



भारतीय प्रबंध संस्थान बेंगलूर
INDIAN INSTITUTE OF MANAGEMENT
BANGALORE

IIMB MARKETING AREA WEBINAR

Brand Strength: Understanding Brand Propensity and Brand Immunity

July 23, 2021 @ 7 PM – 8 PM (IST)



KEVIN LANE KELLER

**E.B. Osborn Professor of Marketing
Senior Associate Dean**

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Abstract: The talk will focus on two work-in-progress research projects about to be written up. One project looks at the general propensity consumers have towards brands and in what ways they seek value. The other project looks at how well brands perform across channels and how much equity they sustain. Both projects speak to the strength of brands, from a consumer and channel perspective.

Profile of the speaker: KEVIN LANE KELLER is the Senior Associate Dean for Innovation and Growth and the E.B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on that topic.

Previously, Professor Keller was on the faculty of the Graduate School of Business at Stanford University, where he also served as the head of the marketing group. Additionally, he has been on the marketing faculty at the University of California at Berkeley and the University of North Carolina at Chapel Hill, been a visiting professor at Duke University and the Australian Graduate School of Management, and has two years of industry experience as Marketing Consultant for Bank of America.

Professor Keller's general area of expertise lies in marketing strategy and planning. His specific research interest is in how understanding theories and concepts related to consumer behavior can improve marketing strategies. His research has been published in three of the major marketing journals -- the Journal of Marketing, the Journal of Marketing Research, and the Journal of Consumer Research. He also has served on the Editorial Review Boards of those journals. With over sixty published papers, his research has been widely cited and has received numerous awards.

Professor Keller is acknowledged as one of the international leaders in the study of brands, branding, and strategic brand management. Actively involved with industry, he has worked on a variety of different types of marketing projects. He has served as a consultant and advisor to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Procter & Gamble, and SAB Miller. Additional brand consulting activities have been with other top companies such as Allstate, Beiersdorf (Nivea), BlueCross BlueShield, Campbells, Eli Lilly, ExxonMobil, General Mills, Goodyear, Kodak, Mayo Clinic, Nordstrom, Shell Oil, Starbucks, Unilever, and Young & Rubicam. He has also served as an academic trustee for the Marketing Science Institute. A popular speaker, he has conducted marketing seminars for top executives in a variety of forums.

Professor Keller is currently conducting a number of studies that address strategies to build, measure, and manage brand equity. His textbook on those subjects, Strategic Brand Management, has been adopted at top business schools and leading firms around the world and has been heralded as the "bible of branding." As of the 12th edition, he is also the co-author with Philip Kotler of the all-time best selling introductory marketing textbook, Marketing Management.

An avid sports, music, and film enthusiast, in his so-called spare time, he has served as executive producer for one of Australia's great rock and roll treasures, The Church, as well as American power-pop legends Dwight Twilley and Tommy Keene. He is also on the Board of Directors for The Doug Flutie, Jr. Foundation for Autism. Professor Keller lives in Etna, NH with his wife, Punam (also a Tuck marketing professor), and his two daughters, Carolyn and Allison.

For more details about the speaker: <http://faculty.tuck.dartmouth.edu/kevin-lane-keller/curriculum-vitae/>

Registration:

<https://docs.google.com/forms/d/1pJcXTPHBxiN-RRMoexEBQQDyAkfUvcE7aNVVWtq9OTA/edit>

Note:

1. Please register for this webinar by July 20, 2021. You will be sent a zoom link by July 22, 2021.
2. There is no certificate offered for participation in this webinar.