



CME E

CENTRE FOR MARKETING IN EMERGING ECONOMIES

Indian Institute of Management, Lucknow

A GUIDE TO MEMBERSHIP

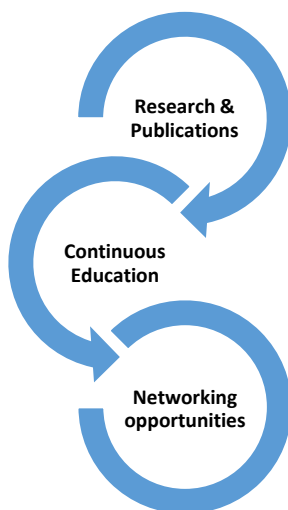


TO BE THE GLOBALLY RECOGNIZED CENTRE FOR MARKETING THAT STUDIES, UNDERSTANDS AND EDUCATES ABOUT CONSUMERS, BUSINESS AND PUBLIC POLICIES TOWARDS MARKETING IN EMERGING ECONOMIES

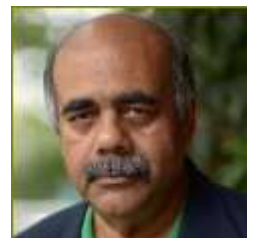
Established in 2012, Centre for Marketing in Emerging Economies (CMEE) is a lively resource center for scholars, academicians, marketing research practitioners and corporations from around the world, who have interest in emerging economy markets. The successful execution of the workshops and international conferences with participation from across the globe academia and practitioners has already laid the foundation for the Centre.

The Centre functions as a self-sustained profit Centre and is run by its Chairperson Prof. Satyabhusan Dash, with able guidance from an eminent panel of academicians and practitioners who constitute its governing board. Prof. Ajit Prasad, Director, IIML serves as the Chairman and Prof. Naresh Malhotra, Senior Fellow, Georgia Tech CIBER and Regents' Professor, Georgia Institute of Technology serves as Chairman of Apex Board. The members of this body include Mr. S. L. Rao, Former Director General of National Council for Economic and Applied Research (NCAER); Mr. Pramod Bhasin, Founder and Vice Chairman Genpact; Prof. Moutusy Maity, Associate Professor (Marketing) at IIML; Prof. Devashish Das Gupta, Associate Professor (Business Environmental) at IIML; Mr. Mohan Krishnan, Market Researcher & Social Entrepreneur, Member at TPCKI; and Mr. Mrutyunjay Mishra, Co-founder, Juxt/ Exec. Dir., Smart Mandate

FOCUS AREAS OF THE CENTRE



IIM Lucknow aspires to be global preeminent Centre of excellence, generating and imparting knowledge in management and providing socially conscious and globally relevant thought leadership. IIM Lucknow's mission is to help in improving management systems with regard to business, industry and public services through pursuit of excellence in management education, research, consultancy and training. In sync with the vision and mission of IIM Lucknow, the Centre for Marketing in Emerging Economies (CMEE) has been established in 2012. Apart from conducting advanced marketing research and running continuing state-of-the art research workshops on contemporary marketing issues, the Centre has been instrumental in bringing together scholars, practitioners and government officials interested in marketing in emerging economies.



Dr Ajit Prasad
Chairman, CMEE Governing Board
Director, IIM Lucknow

The Mission

To promote research of international standard and facilitate knowledge transformation in emerging economies as the credible source of 'marketing information', 'consumer behavior', 'business competitiveness', 'dynamics of economy, technology, socio-political situation on marketing and public policies towards marketing'. The Centre will facilitate the exchange of ideas and experiences between academic scholars, marketing managers, research practitioners, concerned public policy makers and moulders of public opinion including the media.

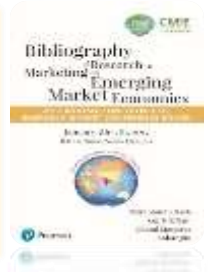
CMEE AT A GLANCE

Research & Publications



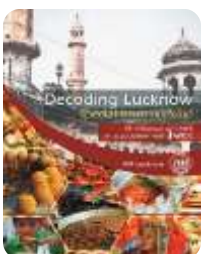
2017: *The research handbook titled "Affordable Healthcare Delivery Models - Challenges & Opportunities in Emerging Economies" published by CMEE*

2017: *"Bibliography of Research in Marketing on Emerging Market Economies" is the first bibliographical compilation where the authors' earnest intent is to collate all the EME specific research articles that got published in refereed marketing area journals during 1991 to 2015*



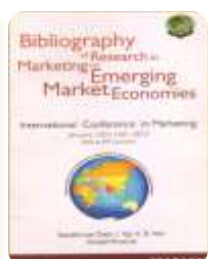
2016: *A Field Study Report on "Prospects of Coir Products in Uttar Pradesh" was submitted to Coir Board, MSME Ministry*

2014: *The marketing research handbook titled "Decoding Lucknow: Special Issue on Food" published by CMEE*



2013: *The marketing research handbook titled "Decoding Lucknow: An Insightful Handbook of Lucknow Consumer" published by CMEE*

2012: *"Bibliography of Research in Marketing on Emerging Market Economies" is the first bibliographical compilation where the authors' earnest intent is to collate all the EME specific research articles that got published in refereed marketing area journals during 1986 to 2011*





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Workshops



Jan, 2017 Case Study Writing and Development

Speakers: Prof. Naresh Malhotra, Prof. Niraj Dawar, Prof. Amitava Chattopadhyay



Apr, 2016 Data Visualization: Methods & Tools (Noida & Mumbai)

Speakers: Mr Naveen Gattu, Mr. Ganes Kesari B, Mr. Mohan Krishnan, Prof. S.B. Dash, Prof. Ashwani Kumar, Prof. Moutusy Maity, Prof. Sameer Mathur, Dr. Manoj Kumar Dash, Mr. Manas Ranjan Kar



Nov, 2015 Teaching Marketing Research

Speakers: Prof. Naresh Malhotra, Prof. Russell Belk, Prof. Satyabhusan Dash, Mr. Mohan Krishnan



Nov, 2015 Understanding Consumers in Digital Era

Speakers: Prof. Naresh Malhotra, Prof. Russell Belk, Prof. MoutusyMaity, Prof. LipikaDey, Mr. ManasKar



May, 2015 Power of Semiotics for Impactful Market Research (Noida & Mumbai)

Speakers: Dr. Laura Oswald



Apr & May 2015 Power of Data Driven Marketing for Achieving Marketing Excellence (Noida & Mumbai)

Speakers: Anil Kaul, Ranjit Nair, LipikaDey, Mohan Krishnan, Deepak Goel, Shailesh Kumar, Prof. S. Venkat, Himanshu Chopra, Prof. Bharat Bhasker, Prof. B.K Mohanty, Prof. MoutusyMaity, Arun V. Chearie, Anup Kumar Saha, Vinit Goenka, Pratul Chandra, Prof. S.B Dash



Feb, 2015 Leveraging Power of Semiotics for Achieving Marketing Excellence (Noida & Mumbai)

Speakers: Mr. Chris Arning, Ms. Lucia Laurent-Neva, Ms. Hamsini Shivakumar



Apr, 2014 Leveraging Power of Qualitative Marketing Research for Achieving Marketing Intelligence (Noida & Mumbai)

Speakers: Prof. Jerry Olson, Ms. PriyaTandan, Mr. Holger E. Metzger, Ms. Dina Mehta, Ms. Anjali Puri, Mr. Raghu Kolli, Mr. Sandeep Dutta, Ms. Sabrina Schoeder, Mr. Soumick Nag, Ms. Richie Chourasia, Ms. Shubhangi Athalye



Jan, 2014 Metaphor analysis and Ethnography Research

Speakers: Prof. Jerry Olson, Prof. Russell Belk, Prof. GülizGer, Mr. Holger Metzger



CMEE Conference, 2017 "Reaching Consumers in Emerging Markets"



• **Notable Speakers:** Hon'ble Minister Railways Shri Suresh Prabhu spoke on 'Public Sector Marketing: Challenges and Opportunities'. Renowned academicians and practitioners from industry included Prof. Ashutosh Dixit, Prof. Marin A. Marinov, Prof. Len Tiu Wright, Prof. Vithala Rao, Prof. Audhesh Paswan, Prof. Kaouter Kooli, Prof. Ravi Chitturi, Prof. James Maskulka, Mr. M. V. Ramana, Mr. Kannan Sitaram's, Mr. Rajesh Kurup, Mr. Surya AV, Mr. Sanjeev Govil, Mr. ParthoKar, Mr. Santosh Desai, Mr. Deepak Varma, Mr. Anirban Ghosh, Mr. P.S. Narayan, Mr. Arun Nagpal, Dr. V.K Singh, Dr. S Natarajan, Mr. Sujay Santra, Mr. S.N. Sathu, Ms. Leena Nair and Ms. Betty Adamou



• **Important Sessions:** Crafting Impactful Theory for Understanding Emerging Markets; Impact of Technology on Marketing Channel Design; International Franchising in Emerging Economies; Antecedents of Research Productivity; Customer Co-creation; B2B Marketing; Design for Greater Profit-Margin; How to Write Publishable Qualitative Research; Choice Modelling. Two interesting sessions on contemporary research tools and techniques were 'Neuroscience and Marketing'; 'Research through Gaming'.

CMEE Conference, 2014 "Listening to Consumers of the Emerging Markets"



• **Notable Speakers:** Ms. Rama Bijapurkar, Mr. Vivek Mehra, Ms. Preeti Reddy, Prof. Andrew Mc Auley, Mr. Pradeep Kashyap, Mr. P. G. Raghuraman, Prof. Gurprit Kindra, Prof. Arun Jain, Prof. Naresh Malhotra, Prof. Amitava Chattopadhyay, Prof. Vithala Rao, Ms. Hamsini Shivakumar, Ms. Priyadarshini



• **Important Sessions:** Crafting consumer-based business strategy in emerging markets, Legends in Marketing: Leaving a Legacy for the Next Generation, Practicing Marketing Research in the real world, Creating value for Consumers of Emerging Markets through Sustainable and Social Business Practices, Listening to Consumers in a Digital Era, Innovation for Rural Consumers, Creating Value for Consumers of Emerging Markets through Best Practices: Banking & Financial Sector Perspective, and Affordable Healthcare services, Contemporary Challenges and Future Prospects of Teaching Market Research, Leveraging Power of Choice Preference Analysis and Big Data Analytics, Creating value for consumers of Emerging Markets: Food sector, Leveraging Power of Doing Qualitative Marketing Research, Emerging Market Firms building Branded Businesses, Linking Academic Research to Marketing Practice, Digital Medium as a Tool for Understanding Voice of Consumers

CMEE Conference, 2012 "Shaping the Future of Research in Marketing in Emerging Economies"



• **Notable Speakers:** Prof. Jagdish Sheth, Prof. Arun Jain, Prof. Naresh Malhotra, Mr. Peter Mouncey, Prof. Rajeev Batra, Prof. Dhruv Grewal, Ms. Preeti Reddy, Mr. Pradeep Kasyap and Prof. Arun Jain



• **Important Sessions:** Theory Building in Marketing, Marketing Education and Case Teaching, Rigor in Research Methodology in Marketing, Legends in Marketing: Leaving a Legacy for the Next Generation, Contemporary challenges and Future prospects of Marketing research for earning a seat in decision maker and practitioner's perspective, Brand building Challenges Facing Emerging Market Companies, Emerging Research Issues in Retailing & Franchising, Marketing Research in practice, Price and Value in Bottom of Pyramid, Contemporary challenges and future prospects of Teaching Marketing research in the Globalized Era



About Membership

Type of Membership, Eligibility criteria and Fees:

Membership Category	Annual Fees	Benefits
Individual		
Academicians, working executives in marketing and allied disciplines	Rs. 10,000+Taxes	<ul style="list-style-type: none"> ✚ First right of refusal for CMEE initiated research projects and opportunity to get considered as collaborator for research projects (submission of proposal or candidature) ✚ Honorarium and financial benefits if delivering workshop session or conducting research projects ✚ Concession on the registration fees for conferences & workshops ✚ Invited as guest, keynote speaker or a program chair in CMEE events ✚ Invited to roundtable discussion on counterparty issues ✚ Notified regarding the upcoming conferences and workshop or other events ✚ Interactive Email Newsletter
Students Members (For post-graduate or equivalent academic qualification, B. Tech., B.E., M.B.B.S. etc.)	Rs. 2,500+Taxes	<ul style="list-style-type: none"> ✚ First right of refusal for CMEE initiated research projects and opportunity to get considered as collaborator for research projects (submission of proposal or candidature) ✚ Concession in registration fees for conferences, workshop and other events ✚ Interact with our professional members and can get advices ✚ E-access to all the Conference Proceedings and published Research Reports ✚ Scholarly students members will be provided with scope to take part at overseas events (if any) ✚ Innovative research activities will be funded (if any)
Life Membership (Experienced professionals)	Additional Rs. 15,000+Taxes (if want to convert to life member from annual member)	<ul style="list-style-type: none"> ✚ As above + Involvement in building long term and annual agenda of Centre ✚ Interaction with board to influence and support activities ✚ Collaboration opportunity ✚ Interactive Email Newsletter
Corporates		
Educational Institutes	Rs. 15,000+Taxes	<ul style="list-style-type: none"> ✚ First right of refusal for CMEE initiated research projects and opportunity to get considered as collaborator for research projects (submission of proposal or candidature) ✚ Concession (up to 25%) in professional membership Faculties/ professionals/ employees of college/institute/corporate firm ✚ Concession in student membership ✚ Concession on registration fees at conferences, workshop and other world class events conducted by CMEE ✚ Providing necessary supports to the college to avail funds under its research funding scheme [RFS] and involving the students in CMEE research projects
All companies, firms or association of persons or a division of a company engaged in marketing and allied services	Rs. 10,000+Taxes	<ul style="list-style-type: none"> ✚ First right of refusal for CMEE initiated research projects and opportunity to get considered as collaborator for research projects (submission of proposal or candidature) ✚ Concession in fees for CMEE events ✚ Interactive Email Newsletter ✚ Research Data ✚ Collaborations
<p>Please fill up the Membership form and email the scan copy with payment details to cmeerc@iiml.ac.in. Also, send the hard copy along with the original demand draft to 'CMEE, IIM Lucknow (Noida Campus), B-1, Institutional Area, Sector 62, Noida, UP – 201307'.</p>		

LEADERSHIP

The growing importance of emerging market economies of Asia, Latin America, Central and Eastern Europe, the Middle East and Africa is undeniable. Phrases such as BRIC (Brazil, Russia, India and China) CIVETS (Columbia, Indonesia, Vietnam, Egypt, Turkey, and South Africa) VISTA (Vietnam, Indonesia, South Africa, Turkey and Argentina), New Frontiers or Next Eight (Argentina, Indonesia, Mexico, Poland, Saudi Arabia, South Africa, South Korea and Turkey), etc. have been coined to identify the more promising of the markets. Despite the growing importance of emerging market economies, a comprehensive institutional framework to advance the research, educational, and management practices in emerging markets was lacking. The Center for Marketing in Emerging Economies at IIM, Lucknow fills this gap and has made a significant contribution in advancing the knowledge, education and management practices in and about emerging markets. It has been a pleasure to Chair the Apex Advisory Board of this Center since its inception.



Prof. Naresh K. Malhotra, PhD
Regents' Professor Emeritus
Chairman, Apex Advisory Board, CMEE



was involved in shaping this self-sustainable centre at IIML Noida campus with the support of its founding members and the institute. It is natural, therefore, for me to look back with pleasure, over the progress that has taken place since 2011-12 when it was incubated.

Prof. Satyabhushan Dash
CMEE-Chairperson

The Centre for Marketing in Emerging Economies (CMEE) at IIM Lucknow aims to be a globally recognized centre of excellence for pursuing original research and imparting quality education in the area of marketing. With a specific mandate for contributing towards better understanding of emerging economy markets, it also aims at discussing challenges therein for marketing practitioners. The idea of the centre originated from an international marketing conference that was successfully hosted by IIM Lucknow at its Noida campus during 13-14 January' 2012. As the founding chairman, I was responsible for conceptualizing, spearheading and launching of the CMEE in 2011-12 AY. Apart from conducting advanced research and running continuous education programs, the centre also acts as a platform for academicians and practitioners in selected emerging geographies to collaborate with each other effectively. Over the last five years, I

PARTNERS IN PAST EVENT

Academic Associations



Business School Partners



Industry Partners



Publication



Media Partners



For more information on Centre for Marketing in Emerging Economies (CMEE), please visit: iimlcmee.org/

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Centre for Marketing
in Emerging Economies

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