

9th Annual NASMEI International conference

- *NASMEI is one among Asia's finest International marketing conferences.*
- *Prof Vithala Rao, President of NASMEI, Cornell professor and one of the leaders in conjoint analysis was the keynote speaker.*
- *The 9th NASMEI conference saw over 80 research scholars from management schools such as Cornell, Georgia State, Miami, Utah, ISB and IIMs participate.*

Chennai, December 26, 2015: Great Lakes hosted its 9th NASMEI (North American Society for Marketing Education in India) annual conference at its Chennai campus on December 26 & 27, 2015. 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 Prof. Vithala R Rao, President - NASMEI and Professor of Marketing and Quantitative Methods, Johnson Graduate School of Management, Cornell University. Dr. Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management and Dr. Bharadhwaj S, Co-Chair of NASMEI were among the other dignitaries present at the event.

Around 80 delegates comprising of professors and doctoral students from leading management schools like Michigan, Cornell, Miami, Utah, USC, ISB, IIM-B, IIM-I, IIM-K participated in the event. The conference aimed to discuss and prepare the myriad of trends, emerging changes and challenges disrupting the marketing industry.

Welcoming the gathering, **Dr. Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management**, said, "It is not easy to host an international conference with such eminent scholars and participants for nine consecutive years. I am happy that we have done it successfully over the years. International conferences such as these helps to bridge the differences between western and Indian research and academics. I wish to announce that going forward Great Lakes will focus on research and doctoral programmes and we would continue to keep bringing such eminent researchers from around the world."



Delivering the key note address, **Prof. Vithala R Rao – President, NASMEI and Professor of Marketing and Quantitative Methods, Johnson Graduate School of Management, Cornell University**, said, "I am thrilled to be at Great Lakes on this 9th NASMEI Conference. Marketing is broad and multi-dimensional but what need focus today are the quantitative aspects of marketing which I would call as Marketing Science. The way marketing science has evolved in the U.S through doctoral programs could be a model for India and this is what such conferences are aimed at."

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Speaking about Great Lakes - NASMEI 2015, **Dr. Bharadhwaj S, Co-Chair NASMEI 2015 and Dr Bala V Balachandran & Vasantha Balachandran Chair Professor of Marketing**, said, “The Great Lakes NASMEI Conference has gained international repute over the years and we are continuously striving to invite participations from top research scholars around the world. As Dr. Bala pointed out, we are not very far from becoming a research hub among Indian B-Schools.

The 9th NASMEI conference had insightful presentations on the evolving trends in Marketing across various industries and countries. The presentations included diverse marketing topics like Consumer Reactions to Brand, Crisis Management of Brand, Role of Involvement of Customer Engagement, Analysing Brand Experience and Its Impact on Customer, The Impact of Media on Consumer Brand Trust, Advancing new methods in Big data and analytics, to name a few.

The two day conference was a great initiative in enhancing the state of academic marketing research in India. Delegates while presenting their work received constructive feedback from other delegates, thus contributing to everyone’s learning. The students of Great Lakes had a great opportunity to interact with senior delegates from India and abroad.

The participants were impressed in having attended one of the finest conferences in Asia. Besides, the delegates were also taken for a trip to the World UNESCO heritage site – Mahabalipuram, and witnessed some of the famous historic monuments and looked into the unique culture of ancient and modern Tamil Nadu.