

Prof Steve Burgess elected to AIM board

The Academy of Indian Marketing (AIM), one of India's leading professional marketing organisations that provide a global forum for research, education and perspectives on emerging markets, has elected professor [Steve Burgess](#) to its advisory board.



Steve Burgess

Burgess, the [Nelson Mandela Metropolitan University \(NMMU\)](#) Business School director, also serves on the board of the European Marketing Academy and the advisory board of the Chief Marketing Officers Council in the US. He is the only AIM board member from an African business school.

He joins a 24-member AIM advisory board that includes world-renowned scholars such as professors Philip Kotler, Jagdish Sheth, Naresh Malhotra, Jacqueline Pels and George Day. Eight members are drawn from industry, including O&M South Asia executive chairman Piyush Pandey, Vinita Bali, CEO of Britannia Industries and WIPRO chairman Vineet Agrawal.

"Primary focus"

"We have great respect for AIM and I am very honoured to be asked to serve in this capacity," says Burgess. "Our strategy at the Business School focuses primarily on the context of African and Indian Ocean Rim emerging markets. We are expanding our collaboration with other researchers working in emerging markets with two goals in mind.

"First, it is not clear that cherished theories of business apply in emerging markets due to the very different socioeconomic, cultural and regulative contexts. We need rigorous research to push the envelope of our understanding of business in emerging markets.

"Second, and perhaps most importantly, rigorous research can be used to inform cutting-edge teaching, learning and service programmes in line with the University's 2020 Vision. We intend to build a world-class business school in Port Elizabeth. In this vein, we will be announcing several initiatives in coming months," he concludes.

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