

## International Marketing Conference



### Fifth NIILM International Conference The Global Arena: Challenge of the 'Morrow

Outstanding scholars, noted experts and policy makers from more than 150 B Schools and Institutions across the world viz. USA, Europe, Australia, Japan, China, Hong Kong, Korea participated in the International Conference on Global Arena: Challenges of 'MORROW',

organized by NIILM CMS at Hotel Taj Palace on Dec. 28-30, 2006.

Prof. S. Neelamegham, Conference Chair & President of NIILM, in his welcome speech, remarked that this conference is timely and provides a golden opportunity to understand the major changes that the world is witnessing in view of globalization. A knowledge based society, he added, will enable us to leap-frog in finding new and innovative ways to meet the challenges of building a just and equitable social order and seek urgent solutions. Sri M.M. Pallam Raju, Minister of State for Defence, Govt. of India, inaugurated the conference. Sri Raju appreciated the theme of the conference and emphasized the key role that Management Schools need to play in the changed global scenario. Prof. Jagdish Sheth, Emory Business School, USA, delivered the key inaugural speech. Prof. Sheth drew attention to the dynamic global business scenario and spoke on how to gear up to meet these challenges. He predicted that the future remains bright, particularly for China and India as they are the leading players in the world today. Sri Vinay Rai, Founder Chairman, NIILM welcomed the Minister and the Chief Guest.

Other distinguished scholars who addressed the different sessions of the conference include Dr. Sam Dzever, French telecom expert, Prof. Leslie S.C. Yip from Hong Kong, Prof. Ramaseshan & Dr. Sunil Venaik from Australia, Prof. Parsuraman from USA, Prof. Abraham Koshy, IIM-A, Dr. S.M. Dewan, Director General of SCOPE, and Prof. Mithileshwar Jha from IIM-Bangalore.

The critical issues that figured prominently during discussions include how competition shapes up markets; the integration of India into global economy and its impact on Indian companies; people related strategies in global corporations and their relevance to Indian public and private sector companies; building global brands; issues relating to FDI, Trade Liberalization, Governance and Business Ethics and their effect on the Indian business; Business innovation and impact of IT in a hyper competitive environment.

There was also a panel discussion on the role that Press and Media plays in shaping the modern





India. Their role has acquired a very important dimension as we are living in an age of information. Divergent views were expressed with regard to the same.

Dr. P. K. Basu, Chairman, Board for Reconstruction of Public Sector Enterprises, delivered the valedictory address, wherein he spoke of the changes that are taking place in the realm of business and management. He added

that challenges are rather tough and called for trained and well-equipped manpower. It is here that the role of B Schools becomes all the more important. He congratulated Prof. S. Neelamegham for his efforts in organizing such conferences.

In the end, Prof. S. Neelamegham proposed the vote of thanks. Unquestionably, this conference provided a unique opportunity to interact with world renowned professionals and drivers of change.



## Global Outreach

NIILM CMS has entered into MOU with the following universities abroad for student and staff exchange programme.

- Srinakarian University, Bangkok, Thailand
- The Victoria Institute of Technology, Melbourne, Australia
- Houston University, USA
- CASS Graduate School of International Management, Belgium
- VAAL University of Technology, South Africa
- Hainan University, China,
- Institute of Business Administration, University of Poitiers, Poitiers, France
- Simmons School of Management, USA