

Guest Lecture by Prof. Raghu Iyengar

Dr. Raghu Iyengar, Professor, Wharton Business School, USA, delivered a very interesting lecture on "Conjoint Analysis in New Product Development" for MBA students of batch 2011-13 at CMS Business School on 10 December 2012.

The session gave a deeper insight into conjoint analysis and its importance in the process of new product development. The implicational aspect of conjoint analysis was wonderfully demonstrated to the students with help of an illustrative example, there by making the students to learn how to interpret the data and make managerial decisions.

The session helped everyone in understanding the importance of statistical tools in managerial decision making in the area of marketing.

Everyone who have attended this amazing session were greatly benefited by the knowledge and expertise of the faculty from Wharton Business School, USA.

