Mr. V. SIVASUBRAMANIAN, Vice President - M/S Shri Lakshmi Agro Foods (P) Limited – (UDHAYAM DALL)

He started career with M/S Tata Exports Limited as Technical officer. Worked with Nagarjuna Steels, Sandoz India Limited, Max India Limited and Shri Ram Group in areas of marketing, product management, brand management, business planning, commercial functions. Had been part of turning around 4 sick units and completed them successfully. Had developed packaging solutions for Foodworld, Spencers, Fenner, Indian Oil, HPCL, Hindustan Unilever.

Mr. RABI JEYAKUMAR, Head - Retail - Bharati Airtel Ltd.

He is in Retail Professional with over 14 years of experience in Retailing / Marketing / Brand launch. Effective communicator with excellent negotiation skills with strong leadership and Team building qualities, Well versed in Business Development and Marketing Initiatives creating consumer centricity with customers in International and the Indian Domestic Market, with key skills in Retail Operations, Business Development, E-commerce, CRM, Merchandising Strategy, Consumer Research, Brand Development, Category Validation Studies, New Product Trade Marketing, Project Incubation.

Responsible in managing Retail business of 200% growth with flair of Project Management & Start-up Activities – Land Selection and Acquisition.

Mr. PETER SAHAYARAJ - Vice President – People Combine Educational Initiatives Pvt.Ltd.

He holds masters degrees in both Economics and management. His professional career began at The Hindu Newspaper's Sales and Marketing Division in 1997 and he was with them for over 10 years. At Everonn, Peter was part of its most ambitious Project – EDUCATING INDIA which is into setting up of 500 schools under the brand name “KenBridge Schools”… Under his leadership, Everonn went on to establish 11 schools which was a record for any organization. Peter is also self trained journalist and reported for the Business Line newspaper. He is also in the panels of universities for Ph.D and MBA project reviews.

Dr. C. SAMUDHRARAJKUMAR, Professor of Management studies, Annamalai University. He is an academician in Annamalai University for the past 23 years, he is a specialist in conducting workshops on Brand management, Case analysis and business games. He is a member in Madras Management Association, Confederation of Indian Industries , AIMS & IABCTF. He has also published more than 20 books and has presented more than 50 papers in National / International Conferences.
SAIRAM INSTITUTE OF MANAGEMENT STUDIES (SIMS)

SIMS was established with the motto of "Prosperity through Innovative Management" by the Founder Chairman Shri. MJF Ln. Leo Muthu. The offers the post graduate programme leading to the award of MBA degree by the Anna university, approved by AICTE and the government of Tamilnadu. The institute is well equipped with modern facilities such as syndicate room, seminar hall, computer center, department library, audio and video facilities and a central library with latest books, national and international journals. The highlights of the institute are that, it was ranked among the Top 100 B-Schools in India by Dalal street Journal, Mumbai, for 3 consecutive years, and also categorized as A+ Grade Institution by Business India. A3 rated B school by AIMA. Our institute is rated as one of the Best B-School of the year 2011 by Big Brands Academy, Delhi. Our institute Sri Sairam Institute of Management Studies has been awarded the Best B-School in “Innovation in Building Academic & Industry Interface” by DNA Daily New & Analysis and STARS Group, Mumbai, for the year 2012. Our Institute was ranked in 33rd place in Best B School among top 50 B school in Tamil Nadu by Career 360 magazine (Group of Outlook) 2010-11.

“Education Excellence Award” for Best Management Institute in Tamil Nadu by Big Brands Research Academy, New Delhi, 2010-11 and 2011-12. “Best Business School Award (2009-2010)” received from leading Tamil Magazine Education Today. The institute has been credited with A1 Category, one among top 15 Management Institute in South India, in 2011 By AIMA, New Delhi, Published in Indian Management, A Business Standard Publication, Journal Of AIMA, Oct 2011 issue. Apart from these, the Institute was rated 87th Place among Top 150 B schools in India, 7th Place among Top 10 B schools in Tamil Nadu by THE WEEK-MaRS National Survey.

ABOUT THE PROGRAMME

Since the World Commission in Environment and Development conceptualized the notion of environmental sustainability in 1987, considerable attention has been given to the concept by the media, policy makers, politicians, business managers, and by the public at large. Sustainability’s triple bottom line – people, planet and profit – and the attainment of a suitable balance of the three, forms the major concerns of many corporations and brands. Generating profit for the organization has to be balanced against a requirement to act in the long term interests of multiple stakeholders and society in general. Given the growing need for businesses to move towards a more sustainable business model and consumer demands for sustainable business practices, this year’s colloquium would like to stimulate discussion of the role and relationships between retailing, corporate identity and reputation, and sustainability.

OUTCOME OF THE PROGRAMME:

- This FDP provides opportunity to enhance knowledge and skills required to develop new retailing strategies.
- This FDP will focus on how to apply retailing strategies across various functional areas of business in the aspect to retain the customers.
- The FDP aims at bringing together the best minds, both in the corporate and academic fields, to one forum and discusses the issues challenges, strategies and recent trends in the area of innovation and retailing techniques.

WHO CAN PARTICIPATE?

- Entrepreneurs
- Corporate Executives
- Academicians
- Students

REGISTRATION FEE: Fee for per participant is Rs. 750

LAST DATE FOR REGISTRATION: 05.08.2013

DD infavour of “SAIMAN Association”, payable at Chennai.

FOR FURTHER DETAILS CONTACT

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ASSOCIATION OF INDIAN MANAGEMENT SCHOOLS

Presents

FACULTY DEVELOPMENT PROGRAM (FDP)
on
RETAILING STRATEGY FOR RETENTION OF CUSTOMERS - Global Scenario

12th & 13th August, 2013

To

Sri
SAI RAM
INSTITUTE OF MANAGEMENT STUDIES
SAI RAM ENGINEERING COLLEGE
NBA Accredited & ISO 9001:2008 Certified Institution
Sai Leo Nagar, West Tambaram, Chennai - 600 044

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