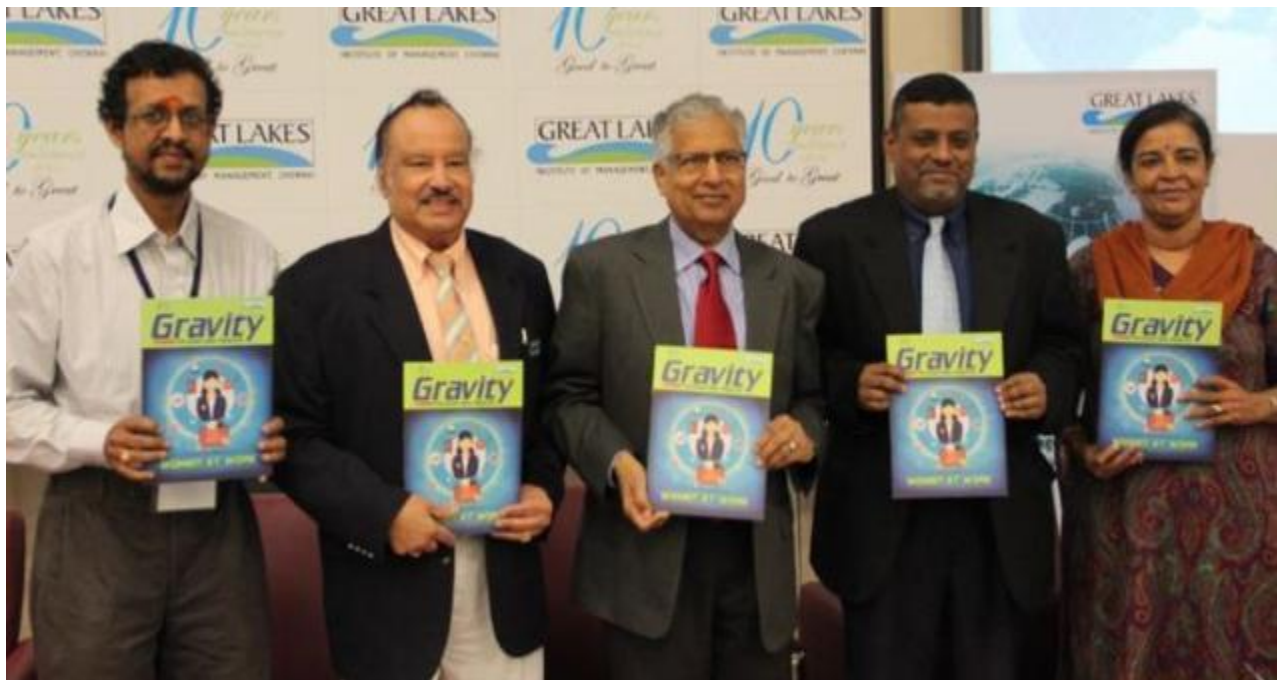


Great Lakes shifts focus to research

Our Bureau



(From Left to Right) Professor S. Bharadhwaj, Great Lakes Institute of Management, Prof Bala V Balachandran, Founder, Dean & Chairman, Dr. Shyam Sunder - James L. Frank Professor of Accounting, Economics, & Finance at the Yale School of Management, Dr. Vaidy Jayaraman, Associate Dean, Great Lakes Institute of Management and Prof Shanthi S.K, Great Lakes Institute of Management.

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New Delhi, Dec. 30:

Great Lakes Institute of Management recently organised its 8th NASMEI (North American Society for Marketing Education in India) annual conference by the Kotler Srinivasan Center for Research in Marketing at its Chennai campus.

The conference focused on research papers and proposals presentations by professors and doctoral students from leading schools in the US, India, Australia, New Zealand, Singapore, Switzerland, France and Hong Kong.

"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," said Raj Sethuraman, Marilyn and Leo Corrigan, Professor and Chair of Marketing, Edwin L. Cox School of Business, Southern Methodist University while delivering the keynote address during the conference. "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."

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 behaviour, market research, internet marketing, social media marketing, services marketing, retailing, branding, and retailing in all the sectors like energy, retail, and technology.

"With over 100 delegates from overseas, Great Lakes feels accomplished by organising the NASMEI conference since 2007," said Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management during the opening address. "In the first 10 years, Great Lakes focused on Knowledge distribution. Future focus for next 10 years will be on knowledge creation."

The two day conference was followed by 9th Yale - Great Lakes Conference held on Tuesday with an objective to promote, facilitate and advance India-centric management related research.

Shyam Sunder - James L. Frank Professor of Accounting, Economics, and Finance at the Yale School of Management addressed the audience by presenting his research on 'Managing risks in Business and Economics' during the conference. Some of the areas of research that were focussed on during the event included social intelligence, and entrepreneurial development. This year, over 40 delegates from different countries participated in the conference.

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