

IIM Calcutta Professor Receives CMO Asia's "Best Professor in Marketing Management" Award

By Alope Guin, PRO, IIM Calcutta

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Dr Prafulla Agnihotri of IIM Calcutta has been awarded with the "Best Professor in Marketing Management" by CMO Asia, the organizer of The Asia's Best B-School Awards. The event was held on July 23 in Singapore.

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IIM Calcutta Campus, Kolkata, July 28, 2010: Professor Prafulla Agnihotri of Marketing Group of IIM Calcutta has been awarded with the "Best Professor in Marketing Management" given away by CMO Asia with CMO Council as its strategic partner and Stars of the Industry Group as a research partner, the same organisation who are behind the selection of The Asia's Best B-School Awards. The Award consists of a trophy and a citation. The event was held on July 23 at Suntech Convention Centre in Singapore.

This award of the highest stature is presented to Individuals who have surpassed several levels of its excellence and set an example of being a role model and exemplary leadership. Individuals behind the institution who are building their institutions through leadership, innovation, academic and industry interface and a supreme objective of building future leaders.

Dr. Prafulla Agnihotri holds a Master's Degree in Management Studies (M.M.S.) and Ph.D. in International Marketing Strategy area from Jamnalal Bajaj Institute of Management Studies, Mumbai. He has about ten years experience in the industry- in sales, marketing and training, and over fourteen years of experience in academics. He has also completed a post-graduate Diploma in Training and Development from Indian Society for Training and Development (ISTD), New Delhi. He is a Full Professor in Marketing group at Indian Institute of Management Calcutta. He teaches courses in Marketing Management, International Marketing, Services Marketing and Strategic Brand Management. He has recently co-authored a book titled Principles of Marketing with Philip Kotler, Gary Armstrong and Ehsan ul Haq and published by Pearson Education.

His major research interests are in Brand / Marketing Audit/ productivity, Customer Service Strategy, International Marketing Strategy and Global Competitiveness areas. Currently, he is researching on the role of home country government in promoting the global competitiveness of the firms emerging from that country. He has over twenty research papers published in several refereed reputed journals and magazines at national and international levels.

His research paper titled "Innovation and International Marketing Strategy- Sources of International Competitiveness: A Study of Automobile Industry" had received the best research paper award at the 10th International Annual Convention on Strategic Management for Firms in Developing Countries organized by Strategic Management Forum in association with S. J. Mehta School of Management, IIT Bombay in May 2007. He was declared the Best Teacher in Marketing Management at 16th Business School Affaire and Dewang Mehta Business School Awards in September 2008.

As a professional corporate trainer, he has been conducting corporate training programmes for over sixteen years and has conducted several programmes in sales, marketing, strategy, and customer care and CRM areas. He has so far conducted his training programmes and workshops in India, Oman and France. He also mentors the corporate managers in designing sales and marketing strategies on one on one basis.

He is a visiting faculty with Euromed, Marseille Provence (an EQUIS Certified B-school), and CERAM, Sophia Antipolis, France and teaches the courses of Marketing, International Business and International HRM to their students of MBA.

His latest innovation in teaching is 'application of inquiry method of learning to the management education' where the students are encouraged to ask the questions and learn by the inquiring about the knowledge.

He is a member of Indian Society of Applied Behavioural Science (ISABS), New Delhi and is a consultant on the panel of Export Import Bank of India apart from being on the advisory board / editorial panel of three business schools.

The CMO Asia Awards are first of its kind accolades recognizing Organizations, Chief Marketing Officers, Professors from the Greatest B-Schools of Asia and H R Professional who have shown leadership in their respective fields combined with consistent innovation. The CMO Asia is dedicated to high level knowledge exchange through thought leadership and peer networking amongst decision makers across industry segments in Asia. The CMO Asia Awards is represented by 25 countries across Asia. The Event is organized for a professional cause to enable sharing of knowledge and experiences. CMO Council USA is its Strategic Partner; The Wall Street Journal Asia is the Official Business Newspaper and is supported by Marketing Institute of Singapore.

The event was attended by senior leaders, top educational institutes from countries like Singapore, Malaysia, India, Pakistan, Philippines, Korea, Japan, China, Bahrain, Kuwait, Saudi Arabia, Hong Kong, Sri Lanka, Nepal and HR heads of various organisations.

The procedure in which the award winners are selected is as follows: The organiser assigns the task of choosing an award winner to a global research cell. This cell constitutes of professionals from different parts of the world. These professionals are then asked to submit their recommendations. This Cell is chaired by a Chairman who reviews recommendation. The Jury meets and identifies award winners.

For further query, please contact with:

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