

CENTRE FOR MARKETING IN EMERGING ECONOMIES

Presents

Flashback

CME E NEWSLETTER SPECIAL ISSUE – Volume 2 Issue 2 June 2017

Reaching Consumers of Emerging Markets

2017 Annual Conference of Emerging Markets Conference Board

Delhi NCR, India/ 5-7 January 2017

CME E–Chairperson Speaks



Prof. Satyabhusan Dash

Dear Readers,

It gives me immense pleasure to bring the newsletter of 2017 Annual Conference of the Emerging Markets Conference Board (EMCB) hosted by Centre for Marketing in Emerging Economies, IIM Lucknow Noida campus. The 2017 Annual EMCB Conference provided a platform for sharing insights and findings on marketing in emerging economies, where scholars from different countries can exchange ideas and explore collaboration, shaping the agenda for research on marketing in emerging economies. In consonance with the growing opportunities available to consumers for expressing their opinions, and for firms to track consumer engagements, this conference set an agenda for “Reaching Consumers of Emerging Markets.”

I am really thankful to participants from industry and academic institutes who attended the conference. Through this newsletter we intend to communicate the proceedings of conference in a structured way for those who could not attend this. CME E’s vision is to be globally recognised Centre for Marketing that studies, understands and educates about consumers, business and public policies towards marketing in Emerging Economies. CME E’S organising these conference is aligned with its goal of bringing state-of-the-art consumer understanding methodologies to the emerging market and raising the quality standards in the practice of consumer insight and marketing. I earnestly solicit the co-operation and contribution of all the interested academia and industry representatives to join hand with us in our march towards excellence.

To see past events of CME E and know all the updates please [click here](#).

I hope you love reading it as much we loved making it.



Conference Speakers

SPEAKERS



PLENARY SESSIONS

- Brand Building Challenges faced by Emerging Market Companies
- The Role of Marketing Research in Public Policy Decision Making
- Data or Atta: Marketing Programs for Emerging Markets
- Economic Environments and Social Sustainability: A panel session on Opportunities and Challenges in Emerging Markets
- Affordable Healthcare Delivery for BoP Consumers: Challenges and Opportunities

EXPERTS SPEAK: RESEARCH TOOLS TECHNIQUES/ RESEARCH DIRECTIONS

- Impact of Technology on Marketing Channels Design
- How to write Publishable Qualitative Research
- Crafting Impactful Theory for understanding Emerging Markets
- International Franchising
- Research Trends on Place Identity/ Branding
- B2B Marketing
- Customer Co-Creation
- Design for Greater Profit-Margin
- Neuroscience and Marketing Research

Mr. Suresh Prabhakar Prabhu, Hon'ble Minister of Railways, GoI
 Prof. Naresh Malhotra, Georgia Institute of Technology
 Prof. Rajan Varadarajan, Texas A&M University
 Prof. Amitava Chattopadhyay, INSEAD
 Prof. Niraj Dawar, Ivey Business School
 Prof. Murali K. Mantrala, University of Missouri
 Prof. Vithala R. Rao, Cornell University
 Prof. David W. (Dave) Stewart, Loyola Marymount University
 Prof. Manjit S. Yadav, Texas A&M University
 Prof. Marin Marinov, Aalborg University

Mr. Partho Kar, Biswa Bangla Retail, Govt. of West Bengal
 Prof. Audhesh Paswan, University of North Texas
 Prof. Ravi Chitturi, Lehigh University
 Mr. Santosh Desai, Future Brands
 Prof. James Agarwal, University of Calgary
 Prof. Len Tiu Wright, University of Huddersfield
 Dr. Kaouter Kooli, Bournemouth University
 Prof. James Maskulka, Lehigh University

Mr. M. V. Ramana, Dr. Reddy's Laboratories
 Mr. Kannan Sitaram, Innovative Foods
 Mr. Vinay Kumar, Datawise Group of Companies
 Mr. Rajesh Shukla, Ice 360
 Mr. P.S. Narayan, Wipro
 Mr. Anirban Ghosh, Mahindra Group
 Mr. Sanjeev Govil, Idea Cellular
 Mr. Srikanta K. Panigrahi, Carbon Minus India (CMI)
 Mr. Sujay Santra, iKure
 Mr. Surya AV, Kantar Public

Dr. V.K. Singh, InnovatioCuris
 Padmashree Dr. S. Natarajan, Aditya Jyot Eye Hospital
 Mr. Sankarama Krishnan Nivarthi Sathu, HLL Infratech Services
 Mr. Rajesh Kurup, Millward Brown
 Mr. Deepak Varma, Millward Brown
 Mr. Mrutyunjay Mishra, Juxt Smart Mandate and Oizom
 Mr. Arun Nagpal, Mrida Associates
 Ms. Betty Adamou, Research Through Gaming
 Prof. Amit Mookerjee, IIM Lucknow
 Prof. Satyabhusan Dash, IIM Lucknow
 Mr. Mohan Krishnan, TPCKI
 Prof. S Venkataramanaiah, IIM Lucknow

Inaugural Ceremony of Conference & ‘Meet the Editor’ session

January 5, 2017

Annual Conference of Emerging Market Conference Board’s “Reaching Consumers of Emerging Markets” by IIM Lucknow’s (IIML) Centre of Marketing in Emerging Economies (CMEE) was inaugurated by Dr. Ajit Prasad, Director – IIML, on January 5th at IIML, Noida Campus. The conference seeks to provide a substantive forum to delegates for presenting and discussing research in marketing, especially that related to Emerging Economies. The conference aimed to bring together Marketing Practitioners, Academicians, Research Practitioners and Research Scholars from across the world and provided a unique opportunity for them to share their ideas with some of the best in their field globally.

While inaugurating the conference, Dr. Ajit Prasad, congratulated Prof. Satyabhusan Dash for organizing conference in midst of the busy academic schedule in Institute as IIM L is mentoring newly formed IIM Sirmur and IIM Jammu. He further mentioned “The Indian market is changing at a fast pace and soon it is going to emerge as the market leader among developing nations due to the increasing buying power of its middle class”.

Prof. Naresh Malhotra, conference lead co-chair depicted the journey of the CMEE since its inception in 2012. He explained the purpose of conference as to bring the issues to emerging markets to global front. Prof. Satyabhusan Dash, conference co-chair, presented the statistics of the research in emerging market in last 25 years. He also urged researchers in emerging market to improve the quality of research to earn global recognition.



Prof. Vithala Rao, President, NASME, Prof Udo Wagner, Former President, EMCA, Prof. Rajan Varadarajan, Vice president, AMA and Prof. Manjit Yadav , representative of AMS were present on Dias during Inaugural ceremony of Conference.

At the end of the session, three documents were released, the proceedings of the conference, Flashback depicting the journey of CMEE and Bibliography of Research in Marketing on Emerging Market Economies authored by Prof. Dash, Prof. Saji Nair, Ms. Ghazal Masarrat and Ankur Jha.

Inaugural session followed by ‘Meet the Editor’ session was chaired by **Prof. Naresh Malhotra, Editor, Review of Marketing Research**. The Editors’ panel included **Prof. Murali Mantrala, Editor, Journal of Retailing, Prof. David W. (Dave) Stewart, Editor, Journal of Public Policy & Marketing, Prof. Manjit Yadav, Editor, Academy of Marketing Science Review and Prof. Rajan Varadarajan, Vice president AMA representing Journal Marketing and Journal of Marketing Research**. Panellists discussed about expectations of publishable manuscript in these top journals and shortcomings of manuscripts submitted from Emerging Market researchers.

Conference Plenary Sessions & Expert Speaks

January 6-7, 2017

Plenary Session I - Brand Building Challenges Faced by Emerging Market Companies



The session was moderated by Prof. Amitava Chattopadhyay from INSEAD. The panel included Mr. M. V. Ramana, Head of Branded Markets for India & Emerging Countries and Executive Vice President, Dr. Reddy's Laboratories Ltd and Mr. Kannan Sitarams', CEO and MD, Innovative Foods Ltd. Emerging Economies are now home to some of the biggest global brands. Be it the Tata Group owning JLR/Corus or China Mobile being the biggest mobile service provider,

Emerging Economies are marching their way forward creating newer and bigger brands every day. But all that glitters is not gold and there are significant challenges in doing so. The objective of the session was to understand the challenges involved in creating brands in emerging economies and replicating them in other markets for future benefits. Panellists' discussed challenges and strategies to overcome them.

Plenary Session II - The Role of Marketing Research in Public Policy Decision Making

The session was moderated by Prof. Naresh Malhotra from Georgia Institute of Technology. The panel included Mr. Rajesh Kurup, Managing Director – North Millward Brown, Mr. Mohan Krishnan, Member at Peninsula Centre for Knowledge and Insights, Mr. Surya AV, CEO-South Asia, Kantar Public and Prof. Satyabhusan Dash, IIM Lucknow. The objective of this plenary session is to discuss the extent of utilization of marketing and consumer behaviour insight for public policy decision. Further, this



session deliberated reason for under representation and proposed means by which marketing and consumer behaviour research can contribute for further policy decisions.

Plenary Session III - Data or Atta: Marketing programs for Emerging Markets



The session, moderated by Dr. Niraj Dawar, had Mr. Partho Kar, Dr. Amit Mookerjee, Prof. Marin Marinov, Mr. Santosh Desai and Mr. Mohan Krishnan on the panel. The panel discussed the definition and profile of an emerging market consumer and their characteristics and how to reach out to them. The aspirations of young Indian consumers was talked about. Santosh Desai talked about consumption as the graph of changing and growing market scenario. With examples such as Patanjali, the panel grappled with

the issues of understanding consumers better for marketing. Prof. Marin threw light on the western perspective of looking at emerging markets. Finally the panel moved on to technology and its impact on marketing in the emerging economies, with special emphasis on mobile and digital marketing.

Plenary Session IV (A) - Economic, Environmental and Social Sustainability: A Panel Session on Opportunities and Challenges in Emerging Markets

The session was moderated by Prof. Rajan Varadarajan. The speakers talked about sustainable business practises in their respective fields. Mr. Mrityunjay talked about his sandbox project to make air quality data freely available and also showed his AirOwl product which can monitor air quality. Mr. Arun Nagpal talked about sustainability in rural areas and the importance of scalability and standardization of the process. Mr. Panigrahi talked about involving students in the process and sensitizing them towards the need for adopting sustainable measures and developing a philanthropic attitude towards life.



Plenary Session IV (B) - Affordable Healthcare Delivery for BoP Consumers: Challenges and Opportunities



The session moderated by Dr. V K Singh, Managing Director, InnovatioCuris, saw participation from bureaucrats, CMDs of various healthcare organizations and academicians. The primary focus of the roundtable session was to get insights on various dimensions of affordable healthcare, role of Public Private Partnerships (PPP) policies in uplifting the healthcare accessibility among Bottom of Pyramid (BoP) population, role of ICT intervention in building up an ecosystem for affordable and sustainable healthcare.

Conclusions drawn from the session included the learnings which examined various dimensions of affordable healthcare in terms of cost, quality and time. Emerging trends in affordable healthcare were discussed which included methods for bringing down the costs by means of ICT interventions and capacity building.

Prof. Murali Mantrala, University of Missouri, USA: The Impact of Technology on Marketing Channels Design and Management and Directions for Research

Prof. Murali Mantrala, in his session, talked about the key impact areas of retailing technologies like improving the customer shopping experience, optimizing supply chain operations and creating new channels. He emphasized on the key research areas in the field of customer shopping behaviour, particularly, M-shopping. The impact of shopping technologies on customer loyalty and life time value was also discussed.

Prof. Len Tiu Wright, University of Huddersfield, UK: How to Write Publishable Qualitative Research

Prof. Len Tiu Wright, being the Founding Editor of Emerald's Qualitative Market Research – An International Journal, discussed the use of qualitative market research theories and methodologies.

Prof. Vithila Rao, Cornell University, New York: Choice Modelling

Prof. Vithila Rao drew the line of difference between Linear Model and Nonlinear Model. Further, the logit model and its type were discussed. Order logit, condition logit, and nested logit were the three types expounded in detail. “Applied conjoint analysis” is a book authored by the Prof. Vithila R. Rao. He suggested that Indian authors must use the updated methodological tools for the analysis of their data. The multinomial logit model and BLP model with Bayesian modelling was covered in the session. Thereafter, he explained the concept of latent class model and dynamic model. He divided the choice modelling into four sub-parts; Brand choice, assortment choice, category choice and bundle choice. The researcher were suggested to apply the model and software packages as per the need of the study. He also summarized the concept of discrete choice modelling and the related book authored by Prof. K. Train. The R software package was the most recommended package suggested by the expert. At the end of the session, he discussed about the best software for Bayesian model like WIN BUGS and JAGS.

Prof. Audhesh Paswan, University of North Texas: International franchising in emerging Economies: Prospects and Caveats

Franchising and its relationship with entrepreneurial theory of the venture, independence of franchisee, power and other relationships in the distribution channel were the key issues that Prof. Audhesh Paswan, University of North Texas discussed in his session.

Mr. Gautam Mahajan, President of Customer Value Foundation: Is the Customer Value Imperative as Important in Emerging Markets as in Developed Countries

Mr. Mahajan talked about the customer value imperative and the importance of perceived value over actual. With data from various countries, he discussed the definitions of value, the methods to calculate value scores, understanding market share from these figures and much more. He talked about the gap between the decided and the delivered customer value that arises because of the barriers to value creation and delivery. He also talked about de-commoditization as an attitude towards providing value to the customers with examples from the fertilizer and fashion industries. Lastly he talked about the to-dos for incorporating customer value in day to day business and invited the audience to join him in building a customer value index.

Prof. Ravi Chitturi, Lehigh University, USA: Design for Greater Profit-Margin/Unit: The Role of Anticipatory Emotions of Confidence, Excitement, and Pride

Prof. Ravi Chitturi talked about the importance of design in marketing. With emphasis on functional, experiential and self-expressive benefits, he discussed the impact of visually appealing products on emotions of consumers. He laid importance on targeting the utilitarian and hedonistic benefits using good product design. He shared his definition of design with the audiences, which is not being used my most design schools as well. Prof. Chitturi also stressed upon the importance of design, even in low involvement products like toothbrushes and talked about its power to enhance the three benefits.

Prof. Ashutosh Dixit, Cleveland State University, USA: Antecedents of Research Productivity: Learning from the Masters

Prof. Ashutosh Dixit discussed the determinants of research productivity. This session proved fruitful for researchers’ understanding of efficient and effective research studies.

Shri Suresh Prabhakar Prabhu, Hon'ble Minister of Railways, GoI: Public Sector Marketing in Emerging Economies: Opportunities and Challenges

Honourable Minister Mr. Suresh Prabhu addressed the conference through a video where he talked about the need to adopt to marketing by every organization. He took the example of railways and how they shifted to marketing as well after beginning to lose market share in the 60s. He emphasized on the importance of digital and other technology based marketing practices and closed with the crucial role of innovation in reaching out to people.

Mr. Deepak Varma, Global Head of Neuroscience Insights, Millward Brown Neuroscience: The Future of Marketing Research

Mr. Varma talked about the importance of neuroscience in Millward Brown's approach to understanding consumers. He talked about a common myth of multi-tasking and proved with evidence that the human brain is incapable of doing two things at once. He also talked about inducing imitating actions by firing off the mirror neurons – in layman's language it refers to romanticizing consumption so that it gets copied by consumers. He urged the marketers to try using facial expressions and eyeball tracking technologies to study implicit consumer responses instead of always asking them questions to get answers.

Ms. Betty Adamou, Creative Director & Founder: Research through Gaming

Ms. Betty discussed the importance of gaming as a new method of collecting data for research. She first tried to debunk the eight myths around gaming and then showed the audience how gamification can reveal some hidden insights and make the whole process much more fun and interactive. She urged people to think of gaming as an addition to their research design and finally called upon volunteer teams to design their own games based on certain research objectives.

Conference Group Photo



A GLIMPSE OF SPEAKER'S SESSION

1. Prof. Ajit Prasad, Director, IIM Lucknow
<https://www.youtube.com/watch?v=3r057FnQ3vc>
2. Prof. Naresh Malhotra, Georgia Institute of Technology
<https://www.youtube.com/watch?v=ZrCZDzNpArc>
3. Prof. Rajan Varadarajan, Mays Business School, Texas A&M University
<https://www.youtube.com/watch?v=CLqCcsCZlxY>
4. Prof. Niraj Dawar, Ivey Business School
<https://www.youtube.com/watch?v=ONg4e5rp9hw>
5. Prof. Amitava Chattopadhyay, INSEAD
<https://www.youtube.com/watch?v=XX9a0M0L-8o>
6. Shri Suresh Prabhakar Prabhu, Hon'ble Minister of Railways, Govt of India
<https://www.youtube.com/watch?v=S9bCVdts-yM>
7. Prof. Manjit Yadav, Mays Business School, Texas A&M University
<https://www.youtube.com/watch?v=kvZAb1XmU68>
8. Prof. Murali Mantrala, University of Missouri
https://www.youtube.com/watch?v=0vrfSVO_aZg
9. Prof. Ravi Chitturi, Lehigh University
<https://www.youtube.com/watch?v=ssXOub-GLco>
10. Prof. Audhesh Paswan, University of North Texas
<https://www.youtube.com/watch?v=Ra3UmnUOGc4>
11. Mr. Partho Kar, Chief Consultant at Biswa Bangla Retail, Government of West Bengal
<https://www.youtube.com/watch?v=7mnPLRYIHlg>
12. Mr. Anirban Ghosh, Vice President, Sustainability, Mahindra & Mahindra
<https://www.youtube.com/watch?v=RGrwPw4XCdE>
13. Mr. Kannan Sitaram's, Chief Executive Officer & Managing Director, Innovative Foods
https://www.youtube.com/watch?v=kc7ohsiR_-E
14. Mr. M V Ramana, Head of Branded Markets for India & Emerging Countries and E-VP, Dr. Reddy's Laboratories
<https://www.youtube.com/watch?v=1EFjXI2BSOA>
15. Mr. Sanjeev Govil, Chief Operating Officer of India, Idea Cellular
<https://www.youtube.com/watch?v=SWfQz8RjEwY>
16. Mr. Santosh Desai, Managing Director and Chief Executive Officer, Future Brands
<https://www.youtube.com/watch?v=Cg3iUGDFaGg>
17. Mr. Surya AV, Chief Executive Officer-South Asia at Kantar Public
<https://www.youtube.com/watch?v=0rHTV167f2o>
18. Mr. Deepak Varma, Global Head of Neuroscience Insights, Millward Brown
<https://www.youtube.com/watch?v=5s9BZDWCKTo>
19. Mr. Rajesh Kurup, Managing Director, Millward Brown
<https://www.youtube.com/watch?v=g8CTVQ2a6fc>
20. Ms. Betty Adamou, Creative Director & Founder, Inventor of Research Games™
<https://www.youtube.com/watch?v=rX43RhMyr8E>
21. Prof. Satyabhushan Dash, CMEE Chairperson, IIM Lucknow-Noida Campus
<https://www.youtube.com/watch?v=uZiJsG9z8g0>
22. Mr. Mohan Krishnan, Founder Director at CMEE and the Member at Peninsula Centre for Knowledge and Insights
<https://www.youtube.com/watch?v=2iLLEmynQEc>
23. Prof. Len Tiu Wright, University of Huddersfield
<https://www.youtube.com/watch?v=0F2R2GKx6tA>
24. Prof. James Maskulka, Lehigh University
<https://www.youtube.com/watch?v=BIIVeC5oVrg>
25. Prof. Amit Mookerjee, IIM Lucknow
<https://www.youtube.com/watch?v=oODxtguINmw>
26. Mr. Arun Nagpal, Co-founder and Director at Mrida Associates LLP
<https://www.youtube.com/watch?v=SaJg20IPWeI>
27. Mr. S. S. Yadav, Chief Executive Officer, Gramin Vikas Trust
https://www.youtube.com/watch?v=Fr_YaMbLHYM
28. Dr. Shrikanta K. Panigrahi, Director General at Indian Institute of Sustainable Development (IISD)
https://www.youtube.com/watch?v=c_3dgob5iTg
29. Prof. David W. (Dave) Stewart, Loyola Marymount University
<https://www.youtube.com/watch?v=A0BfKDC4VZE>
30. Mr. Mrutyunjay Mishra, Juxt Smart Mandate and Oizom
<https://www.youtube.com/watch?v=V1i-Wzo38ww>
31. Prof. Marin A. Marinov, Aalborg University, Denmark
<https://www.youtube.com/watch?v=vAhcEOEzgzY>



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Conference has given the holistic view of entire emerging markets. It has covered all the aspects-positive, negative, strengths, weaknesses, and future prospective that needs to be covered not only by the research scholars but also by the students who want to do business in the emerging markets in near future.



Met wide range of people from well known universities worldwide and editors of top notch journals. I am very thankful to the faculty for giving valuable feedback on my paper presentation. I would like to attend these type of conferences in near future again as this is certainly help me improve my area of research.



I have attended EMCB conference for the first time and I have also presented paper here. The conference has been very interesting and was a good learning experience. Especially I liked the diverse areas captured and the sessions aimed to make the audience understand the emerging markets as in how different disciplines contribute in emerging markets such as marketing, public policy etc.



We meet the editors and got to know as an author what we should keep in mind so that our paper is accepted in a good journal. Also, I learnt that services sector contribute the most of emerging market's GDP but the paper presentation over this was too low so being a professional from services sector I would like to encourage and present paper on this topic in near future.



The conference has been too fascinating. To be frank, I have come across 2 very new topics here which I never came across in my entire research career. One is 'Use of design in marketing research' and the other is 'Use of neuroscience in marketing research'. These 2 have been a very interesting sessions and take home points for me.



The main purpose for me to attend the EMCB conference was to understand the basic concepts of research in marketing area. The conference has been a good experience and I have learnt a lot especially the meeting with the marketing legend Prof. Naresh Malhotra has been extremely useful as he provided insights on various topics.



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CONFERENCE SNAPSHOTS





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Meet on 'reaching consumers in emerging markets' at IIM-L

HT Correspondent
A group of marketing researchers from emerging economies met at IIM-L on Thursday to discuss the theme 'Reaching Consumers in Emerging Markets'. The Indian market is now attracting all major global brands and becoming as the major focus market for the brands.

DRAJIT PRASAD, IIM Lucknow director

LUCKNOW: IIM-Lucknow, organised the International Conference 2017 on 'Reaching Consumers in Emerging Markets' at its Noida campus on Thursday. The conference is dedicated towards the advancement of marketing in emerging markets and facilitation of collaboration on market research.

The conference was organized mainly for marketing researchers, practitioners, academicians and general students from January 7 to January 9. It has received more than 400 research papers from across the world and more than 200 participants from over 20 countries who presented their research papers.

The conference was addressed by academicians like Prof Anil Kumar Chaturvedi (IIMB), Prof Narash Maheshwari, Geetika Institute of Technology, Prof Len Tia Wright, University of Missouri, Prof Manoj Yadav, Techno A&MT Institute, USA, among others.

Academicians shared their experiences of brand building challenges faced by emerging market companies, role of marketing research in public policy development, impact of technology on marketing channels and management and Director, IIM Lucknow, Dr AJ Prasad said, "We have made an effort to bring all emerging country participants on one platform and discuss the theme 'Reaching Consumers in Emerging Markets'. The Indian market is now attracting all major global brands and becoming as the major focus market for the brands. It is changing at a fast pace and soon it is going to emerge as the market leader among developing nations due to the increasing buying power of its middle class." He also added the conference would help brands to understand the market trends of different countries.

Chairperson, Centre for Marketing in Emerging Economies, Prof Satyashish Dash said, "I am happy to see such an overwhelming response of participants who made an effort to present the paper from across the globe." He said that the voice of emerging economy consumers is not heard in top journals. He developed economy centric research should be done on emerging economy consumers and public policy should be developed on the basis of voice of consumers.



Major issues discussed at IIM-L conference

PUNJAB NEWS SERVICE

The IIM, Lucknow, organised the grand annual conference of the Emerging Markets Conference Board in 2017 at its Noida campus on the theme 'Reaching Consumers of Emerging Markets'.

The Union Minister for Railways, Suresh Prakash Prabhu, spoke on 'Public Sector Marketing Challenges and Opportunities'.

Five round-table discussions were held covering major contemporary issues such as 'Building Challenges of Emerging Markets' and 'Marketing Research in Public Policy Decision Making'.

Marketing Programme in an Emerging Economy, Environmental Sustainability and Marketing, Affordable Health Care Delivery etc.

The Director, IIM, Lucknow, said, "We have made an effort to bring all the emerging country participants on one platform and discuss the theme 'Reaching Consumers in Emerging Markets'. The Indian market is now attracting all major global brands and becoming the focus market for them. The sub-continent market is changing at a fast pace and soon it is going to emerge as the market leader among developing nations due to the increasing purchasing power of its middle class." He also added that a common theme that would help brands to understand the market trends and requirements in different countries.

Prof Satyashish Dash, Chairman of CMIB, welcomed all with open arms and expressed his happiness saying that "I am happy to see such an overwhelming response of participants who made an effort to present their papers from across the globe." Prof Satyashish Dash made a presentation on review of research in emerging economies and said that the voice of emerging economy consumers was not heard in top journals like developed economies.

He stressed that more research should be done on the emerging economy consumers and public policy should be developed on the basis of voice of consumers.

The conference is one of the largest marketing conferences in the emerging world. It is dedicated towards the advancement of marketing in emerging markets and facilitation of collaboration on the issues of marketing research. Academicians, practitioners and marketing practitioners spoke on 'Building in Impact Theory for Understanding Emerging Markets', Impact of Technology on Marketing, Branding in Emerging Economies, Consumer as an Emerging Market, How to win in public policy, How to win in public policy, How to win in public policy.

Two interesting sessions on contemporary issues like 'Public Policy Decision Making in Emerging Markets' and 'Marketing Research in Emerging Markets' were also held. The first session was on 'Public Policy Decision Making in Emerging Markets' and the second session was on 'Marketing Research in Emerging Markets'.



hindustantimes

6th January 2017

Academicians discuss emerging economies at IIM event in city

HT Correspondent

NOIDA: The sixth annual conference of the Emerging Markets Conference Board, titled 'Reaching Consumers of Emerging Markets', was inaugurated on Thursday evening at the Noida Sector 62 campus of the Indian Institute of Management (IIM), Lucknow.

The three-day conference will host more than 50 participants from 22 countries across the world, who will present their research papers.

Various academicians from the first day of the conference on Thursday and discussed various challenges faced by emerging economies in developing countries, including India.

"Our goal is to understand how economy functions in developing nations and provide a platform for sharing insights into the markets of emerging economies," said Professor Naresh Malhotra, chairperson of the Society Centre for Marketing in Emerging Economies.

The centre, which was formed in 2011, has held six conferences so far.

"Emerging markets have become engines of growth in developing countries. It is important that we researchers and academicians understand the customer and listen to his needs. It is only then that we will be able to deliver quality service."

SATYA DASH, associate professor, IIM Lucknow





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