

Research Grants worth INR 5.25 Lakhs Awarded at 12th Great Lakes NASMEI International Marketing Conference

Chennai, 22nd December 2018:

The 12th edition of Great Lakes NASMEI (North American Society for Marketing Education in India) International Marketing Conference organized by the Kotler-Srinivasan Center for Research in Marketing was held at Great Lakes, Chennai on 20th – 21st December 2018. The conference focused on 'Marketing Strategy' and the emerging topics in Marketing Management and strategy.

Delivering the welcome address, **Dr Bala V Balachandran, Founder, Dean and Chairman, Great Lakes Institute of Management**, said, *"On behalf of Great Lakes, we take unique privilege and pride to organize the 12th NASMEI conference sponsored by Philip Kotler – Seenu Srinivasan and NASMEI that aims to promote Marketing science and education research in India. This year we are taking a step ahead in contributing towards Marketing research and have announced Balachandran & Vasantha Balachandran Research Grant Award for three best outstanding research proposals in addition to Sethuraman - NASMEI grant award that we give every year. We are also working towards starting a new doctoral program, similar to US model at Great Lakes to encourage research in B Schools."* He further added, *"The next four years will open up new avenues in the domain and hence I recommend researchers to make best use of resources that combines both man kind and technology, for newer innovations and impactful insights."* Dr. Bala also shared that Great Lakes will reward and award three best faculty in Marketing research in India from next year.



Chief Guest **Dr. Kannan Srinivasan, Heinz II Professor of Management, Marketing and Business Technologies, Carnegie Mellon University**, delivered a keynote address on 'Embedding image analytics in structural model' that emphasized on how deep learning algorithms help brand's image representation on social media or any digital medium impacts the brand' preference to the consumers. He further took example from his research project on how brands such as Airbnb implement strategies to help consumers identify verified property by using machine learning techniques that enables to filter out verified and positive reviews.

Prior to the event, a three day doctoral workshop for 35 doctoral candidates was conducted and anchored by **Dr. Sundar G. Bharadwaj, The Coca-Cola Company Chair of Marketing, Department of Marketing, University of Georgia** and **Professor Rajesh Chandy, Tony and Maureen Wheeler Chair in Entrepreneurship, Academic Director, Wheeler Institute for Business and Development, London Business School**.



The 12th NASMEI conference attracted over 100 entries from top B Schools including IIMs, ISBs in India and other reputed institutes from Australia, UK, and USA amongst others and featured presentations on all areas of marketing including consumer behavior, strategy, and services. Known for its quality on research and encourage researchers, the conference rewarded six research grant awards with cash prize under 'Research Grant competition' –

Winners for Bala and Vasantha Balachandran Research Grant Award were awarded Rs 1, 00,000 each

- Krishanu Rakshit, Bhupesh Manoharan, Shalini Parthiban and Rishikesan Parthiban, **Indian Institute of Management, Calcutta** - Challenging Institutional Logics and Consumption Practices through a Symbol: A Study of Integrated Institutional Entrepreneurship
- Aruna Divya T, Priya Narayanan & Puneet Bhargava, **Indian Institute of Management, Ahmedabad** - Will you give when you have lost? How Resource Scarcity Impacts Prosocial Behavior
- Nitisha Tomar & Akshaya Vijayalakshmi, **Indian Institute of Management, Ahmedabad** - The Bright Side of Darkness: The Effect of Ambient Darkness on the Preference for Informative Products



Winners for Raj Sethuraman Research Grant Award were awarded Rs 75,000 each.

- Krishnan Jeesha & Keyoor Purani, **Indian Institute of Management, Kozhikode** - Web care and brand evaluations: Optimizing web care strategies for services brands
- Shalini Partibhan, Bhupesh Manoharan, Rishikesan Parthiban & Krishanu Rakshit, **Indian Institute of Management, Calcutta** - Consumer Responsibilization through Gamification: A study of a Real-World Farmville
- Ambika Prasad Nanda, **SPJIMR, Mumbai** - Understanding Binge watching behavior and associated gratifications



The conference concluded with vote of thanks by conference co-chairs - Dr. Bhardhwaj. S, Director - Research and Dr. Bala V. Balachandran & Vasantha Balachandran Chair Professor of Marketing, Great Lakes Institute of Management, Chennai and Dr. Sridhar Samu, Professor – Marketing, Great Lakes Institute of Management, Chennai. Like every year, the two day conference provided an international platform for researchers, students and faculty to interact, engage on the ever changing models in Marketing with the best networking opportunities.