

**Third Great Lakes-NASMEI Marketing Conference, December 18-19, 2009**

**CALL FOR EXTENDED ABSTRACTS**

**Conference Co-Chairs:**

**S. Bharadhwaj, Associate Professor, Great Lakes Institute of Management**  
**V. "Seenu" Srinivasan, Adams Distinguished Professor of Management, Graduate**  
**School of Business, Stanford University**

**M. J. Xavier, K. B. Chandrasekar Professor of Marketing, & Director, Kotler-**  
**Srinivasan Center for Research in Marketing, Great Lakes Institute of Management**

Greetings from the Great Lakes Institute of Management!

The Kotler-Srinivasan Center for Research in Marketing at the Great Lakes Institute of Management and NASMEI (North American Society for Marketing Education in India) are delighted to announce that the Third Great Lakes-NASMEI Marketing Conference will be held on December 18-19, 2009 (Friday-Saturday) at the brand new campus of the Great Lakes Institute of Management, Manamai. This is approximately 55 kms. from Chennai, and 9 kms. from the historic city of Mahabalipuram.

**We invite research presentations in all areas of marketing.**

**Submission Details**

We invite submission of extended abstracts latest by July 15, 2009. The abstract in Word, single-spaced, one-inch margin on all sides, Times New Roman 12 point font, should not exceed two pages. Please e-mail your extended abstracts to Professor S. Bharadhwaj at [bwaj@greatlakes.edu.in](mailto:bwaj@greatlakes.edu.in).

Acceptance of the extended abstracts will be notified by August 15, 2009.

**Points of Note regarding the Conference**

- The Great Lakes-NASMEI Conference is among the finest International conferences in the Marketing area in India. During the past two years we have had presentations by professors and doctoral students from U.S.A., India, Australia, New Zealand, Singapore, and Hong Kong; approximately half from U.S.A. and other countries and half from India.
- Starting this year we are pleased to announce a special session for Doctoral Students. They can present their proposed research and we will ensure participation by professors to comment on the research.
- The conference will be held at the new campus of the Great Lakes Institute of Management, Manamai, just 9 kms. from the Seventh Century A.D. sea shore

temples of Mahabalipuram, 55 kms. from Chennai). Delegates can enjoy the beaches and sights of Mahabalipuram in the evenings or stay longer to do so. The city of Pondicherry with the world famous Aurobindo Ashram is only 75 kms. away from Manamai.

- We will organize accommodation for delegates in Mahabalipuram. For those who wish to commute from Chennai, we will provide pick-up and drop-off from a centralized location in Chennai. The trip will take approximately one hour each way.
- The conference will be held on December 18-19 (Friday-Saturday).
- The conference is by pre-registration only. See below for fees.

#### **Registration Fees:**

<b>Type of Registration</b>	<b>Fee</b>
Indian participants	INR 3,000
Foreign participants	US \$150
Indian Students	INR 1,800
Foreign Students	US \$90

Note: Fee includes breakfast and lunch on both days. It does NOT include dinner or accommodation.

#### **Important Dates to Remember:**

July 15, 2009: Last Date for Submission of Extended Abstracts.

August 15, 2009: Intimation of Acceptance of Extended Abstracts.

September 15, 2009: Payment of Registration fees.

December 18-19, 2009: Conference Dates.

See you in picturesque Manamai! For queries, contact Professor S. Bharadhwaj at [bwaj@greatlakes.edu.in](mailto:bwaj@greatlakes.edu.in).