

The first meeting of Kotler's Incubator at Gujarat Technological University

A Brief Note

Professor Philip Kotler, the Guru of Marketing, has inspired the creation of Kotler's Center for Marketing Excellence with Incubators at many Universities of the world. Each of the Incubators, through its research, will test the marketing ethos to address social challenges in its field of study.

GTU is setting up a Kotler's Incubator for Ayurvedic Medicines (K-IAM), as a part of this world-wide research consortium.

K-IAM will have a **mix of partners that will contribute both at theoretical level as well as at practical level.**

GTU Post-Graduate Center for Marketing Excellence will manage K-IAM. Research and academic work in Business Studies at GTU is managed through its Post-Graduate Centers and through a network of 114 MBA Colleges of Business Studies. The network is led by a Council of Deans. For K-IAM, GTU will set up a Research and Monitoring team.

Reference: www.worldmarketingsummit.org

IMPORTANT NOTE: –Please note that it is a large research project and GTU wants to involve all the Professors of marketing and all the students of marketing to participate in the project. However since the GTU conference room has a limited capacity, we shall not be able to invite all. However we shall convey to you information about how to get involved in the research through the web-site. We expect Professor Philip Kotler at GTU next year.

Agenda: 1. Discussion of the proposition and the work-plan

2. Setting up the Research and Monitoring Team

3. Allocation of research to different Colleges

4. Any other issue of interest for the Incubator

K-IAM will have the following types of partners:

- a. **Government partner:** We shall involve the Department of Health & Family Welfare, Government of Gujarat.
- b. **Corporate partners:** We shall bring manufacturers of pharmaceutical products as the research partners in the Incubator on Health. They may also act as sponsors, and may financially support the incubator research / work etc, once they realize the importance of the work.
- c. **Development partners** may help more closely link the work of the Incubator to those, who may be working on the realization of the Millenium Development Goals.
- d. **Media partners:** for building awareness regarding the project and for helping in the promotional campaign for the product developed by the incubator.

Colleges can suggest the partners for the Incubator from their own areas.

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APPENDIX 1:

Kotler's Incubators in other parts of the world

1. Sector One: Food Security and Balanced Use – Advisory Incubator (Kellogg School of Management, USA)
 - (i) Field Incubator 1 – University of Georgetown, Washington DC, USA
 - (ii) Field Incubator 2 – University of Western Sydney , Australia

2. Sector Two: Appropriate Education – Advisory Incubator (York University Canada)
 - (iii) Field Incubator 1 – Kotler Center for Marketing Excellence, Bangladesh
 - (iv) Field Incubator 2 – University of Beijing, China

3. Sector Three: Access to Health – Advisory Incubator (Kellogg School of Management, USA)
 - (v) Field Incubator 1 – Indian Institute of Management, Ahmadabad, India
 - (vi) Field Incubator 2 – Kotler Center for Marketing Excellence, Bangladesh

4. Sector Four: Environmental Waste Reduction – Advisory Incubator (Emory University)
 - (vii) Field Incubator 1 – Universities in Sao Paulo, Brazil

 - (viii) Field Incubator 2 – University of Brighton, UK

5. Sector Five: Future of Marketing – Advisory Incubator (Prof. Philip Kotler , Kellogg School of Management & Prof. Gerald Zaltman , Harvard Business School)
 - (ix) Field Incubator – Positioning. Laura Ries-USA
 - (x) Field Incubator – People-Prof. Hermawan Kartajaya-Indonesia
 - (xi) Field Incubator – Products- Prof. Kapferer-France
 - (xii) Field Incubator – Promotion – Paul Temporal.UK
 - (xiii) Field Incubator –Price - Prof. Igor Mann- Russia
 - (xiv) Field Incubator – Place- Milton Kotler- , Kotler Marketing Group- China

 - (xv) Field Incubator – Packaging- Gerald Hastings, UK

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- (xvi) Field Incubator – Process as a service dimension- AUB-
Lebanon
- (xvii) Field Incubator – Physical Evidence – Berlin School of Creativity-
Germany
- (xviii) Field Incubator – Planet. Prof. Temi Abimbola, University of
Warrick, UK