



Institute of  
Management Technology  
Ghaziabad



INSTITUTE OF MANAGEMENT TECHNOLOGY- Ghaziabad



4th AIM – AMA Sheth Foundation Doctoral Consortium

January 7 – 9, 2016 | DELHI, INDIA



THE MADHURI & JAGDISH N.  
SHETH FOUNDATION

*Consortium Website:*  
<http://web.imt.edu/dc16/>

# PRE-CONSORTIUM WORKSHOP

On

## Publishing in Scholarly Journals

Conducted by: **Jeff Boichuk, University of Virginia**  
**Anita Pansari, Georgia State University**

THURSDAY, JANUARY 7, 2016	DAY 1	VENUE: IMT GHAZIABAD
TIME	EVENT	LOCATION
9:30 – 11:00 a.m.	<b>PUBLISHING IN SCHOLARLY JOURNALS</b> <ul style="list-style-type: none"><li>• How to conceptualize a research problem</li><li>• How to choose the right method</li><li>• How to conduct the research</li><li>• How to write the research paper</li><li>• How to respond to the reviewers</li></ul>	<b>C102, New Academic Block</b>
11:00 – 11:15 a.m.	<b>BREAK</b>	<b>Outside C102</b>
11:15 – 12:30 p.m.	<b>QUESTION &amp; ANSWER SESSION</b>	
12:30 – 1:30 p.m.	<b>LUNCH</b>	<b>Faculty Mess</b>
1:30 – 2:00 p.m.	<b>REGISTRATION FOR THE CONSORTIUM</b>	<b>IMT Reception Area</b>

# CONSORTIUM PROGRAM

**THURSDAY, JANUARY 7, 2016**

**DAY 1**

**VENUE: IMT GHAZIABAD**

TIME	EVENT	LOCATION
12:30 – 2:00 p.m.	<b>REGISTRATION</b>	IMT Reception Area
2:00 – 2:30 p.m.	<p><b><u>OPENING SESSION</u></b></p> <ul style="list-style-type: none"> <li>• <b>Welcome Address from IMT</b> – Dr. V.P. Rao and Dr. S. Batra, IMT Ghaziabad</li> <li>• <b>Welcome Address</b> by Dr. V. Kumar, Georgia State University</li> <li>• <b>History of the Consortium</b> – Dr. Jagdish N. Sheth, Academy of Indian Marketing</li> </ul>	Auditorium
2:30 – 4:00 p.m.	<p><b><u>PLENARY SESSION I</u></b>  <b>Publishing in Scholarly Journals</b>  <b>Chair:</b> Dr. Harvinder Singh, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• <b>Journal of Marketing</b>  <b>‘Generating Ideas for Research’</b>                      Dr. V. Kumar, Georgia State University</li> <li>• <b>Journal of Consumer Research</b>  <b>‘Conducting Empirical Studies’</b>                      Dr. Amitava Chattopadhyay, INSEAD</li> <li>• <b>Marketing Science</b>  <b>‘Responding to Reviewers’</b>                      Dr. Preyas Desai, Duke University</li> <li>• <b>Journal of International Marketing</b>  <b>‘Manuscript Revision and Resubmission: Some Guideposts’</b>                      Dr. Constantine Katsikeas, University of Leeds</li> </ul>	Auditorium
4:00 – 4:20 p.m.	<b>BREAK</b>	
4:20 – 5:40 p.m.	<p><b><u>PLENARY SESSION II</u></b>  <b>Facilitating Collaboration with the Industry/Government</b>  <b>Chair:</b> Dr. Madhukar Angur, Alliance University</p> <ul style="list-style-type: none"> <li>• Dr. Yang Zhi, Huazhong University of Science and Technology</li> <li>• Dr. Werner Reinartz, University of Cologne, Germany</li> <li>• Dr. John Roberts, London Business School and University of New South Wales</li> </ul>	Auditorium
5:40 – 6:00 p.m.	<b>BREAK</b>	
6:00 – 7:15 p.m.	<p><b><u>RESEARCH DATING</u></b>  <b>Group Research Discussion with Doctoral Students and Young Faculty Participants</b>  <b>Chair:</b> Dr. Denish Shah, Georgia State University</p> <p><i>Process:</i> A set of 3 doctoral students and YFPs meet with a small group of Faculty Fellows to discuss their research and obtain feedback.</p>	MDRC
7:15 – 9:00 p.m.	<b>DINNER AND SOCIAL ACTIVITY</b>	Faculty Mess
9:00 p.m.	<b>BUS LEAVES IMT GHAZIABAD BACK TO HOTEL</b>	

**FRIDAY, JANUARY 8, 2016****DAY 2****VENUE: RADISSON BLU**

<b>TIME</b>	<b>EVENT</b>	<b>LOCATION</b>
7:45 a.m.	<b>BUSES FOR THE DOCTORAL FELLOWS &amp; YOUNG FACULTY PARTICIPANTS WILL LEAVE IMT GHAZIABAD TO THE HOTEL AFTER BREAKFAST</b>	
8:45 – 10:15 a.m.	<p><b><u>BRIDGING RESEARCH PERSPECTIVES I</u></b>  <b>Advances in Services Marketing</b>  <b>Chair:</b> Dr. Tripti Ghosh Sharma, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. A. Parasuraman, University of Miami</li> <li>• Dr. Jagdip Singh, Case Western University</li> <li>• Dr. Harsh V. Verma, University of Delhi</li> <li>• Dr. Neeraj Pandey, NITIE</li> </ul> <p><b>Advances in Consumer Behavior</b>  <b>Chair:</b> Dr. Sita Mishra, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. Jagdish N. Sheth, Emory University; AIM</li> <li>• Dr. Russell W. Belk, Schulich School of Business</li> <li>• Dr. Ritu Mehta, Indian Institute of Management Calcutta</li> <li>• Dr. Varsha Jain, MICA</li> </ul>	<p><b>Amber Salon</b></p> <p><b>Amber II</b></p>
10:15 – 10:30 a.m.	<b>BREAK</b>	
10:30 – 12:00 p.m.	<p><b><u>PLENARY SESSION III</u></b>  <b>Linking Academic Research to Business Practice</b>  <b>Chair:</b> Dr. Bibek Banerjee, Bridge School of Management; AIM</p> <ul style="list-style-type: none"> <li>• Dr. V. Kumar, Georgia State University</li> <li>• Dr. Punam Keller, Dartmouth College</li> <li>• Dr. Rajendra Srivastava, ISB</li> </ul>	<b>Amber II</b>
12:00 – 12:45 p.m.	<b>LUNCH</b>	
12:45 – 2:15 p.m.	<p><b><u>BRIDGING RESEARCH PERSPECTIVES II</u></b>  <b>Advances in Social Media and Digital Marketing</b>  <b>Chair:</b> Dr. Bikramjit Rishi, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. Michelle Andrews, Emory University</li> <li>• Dr. Denish Shah, Georgia State University</li> <li>• Dr Ya-Ping Chang, HUST, Wuhan, China</li> <li>• Dr. Paromita Goswami, Shiv Nadar University</li> </ul> <p><b>Advances in Marketing Models</b>  <b>Chair:</b> Dr. Rakesh Singh, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. Amit Mookerjee, Indian Institute of Management Lucknow</li> <li>• Dr. Jaap E. Wieringa, University of Groningen</li> <li>• Dr. Preyas Desai, Duke University</li> <li>• Dr. Sanjeev Varshney, XLRI</li> </ul>	<p><b>Amber Salon</b></p> <p><b>Amber II</b></p>
2:15 – 2:30 p.m.	<b>BREAK</b>	

2:30 – 4:00 p.m.	<p><b><u>BRIDGING RESEARCH PERSPECTIVES III</u></b>  <b>Advances in Branding &amp; Marketing Strategy</b>  <b>Chair:</b> Dr. Lubna Nafees, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. S. Neelamegham</li> <li>• Dr. Amitava Chattopadhyay, INSEAD</li> <li>• Dr. Tanuka Ghoshal, ISB</li> <li>• Dr. Markus Giesler, Schulich School of Business</li> </ul> <p><b>Advances in Retailing</b>  <b>Chair:</b> Dr. Sita Mishra, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. Jeff Boichuk, University of Virginia</li> <li>• Dr. Ramendra Singh, Indian Institute of Management Calcutta</li> <li>• Dr. Jun Yan, HUST, Wuhan, China</li> </ul>	<p><b>Amber Salon</b></p> <p><b>Amber II</b></p>
4:00 p.m.	<p><b>BUSES LEAVE HOTEL TO GO TO AKSHARDHAM</b></p> <p><b>Points to note :</b></p> <ul style="list-style-type: none"> <li>• TBA</li> </ul>	
4:30 – 8:00 p.m.	<p><b>SIGHTSEEING AND DINNER AT AKSHARDHAM</b></p>	
8:00 p.m.	<p><b>BUSES LEAVE AKSHARDHAM TO GO BACK TO HOTEL/IMT GHAZIABAD</b></p>	

**SATURDAY, JANUARY 9, 2016****DAY 3****VENUE: RADISSON BLU**

<b>TIME</b>	<b>EVENT</b>	<b>LOCATION</b>
8:00 a.m.	<b>BUSES FOR THE DOCTORAL FELLOWS &amp; YOUNG FACULTY PARTICIPANTS WILL LEAVE IMT GHAZIABAD TO THE HOTEL AFTER BREAKFAST</b>	
9:00 – 10:30 a.m.	<p><b><u>BRIDGING RESEARCH PERSPECTIVES IV</u></b>  <b>Advances in Emerging Markets &amp; International Research</b>  <b>Chair:</b> Dr. V. Venkata Ramana, University of Hyderabad</p> <ul style="list-style-type: none"> <li>• Dr. Dheeraj Sharma, Indian Institute of Management Ahmedabad</li> <li>• Dr. Harvinder Singh, IMT Ghaziabad</li> <li>• Dr. Bikramjit Rishi, IMT Ghaziabad</li> </ul> <p><b>Advances in Innovation and New Product Development</b>  <b>Chair:</b> Dr. Anand Khanna, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. Raj Agnihotri, University of Texas Arlington</li> <li>• Dr. Sanjay Patro, XLRI</li> <li>• Dr. Pingali Venugopal, Xavier School of Management</li> <li>• Dr. Rakesh Singh, IMT Ghaziabad</li> </ul>	<p><b>Amber Salon</b></p> <p><b>Amber II</b></p>
10:30 – 11:00 a.m.	<b>REFRESHMENT BREAK</b>	
11:00 – 12:30 p.m.	<p><b><u>BRIDGING RESEARCH PERSPECTIVES V</u></b>  <b>Advances in Customer Relationship Management</b>  <b>Chair:</b> Dr. Sandeep Puri, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. Andre Bonfrer, Australia National University</li> <li>• Dr. Shainesh G., Indian Institute of Management Bangalore</li> <li>• Dr. Peter Verhoef, University of Groningen</li> <li>• Dr. Richa Agarwal, Indian Institute of Technology, Madras</li> </ul> <p><b>Advances in International Marketing and Strategy</b>  <b>Chair:</b> Dr. Soma Arora, IMT Ghaziabad</p> <ul style="list-style-type: none"> <li>• Dr. Suren Sista, IIM Calcutta</li> <li>• Dr. Stavroula Spyropoulou, Leeds University</li> <li>• Dr. Constantine Katsikeas, University of Leeds</li> </ul>	<p><b>Amber Salon</b></p> <p><b>Amber II</b></p>
12:30 – 1:45 p.m.	<b>LUNCH</b>	
1:45 – 3:15 p.m.	<p><b><u>PLENARY SESSION IV</u></b>  <b>Research and Teaching Development</b>  <b>Chair:</b> Dr. V. Kumar, Georgia State University</p> <p><b>Finding a Mentor</b></p> <ul style="list-style-type: none"> <li>• Dr. Smeeta Mishra, IMT Ghaziabad</li> </ul> <p><b>Working with the Mentor</b></p> <ul style="list-style-type: none"> <li>• Dr. Shaphali Gupta, MDI Gurgaon</li> </ul> <p><b>Being an Effective Teacher</b></p> <ul style="list-style-type: none"> <li>• Dr. Tripti Ghosh Sharma, IMT Ghaziabad</li> </ul>	<b>Amber II</b>
3:15-3:45 p.m.	<p><b><u>CONSORTIUM CONCLUDES</u></b>  <b>Closing Remarks</b></p> <ul style="list-style-type: none"> <li>• Dr. Jagdish N. Sheth, Academy of Indian Marketing</li> <li>• Dr. S. Batra, IMT Ghaziabad &amp; Mr. Anoop Sareen, IMT Ghaziabad</li> <li>• Vote of Thanks: Dr. Smeeta Mishra, IMT Ghaziabad</li> </ul>	<b>Amber II</b>
4:00 p.m.	<b>BUS LEAVES HOTEL TO IMT GHAZIABAD</b>	

