

## Students bring laurels to city B-school

Staff Correspondent

**MYSORE:** A research paper presented by students of Shri Dharmasthala Manjunatheshwara Institute for Management Development (SDM-IMD), Mysore, has won the first place in 'Connaissance 2012', a national-level research paper presentation on the theme 'Reshaping India for 2020', organised by Christ University Institute of Management in Bangalore last week.

Sanjeev S. and Aseem A. Kabir presented their paper 'Movement marketing: marketing 3.0 approach in Indian context' at the event.

The conference had drawn students from premier B-schools in the country, including IIM Ranchi, NITIE Mumbai, Manipal University and Amity University.

### Movement marketing

A press release said the paper was based on research on the concept of "movement marketing". Movement marketing is about companies using social initiatives as a marketing tool. The research analysed the evolution of movement marketing globally, and its influence in the Indian context, the release added.

Sanjeev and Aseem said, "The research-oriented pedagogy at SDM-IMD paved the way for this success."