

Indian Institute of Brand Management (IIBM) Launches Global Research and Innovation Centre for Brand and Marketing Leadership Studies



The [**Indian Institute of Brand Management \(IIBM\)**](#) Launches Global Research and Innovation Centre for Brand and Marketing Leadership Studies, marking a major milestone in India's advancement in branding, marketing, and leadership excellence. The centre aims to strengthen India's role as a global knowledge hub while supporting innovation, industry collaboration, and research-led leadership development in the fast-evolving world of brand and marketing strategy.

A Major Step in India's Global Branding and Marketing Ecosystem

The newly launched Global Research and Innovation Centre positions **Indian Institute of Brand Management (IIBM)** as a **Premier Institute, Credibility Institute, Top Ranking Institute, and Recognised Institute** in the field of branding and marketing. This initiative reinforces IIBM's leadership in academic research and industry-focused innovation. The centre brings together global experts, faculty, business leaders, and students to explore challenges shaping the future of brand and marketing management.

The centre focuses on real-world research in branding, digital marketing, innovation, consumer psychology, leadership studies, and strategic marketing management. Through this multidisciplinary approach, IIBM aims to support professionals, businesses, and government bodies in developing strong brand ecosystems that deliver long-term value.

Driving Innovation Through Research Excellence

A Vision to Empower Global Thought Leadership

The centre will serve as a global platform for research collaboration, leadership development, and academic excellence. The **Indian Institute of Brand Management (IIBM)** goal is to strengthen India's position as a leader in brand management education. Moreover, the initiative connects Indian branding expertise with global insights, ensuring that research remains relevant, future-ready, and aligned with international standards.

Research with Real-World Impact

Projects will explore topics such as digital storytelling, emotional branding, brand trust, consumer behaviour, and sustainable brand leadership. For example, research teams will analyse how brands respond to technological change and shifting customer expectations. As a result, organisations will receive data-driven insights that help them create stronger and more meaningful brand strategies.

Bringing Industry and Academia Together

IIBM's new centre promotes collaboration with senior marketing experts, global consultants, and business leaders across multiple sectors. Conferences, expert talks, and workshops will allow industry participants to share experiences and learn from one another. Moreover, the centre ensures that research outcomes directly support the practical needs of businesses, startups, and global brands.

A Hub for Marketing Innovation and Creative Strategy

Encouraging Innovation Across India and Globally

The centre will operate as a creative lab where new ideas are tested, refined, and implemented. Students, researchers, and professionals can experiment with marketing tools, digital platforms, and branding models. This allows participants to explore innovative solutions for real-world business challenges.

Research-Led Learning for Future Leaders

The Indian Institute of Brand Management (IIBM) follows a strong research-driven academic model. Learners engage in live brand simulations, case studies, and industry projects. For example, students may work with partner organisations to develop real marketing strategies. This hands-on learning builds strong analytical and decision-making skills.

Strengthening Collaboration Between Academia and Industry

The Global Research and Innovation Centre enables open collaboration between universities, research institutions, and businesses. Experts from FMCG, technology, advertising, retail, digital media, and international markets contribute to IIBM's research initiatives. As a result, participants gain access to a powerful global network that supports their career growth.

Supporting Senior Strategic Leadership Worldwide

Recognised Leadership Programs for Global Professionals

The Indian Institute of Brand Management (IIBM) programs are certified by the **Brand Scientist (Brand Research Council)**, adding significant credibility and value. The institute offers globally recognised programs for leadership, including:

- Chief Executive Officer (CEO)
- Chief Marketing Officer (CMO)
- Chief Brand Officer (CBO)
- Chief Operating Officer (COO)
- Chief Public Relations Officer (CPR)
- Chief Corporate Communication Officer (CCO)
- Chief Technical Officer (CTO)

- Chief Human Resources Officer (CHRO)
- Chief Digital Marketing Officer (CDO)

These senior leadership programs are designed to help top-level leaders succeed in complex global environments.

Advanced Learning for Working Professionals

IIBM provides flexible executive programs tailored for professionals who wish to advance their careers while managing work commitments. For example, the Advanced Brand Management program helps professionals build strategic brand identities and customer-focused marketing campaigns. Moreover, the CMO and CBO programs emphasise data-driven strategy and leadership excellence.

Preparing Leaders for Global Challenges

The Global Research and Innovation Centre will support these programs by providing research material, case studies, and real-world insights. This ensures that leaders gain up-to-date knowledge and future-ready capabilities, enabling them to compete in global markets.

A Vision for International Growth and Collaboration

Building Global Partnerships

The **Indian Institute of Brand Management (IIBM)** plans to collaborate with leading national and international universities, researchers, businesses, and academic networks. These partnerships will include joint research projects, student exchange programs, national and international conferences, and digital knowledge platforms.

Promoting Research Globally

The centre aims to publish academic papers, industry reports, and research journals that highlight India's contribution to global branding and marketing. By developing new tools, frameworks, and models, IIBM will help national and international organisations understand emerging trends in brand leadership.

Shaping the Future of Brand and Marketing Management Worldwide

With the launch of this centre, IIBM aims to become a global source of knowledge, inspiration, and innovation. The initiative will help shape the next generation of brand and marketing leaders capable of driving meaningful change in the global marketplace.

About Accreditation and Recognition

The *Indian Institute of Brand Management (IIBM)* is **officially accredited and recognised by the Brand Scientist – Brand Research Council**, India's leading body for academic quality assurance in brand and marketing education. This accreditation reflects IIBM's dedication to maintaining global standards in research, innovation, and leadership development.

As an **accredited and verified institute**, IIBM ensures that every program meets national and international benchmarks of excellence. Its globally recognised certifications and professional

learning outcomes strengthen the career growth of students, executives, and business leaders. The recognition also enhances IIBM's credibility as a trusted and innovative institute in brand and marketing management education.

About Brand Scientist – Brand Research Council

Brand Scientist – Brand Research Council is India's first independent, non-profit body dedicated to **brand research, education, and strategic innovation**. Established on **11 July 2018**, the council focuses on strengthening brand growth through structured research, brand standards, positioning, policies, guidelines, SOPs, and strategic audits. It helps organisations build strong, consistent, and competitive brands through clear frameworks that support long-term success.

Summary

The **Indian Institute of Brand Management (IIBM) Launches Global Research and Innovation Centre for Brand and Marketing Leadership Studies**, reinforcing its position as a global leader in brand management and marketing innovation. The centre will empower students, professionals, and industry leaders with advanced research, global collaborations, and innovative strategies. It stands as a major step forward for India's educational landscape and strengthens IIBM's commitment to excellence, credibility, and global impact.

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