

## **NASMEI International Marketing Conference to be hosted by Great Lakes Chennai on December 22 & 23, 2017**

- 11<sup>th</sup> Great Lakes NASMEI conference with more than 100 paper presentations
- 2<sup>nd</sup> Doctoral workshop to be conducted by top faculty from NYU Stern School of Business and City University of New York in association with Great Lakes
- Research Grant Competition - The best proposal to be awarded Rs. 1 lakh.

**Chennai, 22<sup>nd</sup> November 2017:** Great Lakes Institute of Management, one of India's premier B School is all set to host the 11<sup>th</sup> Great Lakes NASMEI (North American Society for Marketing Education in India) International Marketing Conference on 22<sup>nd</sup> & 23<sup>rd</sup> December 2017.

NASMEI is an annual Marketing conference held at Great Lakes Institute of Management, Chennai, organized by the Kotler-Srinivasan Center for Research in Marketing. The Great Lakes-NASMEI Conference is among the finest International conferences in the marketing area in India. In the past, the conference has had presentations by professors and doctoral students from leading schools in U.S.A., India, Australia, New Zealand, Singapore, Switzerland, France and Hong Kong; approximately half from U.S.A. and other countries and the other half from India. This year's conference has attracted more than 100 entries from all the top schools in India like ISB & IIMs, and global entries from Australia, Hong Kong, Italy USA, & UK. The entries also feature several areas of marketing: consumer behavior, modelling, strategy, services, IMC to name a few.

**Dr. Priya Raghubir, Dean Abraham L. Gitlow Professor of Business, Professor of Marketing from New York University Stern School of Business, New York will be the Key note speaker for the conference.**

The conference has always prided itself on the quality of the research presented all these years and this year is no exception. The conference has two stand out features – **Doctoral Workshop and Research Grant Competition**. The workshop is on research methods for doctoral students (PhD/ FPM/ Exec PhD/ Exec FPM or equivalent) and will be organized from 19<sup>th</sup> – 21<sup>st</sup> December, prior to the conference. The content of this workshop would be unique and for the most part, the material covered in this programme are not covered in Indian B-school FPM/PhD curricula. The workshop will be conducted by Dr. Priya and Dr Ana Valenzuela (City University of New York).

For the first time, there will also be a research grant competition, as a part of the conference, to encourage top quality research in India. The best proposal would be awarded Rs. 1 lakh. The second and the third best proposals would be awarded Rs. 50000 each. Besides monetary grant, top five proposals will be presented during the conference. This will be evaluated by three research scholars from the USA –**Rajeev Batra (Michigan), Raj Sethuraman (SMU), and Srinivas Durvasula (Marquette)**.

**About NASMEI:** NASMEI (North American Society for Marketing Education in India) marketing conference is an annual conference held at Great Lakes Institute of Management, Chennai, organized by the Kotler-Srinivasan Center for Research in Marketing. The Great Lakes-NASMEI Conference is among the finest International conferences in the marketing area in India. During the past, the conference have had presentations by professors and doctoral students from leading schools in U.S.A., India, Australia, New Zealand, Singapore, Switzerland, France and Hong Kong; approximately half from U.S.A. and other countries and half from India.

To know more about the conference, visit - <https://www.greatlakes.edu.in/conferences-research/nasmei-about>