

Date: 10 October 2017

The Director
Jaipuria Institute of Management
Noida

Subject: Guest Session by Dr Ashish Chandra, University of Hutson from 6 – 9 November 2017

Dear Sir,

On behalf of International Relations Office of Jaipuria Institute of Management, we are pleased to confirm the Guest talks by Dr Ashish Chandra, University of Hutson in the course of Marketing Management from 6th to 9th November 2017.

Kindly approve.



Regards
Dr Poonam Sharma

(Dean – International Relations)

Date: 10 October 2017

Dear Dr Ashish Chandra,

Subject: Guest Session in the course of Marketing Management with Jaipuria Institute of Management

Dear Sir,

On behalf of International Relations Office of Jaipuria Institute of Management, we are pleased to invite you to deliver the guest talks in the course of Marketing Management from 6th to 9th November 2017 at Jaipuria campuses.

The details regarding topics and schedule is mentioned in the email. Kindly acknowledge & revert at your earliest convenience.

Looking forward to your guest sessions.

Regards



Dr Poonam Sharma

(Dean – International Relations)

**Fwd: Proposal to host visiting faculty from University of Houston-Clear Lake ,
Houston, Texas, United States.**

1 message

Poonam Sharma Jaipuria Noida <poonam.sharma@jaipuria.ac.in>
To: Rakhi Dixit Jaipuria Noida <rakhi.dixit@jaipuria.ac.in>

Thu, Oct 10, 2019 at 9:47 AM

----- Forwarded message -----

From: **Poonam Sharma Jaipuria Noida** <poonam.sharma@jaipuria.ac.in>
Date: Tue, May 23, 2017 at 11:11 PM
Subject: Proposal to host visiting faculty from University of Houston-Clear Lake , Houston, Texas, United States.
To: Shreevats Jaipuria <shreevats@jaipuria.ac.in>

Dear Shreevats ji

Greetings!!

This is with reference to my discussion with you during the FDP at Agra regarding teaching sessions by Prof. Ashish Chandra, **Professor & Executive Editor of University of Houston-Clear Lake , Houston, Texas, United states.**

He has agreed to our proposal to teach Marketing courses starting Oct 22 to Nov. 13, 2017. Prof. Ashish's Profile is enclosed herewith.

We will try and schedule his sessions in a manner so that each campus gets the opportunity to experience his teaching. He would be taking 24 sessions which is equivalent to one course.

We propose to pay him INR 1,20,000 as per our policy of paying visiting faculty from top institutes like IIMs / IITs or other top B Schools in India or abroad . His travel from the US (economy class) and his travel within India along with stay would have to be borne by us. The remuneration part is yet to be shared with Prof. Ashish Chandra.



Request your approval for the same.

look forward to your suggestions and the way forward.


Thanks & Regards

Poonam

Poonam Sharma , PhD
Professor of Marketing & Dean International Relations
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 Inline image 1

Global Initiative by Jaipuria Institute of Management: Prof. Ashish Chandra from University of Houston, Clearlake, USA invited to teach at Jaipuria campuses

International Relations Committee of the institute is engaged in assisting the students to extend their networks globally. In the past, the committee has continuously organized various visits and events very successfully.

Jaipuria Institute of Management, Noida witnessed the visit of Dr. Ashish Chandra, Professor at University of Houston, Clearlake from 6th Nov'17 till 9th Nov'17. He has been visiting all the four campuses of Jaipuria along with it he was also working on his project. He visited Indore, Lucknow and Jaipur campuses between 23rd Oct – 1st Nov and have deliberated on topics like 'Demand Forecasting and market size identification', 'Developing Product strategy, Brand Value Chain, Formulating Distribution Strategy', 'Changing trends in family buying behavior, Interaction of Culture and consumer behaviour' etc. He wanted to interact with the Indian students and thus he took guest lectures at Jaipuria Institute of Management. He talked about topics related to consumer behavior and research methodology.

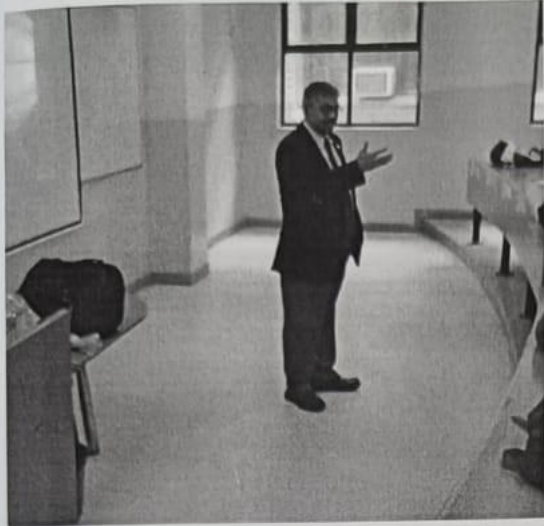
On his arrival to Noida Campus, he was warmly welcomed by **Dr. Kavita Pathak, Director, Noida along with Dr. Poonam Sharma, Chairperson, International Relations**. A brief talk followed thereafter before he could resume his sessions with the students.



In his class sessions, Dr. Chandra, being a healthcare specialist elaborated about the services offered in this sector. In addition to this he threw light on some marketing techniques like identification of market identify of a service, which market segment you have to focus more.

He deliberated about the cultural diversity and exemplified the same through Coca Cola advertisements in which they use different techniques of advertisements like in Diwali the advertisements are focused on lightning, on Christmas the advertisement is focused on Santa clause and Christmas tree and many more.

Turkey revolution was also a part of his talk where he explained how Turkey was a secular country but now Turkey has become radicalized. He believes that religion should not be a governing factor in an organization. He enacted a short play, for students to learn and understand the different culture.



Further he also gave some interview tips like how to push the interviewer to what you know, distract the interviewer, leadership, who is coming to interview, learned about interviewer everything (family structure, religion, articles) about company, structure of interview.

During his lecture he was trying to interact with each and every student in different ways. He also explained to the young minds that helmets are lifestyle choices and not just decorative pieces, but still some of us don't place our helmets on head or most of times we don't use it.

His sessions at Jaipuria were a combination of knowledge and humour. Students really had a great time attending his session. This was a great opportunity for the students, interacting with such experienced international faculty.



He took a session on '**Marketing Plan**' as well where he asked the students about the company assigned by the college for marketing management field visit. Further, he shared his knowledge by telling each group about how they can recognize product decision and pricing strategy for the products and services offered by the company.