



Great Lakes Institute of Management Chennai hosts 13th NASMEI International Conference

Chennai, 19 December 2019: Great Lakes Institute of Management hosted the 13th Annual NASMEI (North American Society for Marketing Education in India) Conference at its Chennai campus on December 19th and 20th December 2019. The conference was organized by the Great Lakes - Kotler Srinivasan Center for Research in Marketing.

The two-day conference began with the inaugural ceremony presided by the key note speaker Prof. Sundar Bharadwaj, The Coca-Cola Company Chair of Marketing, Terry College of Business, University of Georgia and Dr. Sridhar Samu, Senior Associate Professor, Great Lakes Institute of Management, Chennai.

More than a hundred research scholars from leading national and international institutions are attending the conference; and will present their research papers. Over fifty highly accomplished presenters will also present their research over two days. NASMEI is aimed to discuss and prepare the myriad of trends, emerging changes and challenges disrupting the marketing industry.

Delivering the keynote speech, on the possibility of research in emerging markets, **Prof. Sundar Bharadwaj** said, "I'm extremely honoured and glad to be in my hometown to talk about a subject close to my heart. We have to look for research opportunities, which are relevant and responsible at the same time. In a country like ours, there are many challenges, which can be addressed, and reforms can be made. India is full of gaps-digital gap between male users and female user, economic gap, so on and so forth. As researchers, it is our responsibility to take into account all the factors and work towards solutions. In emerging markets, tracking developments from beginning to end is easy where as in developed countries, it happened long ago and tracking it is hard."

Prof. Bharadwaj further spoke about the grand challenges, such as poverty, communicable diseases, world hunger and climate change. He added that these problems were solvable and need multiple lenses to analyse the problem along with involvements of more businesses and corporates. In his address, he also cited multiple examples of real-life situations where research paved way for meaningful acumen to form solutions.

The 13th NASMEI Conference sees insightful research papers presented on the evolving trends in marketing across various industries and countries. The event also provides delegates with networking opportunities, Q&As with guest speakers and open discussions.

Another key highlight of the conference was the Doctoral Workshop on research methods for doctoral students and lecturers (PhD/FPM/Exec PhD/Exec FPM) that was conducted from the 16th to the 18th December at the Great Lakes Campus. The workshop sessions were conducted by NASMEI members, based at top American universities including the University of California Davis, University of Texas-Dallas and University of Maryland College Park, all highly respected experts in the field of marketing.

About Great Lakes Institute of Management:

Great Lakes Institute of Management, founded in 2004 by Padma Shri Dr. Bala V. Balachandran is one of the premier B-schools in India. Great Lakes has, within a short span of 15 years emerged as a top-ranked business



school. Great Lakes has 50+ full time faculty and 150+ visiting faculty including over 25+ international faculty from top global schools like Yale, Kellogg, Stanford, and Harvard. Further collaborations with the world's leading institutions like Illinois Institute of Technology, Chicago USA; Bauer College of Business University of Houston, USA; University of Bordeaux, France; Hong Kong University of Science & Technology (HKUST), Hong Kong; University of Missouri at Kansas City, USA; Babson College, USA and others have helped Great Lakes in benchmarking its programs globally.

Great Lakes, Chennai was accredited by the Association of MBAs (AMBA), the UK in 2014 and became the youngest B-school in India to receive this prestigious international accreditation. In 2015, Great Lakes, Chennai also received international SAQS accreditation and in 2017, its two-year PGDM program was accredited by National Board of Accreditation (NBA) for the years 2017-2019 since extended till 2022. Great Lakes was ranked No.1 in India by Analytics India and 3rd in the world by Analytics insights for its Analytics program. Great Lakes, Chennai was ranked 4th among standalone institutions by Outlook India & 4th by Business World. Has been ranked 9th by Business India and 18th by NIRF among Indian B-Schools.

Led by exceptional academic faculty, steered by an outstanding advisory council and buoyed by the international collaborations, Great Lakes has been constantly innovating to stay ahead of the needs of our businesses and community. It is the first B-school in India to offer full-time specialization in Analytics and also first to introduce AI and Machine Learning specialization. Great Lakes has a 30 acre LEED Platinum rated green campus in Chennai and a second campus in Delhi-NCR.

Great Lakes offers One Year full-time MBA (PGPM) for experienced professionals, Two year full-time MBA (PGDM), Part-Time Executive MBA for senior managers (PGXPM) and Weekend Executive MBA Program (PGPM-Flex). Great Lakes alumni currently numbering 8800+ work at world-renowned organizations both in India and overseas across 30 countries.