



We are committed to research, says Prof. Bala V. Balachandaran, Dean, Great Lakes Institute of Management

[MBAUniverse.com News Bureau](#) | 26 Dec, 2009 0832 hrs IST

Tags: GLIM Chennai, Management conference, MBA research

The Kotler Srinivasan Center for Research in Marketing at Great Lakes Institute of Management conducted the third Great Lakes NASMEI (North American Society for Marketing Education of India) Conference at its new campus in Chennai on December 18-19, 2009.

Prof. Bala V. Balachandaran, Founder & Dean, Great Lakes Institute of Management during his welcome address said, "The Great Lakes Institute of Management is providing its students the global MBA program in alliance with some of the world renowned universities as HECL, France; Melbourne School of Management and Rutgers University, New Jersey. Great Lakes now has a 'not for profit status' from Sec 25C, of 50 % deduction to Sec 35 of 125 % of weighted deduction for contribution towards research."

Prof. Venky Shankar, Professor Marketing, Coleman Chair in Marketing at Mays Business School Texas University and the Chief Guest at the NASMEI said, "Some of the emerging research topics globally are co-creation, CRM, Multi-functional aspects of marketing, Multi-channel marketing/mobile marketing, brand equity/ architecture management, marketing alliances (new product development and distribution), marketing in shrinking economics, brand market segmentation, socially responsible marketing, and life sciences marketing."

Prof. Pradeep K. Chintagunta, Robert Law Professor of Marketing at Chicago Booth School of Business Marketing and President of NASMEI addressed the students of Great Lakes and spoke about a new model of marketing as 'dynamic segmentation' as opposed to the old model of static segmentation.

The Great Lakes-NASMEI Conference is one of the most prestigious international conferences in the marketing arena in India. It is attended by renowned researchers from leading universities from all over the world. This year, NASMEI received an overwhelming response with over 70 researchers presenting their work to an expert audience.

The conference was co-chaired by S. Bharadhwaj, Associate Professor, Great Lakes Institute of Management; V. 'Seenu' Srinivasan, Adams Distinguished Professor of Management, Graduate School of Business, Stanford University; and M. J. Xavier, K. B. Chandrasekhar Professor of Marketing, & Director, Kotler-Srinivasan Center for Research in Marketing, Great Lakes Institute of Management.

The researchers presented their papers in all areas of Marketing - advertising, consumer behaviour, pricing, customer relationship

management (CRM), retailing, B2B marketing, research methods, services marketing and others. A special feature of this year's conference was special sessions for PhD students to present their work.