

## Great Lakes Institute of Management hosts 10<sup>th</sup> NASMEI International Conference

**Chennai, December 23, 2016:** Great Lakes Institute of Management hosted 10<sup>th</sup> NASMEI (North American Society for Marketing Education in India) annual conference at its campus today. The conference was organized by Great Lakes - Kotler Srinivasan Center for Research in Marketing.



The two day conference began with the inaugural ceremony presided by the key note speaker **Dr. Suresh Ramanathan, David R Norcom'73 – Professor at Mays Business School, Texas A&M University**. **Dr. Bala V Balachandran, Founder, Dean and Chairman of Great Lakes** joined the conference proceedings and addressed the participants through a video link. **Dr. Vaidy Jayaraman, Associate Dean, Great Lakes Institute of Management, Chennai** and **Dr. Bharadhwaj S, Co-Chair of NASMEI** were among the other dignitaries present at the event.

Around 120 delegates comprising of professors and doctoral students from leading national and international schools like University of Kansas, Texas A&M University, Curtin University-Australia, University of Arizona, Washington University, Penn State Abington, IIMs, IITs, ISB – Hyderabad, SIBM, NIT, participated in the event and will be presenting their research papers. NASMEI is aimed to discuss and prepare the myriad of trends, emerging changes and challenges disrupting the marketing industry.

Welcoming the gathering over a live video conference and highlighting on Great Lakes plans in terms of Research, **Dr Bala V Balachandran, Founder, Chairman & Dean, Great Lakes Institute of Management** said, “Research is more important in any marketing field and thus, Great Lakes will soon be launching doctoral programs to aid quality research and publications. Great Lakes being ranked 2<sup>nd</sup> in the country in Research productivity is a testament to the quality of our faculty pool.” I wish the 10<sup>th</sup> edition of NASMEI a great success and I am positive that the participants will have a great learning experience, he concluded.



Talking about the future of consumer behaviour and the strong need of being innovative in research, key note Speaker **Dr. Suresh Ramanathan, David R Norcom'73 – Professor at Mays Business School, Texas A&M University** said, “The biggest dilemma that researchers around the world today face is the fear of being seen as not innovative enough and hence it is imperative that we address this issue. Further talking about why it is important to be innovative researchers, Mr. Suresh Ramanathan opined that it's the only way research

scholars can survive. “When I evaluate a research paper, I want it to be less fluent, filled with counter-intuitive or surprise findings and the paper should shed a new light on an existing problem”, he added.

The 10<sup>th</sup> NASMEI Conference had insightful research papers presented on the evolving trends in Marketing across various industries and countries. The presentations included diverse marketing topics like Nostalgia Advertising and Consumer-brand Relationship, Exploring the influence of online pricing strategies, Emotional intelligence on Marketing, Machine Learning Approaches to Modeling Category Sales, Employee Brand Equity, consumer arbitration among many others. The event also offered delegates with the best networking opportunities, Q&A’s with guest speakers and open discussions, thus contributing to everyone’s learning.

Another key highlight of the 10<sup>th</sup> NASMEI conference is the Doctoral Workshop on research methods for doctoral students (PhD/FPM/Exec PhD/Exec FPM) that will be conducted from 26<sup>th</sup> – 30<sup>th</sup> December at Great Lakes Campus. The content of this workshop would be unique and, the material covered in this programme would not be covered in Indian b-school FPM/PhD curricula. The anchor faculties who will be hosting the workshop, are all marketing academics of Indian origin, are globally renowned, extremely well-published and highly respected.