

National Seminar on

# “Relationship Marketing in Emerging Economies: Opportunities and Challenges”

## JIMS

Jagannath International Management School (JIMS) Kalkaji, New Delhi, functions under the aegis of the Jagannath Gupta Memorial Educational Society, a non-profit registered organization, which has been imparting high quality professional education since 1993. Our campus at Kalkaji, has over time developed into a reputed center of excellence for conduct of research and consultancy services for the private and public sector organizations. Our sustained focus on improving the quality of our academic deliverables has resulted in accreditation of our institute with the NAAC ISO 9001-2015 quality certifications.

Our Campus has been honoured with the following coveted rankings/awards during the year 2016-17:

- 30th Best B-School in North India and 12th Best B-School in India for “Learning Experience”(Business Today Survey Oct 2017).
- Top B-School of Eminence in India (CSR-GHRDC Survey Oct 2017).
- B-School Survey 2017 ranking A++ in Delhi/NCR (Chronicle B-School Survey Feb 2017)
- A+++ Ranking in Business India Survey – (Dec 2016)
- 15th Best B-School in North India and 39th best B-School in India (NHRDN Survey, Sep 2016)
- 4th Best B-School in North India and 32nd Best Pvt. B-School in India (TOI Survey Feb 2016).

## Programme Fee

Programme fee is Rs. 1000/- per participant for Corporate and Rs. 750/- for Academicians and Rs. 500/- for Students and Ph.D scholars. Fee to be paid in cash or demand draft in favour of “Jagannath International Management School, New Delhi”.

## Communication and Contact

### Programme Chairman

**Dr. (Cdr.) Satish Seth**  
Director General  
Mobile: 9873474300  
Ph. 26210265

### Programme Director

**Dr. J. K. Batra**  
Director  
Mobile: 9810143750

### Programme Coordinator

**Dr. Komal J Khatter**  
Associate Professor  
Mobile: 9811397100

## Jagannath International Management School

MOR, Pocket 105, Kalkaji, New Delhi - 110 019 Ph.: +91 11 4061 9200 (100 lines)  
Fax: +91 11 2622 0998 E-mail: jnims@vsnl.com



Organised by:  
**Jagannath International Management School**  
Kalkaji, New Delhi

## Background

Relationship marketing as a philosophy and a set of practices is now widely accepted by both academics and practitioners. At the centre of the relationship marketing paradigm is the notion that making the most out of existing clients is essential for long-term profitability. Retaining clients by developing relationships with them is crucial to establishing and maintaining a competitive advantage in the market. However, perceptions on what exactly constitutes relationship marketing may differ in various cultural settings.

The theoretical domains that relationship marketing has traditionally drawn upon have been Western theories developed in economics, psychology, and management. Having largely exhausted these sources, it is now perhaps time to look more widely and consider less traditional paradigms from a broader range of cultures such as prevalent in emerging economies in countries like India, China, Brazil, Africa etc.

The conceptual relationship marketing framework expounds the emergence of relationship marketing in Western economies through a brief comparison of the study of relationships in emerging economies with a view to identify how culturally-based relationships are formed. In particular, the focus is on the Chinese complex concept of *guanxi* (loosely translated as 'connections' though 'relationships' might be better) and its importance in relationship development.

The seminar aims to contribute knowledge and perspectives on the evolution of Relationship Marketing in emerging economies as also the current Relationship Marketing trends and practices obtaining in these economies.

## Objectives

The seminar is designed to achieve following objectives:

1. Provide perspectives on the evolution of Relationship Marketing in emerging economies.
2. Promote understanding of the various strategic issues associated with Relationship Marketing
3. Creates awareness of how diverse cultural settings influence Relationship Marketing policies and practices.
4. Provide knowledge on various Relationship Marketing tools and frameworks.



## Themes Areas

- Relationship Marketing tools and frameworks.
- Cross – Cultural Skills required for Relationship-Marketers in emerging economies.
- Western and eastern Relationship marketing practices
- Use of Social Media for effective Relationship Marketing
- Impact of values and ethics in Relationship Marketing



## Target participants

The seminar is intended for corporate managers at all levels and also for academicians, students and research scholars seeking to enhance awareness and knowledge of Relationship Marketing practices and strategies in emerging economies.

## Programme Schedule

Time	Event
1015hrs–1020hrs	Introduction of Guests
1020hrs-1025hrs	Lighting the Lamp Ceremony
1025hrs-1030hrs	Welcome Address by Director –General, JIMS <b>Dr. (Cdr.) Satish Seth</b>
1030hrs-1115hrs	Address by Guest of Honour <b>Mr. Anurag Sharma,</b> General Manager, Clarks India
	<b>Session 1</b> "Relationship Marketing – A Paradigm of 21st Century"
1115 – 1120 hrs	Vote of Thanks by Director, JIMS <b>Dr. J.K.Batra</b>
1120 – 1125 hrs	Felicitation of Guests
1125hrs-1140hrs	Coffee Break
1140hrs-1220hrs	<b>Session 2</b> "Customer Relationship Marketing Practices in Emerging Economies"
1220hrs-1300hrs	<b>Session 3</b> "Enhancing Business Performance through Relationship Marketing"
1300hrs	Lunch

**Saturday**  
**03 February, 2018**

**Venue :**  
**Auditorium**  
**JIMS, Kalkaji,**  
**New Delhi**