

1st AIM-AMA Sheth Foundation Doctoral Consortium Program

Day 1: Friday, July 27, 2012		
TIME	EVENT	LOCATION
8:00 - 8:45 a.m	BREAKFAST	Cafeteria for Faculty and students staying in Campus
8:45 - 9:15 a.m	<p>WELCOME ADDRESS INTRODUCTIONS: DR. V. KUMAR</p> <ul style="list-style-type: none"> • Dr. Madhukar Angur, Chancellor, Alliance University • Dr. Anubha Singh, Dean, Alliance Business School • Dr. Jag Sheth, Founder, Academy of Indian Marketing 	Seminar Room X, Learning Center
<p>Plenary Session 1: History and Impact of the Consortium During this session distinguished speakers will reflect on theme of the consortium. They will highlight the role of research in marketing innovation in enabling corporates to address the challenges faced by them in capturing opportunities that exist in highly potential emerging markets.</p>		
9:15 – 10:00 a.m.	<p>PLENARY SESSION History and Impact of the Consortium</p> <ul style="list-style-type: none"> • Chair, Dr. Raj Srivastava, Provost, Singapore Management University <p>Speakers</p> <ul style="list-style-type: none"> • Dr. Kent Monroe, University of Richmond • Dr. Jag Sheth, Emory University 	Seminar Room X, Learning Center

<p>10:00 – 10:15 a.m.</p>	<p>LEGENDS OF MARKETING: SERIES EDITION</p> <ul style="list-style-type: none"> • Introduction to the Series (Mr.Vivek Mehra CEO of Sage Publication) • Introducing the Latest Legend (Dr. Jagdish Sheth) 	<p>Seminar Room X, Learning Center</p>
<p>10:15 – 10:45 a.m.</p>	<p>BREAK</p>	
<p>Plenary Session 2: Publishing in Scholarly Journals</p> <p>This panel of this plenary session will provide an overview of the factors that researchers should keep in mind for successfully publishing in top scholarly journals. The three important elements that are highly important for producing a publishable piece of research will be discussed by leading marketing researchers.</p>		
<p>10:45 - 12:45 p.m.</p>	<p>Plenary Session Publishing in Scholarly Journals Chair: Dr. A. Parasuraman, University of Miami</p> <ul style="list-style-type: none"> • Idea generation Dr. V. Kumar, Georgia State University • Choosing the right statistical methods Dr. Russ Winer, New York University • Crafting the manuscript Dr. Werner Reinartz, University of Cologne • Responding to reviewer comments Dr. Ajay Kohli, Georgia Institute of Technology 	<p>Seminar Room X, Learning Center</p>
<p>12:45 - 1:45 p.m.</p>	<p>LUNCH</p>	<p>Cafeteria</p>
<p>Speed Dating</p>		

This session involves participation of attendees in an activity designed to facilitate structured one-to-one interaction between delegates. Objective of this session is to provide an opportunity of informally communicating and discussing research ideas to leading world-class faculty by doctoral fellows and researchers. The activity can help researchers to get useful viewpoints of individuals who are accomplished international consortium faculty members from different areas of research. Feedback received can enable researchers to improve the way they communicate about their research.

1:45 – 3:15 p.m.	<p>SPEED DATING</p> <ul style="list-style-type: none"> • Dr. Denish Shah, Georgia State University 	<p>Learning Center, Seminar Hall 1</p>
3:15 – 3:45 p.m.	<p>REFRESHMENT BREAK</p>	
<p>Bridging Research Perspectives 1</p> <p>Discussant panel of this session will provide high level of insights into three highly important areas of research (1) Consumer Choice, (2) CRM and (3) Product Development and Innovation Management. They will provide an overview of these areas keeping in mind the research of all participants. Focus of discussion during this session will be on current marketing issues being intrigued in these areas and also draw attention to future research opportunities using the lens of an academic and issues of practitioners.</p>		
3:45 - 5:15 p.m	<p>BRIDGING RESEARCH PERSPECTIVES 1</p> <p>CONSUMER CHOICE Chair: Dr. Kent Monroe, University of Richmond</p> <ul style="list-style-type: none"> • Dr. Russell Belk, York University • Dr. Ryan Hamilton, Emory University • Dr. G. R. Narayanan, Alliance University School of Business <p>CRM Chair: Dr. Srinivas Prakhya, IIM Bangalore</p> <ul style="list-style-type: none"> • Dr. Michael Kleinaltenkamp, Freie Universitat 	<p>Classroom A, Learning Center</p> <p>Classroom B, Learning Center</p> <p>Classroom C, Learning Center</p>

	<ul style="list-style-type: none"> • Dr. Werner Reinartz, University of Cologne • Dr. Atul Parvatiyar, ICRM <p>PRODUCT DEVELOPMENT & INNOVATION MANAGEMENT</p> <p>Chair: Dr. G. Kalyanaram, NMIMS University</p> <ul style="list-style-type: none"> • Dr. Sanjay Patro, Xavier's Labour Relation Institute • Dr. Steven Burgess, Nelson Mandela Metropolitan University • Dr. Raj Srivastava, Singapore Management University 	
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Plenary Session 3: Meet The Editors

This session provides an opportunity to pick on the editorial minds behind leading scholarly marketing journals such as Journal of Marketing, Journal of Marketing Research, European Journal of Marketing, Journal of Retailing, Journal of Consumer Research, Journal of the Academy of Marketing Science, Journal of Service Research and International Journal of Research in Marketing. Panel will provide insights and advice regarding approach, opportunities and impact.

5:15 – 6:45 p.m.	<p>PLENARY SESSION Meet The Editors Chair: Dr. Ajay Kohli, Georgia Institute of Technology</p> <ul style="list-style-type: none"> • JM, JMR - Dr. V. Kumar, Georgia State University • EJM - Dr. Nick Lee, Aston Business School • MKSC - • JR - Dr. Shankar Ganesan, University of Arizona • JCR - Dr. Kent Monroe, University of Richmond • JAMS, JSR - Dr. A. Parasuraman, University of Miami 	Seminar Room X, Learning Center
6:45 - 7:00 p.m.	BREAK	
7:00 - 9:30 p.m.	DINNER & SOCIAL ACTIVITY	Playground/ Cafeteria

DAY 2: SATURDAY, JULY 28, 2012

TIME	EVENT	LOCATION
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8:00 - 8:45 a.m.	BREAKFAST	Cafeteria for Faculty and students staying in Campus
8:45 - 9:15 a.m.	<p align="center">OPENING REMARKS</p> <ul style="list-style-type: none"> • Dr. S. Neelamegham, NIILM Centre for Management Studies 	Seminar Hall X, Learning Center
<p>Plenary Session 4: Linking Academic Research to Business Practice</p> <p>The objective of this plenary session is to reinforce the benefits of actionable research conducted and recommendations made by academics through application of philosophies. Discussants will reveal the ability of marketing research to help managers understand the complexities of real world and guide their process of decision making</p>		
9:15 - 10:45 a.m.	<p>PLENARY SESSION</p> <p align="center">Linking Academic Research to Business Practice</p> <p>Chair: Dr. Rajan Saxena, NMIMS University</p> <ul style="list-style-type: none"> • Dr. John Roberts, Australian National University • Dr. Russ Winer, New York University • Dr. V. Kumar, Georgia State University • Dr. G. Kalyanaram, NMIMS 	Seminar Hall X, Learning Center
10:45 - 11:15 a.m.	BREAK	
<p>Bridging Research Perspectives 2</p> <p>Panel of discussants during this session will reflect on key areas of business research (1) Channel Management and Sales Force, (2) E-Commerce and Digital Marketing and (3) Retailing. They will provide an overview of the current research being conducted by researchers in these areas and an outline of extending those areas of research.</p>		
11:15 - 12:45 a.m.	<u>BRIDGING RESEARCH PERSPECTIVES 2</u>	Classroom A, Learning Center

	<p style="text-align: center;">CHANNELS MANAGEMENT & SALES FORCE</p> <p>Chair: Dr. Michael Kleinaltenkamp, Freie Universitat</p> <ul style="list-style-type: none"> • Dr. Mahesh Rajan, San Jose State University • Dr. Ajay Kohli, Georgia Institute of Technology • Dr. V. Venkata Ramana, Hyderabad University School of Business <p style="text-align: center;">E - COMMERCE & DIGITAL MARKETING</p> <p>Chair: Dr. Gopal Iyer, Florida Atlantic university</p> <ul style="list-style-type: none"> • Dr. Rajesh Chandrasheskharan, Fairleigh Dickinson University • Dr. Len Tiu Wright, De Montfort University • Dr. David Schweidel, University of Wisconsin <p style="text-align: center;">RETAILING</p> <p>Chair: Dr. Piyush Sinha, IIM - Ahmedabad</p> <ul style="list-style-type: none"> • Dr. Shankar Ganesan, University of Arizona • Dr. Satyabhushan Dash, IIM - Lucknow • Dr. Nick Lee, Aston Business School 	<p style="text-align: center;">Classroom B, Learning Center</p> <p style="text-align: center;">Classroom C, Learning Center</p>
12:45 - 1:45 p.m.	LUNCH	Cafeteria
<p>Bridging Research Perspectives 3</p> <p>The focus of this session will be on important and critical facets of marketing (1) Branding and Brand Equity, (2) Managerial Marketing, (3) Marketing Strategy and Financial Performance. Panel will outline recent research on these factors as determinants of success based on a sustainable competitive advantage. They will provide an overview of the current research being conducted in these areas and recommend approaches for extending these areas of research by synthesizing them with other domains</p>		

Discussants during this session will use the lens of international marketing to discuss (1) International and cross-cultural research (2) Consumer Affect, Attitudes and Persuasion and (3) Services with an aim to sketch the untapped areas of concern that should be considered by marketing researchers.

<p>3:45 - 5:15 p.m.</p>	<p><u>BRIDGING RESEARCH PERSPECTIVES 4</u> INTERNATIONAL & CROSS - CULTURAL RESEARCH</p> <p>Chair: Dr. Steven Burgess, Nelson Mandela Metropolitan University</p> <ul style="list-style-type: none"> • Dr. Piyush Sharma, The Hong Kong Polytechnic University • Dr. Gopal Iyer, Florida Atlantic university <p>CONSUMER AFFECT, ATTITUDES & PERSUASION</p> <p>Chair: Dr. Mahesh Rajan, San Jose State University</p> <ul style="list-style-type: none"> • Dr. Russell Belk, Schulich School of Business • Dr. Tanuka Ghoshal, ISB • Dr. Amitava Chattopadhyay, INSEAD <p>SERVICES</p> <p>Chair:</p> <ul style="list-style-type: none"> • Dr. A. Parasuraman, University of Miami • Dr. Michael Kleinaltenkamp, Freie Universitat • Dr. Rajan Saxena, NMIMS University 	<p>Classroom A, Learning Center</p> <p>Classroom B, Learning Center</p> <p>Classroom C, Learning Center</p>
<p>6:00 - 9:30 p.m.</p>	<p>GALA DINNER & OUTSIDE EVENT</p>	<p>Playground/ Cafeteria</p>
<p>DAY 3: SUNDAY, JULY 29, 2012</p>		
<p>TIME</p>	<p>EVENT</p>	<p>LOCATION</p>

8:00 - 9:00 a.m.	BREAKFAST	Cafeteria for Faculty and students staying in Campus
<p>Plenary Session 4: Changing Role of Marketing Research</p> <p>This session will provide insights into strategic role of marketing research in business management. Discussants will bring in their experience about innovative use of marketing research techniques and findings to help managers findings answers to mysteries of human behaviour in business.</p>		
9:00 - 10:30 a.m.	<p>PLENARY SESSION Changing Role of Marketing Research Chair: Dr. Jerry Wind, The Wharton School, University of Pennsylvania</p> <ul style="list-style-type: none"> • Dr. Ryan Hamilton, Emory University • Dr. Denish Shah, Georgia State University 	Seminar Hall X, Learning Center
10:30 - 11:00 a.m.	REFRESHMENT BREAK	
<p>Plenary Session 5: Building Teaching Effectiveness</p> <p>The panel of this plenary session includes academics who have been awarded for being able to successfully make difference to the futures of lives and careers of their students. Panel will provide insights into the approaches and methods adopted by them to engage students in a class wherein marketing academics discuss philosophies and psychology like subjects that are assumed to be non-activity based subjects.</p>		
11:00 - 12:15 p.m.	<p>PLENARY SESSION Building Teaching Effectiveness Chair: Dr. Steven Burgess, Nelson Mandela Metropolitan University</p> <ul style="list-style-type: none"> • Dr. Siddharth Singh, ISB • Dr. Ajay Kohli, Georgia Institute of Technology • Dr. Amitava Chattopadhyay, INSEAD • Dr. Jerry Wind, The Wharton School, University of Pennsylvania 	Seminar Hall X, Learning Center

12:15 - 12:30 p.m.	<p>CONSORTIUM CONCLUDES CLOSING REMARKS Chair: Dr. V. Kumar, Georgia State University</p> <ul style="list-style-type: none"> • Dr. Jag Sheth, Academy Indian Marketing • Dr. Anubha Singh, Dean, Alliance Business School 	Seminar Hall X, Learning Center
12:30 - 1:30 p.m.	LUNCH	Cafeteria
2:00 - 3:00 p.m.	BUS TO AIM CONFERENCE HOTEL/ LEMON TREE HOTEL	