



The 8th Annual Marketing Conference – NASMEI held at Great Lakes

- Organized by the Kotler Srinivasan Center for Research in Marketing, NASMEI is one of Asia's finest Marketing conferences.
- Research papers and proposals were presented by professors and doctoral students from leading schools in the US, India, Australia, New Zealand, Singapore, Switzerland, France and Hong Kong.

Great Lakes Institute of Management, Chennai, held its annual Marketing conference – NASMEI (North American Society for Marketing Education in India) at its Campus on December 26 & 27.

Prof Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management inaugurated the NASMEI conference in the presence of the key note speaker Prof Raj Sethuraman, Marilyn and Leo Corrigan, Professor and Chair of Marketing, Edwin L. Cox School of Business, Southern Methodist University, Dallas. Dr. Vaidy Jayaraman Associate Dean of Great Lakes and Dr. S. Bharadwaj, Director Kotler Srinivasan Center for Research in Marketing and Chair professor of Marketing at Great Lakes, were amongst other dignitaries.

Welcoming the gathering, Prof. Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management, said, "NASMEI – Great Lakes is in its 8th year in a row with over hundreds of delegates from overseas, making it one of the best conferences in India and Asia. Great Lakes feels accomplished by organizing the NASMEI conference since 2007." In the first 10 years, Great Lakes focused on Knowledge distribution, future focus will be knowledge creation, he added.



Giving the Key note address, Prof Raj Sethuraman, Marilyn and Leo Corrigan, Professor and Chair of Marketing, Edwin L. Cox School of Business, Southern Methodist University, said, "If knowledge is the brain, wisdom is the body that completes it. Research is not easy, one needs to be persistent and meticulous in all aspects of research and position the research paper correctly." Organising the data collected properly is essential as it directly impacts what one learns and how that learning needs to be applied and inferred in the research, he concluded.

The 8th NASMEI conference had insightful presentations on the emerging trends in Marketing in various industries and across countries. The presentations covered almost all categories of marketing such as Consumer Behaviour, Market research, Internet Marketing, Social Media Marketing, Services Marketing, Retailing, Branding, and Retailing in all the sectors like Energy, retail, technology etc.