

## Great Lakes Professor Awarded '100 Most Dedicated Professors'

**Chennai, 10<sup>th</sup> July 2018:** Dr. T N Swaminathan, Professor of Marketing at Great Lakes Institute of Management, Chennai has been awarded '100 Most Dedicated Professors' at 7<sup>th</sup> World Education Congress on 5<sup>th</sup> July 2018 at Mumbai.



World Education Congress is a platform that focuses on the evolving culture of education, and educational pedagogy with a vision to build higher education institutes and offer exposure to latest education tools, technologies and solutions. This year's event was based on the theme - 'Evolving trends in Education' that examined modern as well as the traditional knowledge system. The Congress further explored how education can help develop mental, emotional and physical skills to help facilitate personal excellence as well as psychological and Socio – economic wellbeing, in the challenging times the world faces today. Besides networking opportunities, the conference offers unique in-depth approaches to understanding important academic issues that affect an Institution's viability in today's fast-paced business environment.

In this context, 100 most dedicated professors were chosen using Strategic Perspective, Future Orientation, Track Record, Integrity and Ethics, Ability for Sustainable Education and Evaluation Approach.

This was led by an Independent Jury which consists of senior Leaders, Researchers and Academicians including Harish Mehta, Chairman & MD - Onward Technologies Ltd.; Emeritus Chairman - World HRD Congress & Founder Member – NASSCOM, Oliver Warren, Chairman - Awards & Academic Committee, World Education Congress, Jonathan Peters, Global Chairman, Stars of the Industry Group, Prof. Indira Parikh, President, Antardisha & Ex-Dean, IIM Ahmedabad & India's Iconic HR Leader, Dr. R. L. Bhatia, Founder, World CSR Day and World CSR Congress, Nina E. Woodard, President & Chief "N" Sights Officer , Nina E. Woodard & Associates, Dr. Sanjay Muthal, Executive Director, INSIST Executive Search, Dr. Saugata Mitra, Chief People Officer & Head - HR, Mother Dairy Fruit & Vegetable Pvt. Ltd., Dr. C. M. Dwivedi, Group Chief Human Resource Officer, Fazlani Group of Companies to name a few.

### **About the professor**

TN Swaminathan is currently Professor of Marketing and Director, Branding, PR & Alumni Relations at GLIM.

His career has spanned close to 40 years both in the industry and academics. He has worked for close to 33 years in companies such as HLL, Wipro, Shaw Wallace, Dynavision, Geoffrey Manners, Dabur, and Tate & Lyle North America.

A microbiologist turned MBA graduate (IIM-Calcutta), he has cross-functional experience that arises from a strong R&D, systems, sales and marketing, and a strategic thinking background. Prior to moving to Chennai in 2004, he was the CEO (Vice President & Business Head) of Tate & Lyle North America's JV in India, before moving on to an international B2B assignment with Tate & Lyle North America.

He continued till 2006 as a retainer at the company. He is currently a consultant for some renowned Chennai-based companies.

Dr Swaminathan has been teaching since 1992 — marketing, sales, and strategic management courses and management development programmes as visiting/guest faculty at IIM-C, IIM-B, IIM Ranchi, KC Institute of Management-Mumbai, IMT-Ghaziabad, IMI-Delhi, Fore School Delhi, BIM-Trichy and ITM-Chennai.

He was Head - External Relations & Adjunct Professor at IFMR Chennai before moving to Great Lakes in 2008 as Director-External Relations & Professor of Marketing.

He is currently authoring a textbook on digital marketing for Cengage publications.