

## **Apeejay School of Management participated in Asia Pacific Conference**

**New Delhi January 6, 09**, Apeejay School of Management actively participated in the Asia Pacific Conference held on January 2 to 4, 2009 at the Indian School of Business (ISB), Hyderabad. The conference was organized by the Association for Consumer Research (ACR), U.S.A, an international body of academicians.

The three-day conference was attended by hundreds of delegates from across the world. Three faculty members from Apeejay School of Management, Delhi delivered a special session in the conference along with a corporate CEO and an IIM Professor. Dr. Alok Saklani, Director Apeejay School of Management, chaired the Special session titled "Reward Programs & Loyalty Behavior in the Indian Retail Sector". In another session he discussed about the "Impact of Reward Programs on Customer Loyalty". He said, "Doubts exist on the very efficacy of reward programs, whether they actually impact the buying behavior as mixed effects results have been observed in repeated studies." In addition, he has proposed a model on the impact of reward programs on customer loyalty.

Asia Pacific conference is held every third year in rotation with the European and Latin America conferences and is co-sponsored by a leading academic institution in one of the Asia Pacific countries. Last Asia Pacific Conference was held in 2006 in Sydney, Australia.

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