



The Vice Chancellor, Faculty and Staff cordially invite you to attend the

**9<sup>th</sup>** **N J YASASWY**  
**MEMORIAL LECTURE**

(Virtual)

Topic:

**“India in the New World Order”**

by

**Prof. Jagdish Sheth**

The Charles H. Kellstadt Professor of Marketing  
The Goizueta Business School, Emory University, Atlanta, USA

Presided by

**Dr. C. Rangarajan**

Chancellor

Former Governor, Reserve Bank of India and  
former Chairman, Prime Minister's Economic Advisory Council

**Date & Time**

October 28, 2020 (Wednesday) at 7:30 pm (IST)

Zoom link:

[Click here to join](#)





## **N J Yasaswy (1950-2011)**

Mr. N. J. Yasaswy (1950-2011), founder of the ICFAI Group of educational institutions and a pioneer in promoting higher education in the private sector had a brilliant academic career: B.Com (Andhra University 1969 – First Rank), CA Inter (May 1971 – first Rank), CA Final (May 1973 – First Rank), ICWA Inter (July 1970 – First Rank) and ICWA Final (July 1972 – First Rank). He was the recipient of the Basu Foundation Award for the Best Student of the Year from both – The Institute of Cost and Works Accountants of India (in 1972) and The Institute of Chartered Accountants of India (in 1973).

During 1974-1980, Mr. Yasaswy was associated with the Administrative Staff College of India as a Faculty Member. In 1981, he started his consultancy firm, Yasaswy Management Associates (P) Limited. Hyderabad.

Mr. Yasaswy was appointed by the Government of Andhra Pradesh as Chairman, Andhra Pradesh State Trading Corporation (1985–88), and Vice-Chairman, Public Enterprises Management Board (1986–88). He was a visiting faculty member at the Indian Institute of Management Ahmedabad (1986-88) and was nominated as a Member on the SEBI Committee on Accounting Standards. He was a member of the Board of Directors of the Association of Certified International Investment Analysts (ACIIA), Switzerland. He authored several books on finance and investments.

Mr. Yasaswy set up the ICFAI Group as a single institute in 1985 without governmental sops or institutional funding, in an era where government support was the norm. He chose to spend all his energy on the fledgling institution which over the years grew to become a monument to what ambition can deliver. He was instrumental in building several business schools and eleven universities in the developing states of India, particularly in the North-East region. The ICFAI Foundation for Higher Education in Hyderabad occupies pride of place among the several institutions he started and was close to his heart. He stood for professional management, excellence in the quality of education offered in the ICFAI institutions, and absolute discipline.

He was charismatic, a great teacher, an institution builder, a visionary and a genius who was years ahead of his time. His vision will continue to guide ICFAI forever.



## Speaker Profile >>



**Dr. Jagdish Sheth** is Charles H. Kellstadt Professor of Marketing at the Goizueta Business School, Emory University, Atlanta GA and has been conferred with "**PADMA BHUSHAN**" (India's highest civilian award for NRI in literature and education). He is known nationally and internationally for his scholarly contributions in consumer behavior, relationship marketing, competitive strategy, and geopolitical analysis. Professor Sheth has over 55 years of combined experience in teaching and research at the University of Southern California, the University of

Illinois, Columbia University, MIT, and Emory University. He is also Founder and Chairman of Academy of Indian Marketing.

Professor Sheth has also served on the Board of Directors of several public companies including Norstan, Cryo Cell International, and Wipro Limited. He has been advisor and mentor to many CEOs and large corporations. He consistently figures in the list of Economic Times top 10 "Global Thought Leaders" In a career spanning over 55 years in teaching he has penned over 30 books and more than 300 articles.

Professor Sheth's accolades include "Outstanding Marketing Educator," an award presented by the Academy of Marketing Science, and the "Outstanding Educator" award twice-presented by Sales and Marketing Executives International. Professor Sheth is also the recipient of all four top awards given by the American Marketing Association: the Richard D. Irwin Distinguished Marketing Educator Award, the Charles Coolidge Parlin Award, the P.D. Converse Award for outstanding contributions to 'Theory in Marketing', and the William Wilkie Award for 'Marketing for a better Society'.

Professor Sheth is a Distinguished Fellow of the Academy of Marketing Science, Fellow of the American Psychological Association (APA), and a recipient of a Distinguished Fellow award from the International Engineering Consortium. He has authored or coauthored over 300 articles and more than 30 books including Clients for Life, The Rule of Three, The Self Destructive Habits of Good Companies, Tectonic Shift, Firms of Endearment, Chindia Rising, The 4 As of Marketing, Breakout Strategies for Emerging Markets, The Sustainability Edge. His most recent book is on Genes, Climate and Consumption Behaviour-Connecting the Dots.

Prof. Sheth is also a philanthropist who has contributed large sums to academia through Sheth Foundation and also supports AMA Sheth Foundation Doctoral Consortium through his foundation which is managed by independent board members. Recently he was conferred with Honorary Ph.D. by University of Illinois and Shiv Nadar University. He is founder chairman of Academy of Indian Marketing.





**Dr. C. Rangarajan**, the Chancellor of the University, is a leading economist who has played a key role both as an academic and as a policy maker in India. He has held several important positions which include Governor of Reserve Bank of India and Governor of Andhra Pradesh.

Dr. C. Rangarajan was the Chairman, Economic Advisory Council to the Prime Minister till May 2014 in the rank of Cabinet Minister, a position he held since January, 2005, except during 2008-09 when he was a Member of Parliament (Rajya Sabha). He was also the Chairman of the Twelfth Finance Commission.

After his Honours Degree from Madras, he obtained his Ph.D. from the University of Pennsylvania. He taught at the Wharton School of Finance & Commerce, University of Pennsylvania and the Graduate School of Business Administration, New York University and served the International Food Policy Research Institute in Washington DC. He also taught at IIM-A over a decade.

He was the President of the Indian Economic Association in 1988 and again was honored as the President of the centenary year (2017) of the association. He was also the President of the Indian Econometric Society in 1994. He is the only economist in the country with these three distinctions.

Dr. Rangarajan was recipient of several prestigious awards. Notable among them are the **Honorary Fellow** of the Indian Institute of Management, Ahmedabad, **Alumni Award for Outstanding Leadership** by the Wharton India Economic Forum and the **Finance Man of the Decade** by the Bombay Management Association. In recognition of his distinguished service to the country, the President of India honored him with **Padma Vibhushan** in 2002.

On June 29, 2020 he received Prof P. C. Mahalanobis National Award in official statistics, in lifetime achievement category, for 2020. This is in recognition of numerous distinguished and outstanding contributions he made to the Indian Statistical System.

He is currently Chairman, Madras School of Economics and President, C R Rao Advanced Institute for Mathematics, Statistics and Computer Science.

We are privileged to have published his book **Tracking the Indian Economy - A Collection of Articles**, which will immensely benefit the students and the faculty in economics and business across the country and abroad. This book is available online on Amazon.