



RUKMINI DEVI

Institute of Advanced Studies

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Website Report on Guest Lecture on “Key Account Management”

Title	Guest Lecture on “Key Account Management” for the students of MBA and BBA
Date	April 18 , 2017
Resource Person/Facilitator	Mr. Gautam Srivastava , Doctoral Scholar – Amity University , Former Head Statutory Business , HT Media Ltd.
Summary	<p>Key account management (KAM) is a customer centric concept which means more than just selling products to big customers. It revolves around handling the customers who play a strategic role in the growth of a supplier and focuses on the relationship so as to build an accurate picture of customers. With the intent of making the students aware about the fundamentals of KAM an interactive session was organized by Department of Management Studies.</p> <p>Mr. Gautam, the guest speaker, elaborated upon the basic concept of KAM strategies , process and objectives. The enormously growing popularity of TV over print media was also discussed along with the projected growth trends of Indian advertising market. The Facilitator highlighted the importance of Pareto Principle (80:20) to further explain the clients as “Key Accounts”. Sir further asserted that “Customer Engagement” is the key to KAM and elucidated the same by citing an example of Malayala Manorama. Various KAM challenges were explained through Case Studies of Samsung, Hero Moto Corp., LG etc.</p> <p>The lecture was a prodigious value addition in augmenting the conceptual knowledge of the students regarding KAM conceptions. It sensitized the students towards people skills and improvised their skills in team dynamics so that they can excel in their upcoming professional lives.</p>