

**International Conference
On**

“ISSUES AND PERSPECTIVES IN BRAND MANAGEMENT”

held on

February 20-22, 2014

at



**Baba Farid College of Management & Technology
Bathinda**



**BABA FARID GROUP OF INSTITUTIONS MUKTSAR ROAD,
BATHINDA**

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Baba Farid College of Management & Technology under the aegis of **Baba Farid Group of Institutions** is managed by Baba Farid Vidyak Society which was founded in 1993 under the encouraging patronage of prominent educationists of Malwa Region of Punjab. The society aims at providing quality education at affordable fee along with preparing the young minds to face the competitive world on all fronts. The lush green campus, spread over 50 acres, is situated 4 kms. away from the municipal limits of Bathinda city on Bathinda – Muktsar Road. The campus offers a host of hi-tech ultra modern facilities to ensure well planned education to its students.

An International Conference on *'Issues and Perspective in Brand Management'* was organized by Baba Farid College of Management and Technology (BFCMT) on **20-22 February, 2014**. The conference was aimed at sharing research and experience based knowledge among researchers, academicians and practitioners on contemporary field of Branding and Management. The Conference was addressed by a number of experts from the field of research, academics, business and industry who came from different parts of the world. More than three hundred research papers were received in which more than 100 papers were by **BFGI** students. **Selected papers were being published in the international Journal, proceedings Book bearing ISBN and CD bearing ISBN.**

The uniqueness of this conference was that there were 3 type of publications which were International journal with ISSN (International Standard Serial Number), Proceedings in form of hard copies as well as in form of soft copy bearing ISBN, which was released during the inaugural function.



Such a overwhelming response showed by the participants from all over the country and the highly commendable efforts of the organising committee made this International Conference of BFCMT a tremendous success.

The papers presented in this conference rekindled the knowledge of scholars and academicians from various colleges and research institutes and also the industry professionals by exposing their skills and views in different advancing areas of Retail Management.

KEYPARAMETERSOFTHECONFERENCE

ON THE SPOT REGISTRATIONS

This conference being one of its kinds in the region with the theme related to the fastly growing business domain “Branding”, the registration counter received a number of requests from the delegates as well as visitors for on the spot registrations for presenting their research papers and attending the healthy discussions sessions.

ACTIVE INVOLVEMENT OF THE STUDENTS



The students were involved in the conference in the organising team and evaluation team. The students participated actively and were very happy to be on the other side being the judges. This boosted their confidence and was much appreciated.

More than 300 students from various streams including MBA, BBA, B. Com., M. Com., B. Sc. (ATHM) and PGDBI presented the papers in the international conference.

DELEGATES ACROSS THE WORLD

The conference had 15 technical sessions in all and each session was chaired by respective chairperson.



The conference received more than 300 research papers which explained the different aspects regarding brand. Various Delegates across the world have participated and presented their papers.



RELEASE OF THE CONFERENCE PROCEEDINGS



Proceedings CD bearing **ISBN 978-81-928584-0-1**



Proceedings Journal bearing **ISSN 2250-3242**



Proceedings Book bearing **ISBN 978-93-84144-00-5**

The selected papers presented in the Conference were published in three types of Proceedings (A Journal, A Book and A CD). All three were released on the day of the conference.

THE INAUGURATION

The inauguration of the conference was done with lighting of lamp by the honourable Chief Guest **Dr. Prem Kumar, Vice Chancellor, BM Munjal University, Gurgaon** and the Guest of Honor was **Mr. Abraham Paul Vatakencherry, Head – Marketing, Infozee UK Ltd, United Kingdom. Honourable Managing Director of Baba Farid Group of Institutions, S. Gurmeet Singh Dhaliwal** welcomed the guests, delegates, faculty and the students. In his inaugural address, Mr. Dhaliwal emphasized that above all it is the ATTITUDE of a person that matters in every situation. Whatever task you are doing, it is only one's way of looking towards things which makes the results. The conference was attended by Director S.S.Pakka, Director Sh. Hem Raj Sharma and all the Principals of various colleges, the heads of the departments.

THE CHIEF GUEST

The chief Guest of the Day **Dr. Prem Kumar, Vice Chancellor, BM Munjal University, Gurgaon** quoted personal experiences from his life. He quoted "Any stone can be turned into a gem." Any student can be turned into a leader if he/she is taught with a vision. Brands have evolved and so the branding has evolved. Globalization of the brand is the issue. India faces the challenge to promote or establish Indian brand globally. Barriers to entry of a new firm are investment and brand. Advertising is the gamble if it clicks then sky is the limit.



THE KEY NOTE ADDRESS



The Guest of Honour **Mr. Abraham Paul Vatakencherry, Head – Marketing, Infozee UK Ltd, United Kingdom** shared his valuable thoughts. He said we choose a brand with conviction. With auto industry the tax structure is problem. We can buy a car and a laptop in Kerala and in north we can only buy car with equal cash. Discussing about the major problem which branding faces is “price” factor. Other than prices it’s the natural calamities which affect the brand value. Price issue in china was solved due to availability of cheap labor. “Every person owning a Mercedes or BMW will buy a premium fitness equipment” here is catch the creditability of brand and if the brand provides the customers the product which is good enough to be bought the customers will buy it.

PANEL DISCUSSION

2nd day of conference was open for panel discussion with:

- Mr. Abraham Paul Vatakencherry, Head – Marketing, Info zee UK Ltd, United Kingdom
- S. Gurmeet Singh Dhaliwal, Chairman, Baba Farid Group of Institutions
- Dr. Manish Bansal, Director Principal, Baba Farid College of Management & Technology
- Dr . Harpreet Singh, Director, CT Group of Institutions, Jalandhar

The second day of conference was for open panel discussion with our honourable guests. The topic of discussion were

- “Do we understand brands?”
- “Do we need brands?”
- “Why Indian brands are not global?”
- “Why global brands are not Indian?”

The questions were asked to expert panel and the significant replies cleared the point that brands need to be understood and they are understood and projected in a way to make consumer habitual. The consumer is compelled to understand a brand in manner the company wants to project it. Discussion continued with the fact that developing economies like India needs brand to pace up. Reinventing, diversification and developing a brand are the factors which depend on many variables like investment, strategy, market structure. Brands need to strength themselves before they think of expanding their legs and diversifying. Indian brands are able to establish themselves globally they need to project an global image of the brand. Consistency of communication delays the death of brand that is the main reason for the growing advertisement agencies they are the reason for keeping brands alive.



THE VALEDICTION

The Valediction Ceremony started at 12 noon on the third day of the conference. The Chief Guest of that day was **Mr. Vipul Ujwal, Commissioner (Municipal Corporation), Bathinda.**



Along with him, the key note speakers were **Mr. Ravi Pokharana (Director, Engineering Watch) and Mr. Raghav Mittal (Editor, Engineering Watch).**



The valedictory session brought together the organisers, speakers, delegates, exhibitors and sponsors, from all over India to retrospect and put forth their thoughts and ideate over the culmination of the event. The guests and the delegates acknowledged the hard efforts of the institute from conducting a highly organized and well scheduled conference.



The honourable dignitaries were honoured and the delegates were offered participation certificates.

THE REPORT OF CONFERENCE

The thorough report of the conference was presented by **Ms. Babita Singla, Conference Secretary and Dean (Research & Development)**, Baba Farid College of Management and Technology. She discussed even the minute details of each and every activity of three days conference in her brief address towards the summation of the Conference. The report of the conference was fruitful for the guests of the valediction session to have an overall view of the conference and the happenings of three days.



CLOSING STAGE

The grandeur of International Conference on 'Issues and Perspectives in Brand Management' came to its conclusion with the vote of thanks proposed by **Dr. Manish Bansal, Director Principal, BFCMT.**



He extended his gratitude to the guests of honour, eminent speakers, scholars and delegates who presented their works at the conference. He also appreciated the efforts of the organizing committee for the successful conduct of the 1st International Conference of BFCMT.