

GREAT LAKES – NASMEI
International Marketing Conference on
Creating, Communicating, and Delivering Value

at Chennai, INDIA on December 22-23, 2008

Deadline for abstracts: June 30, 2008

Email abstracts to: Dr. Taruna Gupta at taruna.g@greatlakes.edu.in

The Great Lakes Institute of Management, Chennai (formerly Madras), India and the North American Society for Marketing Education in India will hold an international marketing conference on the overall theme of creating, communicating, and delivering value at Chennai, India on Monday-Tuesday, December 22-23, 2008. The event is sponsored by the Kotler-Srinivasan Center for Research in Marketing at Great Lakes. Theoretical, methodological, and/or empirical research papers in any research area of marketing and any sector of marketing (B to B or B to C, products or services) are welcome. Research papers could be related to creating value (market research, competitive analysis, product, service, pricing), communicating value (consumer behavior, branding, advertising, personal selling, promotion), or delivering value (channels management, wholesaling, retailing, CRM, web-based marketing), or their integration (marketing strategy, competitive strategy, marketing processes, marketing organization).

Conference Co-Chairs

- **Professor V. “Seenu” Srinivasan, Stanford University, Stanford, California, USA**
- **Professor S. Sriram, Great Lakes Institute of Management, Chennai, India**

Submission of Abstracts

Abstracts (electronic submission only) of 150 to 200 words are due by June 30, 2008. Decision on acceptance will be conveyed by July 31. Extended abstracts (two pages in length) are due (electronic submission only) by October 31, 2008. Please submit abstracts and papers to the following email address. State clearly your last name on the subject line of the email and in

the abstract along with email ID and affiliation for easy identification while collating. Extended abstracts will be put together and a copy given to each attending participant at the conference.

Email abstracts to: Dr. Taruna Gupta at taruna.g@greatlakes.edu.in

Registration Details

Registration fee will be Rs. 2,500 for participants from India. Students can register for Rs. 1,000 each. Registration for participants from outside India will be U.S. \$125. The charges include lunch and tea on both days, dinner at the end of the first day, and conference materials. *The registration fees do not include accommodation or any other meals or travel expenses.*

Accommodation

Arrangements are being worked out with a few hotels in Chennai. One of these will also be the conference venue. Chennai has several hotels to suit most budgets. We will forward to you the e-mail addresses of hotels in due course. Chennai is a coastal city with beautiful beaches and colorful temples, and December is a pleasant time of the year in Chennai both in terms of weather and the music season. You can plan on extending your stay if you wish to tour the seventh century A.D. seashore temples at Mahabalipuram near Chennai, or proceed to Pondicherry, the French-Indian town with its Aurobindo Ashram.