



**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

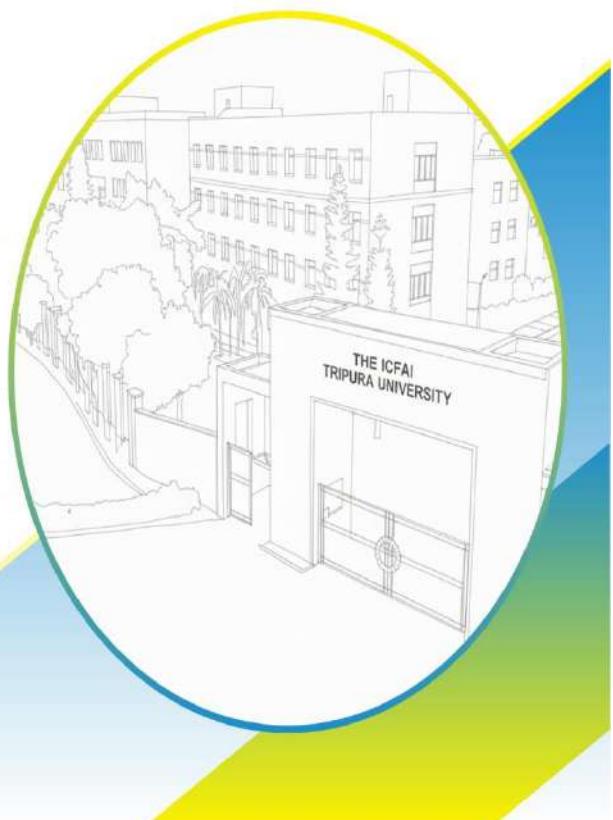
Dr. Shyamtanu Pal

Assistant Professor, Pondicherry University

15TH JANUARY 2026

 Basement Auditorium,
IUT Campus

 12:00 hrs.





The ICFAI University, Tripura

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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

ORGANISED 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.

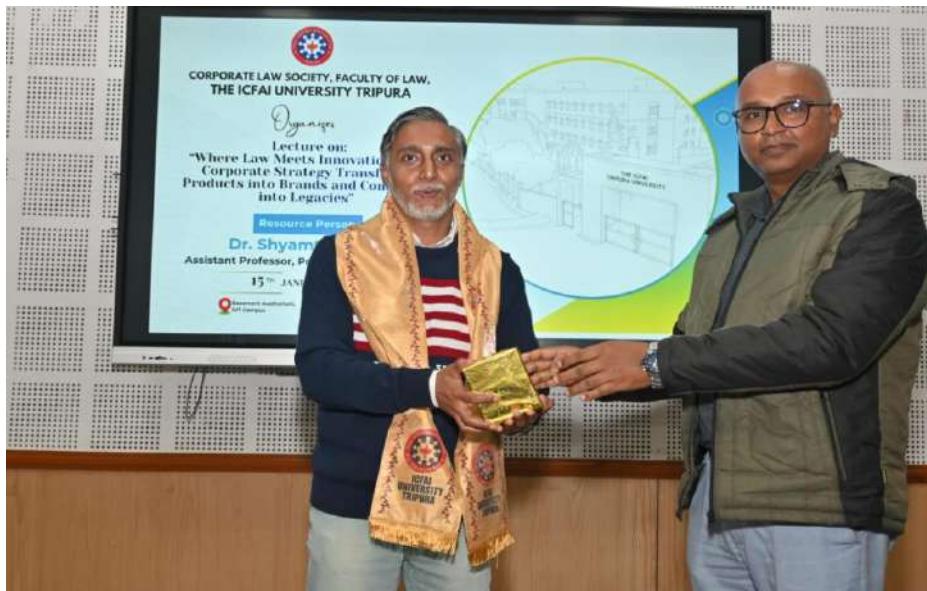
Conclusion

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, ICFAI 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				
Sl No	Programme	ID No	Class	Name
1.	LLB	24IUT0130040	LLB 2nd yr	Puja Datta
2.	U	24IUT0130063	"	Pearanya Deb
3.	U	24 — 20	"	Rideepa Roy
4.	U	24 — 05	"	Kiranchi Debbarma
5.	U	24 — 33	"	Rupiya Debbarma
6.	U	24 — 23	LLB 2nd year	Rakshita Debnath
7.	BA-LLB 5th Year	24IUT0120092	BA LLB - 5th Year	Aranyak Chanda
8.	"	21	"	Samadrita Deb
9.	LLB 3rd year	24IUT0130019	LLB 2nd Year	Gouri Mani Deb
10.	LLB 2nd Year	24IUT0130026	LLB 2nd Year	Parvinita Malakar
11.	"	16	"	Samiran Chakma
12.	"	65	"	Lamia Lakshmi Saman
13.	LLB 2nd Year	24IUT0130051	LLB 2nd Year	Purna Ranjana Pal
14.	LLB 2nd Year	24IUT0130029	LLB 2nd Year	Soumya Pal
15.	LLB 2nd year	24IUT0130018	LLB 2nd year	Sourav Barman
16.	LLB 2nd Year	24IUT0130067	LLB 2nd Year	Jitish K. Das
17.	LLB 2nd Year	24IUT0130050	LLB 2nd Year	Tonay Chaudhury
18.	LLB 2nd Year	24IUT0130045	LLB 2nd Year	Shanika Deb
19.	LLB 2nd Year	24IUT0130010	LLB 2nd Year	Sudipa Roy
20.	LLB 2nd Year	24IUT0130021	LLB 2nd year	Chirukhi Chakraborty
21.	LLB 2nd Year	24IUT0130058	LLB 2nd Year	Baishakhi Debnath
22.	LLB 2nd Year	24IUT0130013	LLB 2nd Year	Debolina Modak
23.	BA-LLB (H) 5th Year	24IUT0120009	BA-LLB 5th year	Sardipan Biswas
24.	BA-LLB 5th year	24IUT0120041	BA-LLB 5th year	Pritham Chowdhury
25.	BBA-LLB 1st year	25IUT0110104	BBA-LLB 1st year	Mitan Debnath
26.	BBA-LLB 1st year	25IUT0110106	BBA-LLB 1st year	Sagen Datta
27.	BBA-LLB 1st Year	25IUT0110057	BBA-LLB 1st Year	Puja Das
28.	LLB 2nd year	24IUT0130003	LLB 2nd year	Siddhartha Chakraborty
29.	LLB 2nd year	24IUT0130008	LLB 2nd year	Sauru Mitra
30.	BA-LLB 4th year	22IUT0120038	BA-LLB 4th year	Anik Datta
31.	BA-LLB 4th Year	22IUT0120050	BA-LLB 4th Year	Katymrita Datta
32.	BA-LLB 4th Y	22IUT0120027	BA-LLB 4th Y	Arpit Debnath
33.	BA-LLB 4th Y	22IUT0120072	BA-LLB 4th Y	Debmali Sutradhar
34.	BA-LLB 4th year	22IUT0120083	BA-LLB 4th year	Angeli Debbarma
35.	BBA-LLB 4th year	22IUT0110031	BBA-LLB 4th year	Puja Romi Das
36.	BBA-LLB 4th Year	22IUT0110060	BBA-LLB 4th Year	Kamini Sengupta Shimray
37.	BBA-LLB 4th year	22IUT0110053	BBA-LLB 4th year	Ankita Debnath
38.	BBA-LLB 3rd year	23IUT0110044	BBA-LLB 3rd year	Roshan Nandy
39.	BBA-LLB 3rd year	23IUT0110018	BBA-LLB 3rd year	Soparna Roy
40.	BBA-LLB 3rd year	23IUT0110001	BBA-LLB 3rd year	Mehak Begum
41.	BBA-LLB 3rd year	23IUT0110059	BBA-LLB 3rd year	Mouniita Das
42.	BBA-LLB 3rd year	23IUT0110009	BBA-LLB 3rd year	Reform Ahmed
43.	BBA-LLB 3rd yr	28IUT0110066	BBA-LLB 3rd yr	Sergeet Hossain
44.	BBA-LLB 3rd	23IUT0110037	BBA-LLB 3rd	Anusheen Modak
45.	BBA-LLB 3rd	23IUT0110045	"	Urnshita Chowdhury

Sl No	Program	Year	ID No	Name
01	LLB	2nd Year	24IUT01300	Sangita Malavati
02	BA-LLB	1st Year Sec-B	25IUT0120053	Pallabi Debnath.
03	BA-LLB	1st Year Sec-B	25IUT0120039	Sonam Sankar
04	BA-LLB	1st Year S-B	25IUT0120006	Suparna Sankar
05	BA-LLB	1st Year S-B	25IUT0120054	Durgabari Halayn
06	BA-LLB	"	25IUT0120020	Prabjita Chakraborty
07	BA-LLB	1st year S-A	25IUT0120051	Ritvi Roy
08	BA-LLB	1st year S-A	25IUT0120012	Priya Rudra Paul
09	BA-LLB	1st Year S-A	25IUT0120062	Shreyashika Saha
10	BA-LLB	1st Year S-A	25IUT0120062	Lijon Das.
11	BA-LLB	1st Year S-A	25IUT0120120	Furna Debnath
12	BA-LLB	1st Year Sec-A	25IUT0120101	Antara Banik
13	BA-LLB	1st Year S-A	25IUT0120115	Vineeta Banik
14	BA-LLB	1st Year Sec-A	25IUT0120080	Karanjit Lohi
15	BA-LLB	1st Year Sec-A	25IUT0120106	Rehant Rudra Paul
16	BA-LLB	1st Year Sec-A	25IUT0120090	Ahamika Paul.
17	BA-LLB	1st year SecA	25IUT0120079	Sabrina Begam
18	BA-LLB	1st Year SecA	25IUT0120082	Afsana Naseem
19	BA-LLB	1st year SecA	25IUT0120065	Rudra Saha.
20	BA-LLB	1st Year Sec A	25IUT0120122	Rajdeep Singh
21	BA-LLB	1st Year Sec A	25IUT0120092	Dipankar H. Das
22	BA-LLB	1st year S-A	25IUT0120085	Aip nosrani.
23	BA-LLB	1st year SecA	25IUT0120113	Diganta Das
24	BA-LLB	1st year SecA	25IUT0120084	Amala Debbarma
25	BA-LLB	1st Year SecA	25IUT0120125	Amelia Halani
26	BA-LLB	1st Year Sec A	25IUT0120121	Debasmita Roy
27	BA-LLB	1st Year Sec A	25IUT0120123	Shreyasi Chakraborty
28	BA-LLB	1st Year Sec A	25IUT0120075	Ami jit Debnath.
29	BA-LLB	1st Year Sec B	25IUT0120051	Pritam Deb
30	BA-LLB	1st Year Sec B	25IUT0120036	Souradip Ghosh
31	BA-LLB	1st year Sec-B	25IUT0120098	Sannat Roy
32	B.A.L.L.B	1st year Sec-B	25IUT0120016	Maibam Ronald Keitei
33	B.A.L.L.B	1st year Sec-B	25IUT0120007	Tanisha Majumder
34	B.A.LL.B	1st year Sec-B	25IUT0120034	Bisita Reang
35	B.A.LL.B	1st year Sec-B	25IUT0120055	Nancy Roy
36	LLB	2nd Year	24IUT0130040	Kausik Das
37	LLB	2nd Year	24IUT0130023	Rudrajit Debnath
38	LLB	2nd Year	24IUT0120028	Bishal Deb.
39	LLB	2nd year	24IUT0130032	Prakhar Ghosh
40	BA, B-LLB	4th year	22IUT0110043	Palash Deb
41	"	"	22IUT0110041	Shubhranil Das
42	"	"	22IUT0110055	Sukanta Debnath
43	"	"	22IUT0110075	Binendra K. Majumder
44	"	"	22IUT0110015	
45	"	"		

46	BBA-LLB	3rd year	23IUT010017	Sanjib Debnath
47	BBA-LLB	3rd year	23IUT010012	Pohor Debbarmi
48	BA-LLB	2nd year	24IUT012007	Rejapon Kanti Tam
49	BA-LLB	4th year	22IUT0120031	Rabin Lohi
50	BA-LLB	4th year	22IUT0120015	Ranney Debnath
51	BA-LLB	4th year	22IUT0120016	Sakshi Jamshia
52	LL.B	2nd year	24IUT0130016	Samiran Chakraborty
53	LL.B	2nd year	24IUT0130069	Sammi O. A.S. dekiang
54	BALLB	2nd year	24IUT0120060	DIPANJOY SARKAR
55	BA-LLB	2nd year	24IUT0120102	Sabil Nath
56	BA-LLB	2nd year	24IUT0120120	Sipika Chakraborty
57	BALLB	2nd year	24IUT0120121	DIGANTAB IG WAS
58	BALLB	2nd year	24IUT0120061	Annesha Laskar
59	BA-LLB	2nd year	24IUT0120126	Arkunika Poddar
60	BA-LLB	2nd year	24IUT0120115	Purba Sankar
61	BA-LLB	2nd year	24IUT0120109	Rajib Das
62	BA-LLB	2nd year	24IUT0120108	Prityanka Saha
63	BBA-LLB	3rd year	23IUT0110036	Norboni Chakraborty
64	BBA-LLB	3rd year	23IUT0110031	Uma Subir Das
65	BBA-LLB	3rd year	23IUT0110006	Tanvi Debnath
66	BBA-LLB	3rd year	23IUT0110033	Jannatul Ferdous
67	BBA-LLB	3rd year	23IUT0110040	Sager Nath Bhattachary
68	BBA-LLB	3rd year	23IUT0110025	Antara Roy
69	BBA-LLB	3rd year	23IUT0110021	Amrita Sarkar
70	BBA-LLB	3rd year	23IUT0110018	Ranita Das (48)
71	BBA-LLB	"	23IUT0110038	Tofayal Ahmed
72	"	"	23IUT0110060	Ricessa Prakash
73	"	"	23IUT0110053	Xandeep Letta
74	"	"	23IUT0110047	Yannay Debnath
75	"	"	23IUT0110023	Rhythm Bhattacharya
76	"	"	23IUT0110024	Riya Dey
77	"	"	23IUT0110041	Sagnik Datta

46	BBA - LCB 4nd	23 IUTO 000002	BBA - LCB	Indravil chandrabhanu Pomita Bhawna M/sing Bibagua Debashna & U Philip Barlong
47	BA - LLB 24	25 IUTO 0120088	BALLB	
48	BA - LLB 2.8cm	25 IUTO 042105	BALLB	
49	BA - LLB 2.5cm	25 IUTO 022149	BALLB	