

Faculty Development Program on  
**Understanding Consumer Behavior: Contemporary Tools and Techniques**  
December 26-27, 2017  
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 Bachelor of Engineering (Delhi College of Engineering), MBA (Jamia Millia Islamia) and Ph.D. (Jamia Hamdard University). Presently he is the Chair (Executive Education) at FORE. He has more than 16 years of rich industry exposure and over 12 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. He has taught Advanced Marketing Research, Sales and Distribution, Retailing, Marketing Management, B2B Marketing, Mall Management, Supply Chain & Logistics at leading Business Schools in NCR. His research interests include Retailing, Mall-management, Consumer Behavior, Sales & Distribution and Supply Chain Management and he has published a number of articles in leading international and national journals. He has conducted several seminars, MDPs and FDPs in the areas his expertise. He can be reached at <asif@fsm.ac.in>.

**Prof. Rakhi Tripathi**, Associate Professor at FORE School of Management: is PhD (IIT, Delhi) and MS (Computer Science) from Bowie State University (University of Maryland System). She has an experience of more than 10 years in research. She has worked on prestigious projects on Computer Networks and E-government at IIT Delhi. She has also presented and published several research papers in national as well as international reputed journals, conferences and books. Her current areas of interest include Computer Networks, E-government, Cloud computing, Mobile computing, Digital strategy and Social Media. She can be reached at <rakhi@fsm.ac.in>.

..... Contd.

---

# 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 : **December 26-27, 2017**

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.

**Prof. Anupam Narula**, Faculty of Marketing is M.A (Eco), PGDBM (Marketing) and Ph.D (Eco) and brings with him more than 19 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. 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 had undertaken various institutional building activities with premier and upcoming B-Schools in National Capital Region. 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 in U.S.A, Singapore, Italy, China, Russia, Malaysia, Vietnam, Thailand & Uzbekistan 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 Indian universities and premier management B-schools. He has taught Consumer Behavior, Service Marketing, International Marketing, Advertising and Brand Management and Marketing Management at reputed business schools in NCR. His 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, 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

Foundation for Organisational Research and Education, New Delhi was incorporated in 1981 as a non-profit institution '*to achieve and sustain Leadership in Management Education, Research, Consultancy and Development*'. FORE School of Management, New Delhi (FORE) commenced its activities in 1992 by launching the 2-year Post Graduate Diploma in Management program (PGDM) and the three-year (part-time) PGDM program. The 2-year PGDM (International Business) program was launched in 2007. Since then, it has been working closely with industry and academia for developing new domains of management education and contributing to building leaders in today's global business environment. All our PGDM programs are AICTE approved. We have over 5000 strong alumni at various senior management levels in leading Indian and International organisations.

CRISIL - a leading Ratings, Research, Risk and Policy Advisory Company in India - has recently awarded A\*\*\* grading (the highest rating level) for the Delhi-NCR region to both our 2-year PGDM and PGDM (International Business) programs at FORE.

With a sharp focus on Management Education, Management Development Programs, Consulting and Research, and with more than 32 full time well qualified faculty 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 organisation's needs on topics/areas specifically required by an organisation. 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)

Fax: (011) 2652 0509

E-mail: [exed@fsm.ac.in](mailto:exed@fsm.ac.in), Website: [www.fsm.ac.in](http://www.fsm.ac.in)