



Website Report on Guest Lecture on “Perception Management”

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| Title | Guest Lecture on “Perception Management” for the students of Department of Management Studies |
| Date | March 27, 2017 |
| Resource Person/Facilitator | Mr. Aman Bandvi, Director, Credence Communications |
| Summary | <p>Perception is a process by which individuals organize and interpret their sensory impressions in order to give meaning to their environment. Companies are accountable to their stakeholders and stakeholders in turn hold certain perceptions about these companies. Perceptions vary from person to person but nevertheless must be recognised and understood so that they can be managed and leveraged. With the objective to understand the importance of Perception Management in organizations, a Guest Lecture on “Perception Management - how it impacts corporate image, value for the stakeholders and is a force multiplier in engaging with competition” was organized by Department of Management Studies.</p> <p>Mr. Bandvi, the guest speaker, elucidated about the basic concept of perception management and the common issues associated with it. A lively discussion with the students ensued when case studies were taken up as a base to make the students understand the concept. Multiple cases generated various perceptions from students which were explained by the speaker in context of the relevant theory. The role of communication in perception management was highlighted and the lecture ended with an interactive question answer session.</p> <p>The lecture was a great value addition in enhancing the practical knowledge of the students regarding perception management and how it can be favorably channelized towards the benefit of the organization/business.</p> |