



## Great Lakes' PGDM Students win the Best Marketing Paper Award

The award was presented at the first National Research Paper Conference, **Symposio'14** conducted by SIBM, Bangalore.

Harsh Agarwal and Pradosh SH, first year PGDM students (2013-2015 Batch) at Great Lakes Institute of Management were awarded the first prize for their Marketing paper on the topic "**Marketing Analytics in B to B Branding**". The award was presented during the award ceremony conducted at the first National Research Paper Conference - Symposio'14, organized by SIBM Bangalore.

The first National Level Student Conference "Symposio 2014" organized by the Students Research Committee of SIBM is a platform for the students to showcase their intellectual insights on current management scenarios. The theme for "Symposio 2014" was "Big Data Analytics: Transforming Businesses from Reactive to Proactive"



Harsh Agarwal

Pradosh S H

(PGDM 2013-2015 Batch)

Out of several hundred papers presented by Management students across the country, 11 papers were shortlisted for the final round. The Great Lakes team competed with other finalists from institutes such as JBIMS Mumbai, IMT Ghaziabad, Goa Institute of Management, IBS Hyderabad, SIBM Bangalore, etc.

Finally, after a day-long conference comprising of presentations, the Great Lakes team was announced as the winners of "Best paper in marketing track". Their paper titled "Marketing Analytics in Business to Business Branding presented the use of a balanced assortment of analytic techniques to report on the past, analyze the present and influencing the future. This was well received by the panel members. Both Harsh Agarwal and Pradosh SH received the award from the judges at the post-conference award ceremony organized by SIBM.

To view the paper in Pdf format, please [click here](#).