H) 5th year	Sandipan Biswas
24	BA-LLB 5th year	21IUT0120041	BA-LLB 5th year	Pratham Choudhury
25	BBA-LLB 1st year	25IUT0110104	BBA-LLB 1st year	Mitran Debnath
26	BBA-LLB 1st year	25IUT0110106	BBA-LLB 1st year	Sagar Datta
27	BBA-LLB 1st Year	25IUT0110097	BBA-LLB 1st Year	Taj Das
28	LLB 2nd year	24IUT0130003	LLB 2nd year	Siddhartha Chakraborty
29	LLB 2nd year	24IUT0130008	LLB 2nd year	Sanu Mittra
30	BA-LLB 4th year	22IUT0120038	BA-LLB 4th year	Anik Datta
31	BA-LLB 4th Year	22IUT0120050	BA-LLB 4th Year	Katrina Kishor
32	BA-LLB 4th Y	22IUT0120027	BA-LLB 4th Y	Anut Debnath
33	BA-LLB 4th Y	22IUT0120072	BA-LLB 4th Y	Reshmi Sutradhar
34	BA-LLB 4th year	22IUT0120083	BA-LLB 4th	Anjali Debnath
35	BBA-LLB 4th year	22IUT0110031	BBA-LLB 4th	Puja Rami Das
36	BBA-LLB 4th Year	22IUT0110060	BBA-LLB 4th Year	Kamini Singh Shrivastava
37	BBA-LLB 4th year	23IUT0110053	BBA-LLB 4th year	Anika Debnath
38	BBA-LLB 3rd year	23IUT0110044	BBA-LLB 3rd year	Roshan Nandy
39	BBA-LLB 3rd year	23IUT0110018	BBA-LLB 3rd year	Sparsha Roy
40	BBA-LLB 3rd year	23IUT0110001	BBA-LLB 3rd year	Mehak Begam
41	BBA-LLB 3rd year	23IUT0110059	BBA-LLB 3rd year	Moumita Das
42	BBA-LLB 3rd year	23IUT0110009	BBA-LLB 3rd year	Arif Ahmed
43	BBA-LLB 3rd yr	23IUT0110056	BBA-LLB 3rd yr	Sagar Hassan
44	BBA-LLB 3rd	23IUT0110037	BBA-LLB 3rd	Anusha Modak
45	BBA-LLB 3rd	23IUT0110045	"	Urmisha Choudhury

Sl No	Program	Year	ID No	Name
01	LLB	2nd Year	24IUT01300	Sangita Malakar
02	BA-LLB	1st year Sec-B	25IUT0120053	Pallabi Debnath
03	BA-LLB	1st Year Sec-B	25IUT0120039	Sanam Sankar
04	BA-LLB	1st Year S-B	25IUT0120006	Suparna Sankar
05	BA-LLB	1st Year S-A	25IUT0120054	Durjabari Halarn
06	BA-LLB	"	25IUT0120020	Prudhvi Chakrabarty
07	BA-LLB	"	25IUT0120012	Rishi Roy
08	BA-LLB	1st year S-A	25IUT0120051	Shubh Rudra Paul
09	BA-LLB	1st year S-A	25IUT0120112	Shreyanka Saha
10	BA-LLB	1st year S-A	25IUT0120062	Lijon Das
11	BA-LLB	1st year S-A	25IUT0120120	Furruha Sarkar
12	BA-LLB	1st year Sec-A	25IUT0120101	Antara Barik
13	BA-LLB	1st year Sec-A	25IUT0120115	Vineta Barik
14	BA-LLB	1st year Sec-A	25IUT0120080	Kanantit Loh
15	BA-LLB	1st year Sec-A	25IUT0120106	Rehant Rudra Paul
16	BA-LLB	1st year Sec-A	25IUT0120090	Abantika Paul
17	BA-LLB	1st year Sec-A	25IUT0120079	Sabnur Begam
18	BA-LLB	1st year Sec-A	25IUT0120082	Afsana Nassir
19	BA-LLB	1st year Sec-A	25IUT0120065	Rudra Saha
20	BA-LLB	1st year Sec-A	25IUT0120122	Rajdeep Saha
21	BA-LLB	1st year Sec-A	25IUT0120092	Dipankar Das
22	BA-LLB	1st year Sec-A	25IUT0120085	Aip hosnouri
23	BA-LLB	1st year Sec-A	25IUT0120113	Diganta Das
24	BA-LLB	1st year Sec-A	25IUT0120084	Amala Debnath
25	BA-LLB	1st year Sec-A	25IUT0120125	Anglia Halarn
26	BA-LLB	1st year Sec-A	25IUT0120121	Debasmita Roy
27	BA-LLB	1st year Sec-A	25IUT0120123	Shreyani Chakraborty
28	BA-LLB	1st year Sec-A	25IUT0120075	Arjit Debnath
29	BA-LLB	1st year Sec-B	25IUT0120051	Pritham Deb
30	BA-LLB	1st year Sec-B	25IUT0120036	Souradip Ghosh
31	BA-LLB	1st year Sec-B	25IUT0120098	Samrat Roy
32	B.A.L.L.B	1st year Sec-B	25IUT0120016	Moyam Ronald Meitei
33	B.A.L.L.B	1st year Sec-B	25IUT0120001	Tanisha Majumdar
34	B.A.L.L.B	1st year Sec-B	25IUT0120034	Binita Reang
35	B.A.L.L.B	1st year Sec-B	25IUT0120055	Nancy Roy
36	LLB	2nd year	24IUT0130040	Kanishk Das
37	LLB	2nd year	24IUT0130027	Rudrajit Debnath
38	LLB	2nd year	24IUT0130028	Bishal Deb
39	LLB	2nd year	24IUT0130032	Pinakhar Ghosh
40	BA-LLB	4th year	22IUT0110043	Palash Deb
41	"	"	22IUT0110041	Shubhankar Das
42	"	"	22IUT0110055	Subanta Debnath
43	"	"	22IUT0110075	Birendra K. Munshi
44	"	"	22IUT0110005	
45				

46	BBA-LLB	3rd year	23IUTO110017	Sanjib Debnath
47	BBA-LLB	3rd Year	23IUTO110012	Pohor Debbavma
48	BA-LLB	2nd year	24IUTO120074	Jyoti Kanti Tan
49	BA-LLB	4th year	22IUTO120031	Rabin Nath
50	BA-LLB	4th Year	22IUTO120015	Poojay Debnath
51	BA-LLB	4th Year	22IUTO120116	Jyoti Jannathi
52	LLB	2nd Year	24IUTO130016	Samir Chakraborty
53	LLB	2nd Year	24IUTO130065	Lamini O. Ais. Lekiang
54	BALLB	2nd Year	21IUTO120050	DIPANJOY SARKAR
55	BA-LLB	2nd Year	29IUTO120102	Babul Nath
56	BA-LLB	2nd year	24IUTO120120	Ajita Chandra
57	BALLB	2nd Year	24IUTO120121	DIGANTAR BISWAS
58	BALLB	2nd Year	24IUTO120061	Annesha Laskar
59	BA-LLB	2nd Year	24IUTO120126	Ankurita Poddar
60	BA-LLB	2nd year	24IUTO120115	Punba Sanjnan
61	BA-LLB	2nd year	24IUTO120109	Rajib Das
62	BA-LLB	2nd year	24IUTO120108	Prityanka Srin
63	BBA-LLB	3rd year	23IUTO110036	Norbin Ghosh
64	BBA-LLB	3rd year	23IUTO110031	Uday Subin Kosen
65	BBA-LLB	3rd year	23IUTO110006	Tamiya Debnath
66	BBA-LLB	3rd year	23IUTO110033	Jannatul Ferdos
67	BBA-LLB	3rd year	23IUTO110040	Gagan Nath Bharti
68	BBA-LLB	3rd year	23IUTO110025	Antara Roy
69	BBA-LLB	3rd year	23IUTO110021	Aripita Sarkar
70	BBA-LLB	3rd year	23IUTO110018	Ramia Das (48)
71	BBA-LLB	"	23IUTO110038	Tojayed Akmal
72	"	"	23IUTO110060	Rishab Prasad
73	"	"	23IUTO110053	Sandeep Katta
74	"	"	23IUTO110047	Zannay Debnath
75	"	"	23IUTO110023	Rhythm Bhattacharya
76	"	"	23IUTO110024	Riya Dey
77	"	"	23IUTO110041	Sagnik Datta

46	BBA - LCB 2nd	23 IUTO 0110002	BBA - LCB	Intramail Chalkdanthan
47	BA - LCB 2nd	25 IUTO 0120088	BALCB	Phumik Bhawmika M/sing
48	BA - LCB 2nd	25 IUTO 012105	BALCB	Bubagua Debbacha
49	BA - LCB 2nd	25 IUTO 012149	BALCB	Philip barlong