

13th AIM-AMA Sheth Foundation Doctoral Consortium

1st - 3rd July 2026



About IIM Jammu

The Indian Institute of Management (IIM) has now become synonymous with innovation, talent, and zeal for success and contribution in management. The Government of India established IIM Jammu in Jammu and Kashmir in 2016. IIM Jammu inaugurated its off-campus centre in Srinagar on January 24, 2020. From the very beginning, IIM Jammu has set high standards for delivering outstanding value-based quality education, conducting high-quality research, offering executive education, consultancy services, and fostering strong corporate and international linkages. IIM Jammu encourages contemporary research concentrating on regional, national, and global issues. IIM Jammu offers the following programmes:

Doctoral Programme

- PhD Programme in Management (Full Time/ Working Professional)

Post-Graduate Programme

- Master of Business Administration (MBA)
- MBA (Healthcare) with AIIMS & IIT Jammu
- Dual degree programme (MBA) with IIT Jammu (B.Tech)
- Executive MBA (EMBA) (Blended Mode)

Under-Graduate Programme

- Integrated Program in Management (IPM)

Executive Education

- Open Programmes
- In-company Programmes
- Advance Management Programmes
- On-line Certificate Programmes

Faculty Development Programmes

- Academic Leadership Programme
- Faculty Development Programme
- Quality Improvement Programme

About Academy of Indian Marketing

The Academy of Indian Marketing (AIM), founded in 2009 by Dr. Jagdish Sheth and Prof. Neelamegham, serves as a vital consortium of top management institutions in India, focusing on enhancing marketing education and research. AIM operates as a not-for-profit organization, dedicated to addressing the unique challenges faced in emerging markets through collaborative platforms for scholars and practitioners.

It organizes various initiatives such as conferences, workshops, and doctoral consortiums aimed at fostering academic excellence and practical insights in marketing. By bridging the gap between academia and industry, AIM seeks to promote innovative marketing solutions and establish marketing as a positive societal force while expanding its diverse membership base of doctoral students, academicians, faculty, and industry professionals committed to advancing the field of marketing research.

About AMA Sheth Foundation

The American Marketing Association (AMA) Sheth Foundation is dedicated to advancing marketing scholarship and education. It provides support for various initiatives that promote research and professional development within the marketing field. The foundation is known for its commitment to fostering innovation and excellence in marketing education through funding, awards, and collaborative projects.

The 13th Doctoral Consortium

The 13th AIM AMA Sheth Foundation Doctoral Consortium is designed for PhD students and early-career academicians. This event provides a unique opportunity for participants to present their research ideas, receive feedback from experienced scholars, and engage in discussions that refine their academic pursuits. The consortium aims to facilitate networking among emerging researchers and established academics.

Highlights of the Consortium



Master Classes

By distinguished faculty members in various domains of marketing including but not restricted to Strategy Research, Machine Learning, Empirical Modeling, Consumer Behaviour, and Conscious Capitalism.



Global Cafés

Where participants will be allocated rooms based on their research interests and receive guidance from world-renowned mentors.



Plenary and Parallel Tracks

Include sessions on research relevance, meeting the editors, navigating through academic careers, manuscript writing, multi-methods research, and how to be an effective teacher.



Informal Global Lounges

Where participants will get an opportunity to interact, network, and collaborate with fellow doctoral scholars and faculty across the world.

For more information, please visit the [website](#).

Important Dates

Paper submission opens	November 15, 2025
Paper submission closes	February 15, 2026
Registration Starts	April 16, 2026
Registration Closes	May 15, 2026

Registration and Fees

Research Scholar (Indian)	Rs. 6000 + GST
Early Career Faculty (Indian)	Rs. 8500 + GST
International Research Scholar	\$125 + GST
International Early Career Faculty	\$250 + GST

*Includes 2 nights' accommodation on a twin sharing basis on campus.

Submission Guidelines

The Doctoral Consortium aims to encourage participation from doctoral scholars enrolled in various Management disciplines at Universities and Institutions, providing an opportunity to present their research ideas/doctoral work/research proposals/doctoral thesis. All submissions for the Doctoral Consortium should address different aspects of established Marketing / Management / Social science concepts.

Guidelines

- The first page should include the Title Page containing the paper title, the author (s)' names as per the authorship, affiliation, Email ID(s), and the contact number of the corresponding author.
- The research proposal should have a clear title, abstract, conceptual framework, and major research works reviewed, research gaps, objectives, methodology, and highlight the relevance of the study for policymaking and society.
- Research Proposal Format: Use Times New Roman, font size 12 (except for title, which should be Times New Roman 14-point font), double-spacing, 1-inch margins on all sides, and all citations and references must follow APA guidelines.
- All submissions will undergo a peer-review process to ensure quality and relevance.
- At least one author must register for the conference for the submission to be included in the final program.

*The submission should not exceed 2,500 words or 4 pages.

"The Microsoft CMT service was used for managing the peer-reviewing process for this conference. This service was provided for free by Microsoft, and they bore all expenses, including costs for Azure cloud services as well as for software development and support."

Submission Link
<https://tinyurl.com/2rzfxued>



Payment Link

Indian Participant

<https://payments.iimj.ac.in/forms/52>



Foreign Participant

<https://payments.iimj.ac.in/forms/54>



Mode of Payment

- Credit Card / Debit Card
- UPI (For Indian Delegates Only)
- Funds Transfer (NEFT / Wire Transfer)

Note: The Participants need to register separately for the Doctoral Consortium & International Marketing Conference as per the applicable category.

For more details, write to us at: dc@iimj.ac.in



Patron



Prof. B.S. Sahay
Director, IIM Jammu

Chief Mentor



Prof. Jagdish N. Sheth
Goizueta Business School, Emory
University, USA

Organizing Committee

Doctoral Consortium Co-Chairs



Prof. Russell W. Belk
York University, Toronto,
Canada



Dr. Ateeque Shaikh
Associate Professor, Marketing,
Chairperson-Research

Consortium Coordinator



Dixita
PhD Scholar, Marketing

About Jammu and Kashmir

The Union Territory of Jammu and Kashmir came into existence on 31-10-2019 in terms of the Jammu and Kashmir Reorganisation Act 2019. The new region comprises three distinct regions of Jammu, Kashmir, and Ladakh. The UT is bounded by Ladakh in the East and North and Pakistan in the West. The Southern boundary is contiguous with Himachal Pradesh and the Gurdaspur District of Punjab. Its three principal rivers are: the Jhelum, the Chenab, and the Ravi.

About Jammu City

Jammu is a key administrative division of the Union Territory of Jammu and Kashmir, encompassing districts such as Doda, Jammu, Kathua, Ramban, Rajouri, Reasi, Poonch, and Samba. The region is largely hilly, dominated by mountain ranges like the Pir Panjal, which separates Jammu from the Kashmir Valley. The city is close to Mata Vaishno Devi Shrine, which is visited by lakhs of devotees throughout the year. Also known as Jammu Tawi, the city is the second-largest urban agglomeration in the Union Territory. It is rapidly expanding with significant growth in infrastructure and development, making it an important cultural, economic, and administrative hub.

How to reach IIM Jammu

By Air

Jammu is well-connected by air through Jammu Airport, located approximately 18 km (30 minutes) from the IIM Jammu campus. The airport operates regular direct flights to major cities, including Delhi, Srinagar, Ahmedabad, Amritsar, Chandigarh, Mumbai, Hyderabad, and Bengaluru, ensuring convenient connectivity for participants travelling from across the country.

By Rail

The city is served by Jammu Tawi Railway Station, one of the major railheads in North India, situated approximately 16 km (25 minutes) from the IIM Jammu campus. Jammu Tawi has excellent connectivity with almost all major cities across India, making it a preferred travel option.

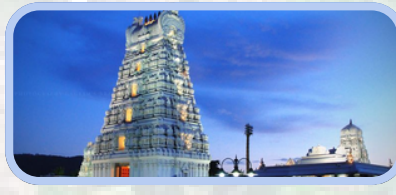
By Road

Jammu is also well connected by a robust road network. The city lies on National Highway 44 (NH-44), linking it with Delhi and other key northern cities. Regular bus services, private taxis, and state transport options are available from neighbouring cities and states, ensuring smooth access to Jammu by road.

Tourist Attractions in and around Jammu



Mata Vaishno Devi



Tirupati Balaji Temple



Bahu Fort



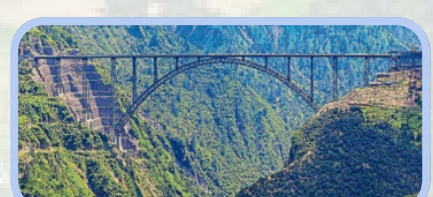
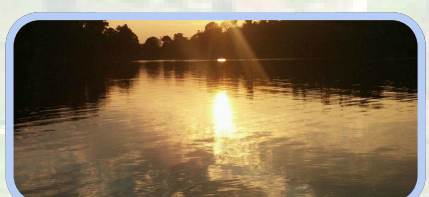
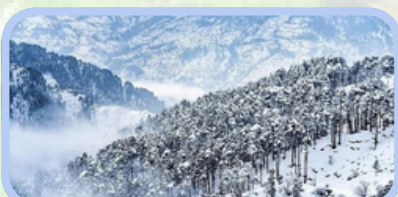
Raghunath Temple



Devi Pindi Trek



Hari Niwas Palace





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