

Faculty Development Program on
Understanding Consumer Behavior: Contemporary Tools and Techniques
February 7-8, 2019
FORE Campus, New Delhi



Program Directors:
Prof. Asif Zameer, Prof. Anupam Narula & Prof. Rakhi Tripathi



FORE SCHOOL OF MANAGEMENT, NEW DELHI

About Program Directors

Prof. Asif Zameer, Professor of Marketing at FORE School of Management, is a Bachelor of Engineering (Delhi College of Engineering), MBA and Ph.D. Presently, he is the Chair (Executive Education) and earlier held the position of Area Chairperson (Marketing), Chair (PGP) and also Professor-in-charge: Center for Customer Management at FORE for a long time. He has more than 16 years of rich industry exposure and over 13 years of teaching experience. He started his career as an Engineer at BHEL, and later on worked in responsible positions in Marketing and Business Development functions for diverse organizations like Gillette, Duracell, Heatly & Gresham, Geep Torches and Amkette Computer Peripherals. His teaching and research interests lie in Advanced Marketing Research, Sales and Distribution, Retailing, Marketing Management, B2B Marketing, Mall Management, Supply Chain & Logistics and Consumer Behavior. He has taught at many leading B-schools and all major Universities in Delhi - NCR. He has published a number of research papers in reputed international and national journals and presented his work in various national and international forums. He has travelled extensively across the globe. He is the recipient of Best Case Study Author award from Delhi Management Association. He regularly conducts seminars, MDPs, FDPs and Online Executive Education programmes in the areas of his expertise. He can be reached at <asif@fsm.ac.in>.

Prof. Rakhi Tripathi, is an Associate Professor and Area Head in Information Technology Department at FORE School of Management, New Delhi, India. She is also the Head of Centre for Digital Innovation. She has completed her Doctoral degree (PhD) from School of Information Technology, Indian Institute of Technology Delhi (IIT Delhi). Prior to that she completed her MS in Computer Science from Bowie State University (University of Maryland System), USA. Her specific areas of research are: E-government, Digital Innovations for Higher Education and Women Security. She has eleven years of experience in research and has previously worked on prestigious projects at Department of Computer Science, Indian Institute of

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Understanding Consumer Behavior: Contemporary Tools and Techniques

INTRODUCTION & OBJECTIVES

The two-day program will focus on training the marketing faculty in the processes for development of customer centric and market-focused business strategies and shift the strategy development process from "inside-out" to "outside-in". The scope has been decided to include the basic understanding of consumer behavior and integrating it in various marketing courses like marketing strategy, sales and distribution management, rural marketing, retailing, digital marketing, CRM etc. Further, there will be a focus on the role of technology and digital media in understanding consumer behavior in order to uncover new opportunities and generate additional business.

CONTENTS

- Changing society and its understanding in business strategy development
- Role of consumer/customer decision process insight and understanding internal and external influences in business strategy development
- Marketing research tools for understanding consumer behavior and creating effective business strategy
- Understanding customer psychology and creating value in the eyes of customers
- Personalization on websites
- Social media platform for customer engagement
- Discuss the applicability of the above in diverse business contexts market with Case Studies.

METHODOLOGY

Content will be covered through mix of lectures, interactions, mini-cases and video presentations.

WHO SHOULD ATTEND

Teachers, Trainers and Researchers employed in management schools, university departments, degree colleges, professional institutes, training centers of business enterprises, staff training

institutes of central and state governments. The programme is especially helpful for participants, who teach marketing courses and allied subjects like commerce, economics, psychology, computer applications, and business strategy.

PROGRAM DATES AND TIMING

Dates : February 7-8, 2019

Timing : 9.30 AM – 5.30 PM

PROGRAM VENUE

FORE School of Management

B-18, Qutub Institutional Area

New Delhi 110016

PARTICIPATION FEE

The participation fee on non-residential basis covering professional fee, program kit and lunch is as follows:

Corporates	:	Rs.8,000/- per participant
Faculty Members	:	Rs.5,000/- per participant
Research Scholars/Students	:	Rs.3,000/- per participant

In addition, GST@18% is payable. Fee is payable in advance by the way of Local cheque/DD in favor of “FORE School of Management” payable at New Delhi.

Residential – FORE School of Management shall provide assistance in arranging suitable accommodation on specific request on payment basis.

REGISTRATION

The registration form duly filled in along with the program fee should reach us at least 7 days before the commencement date of the program. In case of subsequent withdrawal or cancellation of registration no refund of fee will be allowed. However, substitute(s) may be permitted with prior intimation.

CERTIFICATE OF PARTICIPATION

The institute will issue a certificate of participation on conclusion of the program.

Technology Delhi. Primary objective of her research is to use Digital innovation to serve the society. For this she completed two research projects on Higher Education. Her latest project along with three other Professors from King's College London and London School of Economics is from British Academy. The topic is '(Dis) connected Infrastructures and Violence Against Women (VAW)' which aims at creating safer cities in India with the help of digital innovation. For this project she and her team has received a research grant of GBP £290,000 from British Academy Global Challenges Research Fund (BA GCRF), UK. She can be reached at <rakhi@fsm.ac.in>.

Prof. Anupam Narula, is M.A (Eco), PGDBM (Marketing) and Ph.D (Eco) and brings with him more than 20 years of rich experience in teaching, research and industry. He is silver Medalist in PGDBM. He was Area Chairman Marketing at FORE from 2012-2014. He was also Professor-in-Charge Alumni Relations at FORE for 4 years from 2011-2015 and member of Director's Advisory Committee at FORE from 2016-2018. Prior to joining FORE, he successfully held various administrative & academic responsibilities as Director, Dean, Officiating HOD, Founder and Coordinator for many new management education programs. He has presented papers in various reputed international and national conferences and published research papers and articles in reputed journals, magazines and edited books. He has travelled extensively all around the globe as part of his research work. He is on the editorial review board of two international and three national refereed journals. He has been invited as external expert member by various universities and premier management B schools in India.

His teaching, research and training areas of interest include Consumer Behavior, Service Marketing, International Marketing Management and Indian Higher Education. He has conducted MDPs for corporate executives in both public and private sector organizations like TATA chemicals Ltd, IRCTC, MTNL, Mahagun Group, Sentiss pharmaceuticals, Relaxo footwear, Tata Pigments Ltd, Jain Irrigation systems Ltd, Oriental Refractories Ltd, G.D Foods Mfg. Pvt. Ltd., Directorate General of Resettlement Indian Army and many others. He can be reached at <anupam@fsm.ac.in>.

ABOUT THE INSTITUTE

FORE School of Management (FORE) has been established by the Foundation for Organisational Research and Education, a non-profit organisation, with a mission "To achieve and sustain Leadership in Management Education, Research, Consultancy and Development".

Programmes and Accreditations:

- The PGDM, PGDM (IB) & PGDM (Finance) courses at FORE are AICTE (All India Council for Technical Education) approved and accredited by National Board of Accreditation (NBA)
- The PGDM courses are equivalent to MBA. Equivalence permission is granted by Association of Indian Universities (AIU)
- FORE has been awarded "SAQS Accreditation" by Association of Management Development Institutions in South Asia (AMDISA)
- FORE has set up a state-of-the-art Studio at its Campus to conduct Online Executive Education Programmes for Working Professionals and has been successfully conducting variety of such online certification courses



Eminent academicians with many years of experience and experts from industry, recognized nationally and internationally, constitute faculty at FORE. FORE has in-house training facilitators in the field of Communication, OB & HR, Finance, Operations, Marketing, IT, International Business and Strategic Decision Making.

With a sharp focus on Management Education, Executive Education Programmes/MDPs, Consulting and Research, FORE stands amongst the Top Business Schools in the country.

FORE conducts Management Development Program/Faculty Development Programs to equip managers/faculty members with knowledge, skills and attitudes required for effectively responding to global developments and competitive requirements. Our MDPs/FDPs are designed with an appropriate blend of conceptual and experiential learning. Apart from open programs, FORE conducts customized In-Company Programs tailored to suit organization's needs on topics/areas specifically required by an organization. These Management Development Programs (MDPs) are either custom-designed to suit client requirements or are offered by faculty on a specific theme to meet various client needs.

For registration/any other information, please contact:

Executive Education Office

FORE School of Management

Adhitam Kendra

B-18, Qutub Institutional Area, New Delhi 110016.

Phone: (011) 2685 6301 (Direct), 4124 2424-33 (Extn. 471 & 498)

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FORE School of Management

Workshop on

Understanding Consumer Behavior: Contemporary Tools and Techniques

February 7-8, 2019, FORE Campus, New Delhi

Registration Form

Name:

Designation:

Institution:

Address:

Phone (O):

Residence:

Mobile:

Email:

Fax:

Your expectations from the programme:

Payment Details: (Please tick appropriate and fill)

- Payment enclosed (Local cheque/DD No: _____ Date: _____
Amount: _____)
- Payment is under process and will reach you before the programme

Signature of Sponsor

**(Please return the completed form by post, or
email: exed@fsm.ac.in:**

**Executive Education Office
FORE School of Management
B-18, Qutub Institutional Area
New Delhi 110 016**

Note: Please feel free to make copies of this form for additional registrations.