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SDMIMD holds international conference on marketing on Oct 18



In the NEWS

Mysuru: Accreditation status, ranking in the surveys, faculty degree level, quality of research output, research citation index, courses offered, students graduated, teaching evaluation of students has become important in the current educational context in the global scenario, said Sheb True, Professor of Marketing, Interim Director – MBA Programs, Colleges of Business, Kennesaw State University, Atlanta, United States.

He was addressing the gathering at an international conference on marketing organized by Shri Dharmasthala Manjunath Institute for Management Development (SDMIMD) at its premise here on Friday, October 18. "Studying or teaching a popular course is right, but everybody will be learning the same thing. So, what is the differentiator? How can we change what we do? What should the focus of the institutions or universities be?" he asked.

True also spoke about various studies on the keynote topic and shared the resources for further reading. He also emphasised on taking a second look at the value created by business education and how business education is changing globally.

H Gayathri, Deputy Director and Professor – Marketing, SDMIMD, who also spoke on the occasion, said that when marketing has shifted from a product-driven focus to a customer-driven focus, the discussion and deliberation on the 'value-driven' is more appropriate as a value-driven focus is oriented towards the customer in a value chain.

Jayakrishnan, Conference Chair, presented the theme of the conference and said that over the years, marketing has moved from a product-centric concept to a human-centric concept. "Marketers need to identify and understand the anxieties and desires of consumers to fulfil their needs. The Triple Bottom Line Concept is being embraced by several firms bringing together – economic value, environmental health and social progress. In the current changing market environment, the objective of 'International Conference on Marketing' is to provide a platform for industries, marketing practitioners and academia to share their knowledge and experiences using value-driven marketing," he said.

More than 40 research papers were presented during the conference on the theme provided. Technical sessions were also held as part of the conference. Aditya Singh, Head – Jewellery International Business, Titan Company Limited and Nagachethan S M, Senior Vice President and Product Head, Chaitanya (CRIDS) delivered talks during the technical session.

Participants came from various states representing universities, B-schools, researchers, practitioners and corporates participated. There were even some delegates from Dubai.

