

**January 6 - 8, 2017 | Mumbai, India**



## **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

**Prof. Dr. Uday Salunkhe**

Group Director, weschool, India

# PRE-CONSORTIUM WORKSHOP

On

## Publishing in Scholarly Journals

Conducted by: **Amallesh Sharma, Georgia State University**

FRIDAY, JANUARY 6, 2016		DAY 1	VENUE:
TIME	EVENT	LOCATION	
9:30 – 11:00 a.m.	<b>Statistical Issues in Scholarly Research</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 report findings</li><li>• How to write the research paper</li></ul>		
11:00 – 11:30 a.m.	<b>BREAK</b>		
11:30 – 12:30 a.m.	<b>QUESTION &amp; ANSWER SESSION</b>		
12:30 – 1:00 p.m.	<b>REGISTRATION FOR THE CONSORTIUM</b>		
1:00– 2:00 p.m.	<b>LUNCH</b>		

# PROGRAM

**Friday, January 6, 2017**

<u>Time</u>	<u>Event</u>	<u>Location</u>
1 pm to 2 pm	Lunch at Executive Cafeteria	
2:00 – 2.30 p.m.	<p><b>OPENING SESSION</b></p> <p>Welcome Address – Dr. V. Kumar, Georgia State University</p> <p>History of the Consortium/ Remarks about AIM – Dr. Jagdish N. Sheth, Academy of Indian Marketing</p> <p>Message from the Host – Dr. Salunkhe &amp; team</p>	
2.30 pm – 4:00 p.m.	<p><b>PLENARY SESSION I</b></p> <p><i>The Tradecraft of Publishing</i> Chair: Dr. Robert Leone, Texas Christian University Past Co-Editor, Journal of Marketing</p> <ul style="list-style-type: none"> <li>• <b>‘Generating Ideas for Research’</b> Dr. V. Kumar, Georgia State University Editor, Journal of Marketing</li> <li>• <b>‘Choosing the Right Data, Right Model and Right Analysis’</b> Dr. K.Sudhir, Yale University Editor, Marketing Science</li> <li>• <b>‘Manuscript Revision and Resubmission: Some Guideposts’</b> Dr. Constantine Katsikeas, University of Leeds Editor, Journal of International Marketing</li> <li>• <b>‘Developing Practical Insights’</b> Dr. Dave Stewart, LMU California Editor, Journal of Public Policy &amp; Marketing</li> </ul>	Auditorium
4:00 – 4:30 p.m.	Break	
4:30 – 6:00 p.m.	<p><b>Bridging Research Perspectives I</b></p> <p><i>Advances in Innovation and New Product Development</i> Chair: TBD</p> <ul style="list-style-type: none"> <li>• Dr. Markus Giesler, Schulich School of Business</li> <li>• Dr. S. Arunachalam, ISB Hyderabad</li> <li>• Dr. Renana Peres, Hebrew University</li> </ul>	
	<p><b>Bridging Research Perspectives I</b></p> <p><i>Advances in Digital and Social Media Marketing</i> Chair: TBD</p> <ul style="list-style-type: none"> <li>• Dr. Denish Shah, Georgia State University</li> <li>• Dr. Moutusy Maity, IIM Lucknow</li> <li>• Dr. Neeraj Pandey, NITIE Mumbai</li> </ul>	
6:00 – 7:00 p.m.	<p><b>Role of University Research Centers in Generating Scholarly Research</b></p> <ul style="list-style-type: none"> <li>• Dr. Yang Zhi, HUST, Wuhan, China</li> <li>• Dr. Michael Ahearne, Univeristy of Houston</li> </ul>	Auditorium
7:00 – 9:00 p.m.	<b>DINNER AND SOCIAL ACTIVITY</b>	Rooftop

**Saturday, January 7th, 2017**

<i>Time</i>	<i>Event</i>	<i>Location</i>
8:45 – 9:00 a.m.	<b>Reflections of Day 1</b> Dr. Neelmegham, Director, AIM	Auditorium
9:00 – 10:30 a.m.	<b>Bridging Research Perspectives II</b> Advances in Consumer Behaviour Chair: TBD <ul style="list-style-type: none"><li>• Dr. Amitava Chattopadhyay, INSEAD</li><li>• Dr. Jagdish N. Sheth, Emory University; AIM</li><li>• Dr. Ray Titus, Alliance University</li></ul>	Brainstorm Room
10:30 – 11:00 p.m.	<b>Bridging Research Perspectives II</b> Advances in Branding, Advertising and Promotions Chair: TBD <ul style="list-style-type: none"><li>• Dr. Harsh V. Verma, FMS, Delhi University</li><li>• Dr. Piyush Sharma, Curtin University</li><li>• Dr. Varsha Jain, MICA</li></ul>	Nirvana
11:00 – 12:30 p.m.	<b>Bridging Research Perspectives III</b> Advances in Customer Relationship Management Chair: TBD <ul style="list-style-type: none"><li>• Dr. Werner Reinartz, University of Cologne, Germany</li><li>• Dr. Kay Peters, University of Hamburg</li><li>• Dr. Richa Agarwal, IIT Madras</li></ul>	Brainstorm Room
12:30 – 1.30 p.m.	<b>Bridging Research Perspectives III</b> Advances in Services Marketing Chair: TBD <ul style="list-style-type: none"><li>• Dr. A. Parasuraman, University of Miami</li><li>• Dr. Sanjay Patro, XLRI</li><li>• Dr. Shainesh G., Indian Institute of Management Bangalore</li></ul>	5 th Floor Board room
1:30 pm – 3:00 p.m.	<b>Bridging Research Perspectives IV</b> Advances in Marketing Models Chair: TBD <ul style="list-style-type: none"><li>• Dr. Vithala Rao, Cornell University</li><li>• Dr. Raj Venkatesan, University of Virginia</li><li>• Dr. K. Sudhir, Yale University</li></ul>	Brainstorm Room

	<b><i>Bridging Research Perspectives IV</i></b> <i>Advances in International Marketing</i> <i>Chair: TBD</i> <ul style="list-style-type: none"> <li>• Dr. Stavroula Spyropoulou, University of Leeds</li> <li>• Dr. Constantine Katsikeas, University of Leeds</li> <li>• Dr. V. Venkatramana, University of Hyderabad</li> <li>• Dr. Deepak Gupta, Amrita School</li> </ul>	5 th Floor Board room
3.00 – 3.30 p.m.	Tea break	
3.30 – 5 p.m.	<i>Speed Dating</i> <i>Coordinated by Prof. Dr. Denish Shah, Georgia State University</i>	
6.30 pm onwards	Dinner and Outside Event	

**Sunday , January 8, 2017**

Time	Event	Location
8.45 – 9 am	Reflections from Day 2	Auditorium
9.00am – 10:30am	<b><i>Bridging Research Perspectives V</i></b> <i>Advances in Marketing Strategy</i> <i>Chair: TBD</i> <ul style="list-style-type: none"> <li>• Dr. Rajan Varadarajan, Texas A&amp;M University</li> <li>• Dr. Yang Zhi, HUST, Wuhan, China</li> <li>• Dr. Shaphali Gupta, MDI Gurgaon</li> </ul>	Auditorium
	<b><i>Bridging Research Perspectives V</i></b> <i>Advances in Retailing</i> <i>Chair: TBD</i> <ul style="list-style-type: none"> <li>• Dr. Murali Mantrala, University of Missouri</li> <li>• Dr. Bal Krishanan Gandhi, S.P. Jain Global School</li> <li>• Dr. Rakesh Singh, IMT Ghaziabad</li> <li>• Dr. Tapan Panda, BML Munjal University</li> </ul>	
10:30am – 11:00am	Tea Break	
11.00 – 12.30 p.m.	<b><i>Plenary Session II</i></b> <i>Linking Academic Research to Business Practice</i> <i>Chair: TBD</i> <ul style="list-style-type: none"> <li>• Dr. V. Kumar, Georgia State University</li> <li>• Dr. Rajendra Srivastava, ISB</li> <li>• Dr. Robert P. Leone, Texas Christian University</li> </ul>	Auditorium
12:30 – 1:30 p.m.	Lunch at Roof top	

<p>1.30-3:00 p.m.</p>	<p><i>Research and Teaching Development</i>  <b>Chair:</b> Dr. V. Kumar, Georgia State University  <b>Preparing for your first academic job</b></p> <ul style="list-style-type: none"> <li>• Dr. Smeeta Mishra, IIM Calcutta</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. Harsh V. Verma, FMS University of Delhi</li> </ul>	<p><i>Auditorium</i></p>
<p>3:00-3.30 p.m.</p>	<p><i>Tea/ Coffee Break</i></p>	
<p>3:30 -4:00 p.m.</p>	<p><b>CONSORTIUM CONCLUDES</b>  <i>Closing Remarks</i>  <i>Co-Chairs:</i>  <i>Dr. Jagdish N. Sheth, Academy of Indian Marketing</i>  <i>Dr. V Kumar, Academy of Indian Marketing</i>  <i>Dr. Uday Salunkhe</i>  <i>Vote of Thanks</i></p>	<p><i>Auditorium</i></p>