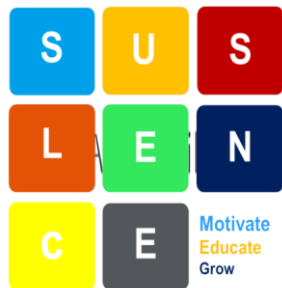




KOTLER EXCELLENCE MEDAL

THE NEXT CHAPTER BEGINS



GENESIS

The Kotler Excellence Medal is presented to the individual who exhibits distinguished performance in a sustained role as an organizational leader: personally practicing the key principles of business excellence, innovation and demonstrating breakthrough management.



BACKGROUND

In 2018, Dr. Philip Kotler gave Suslence Research International Institute Private Ltd (SRIIPL) and IIT (ISM) Dhanbad organizing Committee permission to use his name for a Kotler Medal, awarded to a role model statesman for business excellence in India.

His key condition: His name could only be associated after a robust assessment framework. Thus was born the Kotler Excellence Medal.

The selection process is managed by committee under the guidance of Prof. Pramod Pathak, IIT (ISM) Dhanbad. This recognition will become a benchmark for leaders in India.



EVALUATION PROCESS & TIMELINE

The evaluation of each submission for Kotler Excellence Medal consists of a robust, three-stage process. Each submitted nomination is then evaluated according to our four core criteria:

Innovation, Impact, Inspiration and Sustainability (I³S)

The weighting of each criterion varies according to the category.

First Stage: Department of Management Studies, IIT (ISM) Dhanbad conducts due diligence on all our submissions received.

SRIIPL then ensures that each individual entry meets the submission standards and then scores the entries against the core criteria set out for the Kotler Excellence Medal.

Second Stage: The Selection Committee headed by Prof. Pramod Pathak & SRIIPL meets to evaluate and scores entries in order to create a shortlist of finalists to pass on to the last stage of the process – the Jury.

Final Stage: The Jury meets, in person, to deliberate the entries and elect the winner in each category. The final decision must be unanimous and presented to Kotler Impact (KI) before declaring the results.

The winners will be felicitated during the Kotler Awards GALA Night.

CRITERIA FOR KOTLER EXCELLENCE MEDAL

Role Model for any ONE of the following:

Demonstration of outstanding leadership in establishing customer-driven excellence.

Demonstration of outstanding leadership in combining Innovation, Impact, Inspiration and Sustainability (I³S).

Demonstration of outstanding leadership in improving the sustainability of the business.

Demonstration of outstanding leadership in improving the marketing strategy for the business.

Supporting Evidence:

Evidence of effective marketing management training and/or consulting in the manufacturing, service and small business sectors.

Evidence of substantial original research on the processes, tools and techniques for marketing & sustainability management.

Evidence of substantial original business management research that has social significance.

Evidence of furtherance of green marketing awareness through articles, conventions and other means

Evidence of distinct philanthropy dedicated to the promotions of quality management.

CATEGORIES OF KOTLER EXCELLENCE MEDAL

1. BUSINESS

2. EDUCATION

3. HEALTHCARE

4. LIFE TIME ACHIEVEMENT

Kotler Platinum Standard for
Statesmanship and Kotler
Gold Standard for Leadership
in the above mentioned
categories.

Nominations should be submitted to



Department of Management Studies,
IIT (ISM) Dhanbad

Dhanbad, Jharkhand 400 020.

Tel : (91-22) 2204 6633, 2202 5438

Fax : (91-22) 2204 8508, 2283 8281

E-mail : info@wms18.com

Website : www.wms18.com

SUBMISSIONS NOW OPEN

SUBMIT NOW



Suslence Research International
Institute Private Ltd.(SRIIPL)

P. O. Box 202002

Dhanbad 31961

Jharkand, India

Tel 966 (13) 341 1100

Fax 966 (13) 341 1257



WORLD
MARKETING
SUMMIT
Better world through marketing
2018
INDIA

