

## Workshop on Practicing Marketing Research

### SCHEDULE

**Day 1: Thursday, 10<sup>th</sup> January, 2019**

Timing	Session	Speaker
09:00 – 09:30 AM	Registrations	Reception, Administrative Block (A-1), Main entrance
09:30 – 11:00 AM	Introduction to Marketing Research, Defining Problem & Research Design	<b>Prof. Satyabhusan Dash</b> Chairperson, CMEE & Dr. Ishwar Dayal Chair for Issues in the Behavioral Sciences
11:00 – 11:30 AM	Tea/Coffee Break	
11:30 AM – 01:00 PM	Measurement & Scaling	<b>Prof. Naresh K. Malhotra</b> Regents' Professor Emeritus, GeorgiaTech, USA
01:00 PM – 02:00 PM	Group Photograph & Lunch	Photo at Staircase at entrance Lunch at Dining Hall, Executive Centre
02:00 PM – 03:30 PM	Basic Quantitative Techniques	<b>Prof. Naresh K. Malhotra</b> Regents' Professor Emeritus, GeorgiaTech, USA
03:30 PM – 03:45 PM	Tea/Coffee Break	
03:45 PM – 04:15 PM		
04:15 PM – 05:45 PM	Special Plenary Session on:  Contemporary challenges and future prospects of marketing research for earning a seat in decision maker & practitioner's perspective	<b>SESSION CHAIR:</b> <b>Prof. Naresh K. Malhotra</b> Regents' Professor Emeritus, GeorgiaTech, USA <b>PANEL MEMBERS:</b> <b>Ms. Preeti Reddy,</b> CEO, Kantar Insights, South Asia & CEO, IMRB International <b>MRSI Representative</b> <b>Mr. Deepak Taneja,</b> Director E-Commerce – Microsoft, India & SEA <b>Mr. Shubhabrata Roy,</b> Co-Founder and CEO, Purple Audacity Research and Innovation
5.30PM -7.00PM	Practicing Qualitative Marketing Research	<b>Prof. Russell W. Belk</b> Kraft Foods Chair in Marketing, Schulich school of Business, Canada

**Day 2: Friday, 11<sup>th</sup> January, 2019**

<b>Timing</b>	<b>Session</b>	<b>Speaker</b>
09:00 AM – 10:30 AM	Advanced Quantitative Techniques	<b>Prof. Satyabhusan Dash</b> Chair, CMEE & Dr. Ishwar Dayal Chair for Issues in the Behavioral Sciences
10:30 – 11:00 AM	Tea/Coffee Break	
11:00 AM – 12:00 PM	Qualitative Marketing Research in Practice	<b>Ms. Sharmila Das</b> Chairwoman, Purple Audacity Research and Innovation
12:00 PM – 01:30 PM	Qualitative Data Analysis using NVIVO	<b>Prof. Suraksha Gupta</b> Newcastle University, USA
01:30 PM – 02:00 PM	Lunch	Dining Hall, Executive Centre
02:00 PM – 03:30 PM	Case studies in Indian Context	<b>Mr. Mohan Krishnan</b> CMEE Governing Board Member, Former VP, IMRB
03:30 PM – 04:00 PM	Tea/Coffee Break	
04:00 PM – 05:30 PM	Special Plenary Session on:  How marketing research help business build new India?	<b>SESSION CHAIR:</b> <b>Mr. Mohan Krishnan</b> CMEE Governing Board Member, Former VP, IMRB <b>PANEL MEMBERS:</b> <b>Mr. Avinash Iragavarapu</b> International Political Campaign Strategist, Trump Campaign Alumnus <b>Mr. Subransu Rout</b> Consumer Insight Head, Airtel <b>Mr. Shailendra Singh</b> VP, Marketing, Maruti Suzuki <b>Mr. Sandeep Verma,</b> President, Bajaj Corp.