

Great Lakes Institute of Management conducts the 7th International Great Lakes-NASMEI conference

~ The conference witnessed Professors and Scholars from USA, Australia, New Zealand, France, Hong Kong & Singapore

~ 109 papers on various topics in Marketing presented at the conference over 2 days

Great Lakes Institute of management, conducted the 7th International Great Lakes-NASMEI Marketing Conference at its LEED –certified campus on Dec 27-28, 2013.



Key Note speaker Dr. P.V. (Sundar) Balakrishnan, Professor of Marketing, University of Washington, Lighting the Lamp at NASMEI

NASMEI (North American Society for Marketing Education in India), two-day International conference by the Kotler-Srinivasan Center for Research in Marketing at Great Lakes Institute of Management, witnessed presentations from Professors and Doctoral students from leading schools in India, U.S.A., Australia, New Zealand, Singapore, Switzerland, France and Hong Kong. The conference aims to prepare business ready managers for the industry with knowledge in marketing and with the emerging changes. In these two days, Professors and Doctoral students from universities across globe presented 109 papers on different areas of marketing like B2B Marketing, Subsistence Marketing, Green Marketing, Beauty and Marketing, General Marketing, Consumer Behavior, Internet Marketing.

The conference was inaugurated and opened with a welcome note by Dr. Bala V Balachandran, Founder & Dean, Great Lakes Institute of Management who addressed and welcomed delegates, professors and the students.

The conference was graced by Dr. P.V. (Sundar) Balakrishnan, Professor of Marketing, University of Washington, who was the key-note speaker. In his address he shared his insights and quoted “It’s the students’ responsibility to engage in academic communities to transform the firms to partner in knowledge creation”

“The NASMEI conference has gathered an international reputation of being a conference where top marketing and OM scholars are present. Great Lakes will always remain ‘the temple of Education and Learning’”, said Dr. Sundar, who enthralled the students and the faculty present in the hall with an interactive session on business and marketing.

“An effective manager and policy maker is evolved through acceptance and the dynamic use of research”, quoted Prof. P V (Sundar) Balakrishnan, emphasizing on the importance of perfectionism in management leadership.

During the conference, Dr. Bala said “The Great Lakes 7th NASMEI Conference 2013 is unique as it celebrates the ten years of great success”. He perceives 2014-2022 to be landmark years as there are numerous interactive sessions and conferences proposed, to enhance the marketing and management skills of the students through thought leaders sessions and research.

“NASMEI in its 7th year in a row with over 125 delegates representations from outside India, the conference makes it one of the finest conferences in India and Asia”, added Dr. Bala.

One of the Research Graduates from USA expressed, “Such business conferences help us to get accustomed to the different working culture in different countries. It also helps diminishing the territorial differences and help understanding the market well.”