Customer Engagement

Prof. Suresh Ramanathan, an expert on emotion dynamics, will be visiting Nijmegen School of Management. Drawing on his rich experience in the advertising industry and his research on consumer emotions and social influence, he will provide students with an in-depth understanding of what works and what does not work in creating, sustaining and managing engagement. Knowing what keeps customers engaged in their experience with a product or brand is, as well as the conceptualization and measurement of customer engagement is identified as top priority by practitioners and scholars. The seminar will take place on the 4th of December at 10.45. Registration is required for attendance, following below link.

About Prof. Suresh Ramanathan

Prof. Dr. Suresh Ramanathan is Professor of Marketing at the Mays School of Business, Texas A&M University, USA. He is a leading scholar in marketing, specialized in the dynamics of affective and motivational processes in customer judgment and choice. In 2007, Prof. Ramanathan was announced as the ‘Leading Emerging Scholar’ by the Marketing Science Institute. Prof. Ramanathan has over a decade experience in marketing and advertising industry, working at companies such as Unilever, JWT, McCann-Erickson and MTV.

Marketing in Practice sessions

MiP is a series of seminar and workshop sessions, aiming to create a better awareness about the hot topics in the business and marketing practice, and to prepare our students better for their future careers. A broad range of topics are addressed by experts in the industry and in academia, such as innovation, online marketing, digital marketing, social media, working with big data, etc. Sessions are free and open for all students.

Date, time and location

Thursday, 4th of December 2014 at 10.45 in TvA 4.00.27

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