



# SHRI RAM COLLEGE OF COMMERCE

## Industry Interaction Session Report

### Event Details:

Event Name: Industry Interaction Session for GBO Batch 23-25'

Date of Event: **15 January 2024 (9:00 AM)**

### Guest Speaker Details:

[Dr. Rama Yelkur](#)

Dean and Professor of Marketing

College of Business, Texas Woman's University.

### About Speaker:

- A distinguished scholar with a portfolio encompassing 25+ publications on diverse topics, including consumer expectations, sports marketing, gender equality, minority issues, and global competitiveness.
- Renowned for her expertise in Super Bowl advertising, her work has been cited in prestigious publications such as The Wall Street Journal, The New York Times, Fortune, Kiplinger, and USA Today.
- A dedicated inclusion advocate, she served as the past chair of the Women Administrators in Management Education Affinity Group of AACSB, contributing significantly to the development of leadership among women and minorities.
- Boasting nearly three decades of consulting experience in sports marketing, advertising, and sponsorships, she has collaborated with industry giants like Kimberly Clark, NBC, and the NFL.

### Committee Tasks:

- Crafted a warm and inviting atmosphere as she returned to the college after nearly a decade, ensuring she felt genuinely welcomed and at home.
- Created an engaging reel for Instagram highlighting the lecture.
- Created an "Introduction" & "Thank You" post for SRCC GBO LinkedIn & Instagram handles.

### Lecture Insights:

- Dr. Rama provided a detailed overview of the SMART Leadership model.
- Explored the personal and professional utilization of the Clifton Strengths model.
- Shared a motivational mantra, "Failure isn't in your DNA," received from a mentor, now embraced in facing challenges.
- Stressed the significance of Agility, Risk Management, and People Skills for the future.

### Social Media Link:

[LinkedIn](#) | [Instagram](#)



By:

The Public Relations Cell,  
SRCC GBO