

## Foreign Visitors

Several eminent academicians from renowned business schools from all over the world visited the NIILM-CMS campus in the last year and interacted with faculty and students to share their rich experiences. Some of the prominent world renowned professors who visited NIILM-CMS were:



Dr. Jagdish Sheth who holds the Charles H. Kellstadt Chair of Marketing at the Goizueta Business School. He has been on the faculty of University of Southern California, University of Illinois, Columbia University as well as Massachusetts Institute of Technology (MIT) in USA. Professor Sheth is on the Board of Directors of several public companies including Norstan (NASDAQ) and Wipro Limited. (NYSE). He is a recipient of Richard D. Irwin Distinguished Marketing Educator and the Charles Coolidge Parlin Awards by the American Marketing Association. His book, 'Clients for Life' (Simon & schuster), Value Space (McGraw Hill), "Rule of Three" (Free Press), coauthored with Dr. Rajendra Sisodia and his latest book, "Tectonic shift: The geoeconomic realignment of globalizing markets" are the outstanding contributions to the field of marketing.



Dr. Rajan Varadarajan is a Distinguished Professor holding ford chair in Marketing and E-commerce. He has published a number of articles in the Journal of Marketing, Journal of the Academy of Marketing Science, Academy of Management Journal, Strategic Management Journal. He is coauthor of a textbook titled "Contemporary Perspectives on Strategic Market Planning". Dr. Varadarajan has also served as editor of the Journal of Marketing, Journal of the Academy of Marketing Science. He is the recipient of the Academy of Marketing Science Distinguished Marketing Educator Award.



Dr. A. Parsuraman, is a Professor and Holder of the James W. McLamore Chair in Marketing (endowed by the Burger King Corporation) at the University of Miami. He has written several articles and has served as editor of the Journal of the Academy of Marketing Science and several editorial review boards. A consultant and advisor to numerous companies, he is the author of Marketing Research and co-author of Delivering Quality Service, Expectations and Marketing Services and Techno-Ready marketing.



Prof. Ramaseshan has worked in several business organisations in senior positions in the areas of marketing, marketing research and business strategy. His research has appeared in several leading international journals. Prof. Ramaseshan is the recipient of the Curtin University Business Researcher award. He is currently the Vice-President (International Membership) of the Academy of Marketing Science (USA) (2004-2006). In 2005 the Marketing Institute of Singapore honoured him by conferring Fellow of the Marketing Institute of Singapore (FMIS) in recognition of his contribution to the profession of marketing. Currently by he is the Head of Marketing at Curtin Business School.



Prof. Sam Dzever is a leading educator & administrator in Europe. He has authored several books and papers in international journals, the most recent ones being "China and India: economic performance and business strategies of firms in the mid-1990s" and "Perspectives on economic integration and business strategy in the Asia-Pacific region". He has vast & varied experience as a faculty in leading educational institutions across Europe and Asia.