

Dr. JAGDISH SHETH'S INVITED TALK AT NITIE, MUMBAI, INDIA

National Institute of Industrial Engineering (NITIE) organized an invited talk by Dr. Jagdish N. Sheth on 22nd January 2016 for the Post Graduate, Fellow (Doctoral) students and Faculty at NITIE Mumbai.

Profile of Dr. Jagdish Sheth



Dr. Jagdish Sheth is the Charles H. Kellstadt Professor of Marketing in the Goizueta Business School at Emory University since 1991 and is world renowned for his scholarly contributions in Consumer Behavior, Relationship Marketing, Competitive Strategy and Emerging Markets. Dr. Jagdish Sheth is a recipient of all of the top three academic awards bestowed by the American Marketing Association (AMA). He is consistently rated as Top 10 most powerful Global Indian Thought Leaders by Economic Times.

Summary of a talk on “Marketing in Digital World”



Dr. Sheth addressed gathering of more than 200 PG students at NITIE auditorium on the theme ‘Marketing in Digital World’. Dr. B. M. Ghodeswar, Professor of Marketing at NITIE welcomed him for the session. In his address Dr. Sheth emphasised on impact of digital technology on marketing mix of consumer firms. He initiated his address by describing the role of technology in the innovation and highlighted the impact of technology on lifestyle.



He mentioned that the digitalization of human life impacted the economics of business environment. According to Dr. Sheth digitalization had brought impetus to product innovation and changed the way marketers’ formulated strategies. He stated that digital marketing could be defined by 3 A’s as Anytime, Anywhere and Anyhow Marketing. The talk highlighted that digital marketing offers

convenience of ordering a product to the consumers at any time to any place. The talk was followed by question answer session. One of key take away of the talk was that emergence of social media and mobile marketing using power of mobile apps, have changed the traditional ways of promotion, transactions and customer service. The organizations in India have to take a note of this paradigm shift and accordingly formulate their marketing and business strategies.

Summary of a talk on “What Will Make You a Great Scholar”

Later in the day, Prof. Jagdish Sheth addressed gathering of Fellow (Doctoral) programme students at Director’s Conference Room, NITIE on a theme ‘How to Become a Great Scholar’. Prof. (Ms) Karuna Jain, Director, NITIE welcomed him for the session. Dr. Neeraj Pandey,



Professor Incharge (Research) introduced Dr. Sheth to the audience. In his address Dr. Sheth emphasised role of researchers towards academia, industry and society. He initiated his address by mentioning about three important perspectives of researcher’s life. These three dimensions focus on doing newsworthy research, being a memorable teacher and offering transformational services. Dr. Sheth stated that these are the best possible ways to contribute to academia, industry and society.



Dr. Sheth mentioned that the maintaining balance between theoretical rigor and industrial relevance were two main criteria for conducting newsworthy research. He mentioned that a memorable teacher brings transformation at both micro and macro level. Dr. Sheth highlighted the importance of experiential learning and online knowledge in being memorable teacher. In his concluding remarks Dr. Sheth mentioned that an academic scholarship is a mindset which helps in learning new things. To the questions asked about various challenges and issues associated with research process, Dr. Sheth replied that

compartmentalization would help researchers in managing time and stress. Dr. Sheth also interacted with NITIE faculty and discussed emerging areas of research which would larger impact on organizations and society. Prof. (Ms) Karuna Jain, Director, NITIE thanked Dr. Jagdish Sheth for taking out his precious time and visiting the institute.