



**Institute of
Management Technology**
Ghaziabad | Dubai



INSTITUTE OF MANAGEMENT TECHNOLOGY- DUBAI



3rd AIM-AMA Sheth Foundation Doctoral Consortium

January 18 - 20, 2015 | DUBAI, UAE

Consortium Co-Chairs

Dr. Jagdish N. Sheth

Emory University, USA; Founder, Academy of Indian Marketing

Dr. V. Kumar

Georgia State University; USA, Co-Founder, Academy of Indian Marketing

Dr. Bibek Banerjee

Director, IMT-Ghaziabad, INDIA; Academic Mentor, Group IMT

Dr. Janakiraman Moorthy

Director and Professor, IMT-Dubai, UAE



**THE MADHURI & JAGDISH N.
SHETH FOUNDATION**

Consortium Website:

<http://www.imt.edu/aimamashethdc15>

PROGRAM

SUNDAY, JANUARY 18, 2015

| TIME | EVENT | LOCATION |
|------------------|---|----------|
| 1.00 p.m. | BUS WILL LEAVE HYATT PLACE FOR IMT DUBAI CAMPUS | |
| 2:00 – 2:30 p.m. | <p><u>OPENING SESSION</u></p> <ul style="list-style-type: none"> • Welcome Address – Dr. V. Kumar, Georgia State University • History of the Consortium – Dr. Jagdish N. Sheth, Academy of Indian Marketing • AMA Welcome- Dr. Michael K. Brady, Florida State University • Message from the Host – Dr Bibek Banerjee, IMT Ghaziabad/Dr. Janakiraman Moorthy, IMT Dubai | |
| 2:30 – 4:00 p.m. | <p><u>PLENARY SESSION I</u> Linking Academic Research to Business Practice Chair: Dr. V. Kumar, Georgia State University.</p> <ul style="list-style-type: none"> • Dr. David W. Stewart, Loyola Marymount University • Dr. John Roberts, London Business School and University of New South Wales | |
| 4:00 – 4:30 p.m. | BREAK | |
| 4:30 – 6:00 p.m. | <p><u>PLENARY SESSION II</u> Publishing in Non-AMA Journals Chair: Dr. Naresh Malhotra, Georgia Institute of Technology (Emeritus), ‘Scale Development and Theory Testing’</p> <ul style="list-style-type: none"> • Journal of Consumer Research – Dr. Barbara E. Kahn, University of Pennsylvania • Marketing Science – Dr. K. Sudhir, Yale University • Customer Needs and Solutions – Dr. Min Ding, Pennsylvania State University • Journal of Indian Business Research – Dr. Shainesh G., Indian Institute of Management Bangalore | |
| 6:00 – 6:15 p.m. | BREAK | |
| 6:15 – 7:15 p.m. | <p><u>PLENARY SESSION III</u> Facilitating Collaboration with the Industry Chair: Dr. Bibek Banerjee, IMT Ghaziabad</p> <ul style="list-style-type: none"> • Prof. S. Sriram, Great Lakes Institute of Management • Dr. Zhi Yang, Huazhong University of Science and Technology | |
| 6.30 p.m. | SPECIAL BUS WILL LEAVE HYATT PLACE FOR IMT-D CAMPUS WITH SPOUSES WHO MAY WISH TO JOIN FOR DINNER. | |
| 7:30 – 9:30 p.m. | DINNER AND SOCIAL ACTIVITY | |
| 9.30 p.m. | BUS LEAVES IMT DUBAI BACK TO HOTEL | |

MONDAY, JANUARY 19, 2015

| TIME | EVENT | LOCATION |
|--------------------|--|----------|
| 7:45 a.m. | BUS WILL LEAVE HOTEL HYATT PLACE AFTER BREAKFAST | |
| 8:45 – 9:00 a.m. | <u>REFLECTIONS OF DAY 1</u> Dr. S. Neelamegham, NIILM | |
| 9:00 – 10:30 a.m. | <u>PLENARY SESSION IV</u> Publishing in AMA Journals Chair: Dr. V. Kumar, Georgia State University <ul style="list-style-type: none">• Journal of Marketing – Dr. V. Kumar, Georgia State University, ‘Generating Ideas for Research’• Journal of Marketing Research – Dr. Robert Meyer, University of Pennsylvania, ‘Integrity in Research and Communication of Research’• Journal of International Marketing – Dr. Constantine Katsikeas, University of Leeds, ‘Manuscript Revision and Resubmission: Some Guideposts’• Journal of Public Policy and Marketing – Dr. David W. Stewart, Loyola Marymount University, ‘Crafting Manuscripts for Scholarly Journals’ | |
| 10:30 – 11:00 a.m. | BREAK | |
| 11:00 – 12:30 p.m. | <u>BRIDGING RESEARCH PERSPECTIVES I</u> Emerging Markets & International Research Chair: Dr. V. Venkata Ramana, University of Hyderabad <ul style="list-style-type: none">• Dr. Steve Burgess, Nelson Mandela Metropolitan University• Dr. Ramendra Singh, Indian Institute of Management Calcutta• Dr. Jun Yan, Huazhong University of Science and Technology Marketing Models Chair: Dr. Pulak Ghosh, Indian Institute of Management Bangalore <ul style="list-style-type: none">• Dr. Vithala R. Rao, Cornell University• Dr. Udo Wagner, University of Vienna• Dr. Sanjay Patro, XLRI | |
| 12:30 – 1:30 p.m. | LUNCH | |

1:30 – 3:00 p.m.

BRIDGING RESEARCH PERSPECTIVES II

Social Media and Digital Marketing

Chair: Dr. Bikramjit Rishi, IMT Ghaziabad

- Dr. Bernd Skiera, Goethe University
- Dr. Ya-ping Chang, Huazhong University of Science and Technology

Services Marketing

Chair: Dr. Jagdip Singh, Case Western Reserve University

- Dr. A. Parasuraman, University of Miami
- Dr. Michael K. Brady, Florida State University
- Dr. Harsh V. Verma, University of Delhi

3:00 – 3:15 p.m.

BREAK

3:20 – 4:50 p.m.

BRIDGING RESEARCH PERSPECTIVES III

Branding & Marketing Strategy

Chair: Dr. Tapan Panda, BML Munjal University

- Dr. B. Grandhi, SP Jain School of Global Management
- Dr. Robert Meyer, University of Pennsylvania
- Dr. Bernd Schmitt, Columbia University

Retailing

Chair: Dr. Harvinder Singh, IMT Ghaziabad

- Dr. Barbara E. Kahn, University of Pennsylvania
- Dr. K. Sudhir, Yale University
- Dr. Werner Reinartz, University of Cologne, Germany

4.00 p.m.

SPECIAL BUS WILL LEAVE HYATT PLACE FOR IMT-D CAMPUS WITH SPOUSES WHO MAY WISH TO JOIN FOR DINNER

5:00 p.m.

BUSES LEAVE IMT DUBAI TO GO TO DESERT CAMP

Points to note :

- Please carry a warm jacket as the temperature in the camp could fall to around 10° C / 50° F
- Your clothes and shoes will become sandy but unlike beach sand, the desert sand will brush off easily
- As the buses will leave for the Camp directly from the Institute, you may want to carry a pair of jeans / sports shoes along with you in the morning
- Please note that credit cards cannot be accepted as there are no communication signals in the desert.

6.00 -9.00 p.m.

DINNER IN THE DESERT

9.30 p.m.

BUSES LEAVE DESERT CAMP TO GO BACK TO HOTEL/IMT DUBAI

TUESDAY, JANUARY 20, 2015

| TIME | EVENT | LOCATION |
|--------------------|--|----------|
| 8:00 a.m. | BUS WILL LEAVE HOTEL HYATT PLACE AFTER BREAKFAST | |
| 9:00 – 10:30 a.m. | <p><u>BRIDGING RESEARCH PERSPECTIVES IV</u> Consumer Behavior Chair: Dr. Krishanu Rakshit, IIM-Calcutta</p> <ul style="list-style-type: none"> • Dr. Russell W. Belk, Schulich School of Business • Dr. Ritu Mehta, Indian Institute of Management Calcutta • Dr. Moutusy Maity, IIM-Lucknow. <p>Innovation and New Product Development Chair: Dr. Rakesh Singh, IMT Ghaziabad</p> <ul style="list-style-type: none"> • Dr. Min Ding, Pennsylvania State University • Dr. Rajesh Chandy, London Business School • Dr. Pingali Venugopal, Xavier School of Management | |
| 10:30 – 11:00 a.m. | REFRESHMENT BREAK | |
| 11:00 – 12:30 p.m. | <p><u>BRIDGING RESEARCH PERSPECTIVES V</u> Customer Relationship Management Chair: Dr. Madhukar Angur, Alliance University</p> <ul style="list-style-type: none"> • Dr. Shainesh G., Indian Institute of Management Bangalore • Dr. David A. Schweidel, Emory University <p>International Marketing Chair: Dr. Zhi Yang, Huazhong University of Science and Technology</p> <ul style="list-style-type: none"> • Dr. Constantine Katsikeas, Leeds University • Dr. Marcelo Gabriel, Universidade Nove de Julho – UNINOVE • Dr. David K. Tse, University of Hong Kong | |
| 12:30 – 1:45 p.m. | LUNCH | |
| 1:45 – 3:15 p.m. | <p><u>PLENARY SESSION V</u> Career and Teaching Development Chair: Dr. G.K. Kalyanaram, International University of Japan</p> <p>Starting Your Career</p> <ul style="list-style-type: none"> • Dr. Tripti Ghosh Sharma, IMT Ghaziabad • Dr. Ritu Mehta, Indian Institute of Management Calcutta <p>Connecting With Your Students</p> <ul style="list-style-type: none"> • Dr. Michael Ahearne, University of Houston • Dr. Smeeta Mishra, IMT Ghaziabad | |
| 3:15-4:00 p.m. | <p><u>CONSORTIUM CONCLUDES</u> Closing Remarks Co-Chairs:</p> <ul style="list-style-type: none"> • Dr. Jagdish N. Sheth, Academy of Indian Marketing • Dr. Bibek Banerjee, IMT Ghaziabad • Vote of Thanks: Dr. Smeeta Mishra, IMT Ghaziabad | |
| 4:30 p.m. | BUS LEAVES IMT DUBAI BACK TO HOTEL | |