



**Dr.V.Kumar**  
Georgia State University



**Dr.Jagdish Sheth**  
Emory University



**Sh.Adi Godrej** President *CII*  
Key Note Speaker,



**Dr.Madhukar Angur**  
Alliance University



**Dr.Piyush Kr.Sinha**  
I.I.M. Ahmedabad

## *Innovation in Marketing for Emerging Markets*

*Global Challenges and Opportunities*

### Conference Overview:

Emerging markets, comprising several countries in Asia, Latin America, Central and Eastern Europe, the Middle East and Africa have brought about a metamorphic change in world trade, commerce, markets and the balance of power. Although with faster economic growth, rising incomes and growing population, emerging markets offer enormous marketing opportunities. Several multinationals have failed in these markets when they tried to follow the traditional marketing models that work in developed markets. The unique cultural characteristics and tradition and dynamics of consumer behavior in emerging economies demand an innovative and different marketing strategy and sales program for achieving success. This conference will try to address some of these issues and provide suitable strategies for effective solutions.

### Speakers:

#### **Day-1 Sunday, July 29 ( 3.00pm-9.30pm)**

Inaugural Session: **Sh.Adi Godrej** - Chairman Godrej Group and President *CII*  
(4.00-5.15pm)

Plenary Session-1 **Dr.Anil Menon** - President Globalization and Smart + Connected Communities, Cisco Systems  
(5.30-6.45pm) **Devi Shetty** - Noted Cardiac Surgeon, Narayana Hridayalaya (invited)

#### **Day-2 Monday July 30 (8.30am-5.30pm)**

Plenary Session-2 **Mr.A.Mahendran** - M.D. and CEO Godrej Household Products Ltd  
(9.00-10.15am) **Mr. Pranab Barua** - CEO Apparels, Aditya Birla Nuovo Ltd. - (invited)

Plenary Session-3 **Mr.Chander Mohan Sethi** - Chairman & M.D. Reckitt Benckiser (I) Ltd, invited  
(4.00-5.15pm) **Mr.Bhaskar Bhat** - M.D. Titan Ind.Ltd

**Mr. Shashi Kiran Shetty** - Chairman & M.D. Allcargo Logistics Ltd  
**Mr.Samee Kaul** - V.P. Marketing , Dr.Lal's Path Lab

**Prof.Kent Monroe** University of Richmond , USA

**Prof.Russel Belk**, Schulik Business School Canada

**Prof.Michael Kleinaltenkamp** Freie Uni. Germany

**Prof.Piyush Sharma** Hong Kong Polytechnic Uni. H.K.

**Prof.John Roberts** ANU College of Business- Australia

**Prof.Rajendra Srivastava** - S.M.U. Singapore

**Prof.Ajay Kohli** Georgia Tech College of Mngt Atlanta US

**Prof.Shanker Ganesan** University of Arizona USA

**Prof.Ryan Hamilton**, Emory University, Atlanta USA

**Prof.Werner Reinartz**, University of Cologne, Germany

**Prof. Pervez Ghauri**, King's College U.K.

**Prof.Len Tiu Wright** University of Huddersfield, UK

**Prof.Gopal Iyer** Florida Atlantic University USA

**Prof.Ashok Ranchhod** Southampton University UK

**Dr.Suraksha Gupta** Brunel University UK

**Prof.S.Neelamegham** Director- AIM

**Dr.Rajan Saxena** V.C- NMIMS University

**Dr.H.Chaturvedi** Director- BIMTECH

**Prof. Janakiraman Moorthy** Director IMT-Dubai

**Prof.Bibek Banerjee** Director IMT Ghaziabad

**Prof.V.Venkataramana** Dean- S.O.B Hyderabad Uni

**Dr.Balkrishna Grandhi** Director S.P.Jain Dubai

**Prof.Sanjay Patro** XLRI Jamshedpur

**Prof.G.Shainesh** IIM Bangalore

**Prof.Satya Bhushan Das** IIM Lucknow

**Prof.Sharad Sarin** XLRI Jamshedpur

**Prof.G.Kalyanram** NMIMS Inst of Mngt Mumbai

**Prof.Tanuka Ghoshal** I.S.B. Hyderabad

**Prof.Sudhir Voleti**, I.S.B Hyderabad

**Prof.Denish Shah** Georgia State Uni. Atlanta USA

### Dates:

**July 29-30, 2012**

### Venue:

**Hotel Leela Palace,  
Bangalore – INDIA**

### For Registration Contact :

Jayant Shah,  
# 1288, Gr.Floor, 7th Cross,  
14th Main, MICO Layout,  
BTM 2nd Stage, Opp: ICICI Bank  
BANGALORE 560076, INDIA  
Cell No: +91-93412 58118

### Registration Fees

AIM Charter Member Institutions— Students  
AIM Charter Member Institutions— Faculty  
Other Students  
Other Faculty / Individuals  
Delegates from outside India

### Before July 15

6,000  
8,000  
7,500  
10,000  
US \$ 300

### After July 15

7,500  
10,000  
10,000  
12,000  
US \$ 300

Register Online : <http://www.aaim.in/index.php?page=event3>



### **Our Partners**