Dr. Tapan K. Panda of Great Lakes Chennai awarded as Best Teacher in Marketing Management

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Dr. Tapan K Panda, Director - PGDM & Director, Kotler-Srinivasan Center for Research in Marketing, Great Lakes Institute of Management, Chennai has been awarded the Dewang Mehta Business School Awards for the 'Best Teacher in Marketing Management'.

Dr. Tapan K Panda, Director - PGDM & Director, Kotler-Srinivasan Center for Research in Marketing, Great Lakes Institute of Management, Chennai has been awarded the Dewang Mehta Business School Awards for the ‘Best Teacher in Marketing Management’ for the year 2011. The award will be presented on Saturday, November 26, 2011 in Mumbai.

Sharing his reaction with MBAUniverse.com, Dr. Panda said, “I assume this award is recognition of the kind of work that I have done in marketing academia in India than to me. I have earlier received few awards as a teacher, but they were confined to the schools in which I worked or for the research that I did. This being a national award and in the memory of Dewang Mehta is more meaningful and will inspire to do better and greater.”

Talking about the marketing trends of the past few years, which are shaping the marketing management course curriculum in the B-schools, Dr. Panda mentioned, “On one end we have dethroned the ‘tool kit’ based model of marketing. You cannot have the same 4P/6P based tool kit for marketing. So we are looking at one to one, personalized, interaction based marketing model taking the center stage. Students need to learn and integrate marketing and information technology together.” He also added, “The second change is at philosophical level where marketing is no more driven by ‘consumer surplus’ school of thought. Through bottom of marketing, inclusive marketing and social
entrepreneurship initiatives, it is creating and developing markets, building surplus capabilities for consumption.”

Sharing his favourite marketing management gurus, Dr. Panda gave the names of those with him he has worked with and has left an impact on his thought process. Amongst the international personalities, he mentioned, “Prof. Shelby Hunt who gave resource based view made me to take interest in the area of ‘trust’ and ‘commitment’ in relationship marketing. While visiting University of Cincinnati, Prof. Murali Chandrasekaran inducted me to internal marketing orientation and external customer satisfaction linkage as an area of research; Prof Greg Gundlach at University of Notre Dame made me to learn about social impact of marketing and meta marketing school of thought. Prof Gronoroos who propounded ‘Nordic School of Thought” changed the way I used to visualize marketing.”

Amongst the Indian personalities, Dr. Panda mentioned, “Mr. Yogi Deveswar at ITC for his socialistic orientation and implementation of ‘triple bottom line’ approach in business, Mr. Yash Chopra at Yashraj Films when I was developing the ‘Brand Placement in Hindi Films’ model.”

The Dewang Mehta Award recognizes talent and leadership amongst business schools across India. The awards are sponsored by Hindustan Unilever and supported by Ms Shaila Mehta, Director, Onward Foundation for Dewang Mehta Awards.