

Since 1966, through an annual Doctoral Consortium, the American Marketing Association and prestigious universities across the country have shown their commitment to doctoral education and in helping young scholars develop successful careers. Each year qualified doctoral-granting institutions send their top doctoral students to learn from, and interact with the top marketing faculty from across the discipline. Participants forge friendships and working relationships with peers and mentors that last a lifetime. Over their careers, Consortium fellows tend to look back fondly upon the event as an important developmental milestone in their lives, both professionally and personally. The Doctoral Consortium holds a special place in the life and culture of the marketing discipline, bridging the past to the future. In the mid-1990s, The Madhuri & Jagdish N. Sheth Foundation made a major commitment to the consortium, joining with the AMA to ensure a bright future for the event.



Founded in 2009, Academy of Indian Marketing (AIM) is a consortium of leading management institutions offering world class management education and research activities through doctoral and equivalent programs.

AIM was conceived by two marketing scholars in two different continents. Dr. Jagdish Sheth (Atlanta, USA) and Prof. Neelemegham (India). With Dr. Sheth and Prof. Neelamegham at the helm, deans and directors of India's top rated business schools / institutions were convinced that a common platform was a boon to nurture the research activities in the Marketing domain, leading to the formation of AIM.

On 21st May 2009 Academy of Indian Marketing was registered and received certificate of incorporation by Registrar of Companies, Mumbai as a Not for Profit company U/S.25 of Companies Act in India . Dr. Jagdish Sheth - the Founder and Chairman is supported by the Co-founders - Prof. Neelamegham, Mr. Rajeev Karwal and Dr. V. Kumar and the Business director –Mr. Jayant Shah.

AIM has successfully hosted/supported various conferences and doctoral consortium and is committed to its vision and mission of promoting research in the area of marketing and promoting marketing as a discipline with active support from academia and industry.

AIM-AMA Sheth Foundation Doctoral Consortium

2012 became another landmark year for the AIM as it successfully hosted the Inaugural AIM- AMA Sheth Foundation Doctoral Consortium at the Alliance University campus, Bangalore, India. AIM will be always thankful to Mr. Dennis Dunlap under whose stewardship AMA (first time in its history) agreed to allow AIM to replicate the AMA Sheth Foundation Doctoral Consortium (outside of US) in India. AIM is looking at hosting the doctoral consortium annually at different campuses of its member institution who wish to co-host the same.

Conferences organized by AIM:

AMA Doctoral Consortia Host Institutions

- 1966 - Indiana University
- 1967 - Penn State University
- 1968 - Penn State University
- 1969 - University of North Carolina

- 1970 - University of Western Ontario
- 1971 - University of Illinois
- 1972 - University of Texas, Austin
- 1973 - Michigan State University
- 1974 - University of Oregon
- 1975 - Cornell University
- 1976 - University of Houston
- 1977 - University of Pennsylvania
- 1978 - University of Chicago
- 1979 - University of Wisconsin, Madison
- 1980 - Penn State University
- 1981 - University of Maryland
- 1982 - University of Minnesota
- 1983 - University of Michigan
- 1984 - Northwestern University
- 1985 - Duke University
- 1986 - University of Notre Dame
- 1987 - New York University
- 1988 - University of California at Berkeley
- 1989 - Harvard University
- 1990 - University of Florida
- 1991 - University of Southern California
- 1992 - Michigan State University
- 1993 - University of Illinois
- 1994 - Santa Clara University
- 1995 - The University of Pennsylvania
- 1996 - The University of Colorado

AMA Sheth Foundation Doctoral Consortia Host Institutions

- 1997 - University of Cincinnati
- 1998 - University of Georgia

- 1999 - University of Southern California
- 2000 - University of Western Ontario
- 2001 - University of Miami
- 2002 - Emory University
- 2003 - University of Minnesota
- 2004 - Texas A&M University
- 2005 - University of Connecticut
- 2006 - University of Maryland
- 2007 - Arizona State University
- 2008 - University of Missouri
- 2009 - Georgia State University
- 2010 - Texas Christian University
- 2011 - Oklahoma State University
- 2012 - University of Washington
- 2013 - University of Michigan

AIM-AMA Sheth Foundation Doctoral Consortia Host Institutions

- 2012 - Alliance University
- 2014 - Indian Institute of Management Ahmedabad
- 2015 - Institute of Management Technology Ghaziabad | Dubai
- 2016 - Institute of Management Technology Ghaziabad