



The VUCA Company

Suhayl Abidi, Manoj Joshi

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How Indian companies have faced Volatility, Uncertainty, Complexity & Ambiguity

Failure in itself is not a catastrophe, but failure to learn from failure, definitely is. It is not enough to merely train leaders in core competencies, without identifying the key factors that inhibit their use. Rather, it is resilience and adaptability that are vital in order to distinguish potential leaders from mediocre managers.

Authors Suhayl Abidi and Dr Manoj Joshi bring to readers The VUCA Company (Volatility, Uncertainty, Complexity and Ambiguity), the first of its kind in India, on original case studies of 12 Indian corporate failures, since the time of economic liberalization. Each study has been the result of meticulous research over the years and provides insights into behavioural and systemic aspects of failures and under-performance. Through these engaging corporate stories, VUCA discusses how individuals and organizations can avoid, minimize and recover from failures.

SUHAYL ABIDI is a practitioner of Organizational Learning & Knowledge Management. He has spent the last 25 years with organizations such as Penguin Publishing, The British Council, Reliance Industries, Essar and Piramal Healthcare.

DR MANOJ JOSHI, PhD (Strategy), Fellow Institution of Engineers India, is a Professor – Strategy, Entrepreneurship and Innovation, Amity Business School. He is the Asia Editor for the International Journal of Entrepreneurship and Innovation and Regional Editor, India for the Journal of Family Business Management.

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