

'RESEARCHERS NOT INNOVATIVE ENOUGH'

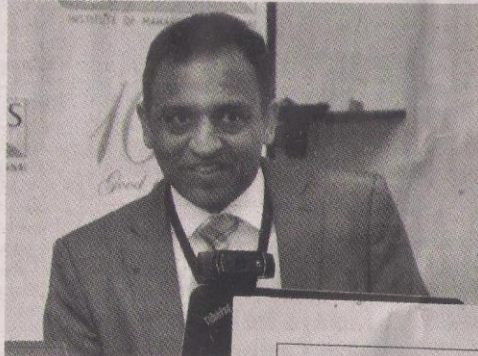
NT Bureau

Chennai, Dec 25:

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 the issue is addressed, said Suresh Ramanathan, David R Norcom'73 - Professor at Mays Business School, Texas A&M University, said.

He was speaking at the 10th NASMEI (North American Society for Marketing Education in India) annual conference here recently. The meet was organised by Great Lakes - Kotler Srinivasan Centre for Research in Marketing.

Talking about the future of consumer behaviour and the



Professor at Mays Business School, Texas A&M University Suresh Ramanathan at 10th annual NASMEI conference held in Chennai recently.

strong need of being innovative in research, Suresh Ramanathan said 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 new light on an existing problem,' he added.

Around 120 delegates comprising 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 presented research papers.

The meet 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 and 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.'