

# GREAT KONNECT



Dear Great Laker,

January 2015

Greetings and a very Happy New Year!

With spring of the new year in the air, we are delighted to bring to you the fully charged January edition of 'Great Konnect' 2015, with the latest updates from Great Lakes Institute of Management.

The 8<sup>th</sup> NASMEI (North American Society for Marketing Education in India) Conference, organized by the Kotler Srinivasan Center for Research in Marketing, was held at Great Lakes campus on December 26 & 27, 2014.

The 9th International Yale Research Conference was organised at Great Lakes, Chennai on 29<sup>th</sup> December 2014. Great Lakes hosted its 10th Mega Alumni Meet on the 3rd of January, 2015. Alumni from various parts of the country visited the campus to connect with the Alma Mater and relive their college days.

On the 13th of January, students celebrated Pongal, Bihu, Lohri and Makar Sakranti in the customary way.

This edition marks the beginning of the conversations that we, as a team, will have for the coming year. And so, I would share a thought with you before we move ahead.

*"This is the new year the new you. You can pass through another year, coasting on cruise control. Or you can step out of your comfort zone, trying things you have never done before, & make 2015 as the year that you elevate from where you are & soar high. Make it happen!"*

*- Pablo*

Nupur, Raghvi, Priyanka and I are glad to bring to you the January edition of Great Konnect.

We look forward to hearing from you with your stories, comments and feedbacks at [alcom@greatlakes.edu.in](mailto:alcom@greatlakes.edu.in).

Happy Reading,  
Samer Akhter  
Editor - Great Konnect

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## *The Annual Mega Alumni Meet 2015 hosted at Chennai campus*

Great Lakes hosted its 10<sup>th</sup> Mega Alumni Meet on the 3<sup>rd</sup> of January, 2015. It was a special occasion as the Mega Alumni meet also marked the 10 year celebrations for Alumni who had come from across the globe. The Alumni started to visit the campus right from the evening of 2<sup>nd</sup> of January. Campus always feels home and they wished to spend some time in their beautiful campus to relive their memories.

On the 3<sup>rd</sup> January, the Mega Alumni Meet formally started with a panel discussion on “Digital Disruptive Tools”. Mr. J. Krishnan, CEO - Unimty, Former CEO - Deccan Chargers was the moderator for the discussion and the esteemed panelists were

- Ms. Tanushree Jana, Business Head – QaonCloud, DesiCrew Solutions
- Mr. Prem Kumar, CEO and Chief Editor - SmartCEO magazine
- Mr. Kiruba Shankar, CEO - Business Blogging
- Mr. Murali Kittu, CEO Tamil Nadu - Reliance Jio



The panel discussion was filled with rich insights for both the Alumni and students. The event moved forward with a "Back to School" session on Analytics & Algorithms for stock market applications. This session was hosted by Professor R.L. Shankar. Then, the un-conferencing & Open House by Uncle Bala, Prof. T.N. Swaminathan, & Mr. Kiruba Shankar took place, which was followed by the concluding remarks of Uncle Bala & Prof. T.N. Swaminathan. The event then moved ahead with the informal events where students from both the PGPM and PGDM batch of the Cholas participated in huge numbers and brought a nostalgic appeal to the event.

In the evening, post the cultural events, the Alumni, students and faculty moved to Latitude at Mahabalipuram for dinner. A lovey night and the bliss of winds of Mahabalipuram brought a nostalgic meaning to the occasion. Next day, the Alumni had an informal meeting and a great time catching up with each other.

It was a wonderful experience for the Alumni who came in large numbers to connect with each other. It was a nice moment for faculty and other college staffs also to interact with their students. The Alumni team thanks all the Alumni for their wonderful turn up for the event. While the session for Cholas is soon coming to an end, we look forward to being on the other side now. The connections will grow. Only the sides will change.



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## *Moments from the Mega Alumni Meet*

More moments available at [MegaAlumMeet2015Pictures](#)





# GREAT K<sup>ON</sup>NECT

## *Great Lakes hosts 8th NASMEI Conference*

The 8<sup>th</sup> NASMEI (North American Society for Marketing Education in India) Conference, organized by the Kotler Srinivasan Center for Research in Marketing, was held at Great Lakes campus on December 26 & 27, 2014. Uncle Bala 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 and Dr. S. Bharadwaj were amongst other dignitaries.



Welcoming the gathering, Uncle Bala 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." Also, he added that in the first 10 years, Great



Lakes focused on knowledge distribution and the future focus will now be on knowledge creation. Giving the key note address, Prof Raj Sethuraman 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 needs to position the research paper correctly." He concluded the inauguration ceremony by sharing that organizing 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.

The 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 Behavior, Market research, Internet Marketing, Social Media Marketing, Services Marketing, Branding and Retailing in all the sectors, energy and technology to a name a few.

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## Great Lakes hosts 9th International Yale Research Conference

The 9th International Yale Research Conference was organised at Great Lakes, Chennai on 29<sup>th</sup> December 2014.

The event was presided over by Dr. Shyam Sunder, James L. Frank Professor of Accounting, Economics, and Finance at the Yale School of Management.

Yale-Great Lakes Center for Management Research aims to promote, facilitate and advance India-centric management related research which contributes to the development of basic and applied knowledge in the field of management.

The centre acts as a bridge that links scholars around the globe with India as a common interest. It acts as a common platform for all of the research scholars to share their views.



other leading B-Schools presented brilliant papers and proposals during the day long event. The bi-annual student magazine "Gravity" was also released during the conference.



Professors and research scholars from Georgia State University, Atlanta, IIMs, IITs, FMS, IMT and various





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## *Lohri, Bihu, Pongal and Makar Sakranti Celebrations*

Great Lakes Institute of Management, is one of its kind. Not only for the academic excellence and the values it stands up for but also for the fact that all festivals are celebrated with the same amount of vigor and excitement. The second week of January ended with the commencement of the harvest season which is celebrated across the country, but of course the names of the festivals change with states. Pongal, Bihu, Lohri and Makar Sakranti were celebrated the way it is customary!

Every student was eagerly waiting for the evening of January 13th, 2015 for it was time to celebrate Lohri. It was time for bonfire, groundnuts, popcorn, Bhangra and lots and lots of fun. All the students dressed in Punjabi suits and kurtas assembled at the court, where a big bonfire and even bigger speakers were set to spice up the evening. After the puja, the students danced and celebrated. Students from PGPM presented an extravagant "Bhangra" performance and stole the show. The celebrations and dancing to Punjabi tunes continued for a bit longer.

Pongal was celebrated the next morning, and Uncle Bala, Dr Vaidy and many students assembled at the Basket-Ball Court and conducted the Pooja. The Lunch was special too.



Along with South Indian dishes, Sugarcane was served, on which all the students feasted whole heartedly.

The events left the students enthralled and full of energy. On the whole, these festive days marked the beginning of a new year at Great Lakes, a collaboration of cultures and customs from across the country.



Photo Credits—Kumar Utkarsh, PGPM, 2015



# GREAT KONNECT

## Moments from Mega Alumni Meet



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