

GREAT CONNECT

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Dear Great Laker,

Greetings!

Hosting a number of conferences last December, this year has been equally eventful for Great Lakes right from the beginning. Dr. Ram Charan, world renowned Management Guru visited Great Lakes this January to officially kick-start the 10th year celebration.

Last December, Great Lakes hosted three important annual conferences – the third international Business Analytics conference, the 7th NASMEI conference and the 8th Yale- Great Lakes conference.

The Business Analytics conference laid emphasis on the need of Analytics for the present and future Managers for effective decision making. NASMEI, which has become one of the finest conferences in Asia, had more than 125 delegates attending the conference from reputed Universities across the world. A MoU was signed between IAE Bordeaux and Great Lakes Institute of Management for a 12 Week program for PGPM students of Great Lakes at the Yale – Great Lakes conference.

Year 2014 started on a high note with two events – The Mega Alumni Meet and the Digital Marketing conference. The Mega Alumni meet which was hosted as a part of Great Lakes' 10th year celebration had the highest number of Alumni participation till date.

One of the most anticipated B-School fests in the country - L'Attitude 13° 05' was organized on January based on the theme "Mutatis Mutandis – Lead the Change". The two day festival had eight events with 2984 Participants followed by 16 Winning Teams shadowed by an electrifying cultural night.

Great Lakes launched its Centre for Excellence in Retail Management during the Retail Summit held at Mumbai in February.

With the last few months buzzing with several Karma Yoga activities and Great Lakes' students winning various competitions across colleges, there is only more to expect in the coming months.

We look forward to hear from you with your stories, comments and suggestions at alcom@greatlakes.edu.in

Happy Reading,
Mohit Bajaj,
Editor - Great Connect

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The 3rd International Business Analytics Conference

The 3rd International Business Analytics conference was held on December 24, 2013 with an objective to nurture business leaders in taking decisions based on statistics and data.

In his inaugural speech, Prof. Bala laid emphasis on the need of analytics for the present and future Managers for effective decision making. Due to its relevance and futuristic character of the subject, Prof. Bala announced that in addition to providing a major in Business Analytics, Great Lakes will soon be launching an executive programme in Business Analytics in collaboration with many renowned industry organizations.

Prof. John F Dickson, University of Texas, U.S, spoke on the topic "Data Analytics – Success and Future". He explained about the various statistical methods and tools used in today's corporate world. He quoted true examples like Money Ball and Amy Webb-TED and briefed how they became successful in Business through Analytics.

Prof. Dickson explained how Data has worked in favor of businesses real time. He explained how in the retail industry, implementation of business analytics has become so prominent that it is almost unimaginable to sustain strategic advantage without business analytics.

The presentation by Mr. Naveen Kapoor, Global Practice Head, Inter Globe Technologies on the topic "Business and consumer analytics- linking customers with profit" provided insights on some of the use cases on airline Industry. Speaking on the occasion, Mr. Uday Bhate, Founder and Principal Partner, nmore highlighted on the importance of connecting the dots to combine insights from various analyses to draw conclusion.



Following the key note addresses, International Journal of Consumer & Business Analytics (IJC&BA) Vol1 Issue 2 was released by Mr. Paul Prabhakar and Gravity Magazine Issue 20 was released by Mr. Naveen Kapoor.

The third International Business Analytics Conference had very interesting and thought provoking presentations from faculty, members of the industry and students. The conference included faculty members from US, UK and UAE presenting on topics such as Application of Descriptive and Predictive analytics, Customer Relationship Management tools and process enhancement tools that help in increasing the profitability of the organization.

Research papers from companies like Robert Bosh, SBI, Steelwedge, IGT and nmore were also presented during the conference.

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The 7th NASMEI Conference

The 7th NASMEI conference (North American Society for Marketing Education in India) was held on December 27 & 28, 2013.

In his welcome address, Dr. Bala said that NASMEI is in its 7th year in a row with over 125 delegates' representations from outside India, the conference has become one of the finest conferences in India and Asia.

In his key note address, Prof. P.V. (Sundar) Balakrishnan spoke about the diversity, interdisciplinary and cross-fertilization of various facets of marketing. He shared his experience and expertise in the areas of Evolution in Research and Training. He emphasized on the importance of perfectionism in management leadership.

One of the Research Graduates from USA expressed, "Such business conferences help us to get accustomed to the different working culture in different countries. It also helps diminishing the territorial differences and help understanding the market well."



The conference had more than 125 delegates which included professors and doctoral students from universities across the world presenting papers on various topics in Marketing. The delegates represented some of the most renowned universities in the world such as University of Illinois, University of California, University of Miami, Melbourne Business School, HEC Paris, IIMs, ISB, Indian Institute of Science, to name a few.

The 7th 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 B2B Marketing, Subsistence Marketing, consumer behavior, Internet Marketing, Retailing, Sports marketing, beauty and health care, Green marketing, CRM, Insurance and Services marketing.



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The 8th Yale-Great Lakes International Conference

The 8th Yale-Great Lakes International Conference was held on 30th December, 2013 with an objective to promote, facilitate and advance India-centric management related research.

Dr. Venkat R Krishnan, Professor and Director of Yale-Great Lakes center for Management Research welcomed the gathering. Key note Speaker Dr. Serge Evraert, Dean, IAE Bordeaux addressed the audience by presenting his views on research works on various critical issues that has an impact on business and management as a whole. He shared his outlook for the European economy and growth drivers in the current financial condition.

Key note speaker Jyoti Bachani from St. Mary's College of California engrossed the gathering by presenting her views on "Jugaad: An Indo-American perspective on Indian Ingenuity". Dr. Bachani said 'Jugaad' or frugal innovation is capturing global attention as an ingenuity platform where Indians manage to innovate with given time and resource constraints.



The conference had invited speakers presenting research papers on all areas of business and management including accounting, finance, human resources, marketing, operations management, organizational behavior and strategy.

This year, the conference had 36 research paper presentations and 19 proposals from professors and doctoral students from renowned Institutions in the country such as IIMs, IITs, IBS, Symbiosis, etc.

Apart from student's proposals, the conference also featured proposal being presented by participants from one of world's leading technology consulting outsourcing company Capegemini, Mumbai.

The conference had papers and proposals on all facets of management under wide range of topics such as Rural Woman Entrepreneurship, Motivation in teaching business, perspective of money laundering in real estate, Hybrid ERP, Green Marketing in India, to mention a few.



The highlight of the conference was Prof. Bala and Prof. Serge Evraert signing the MoU between IAE Bordeaux and Great Lakes Institute of Management for a 12 Week program for PGPM students of Great Lakes at IAE Bordeaux following which they will get certificates from Bordeaux University.

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The Digital Marketing Conference

Great Lakes organized its annual Digital Marketing conference in association with Jade Magnet on January 4, 2013. The conference acted as a perfect platform of discussion for Industry experts, corporate participants, professors, alumni and management students. The agenda included discussion on SoLoMo, Geo Marketing and Mobile-the new digital.

Eminent speakers from the Industry spoke on the topics and took part in the panel discussion. The guest list included Mr. Satya Prabhakar, CEO of Sulekha, Mr. Sunil Maheshwari, CEO & Co founder of Mango technologies, Mr. Sanjeet Sen, Country Head for marketing in Symantec, Mr. Sumit Jain, CEO of commonfloor.com and Mr. Pramod Pratap, Digital Marketing Head at Infosys.

Mr. Satya Prabhakar, the CEO of Sulekha spoke on SoLoMo (Social Local Mobile). He briefed the topic by talking on Social media marketing and mobile platforms and its effect on business today. He chose to talk more on local commerce and how Social media and Mobile platforms can invariably contribute in terms of revenue to the business. Mr. Sathya added that Digital marketing has created a platform to understand specific needs of a consumer and connect those needs with specific business.



Delivering his key note address, Mr. Sunil Maheshwari, CEO and Co-Founder of Mango Technologies stated that businesses have not scratched the location-based marketing technique completely. He also added that businesses are still getting there and the increase in the volume of smart phone usage will widen the potential of location-based marketing which will further drive the sales.

Following the key note address, the conference had a 45 minutes Panel discussion moderated by Mr. Kiruba Shankar, CEO of Business Blogging. The Panel members included Mr. Sanjeet Sen, Country Head for marketing in Symantec, Mr. Sumit Jain, CEO of commonfloor.com and Mr. Pramod Pratap, Digital Marketing Head at Infosys.

During the conference, Dr. Bala announced the introduction of a new course in IT and Management in association with Georgia State University. Dr. Bala observed that the digital advantage we have is going to create a big boon to businesses but that comes through effective maximization.

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The Mega Alumni Meet

Great Lakes hosted a two day event – The Mega Alumni meet as a part of its 10th year celebration. The event happened on January 5 & 6, 2014 at the Great Lakes' Chennai campus. The mega Alumni meet marked as the first event in the Great Lakes' calendar this year.

The alumni were welcomed at the Great Lakes campus on the previous night of the event by the Alumni relations committee. The Alumni had a great start to the evening by intermingling with each other over dinner, which was soon followed by indoor sport activities. The alumni invigorated themselves for the next two days by indulging in their favorite games like Table Tennis, Foos ball, Pool, Carrom, Chess and cards. The indoor sport activity was then followed by a fun-filled Jam and Karaoke session.

The mega alumni meet officially kick started on January 4, with the inaugural address given by Dr. Bala V Balachandran, Dean of Great Lakes. The event also witnessed the launch of the 1st Digital Marketing Conference at Great Lakes. The Digital Marketing conference was hosted in association with Jade Magnet, India's first crowdsourcing company in the creative and marketing space co-founded by Great Lakes alum Sitashwa Srivastava from PGPM Class of 2007.

The Alumni were given an opportunity to network with their peers and members from the Industry over the lunch. The networking lunch was soon followed by a perceptive lecture on the Indian Economic Scenario by Dr. Bobby Srinivasan, Director of PGDM and a professor of Finance at Great Lakes. The Alumni were also seen discussing their industry, its economic implications, etc., over the lecture.

After a day-long informative sessions and conference, it was fun time in the evening. The current students of Great Lakes presented few cultural performances to set the mood for the evening. After that, the alumni were taken to Radisson for a fun-filled cultural night and a sumptuous dinner. On their return to the campus, the alumni were hugely taken by surprise by the flash mob performance by the current Great Lakes students. They were seen enjoying every bit of it.

The alumni had a great start for the next day by walking alongside the beach at Sunrise. Catamaran rides were organized after the beach walk. Back in the campus, an unconferencing session was organized as the last event of the Mega Alumni meet 2014.



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L'Attitude 13° 05'- The Great Lakes Annual Fest

L'Attitude 13° 05', one of the most anticipated B-School fests in the country was organized on January 10 & 11 based on the theme "Mutatis Mutandis – Lead the Change". Dr. Bala V Balachandran welcomed everyone and spoke about the importance of public good thereby emphasizing his view that L'Attitude is all about great attitude.

In his keynote address, Shri D. Shivakumar, Chairman and CEO of PepsiCo India Holdings Pvt. Ltd, India, shared and discussed about his ten rules of change management. He discoursed that companies could fail only because of two reasons; Arrogant Leadership and Inability of the company to change with time. He discussed on the necessity to embrace change and avoid change fatigue in order to sustain in the current business scenario.

Shri Suresh Prabhu, MP and Former Union Minister of Power, congratulated Great Lakes for its ten years of excellence. He firmly imparted the need for a civil society in the country which is as important as legislation, judiciary and bureaucracy. The former minister said energy and human capital are the two vital aspects which will make a difference in the growth of the country.

The next big agenda for the day was the CEO conclave based on the theme Leading and managing change in the VUCA (Volatile, Uncertain, Complex and Ambiguous) world. The CEO conclave had a panel discussion which included Dr. Shyam Sunder, James L. Frank Professor of Accounting, Economics and Finance, Yale School of Management, Shri. Balaraman Jayaraman, Co-founder and President of Congruent Solutions Pvt Ltd, Shri M. Kalyanaraman, COO of TVS Credit Services Limited and Shri. Keshav Narayanan



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L'Attitude 13° 05'- The Great Lakes Annual Fest



Kantamneni, founder of Globality Partners. The discussion was moderated by Prof. Easwer Krishna Iyer, Associate Professor-Marketing & Director – Admissions at Great Lakes.

The fun filled cultural night had an entire gamut of performances lined up. The onlookers enjoyed the Bhangra, Hip-hop, Shadow dance by Great Lakes' Parchaayi group. Music bands of Great Lakes "The Beloved Nephews" and "Aatman" were at their entertaining best.



The band really set the mood for the next big and most awaited event of the night – The Raghu Dixit Project! It was two hours of pure entertainment and the band was a huge hit among the crowd. The fun-filled night re-energized everybody for the series of competitions for the next day.



Day two began on a higher note with exuberance all around the campus. Competitions happened in parallel sessions with Great Lakers and students from other institutions fighting with high spirits to win each competition. The two day festival had eight events with 2984 Participants followed by 16 Winning Teams. The competitions included iHuman (HR), Finovate (Finance), Invader and Socialite (Marketing), SolVeda (Consulting), BSpark (Undergrad event), Nirnay (Operations), Spandan (Social Challenge) and Arthayuga.

L'Attitude 2014 concluded with the valedictory ceremony. The session was graced by Mr. Sandeep Dhar, CEO, Tesco India and Mr. A Mahendran from the Godrej Group.

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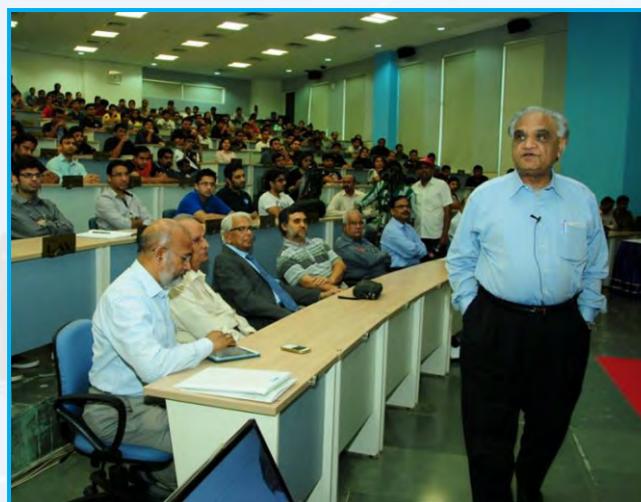
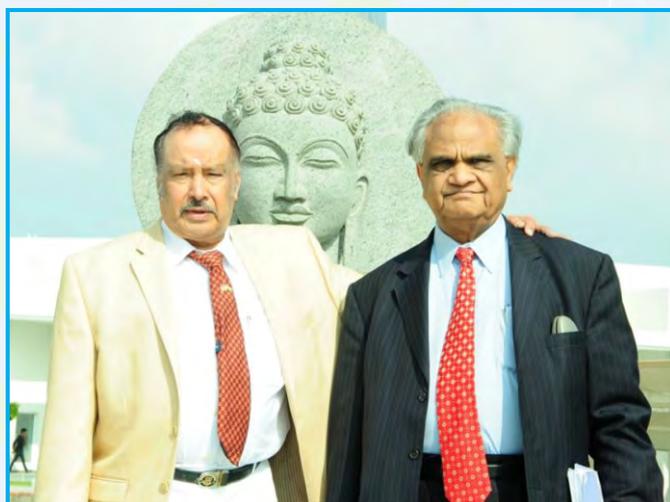
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Management Guru Dr. Ram Charan visits Great Lakes

On January 15, 2014 Great Lakes Institute of Management hosted Dr. Ram Charan, world renowned business guru, to flag off their 10 year celebration and as part of its Global Thought Leader Series (GLTS), an initiative to bring top Business Gurus and Thought Leaders, to share their knowledge and insights with the decision makers and corporate leaders of India.

Dr. Bala V Balachandran, Founder Dean, Great Lakes said that from good to great and from success to substance, these ten years have been very eventful for Great Lakes.

Speaking on Great Lakes successful completion of 10 years, Dr. Charan praised the institute for its amazing campus and remarked that the students at Great Lakes are really intelligent. He was impressed with the kind of questions asked by the students. He also added that institutes like Great Lakes are a great contribution to the society.



Dr. Charan shared instances from his professional experiences with the students, which threw light on factors that define an Effective Leader in Turbulent times. Dr. Ram Charan in his insightful speech briefed about the five characteristics that one should possess to be an effective leader: Asking the right questions, Listening well, Seeking feedback, Ability to read people well and identifying a road block.

As part of the celebration, Great Lakes hosted also a session for corporate professionals in Chennai and Delhi, under the "Global Thought Leader Series (GLTS)". Mr. Lakshmi Narayanan, Vice Chairman, Cognizant delivered the keynote address at Chennai. Dr. Ram Charan had an interactive session with over 300+ senior management executives (both Chennai and Delhi) on the topic, "Leadership in Turbulent Times".

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Great Lakes launches Centre for Excellence in Retail Management

Great Lakes launched the Centre for Excellence in Retail Management on February 4, 2014 at the Retail Summit in Mumbai. The centre for Excellence was officially launched by Mr. A. Mahendran, Chairman, Mahendran Holdings Ltd. With its tradition in promoting emerging trends in business, Great Lakes is set to provide thought leadership for retail industry in India and beyond. The establishment of the center was guided by some of the foremost retail academicians and practitioners from India, Asia, Europe and USA.



Through the Centre for Excellence in Retail Management, Great Lakes envisions to be a leader in India and beyond in cutting – edge retail and retail - related knowledge creation, dissemination and academics as well as industry application, provide thought leadership and educate the next generation of retailers from India and beyond. The center shall help companies understand and adopt global best practices, Co-create relevant research to deliver compelling competitive advantage, provide actionable knowledge to key managers to successfully deliver business objectives and create a framework for nurturing and developing high potential talent for business leadership.

Prof Bala V. Balachandran, Founder and Dean, Great Lakes Institute of Management said that the objective of the Centre for Excellence is to provide world class practices and to facilitate research, exchange of ideas, solutions to industry problems and offer guidance to leaders, managers and key policy makers. The Centre will have a top- tier advisory council comprising of leading retailers, academicians, consultants and thought leaders.



Speaking on the occasion Prof. Nitin Sanghavi, Director, Centre for Excellence in Retail Management, Great Lakes said that the center will launch various open and company specific programs, delivered by senior faculty from Great Lakes Institute of Management as well as leading consultants and academicians from around the world who have extensive teaching, research and worldwide consulting experience.

Considering the retail industry, the second largest industry after agriculture, employing around 40 million people, Great Lakes has taken a dynamic step of setting up the center forecasting the need and future of the industry in the light of emerging economies. The center is set to groom management students into not only retail experts but also nurture them into fine leaders in the industry.

The Center For Excellence will be guided under the leadership of Prof. Nitin Sanghavi, who will take charge as the Director of the Centre For Excellence in Retail Management. He will be joined by Prof. Sanjay Badhe, leading Retail Strategy Advisor, who will act as Deputy Director of the Centre for Excellence in Retail Management.

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Alumni Visit At Campus Gladiator Nishant Dalal



Alumni Weddings



Sankalp Parihar (2013)
Kriti Dua (2013)



Karan Gandhi (2013)
Neha Johri (2013)



Rajiv Garg (2012)
Sonali Samyals (2012)

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₹ 415

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Great Lakes Girl's Collar Tee

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<http://www.greatlakes.edu.in/alumni/alumni-services/glass>

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Student's Achievements

Aatman- Great Lakes' Rock band qualifies for the finals of MTV's Colors of Youth



Maruti Suzuki in association with MTV organized 'Colors of Youth'- a talent hunt in business Schools & professional colleges across 200 colleges in 10 cities for identifying best talents in singing, dancing, comedy, painting, and many other categories. Great Lakes "Aatman" Band has made it to the finals. Another team from Great Lakes "Parchayi-the shadow act group" also participated in the zonal competitions and won appreciation for their unique concept. Aatman will be participating in the finals to be held in New Delhi.

Great Lakes' Parchayii, the Shadow Act team wins 2nd prize at IIM-B's Cultural fest



Great Lakes' shadow Act team "Parchayii" comprising of Purnima Kochar, Abhishek Rathi, Piyush Talreja and Gaurav Khandelwal participated and won second prize for its Shadow Act performance in "Twist n Tales" event held at IIM Bangalore's cultural fest- UNMAAD. Team Parchayi's creativity at the event "Twist n Tales" was well received by the judges and the audience.

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Birthdays

JANUARY

DHILIP NARAYAN SRINIVASAN
SATHIS RAJS
ANUPAMA GUNDU
SWAROOP JOHNSON
NEERAJ PANDEY
CYRUS FRENK
ANJALI ATTRI
AURKA CHAKRAVARTY
PRIYANSHU AGRAWAL
ROHIT TIWARI
SMRITI KUMAR
KUNAL DUBEY
SUDESHNA PANDE
DHARA KANUNGO
PRASHANT NAIR
JASDEEP KAUR
ROHIT AGGARWAL
HARJOT SINGH
AANCHAL MADAN
DIPIKA SINGH
SOMYA GARG
DEEPANKAR TRIPATHI
SWATI KOUL
ASHISH AGARWAL
HARI NARAYANAN VENKATESWARAN
PANKAJ NEGI
RITESH PANDEY
RISHI

FEBRUARY

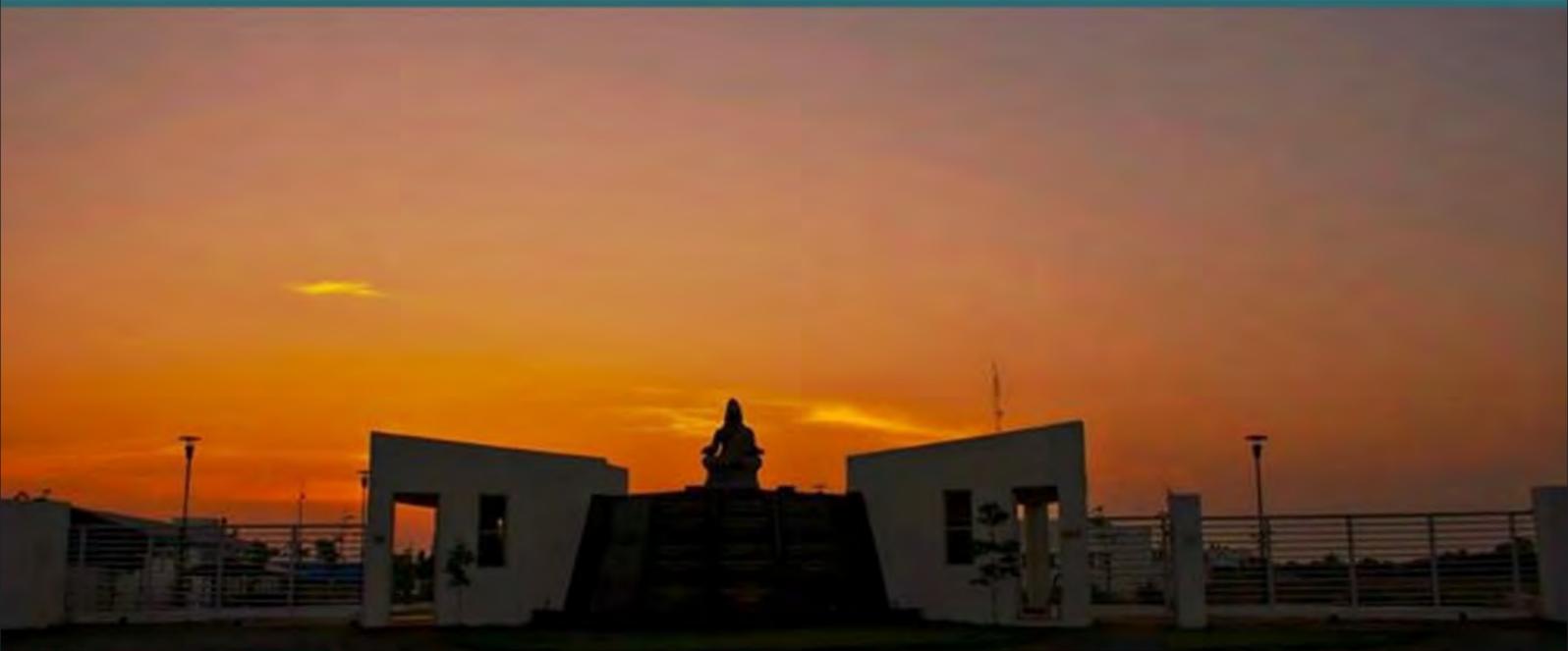
MRINAL JHA
AMAN ABBI
KEDAR KULKARNI
PURNIMA KOCHAR
ISHAN JAIN
RAVIKANT SHARMA
PRARTHANA SAIKIA
KUMAR ABHISHEK
ANKITA SHAH
POORVA PADHYE
RAHUL SHARMA
SONAL CHAWLA
UTSAV SINGH
ADITYA KAPILA
GOUTHAM MALLAMPATI
ADARSH MATTU
SHUBHANGI GARG

MARCH

REVANTHARRAMREDDY
ANKIT GADURA
KARIVARATHARAAJU M
ANKIT NIGAM
KAILAYAVARTHANIANHAMUTHU
NIMISH GARG
G KAUSHIK NADAR
PARIKSHITH VISWESWARA
SRIRAM THIAGARAJAN
KUMAR ANKIT
NEHA SARDANA
SHYAM IYER
HARSHUL NAGPAL
MONIKA SHARMA
ABISHEKP A
GOURAB MOJUMDER
RAJA PRATUSH
RABIA SEHGAL
SUYASH PESHKAR
NIKITA RANA

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