

# 2<sup>nd</sup> AIM-AMA Sheth Foundation Doctoral Consortium Program

**SUNDAY, JANUARY 5, 2014**

<b>TIME</b>	<b>EVENT</b>	<b>LOCATION</b>
	<b><u>OPENING SESSION</u></b>	Auditorium, IMDC
2:00 - 2:30 PM	Welcome Address – Dr. Ashish Nanda, Director, IIM Ahmedabad History of the Consortium – Dr. Jagdish N. Sheth, AMA Sheth Foundation Message from the Host – Dr. Dheeraj Sharma, IIM Ahmedabad	
	<b><u>PLENARY SESSION I</u></b>	Auditorium, IMDC
	<b>Relevance of Research in Market Place</b> (Speakers are Executives) <b>Chair:</b> Dr. Rajendra K Srivastava (SMU, Singapore)	
2:30 - 4:00 PM	Mr. Sudarshan Jain, Managing Director, Healthcare Solutions, Abbott Healthcare Pvt Ltd Mr. Vishal Mehta, Founder, Infibeam.com Mr. S. Swaminathan, CEO, CEquity India Mr. Chandubhai Virani, Founder and Managing Director, Balaji Wafers Pvt. Ltd, India	
4:00 - 4:30 PM	<b>BREAK</b>	IMDC Lawn
	<b><u>PLENARY SESSION II</u></b>	Auditorium, IMDC
	<b>Linking Academic Research to Business Practice</b> <b>Chair:</b> Dr. Shainesh G., IIM Bangalore	
4:30 - 6:00 PM	Dr. V. Kumar, Georgia State University Dr. John Roberts, Australia National University Dr. Peter Verhoef, University of Groningen	
6:00 - 6:15 PM	<b>BREAK</b>	

**PLENARY SESSION III**

Auditorium, IMDC

**Facilitating Collaboration with the Industry****Chair:** Dr. Rajan Saxena, NMIMS University

6:15 - 7:30 PM

Dr. Jagdish N. Sheth, Emory University  
Dr. Piyush Kumar Sinha, IIM Ahmedabad (Center  
for Retailing at IIM Ahmedabad)  
Dr. David W. Stewart, Loyola Marymount University  
(Representing MASB)

7:30 - 9:30 PM

**GALA DINNER AND CULTURAL EVENTS**

CR 11 Lawn

**MONDAY, JANUARY 6, 2014**

<b>TIME</b>	<b>EVENT</b>	<b>LOCATION</b>
8:00 - 8:45 AM	<b>BREAKFAST</b>	IMDC Dining Area / Holiday Inn Cafe
8:45 - 9:00 AM	<b><u>REMARKS ABOUT AIM</u></b>  Dr. Jagdish N. Sheth, Emory University, AIM Founder & Chairman	Auditorium, IMDC
9:00 - 10:30 AM	<b><u>PLENARY SESSION IV</u></b> <b>Meet the Editors</b> <b>Chair:</b> Dr. Dheeraj Sharma, IIM Ahmedabad  Journal of Consumer Research – Dr. Barbara Kahn, Wharton Business School (on behalf of the Co- Editors) Journal of Marketing – Dr. V. Kumar, Georgia State University (Editor-in-Chief Designate) Journal of Marketing Research – Dr. Robert Meyer, Wharton Business School (Editor-in-Chief) Marketing Science – Dr. K. Sudhir, Yale School of Management (Senior Editor)	Auditorium, IMDC
10:30 - 11:00 AM	<b>BREAK AND PHOTO SESSION</b>	IMDC Lawn

	<b><u>BRIDGING RESEARCH PERSPECTIVES I</u></b>	SR - 2
	<b>Retailing</b>	(Ground Floor)
	<b>Chair:</b> Dr. Piyush Kumar Sinha, IIM Ahmedabad	
11:00 - 12:30 PM	Dr. Satyabhushan Dash, IIM Lucknow Dr. Suraksha Gupta, Brunel Business School Dr. Nick Lee, Aston Business School	Auditorium, IMDC
	<b>Marketing Models</b>	
	<b>Chair:</b> Prof. S. Ramanathan, IIM Ahmedabad	
	Dr. Pulak Ghosh, IIM Bangalore Dr. Vithala R. Rao, Cornell University Dr. K Sudhir, Yale School of Management	
12:30 - 1:30 PM	<b>LUNCH</b>	IMDC Dining Hall
1:30 - 3:00 PM	<b>Speed Dating</b>  Coordinated by Dr. Denish Shah, Georgia State University	Auditorium, IMDC
3:00 - 3:30 PM	<b>BREAK</b>	IMDC Lawns
	<b><u>BRIDGING RESEARCH PERSPECTIVES II</u></b>	SR - 2
	<b>Emerging Market, International &amp; Cross-Cultural Research</b>	
	<b>Chair:</b> Dr. Sanjay Patro, XLRI	
3:30 - 5:00 PM	Dr. Tammo Bijmolt, University of Groningen Dr. Marcelo Gabriel, Universidade Nove de Julho, Brazil	Auditorium, IMDC
	<b>Consumer Behavior</b>	
	<b>Chair:</b> Prof. Arvind Sahay, IIM Ahmedabad	
	Dr. Russell Belk, Schulich School of Business Dr. Amitava Chattopadhyay, INSEAD Singapore Dr. Robert Meyer, Wharton Business School	
5:00 - 5:15 PM	<b>BREAK</b>	

**BRIDGING RESEARCH PERSPECTIVES III**

SR - 2

**Services Marketing****Chair:** Prof. Anand K. Jaiswal, IIM Ahmedabad

Dr. Suman Ann Thomas, ISB

Dr. Bibek Banerjee, IMT Ghaziabad

Dr. Michael Kleinaltenkamp, Freie Universität Berlin

5:15 - 6:45 PM

Auditorium, IMDC

**Theory Development and Testing****Chair:** Prof. Pulak Ghosh, IIM BangaloreDr. Naresh Malhotra, Georgia Institute of  
Technology

Dr. Dinesh Sharma, SJSOM IIT Bombay

Dr. K Sudhir, Yale School of Management

7:00 - 9:30 PM

**DINNER**

IMDC Dining Area

**TUESDAY, JANUARY 7, 2014****TIME****EVENT****LOCATION**

8:00 - 9:00 AM

**BREAKFAST**IMDC Dining Area /  
Holiday Inn Cafe**PLENARY SESSION V**

Auditorium, IMDC

**Publishing in Scholarly Journals****Chair:** Dr. Dheeraj Sharma, IIM Ahmedabad

9:00 - 10:30 AM

Dr. Barbara Kahn, Wharton Business School

Dr. Naresh Malhotra, Georgia Institute of  
Technology

Dr. Vithala Rao, Cornell University

Dr. Werner Reinartz, University of Cologne

10:30 - 11:00 AM

**BREAK**

IMDC Lawn

**PLENARY SESSION VI**

Auditorium, IMDC

**Being a Great Teacher**

11:00 - 12:30 PM

**Chair:** Dr. Madhukar Angur, Alliance University

Dr. Naveen Donthu, Georgia State University

Dr. Balakrishna Grandhi, S.P Jain School of Global  
Management, Dubai  
Dr. Rajneesh Krishna, MICA, Ahmedabad

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12:30 - 1:45 PM

**LUNCH**

IMDC Lawn

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**BRIDGING RESEARCH PERSPECTIVES IV**

SR - 2

**Branding & Marketing Strategy**

**Chair:** Dr. Natarajan, TAPMI

Dr. Naveen Donthu, Georgia State University  
Dr. Suraksha Gupta, Brunel Business School  
Dr. Werner Reinartz, University of Cologne

1:45 - 3:15 PM

Auditorium, IMDC

**Digital & Social Media Marketing**

**Chair:** Dr. V. Venkatramana, SMS University of  
Hyderabad

Dr. Arti Kalro, SJSOM IIT Bombay  
Dr. Denish Shah, Georgia State University  
Dr. Dinesh Sharma, SJSOM IIT Bombay

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3:15 - 3:45 PM

**BREAK**

IMDC Lawn

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**PLENARY SESSION VII**

Auditorium, IMDC

**Starting Your Career**

**Chair:** Prof. Anand K. Jaiswal, IIM Ahmedabad

3:45 - 5:15 PM

Dr. Arti Kalro, SJSOM IIT Bombay  
Dr. Denish Shah, Georgia State University  
Dr. Peter Verhoef, University of Groningen

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**CONSORTIUM CONCLUDES**

Auditorium, IMDC

**Closing Remarks**

**Co-Chairs:**

5:15 - 5:30 PM

Dr. Dheeraj Sharma, IIM Ahmedabad  
Dr. Jagdish N. Sheth, Academy of Indian Marketing