Wishing you Happy New Year 2022

CELEBRATING 9 YEARS

IIM LUCKNOW

CMEE
Centre for Marketing in Emerging Economies

Presents

Online Workshop

TEACHING & PRACTICING MARKETING RESEARCH

28-30 January 2022

Prof. Naresh K. Malhotra
Regents Professor Emeritus
GeorgiaTech, USA

Prof. Russell W. Belk
Krafts Food Canada Chair in Marketing
Schulich School of Business, Canada

Prof Satyabhusan Dash
Professor-Marketing
IIM Lucknow

Mohan Krishnan
Ex-Senior Vice President,
Kantar

KEY HIGHLIGHTS

Introduction to Marketing Research,
Pedagogy of Teaching
Marketing Research,
Defining the Problem, Research Design,
Measurement and Scaling,
Basic & Advance Quantitative Technique,
Case Studies in Indian context,
Practicing Qualitative Marketing Research

Data Visualization, Powered by
+ableau

RASHMI TOSHNIWAL
Solutions, Financial Services
Tableau

PRASHANT MOMAYA
Director, Solutions Engineering
Tableau

Machine Learning for Capturing Consumer Insights, powered by VMware

GIRIDHAR RAO
Senior Manager, Data Sciences
& Advanced Analytics
VMware

RAJESH VIKRAMAN
Senior Manager, Data Sciences &
Advanced Analytics
VMware

KEERTHI AK
Sr. Business Analyst, Advanced Analytics
& Data Sciences Centre of Excellence
VMware

Projective techniques in Qualitative Research: powered by

purple audacity

SHARMILA DAS
Founder & Chairwoman
Purple Audacity Research & Innovation

Unstructured Data Extraction & Analysis using

AVINASH JAIN
Research Scholar,
IIM Lucknow

NVIVO

Special Plenary Session / Webinar
29-January-2022 (Sat.) | 5:30 pm - 07:00 pm

Impact of Covid-19 on Practicing Marketing Research

Register Now

cmee@iiml.ac.in   www.iimlcmee.org   +91-8826280997

SPEAKER *Profile*

Prof. Naresh K. Malhotra

Prof. Naresh K. Malhotra is Senior Fellow, Georgia Tech CIBER and Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA. In 2010, he was selected as a Marketing Legend and his refereed journal articles were published in nine volumes by Sage with tributes by other leading scholars in the field. He is listed in Marquis Who's Who in America continuously since 51st Edition 1997, and in Who's Who in the World since 2000. In 2017, he received the Albert Nelson Marquis Lifetime Achievement Award from Marquis Who's Who. In 2015, he received the Lifetime Achievement Award from the Prestige Institute of Management, Gwalior, India. He received the prestigious Academy of Marketing Science CUTCO/Vector Distinguished Marketing Educator Award in 2005. In 2011, he received the Best Professor in Marketing Management, Asia Best B-School Award. He has published more than 140 papers in major refereed journals, including the *Journal of Marketing Research, Journal of Consumer Research, Marketing Science, Management Science, Journal of Marketing, Journal of Academy of Marketing Science, Organizational Research Methods, Journal of Retailing, Journal of Advertising, Journal of Health Care Marketing, and leading journals in Statistics, Management Science, Information Systems. Prof. Malhotra has been recently announced as world's top 2% most-cited researchers across all disciplines, according to research conducted by the Meta-Research Innovation Center at Stanford University*

Prof. Russell W. Belk

Prof. Russell W. Belk is a renowned Professor of Marketing and Kraft Foods Canada Chair in Marketing at Schulich School of Business, Canada. He is also York University Distinguished Research Professor and also the. He has won several honours such as the Arch Woodside Award in 2020, two Fulbright Awards, 2017 Emerald Citation of Excellence, 2017 Royal Society of Canada Fellow, Paul D. Converse Award, the Sheth Foundation/Journal of Consumer Research Award for Long Term Contribution to Consumer Research, and the Society of Marketing Advances Distinguished Marketing Scholar Award and numerous Best Paper Awards. Prof. Belk has more than 700 publications in leading international journals and more recent books include Routledge Handbook of Digital Consumption, Russell Belk and Rosa Llamas, eds., London: Routledge, forthcoming. Consumer Culture in Precarious Asia, Yuko Minowa and Russell Belk, eds., London: Routledge, forthcoming. Like A Child Would Do: An Interdisciplinary Approach to Childlikeness in Past and Current Societies, Mathieu Alemany Oliver and Russell Belk, eds., Toronto: Universitas Press, forthcoming. Marketization: Theory and Evidence from Emerging Markets, Himadri Roy Chaudhuri and Russell Belk, eds., Singapore: Springer, 2020. Romantic Gift Giving, Yuko Minowa and Russell Belk, eds., London: Routledge, 2019. Handbook of the Sharing Economy, Russell Belk, Giana Eckhardt, and Fleura Bardhi, eds., Cheltenham, UK: Edward Elgar, 2019. Consumer Culture Theory, Research in Consumer Behavior, Co-ed., Vols. 18, 19, & 20, 2017, 2018, 2019, Bingly, UK: Emerald. Review of Marketing Research: Vol. 14: Qualitative Consumer Research, ed., Bingly, UK: Emerald, 2017.

Prof. Satyabhusan Dash

Prof. Satyabhusan Dash is working as Professor-Marketing at IIM Lucknow and BPCL (Bharat Petroleum) Chair Professor for Research in Customer Care. He is a Ph.D. from Vinod Gupta School of Management, IIT, Kharagpur. He was awarded Canadian Studies Doctoral Research Fellowship for Doctoral Research in Management in 2001. He has coauthored one book and more than thirty research papers in reputed referred International journals such as - *Tourism Management, European Journal of Marketing, International Journal of Market Research, Journal of Consumer Marketing, Journal of Brand Management.* He has co-authored Indian subcontinent adaptation of Marketing Research text book titled "Marketing Research: An applied Orientation" with Prof. Naresh K. Malhotra. His co-authored research studies have won four best paper awards at the 2014 and 2012 annual conference of emerging market conference board, 2013 market research society of India annual conference and at the5th International Conference on E-governance at Hyderabad.

Mr. Mohan Krishnan

Mr. Mohan Krishnan has over twenty-two years of experience in the research and consulting industry. He has advised private and public sector companies, associations, and forums in sectors such as Consumer goods, ICT, Energy, Environment, Logistics, Steel, Automotive and financial services markets. Mohan has contributed several articles and research papers on a wide range of subjects. He is also a regular speaker and a visiting faculty at IIT Bombay, TERI University and IIFT Delhi & Kolkata. He started his career as an engineer in sustainable development sector at Development Alternatives, worked in consumer research area at IMRB International where he later specialized in technology research before moving to head a sister company, Henley Centre, a marketing consulting. He returned to IMRB to head BIRD, a B2B and Technology Consulting unit at Mumbai before moving to Delhi to head Consumer quantitative and Social and Rural research practices. He also headed the, Corporate Communication, CSR and quality improvement function both as an employee and as consultant before starting an NGO in education sector in 2014.
He is also the Member-CMEE Governing Board.

SPEAKER *Profile*

Giridhar Rao

Giridhar has over 11 years of experience in diverse analytics domains such as marketing, product, and digital analytics. He also has 2 years of IT & Product management experience building Data Sciences & BI products. Before joining VMware, he has worked with key companies such as Flipkart, Dell, Oracle and Eros International. In his current role as Senior Manager for Data Sciences and Advanced Analytics team at VMware India, he leads the research & exploratory track focusing on areas such as Compliance, R&D and VMware Cloud provider program. He has done his MBA from IIM Bangalore with specialization in Finance and Quantitative Methods and holds an engineering degree in Electrical and Electronics from NIT, Trichy.

Rajesh Vikraman

Rajesh Vikraman has over two decades of experience in analytics and communicating insights and recommendations across leadership levels in Banking, Manufacturing and Project Organizations. Experience includes managing Data Analytics, Customer Insights, and leading process improvement teams using Six Sigma methodologies and Lean principles in Union National Bank, Abu Dhabi and Alstom, India. In his current role as Senior Manager -Data Sciences & Advanced Analytics at VMware India, he is responsible for new model development in areas of Anomaly detection , SaaS Business and Robotic process Automation. He is a Mechanical Engineer from National Institute of Technology Kozhikode, has specializations in Data Science, Deep learning, Methods & Statistics in Social Sciences, and is a green belt in Six Sigma. Kaggle an online community of Data scientists and machine learners recognizes him as a Kernel expert.

Keerthi A K

Keerthi A K has over a decade of experience as a Data Analytics professional in Banking, Retail, and Insurance industries. She has performed various roles like Data Engineer, Data Analyst, Data Scientist and Data Visualizer. She has vast experience in generating insights from data and building business solutions to improve customer revenue and optimize their process. In her current role as Senior Data Scientist- Data Sciences & Advanced Analytics at VMware India, she is responsible for ML model development, driving dollar impact from the model, optimizing the performance and recalibration of models. She holds a bachelor's degree in Engineering from Cochin University of Science, Technology, and aPG Diploma in Data Science from IIIT Bangalore.

Rashmi Toshniwal

Rashmi leads solutioning for Financial Services at Tableau, a Salesforce Company. At Tableau, Rashmi advises banks and financial services companies to understand, appreciate, choose technologies for analytical insight for internal and external stakeholders. Previously she has worked with Salesforce as a solution advisor to banks in India for their digital transformation and customer experience management initiatives. She has also spent over a decade with Oracle in its financial services vertical in various capacities from implementation & delivery to solution design and presales. This was across areas of Financial Management, Enterprise Risk & Performance, and Regulatory Compliance for financial services organizations in India and Asia Pacific. Rashmi has a Bachelors in Commerce and a PGDM IIM Bangalore

SPEAKER *Profile*

Prashant Momaya

Prashant is presently working as Director, Solutions Engineering at Tableau Software. He has also been the Head, Technical-Sales at Tableau. He has built and coached a geographically distributed team of BI & analytics professionals. Driving customer relationships and thought leadership for Tableau. Functionally covering pre-sales, customer success, recruitment, strategy for sales & marketing. He has also worked as Product Manager with SAS, responsible for SAS Visual Analytics product in the Indian market. Applying data visualization, exploratory data analysis and data discovery to business problems. Go to market strategy for the product. Sales support, proofs of value, cost-benefit analysis and problem solving with respect to the product sales cycle. He has also worked as Principal Consultant with Team Computers, applying Information Management Technologies - Analytics, Business Intelligence, Data Visualization, Qlikview. Prior to that, he had a stint at TCS as Business Relationship Manager, heading a shared service organization to develop and support an Enterprise-wide Business Intelligence, Analytics and Information Management Program for a Fortune 500 Manufacturing Company Prashant has done his MS from IIT Delhi

Sharmila Das

Ms. Sharmila Das is Chairwoman & Founder Director of Purple Audacity, a reputed agency that she had started in 2008. Her journey in the world of Consumer Insights had started more than 3 decades ago. Her mantra has been "simplicity is the ultimate sophistication". Finding patterns in the seemingly diverse seems to be something Sharmila does effortlessly. She is known to be a Mentor and is recognised for developing some of the finest Researchers in the country. She continues to be actively involved in conducting outstanding qualitative Marketing Research projects in FMCG, durables, telecommunication, alcoholic beverages, automobiles as well as health, hygiene, birth-control and education within the developmental and social sector.

Avinash Jain

Mr. Avinash Jain is a marketing research PhD scholar at IIM Lucknow. His research interests are consumer behavior, consumption coping in pandemic times, digitalization, political marketing etc. At his previous organization, Mahindra Finance, he has worked behind the scenes to build the company's brand image and market it in a positive way and led several successful marketing campaigns from the planning stages to the finished projects. Has experience is BTL activation, Rural Marketing, Industrial Exhibitions, Auto Expos Internal and External Communication and Branding.

Workshop Schedule & Session Outline

Day 1 | 28-January, 2022 (Friday)

11:00 am - 01 :00 pm

Giridhar Rao,
Senior Manager,
Data Sciences &
Advanced Analytics,
VMware

Rajesh Vikraman,
Senior Manager,
Data Sciences &
Advanced Analytics,
VMware

Keerthi AK,
Senior Business Analyst,
Advanced Analytics &
Data Sciences Centre
of Excellence

01:00 pm - 02:00 pm Break

Machine Learning techniques for Consumer Insights by Vmware

The focus of this session will be to provide an overview of Machine Learning(ML) in practice for generating insights from structured and unstructured data in a B2B environment. Through several use-cases, we will show how customer insights can be creatively generated using machine learning tools and techniques. The session will provide a brief idea about 'Customer Propensity to Buy Models'. Propensity models help marketers overcome the challenge of identifying the right prospects to drive greater personalization for better business outcomes. The models are built from a rich set of features across Purchase History, Customer Support, Firmographics, Marketing Campaigns and Opportunity data. The model uses an ensemble of bagging and boosting machine learning algorithms to find the propensity to buy a particular product for each customer. Further, Customer retention is very important because monthly recurring revenues (MRR) are dependent on the extent of usage of SaaS products by the customer. SaaS firms having early warning mechanisms in place to be alerted about potential churn customers can devise retention strategies to minimize revenue losses. In this session, we would look into one such mechanism 'Customer Inactivity model'. The model is built using features across customer cloud attributes, renewals history, product usage, customer support data, campaign responses, firmographics and Piecewise Aggregate Approximation Features. The model uses an ensemble of bagging and boosting machine learning algorithms to calculate risk of churn.

Session Outline

Day 1 | 28-January, 2022 (Friday)

02:00 pm - 04 :00 pm **Rashmi Toshniwal,** Solutions, Financial Services, Tableau **Prashant Momaya,** Director, Solutions Engineering, Tableau **04:00 pm - 04:30 pm Break**	### Data Visualization with Tableau The focus of this session will be to introduce the audience to the importance of visual analytics and data-driven processes to drive profitable, long term customer and employee engagements. This will comprise all the essentials that are required to begin working with Tableau. By the end of this session, participants will understand: • What is Modern BI and why should organizations change to adopt it • How Tableau helps anyone in the organization in using data and insights to drive efficiency and profitability • How to turn huge unstructured data into presentable form, so that it could endorse the data visualization
04:30 pm - 05:00 pm	**Workshop Inauguration and Welcome Address**
05:00 pm - 09:30 pm **Prof. Naresh K. Malhotra** Regents Professor Emeritus GeorgiaTech, USA (Joint sessions) 30 mins.break in between	**Introduction to Marketing Research:** This session will discuss the growing importance of marketing research, give a definition and present a classification of marketing research. Several real-life examples will be given for illustration **Pedagogy of Teaching Marketing Research will be discussed** Learn how to plan, manage and teach marketing research in class

Session Outline

Day 1 | 28-January, 2022 (Friday)

05:00 pm - 09:30 pm

Prof. Naresh K. Malhotra
Regents Professor Emeritus
GeorgiaTech, USA

(Joint sessions)

30 mins.break in between

Defining the Problem: The importance of this first and most crucial step of the marketing research process will be highlighted. The challenges in defining the problem will be discussed. The common errors in defining the problem and how to avoid them will be highlighted. Several real-life examples will be given for illustration

Research Design: This session will discuss various types of research design and explain the differences between them. Major sources of error in research design through live case studies and illustration

Measurement and Scaling: Some outrageous, counter - intuitive, statements will be made regarding numbers and each of them will be proved. The basic scale characteristics, the pri mary type of scales, and scaling techniques commonly used in marketing research will be covered

Day 2 | 29-January, 2022 (Saturday)

09:30 am - 11:00 am **11:00 am - 11:30 am Break** **11:30 am - 01:00 pm** **Prof. Satyabhusan Dash** Professor-Marketing IIM Lucknow	**Basic and Advanced Quantitative Techniques :** This Session will cover data preparation & quantitative techniques such as parametric & non - parametric univariate tests, analysis of variance & regression, Factor Analysis, Conjoint Analysis, Cluster Analysis, Discriminant Analysis, Perceptual mapping using Factor, Discriminant, correspondence and MDS through data analysis. This session will provide an innovative teaching methodology to teach quantitative techniques though live case studies.
01:00 pm - 02:00 pm Break **02:00 pm - 03:30 pm** **Mr. Mohan Krishnan** Ex-Senior Vice-President Kantar	**Case Studies in Indian Context:** Based on experience of imparting practical knowledge to a steady stream of market researchers in commercial agencies where the turnover is quite high, a variety of methods will be shared currently in vogue to enable skill gain experience. These include liberal use of short and long cases at various stages of Marketing Research process
03:30 pm - 03:45 pm : Break **03:45 pm - 05:15 pm** **Prof. Russell W. Belk** Krafts Food Canada Chair in Marketing Schulich School of Business, Canada	**Practising Qualitative Marketing Research:** This session will demonstrate how outstanding qualitative research projects are designed and practised. Case studies to be discussed: 1. Gillette in India; 2. Cell phones in Indian villages; 3. Sensory preference differences between social classes in India, 4. Leaping luxuries in Africa. Online qualitative data collection, videography, cell phone-aided qualitative research, languages, literacy, voice-driven digital assistants as data collection devices, collecting sensory preferences.
	Special interaction session with Industry partner
05:30 pm - 07:00 pm Session Chair **Prof. Naresh K. Malhotra** Regents Professor Emeritus GeorgiaTech, USA **Panel Member to be Announced Soon ....**	**Online Plenary Session on 'Impact of Covid-19 on Practicing Marketing Research**

Day 3 | 30-January, 2022 (Sunday)

11:30 am - 01:30 pm **01:30 pm - 02:30 pm: Break** **Sharmila Das** Founder & Chairwoman Purple Audacity	**Projective techniques in Qualitative Research: The 'Whys' and the "How"** The focus of this session is to make participants familiar with the concept and usefulness of Projective techniques for conducting qualitative marketing research. Through illustration live case studies, this session will showcase how projective techniques in qualitative research can be used to solve real-world business problems, sometimes even before the problem has fully occurred.
02:30 pm - 04:30 pm **Prof. Satyabhusan Dash** Professor-Marketing IIM Lucknow **Avinash Jain** Doctoral Scholar IIM Lucknow	**Qualitative Data Analysis through 'NVIVO'** This session will cover the basics of coding qualitative data. Followed by hands-on coding practice on qualitative data. Various queries , features , and functionalities of NViVO will be demonstrated and their practical applicability will be discussed . Social media data extraction will be demonstrated through NViVo NCapture extension.

Who should attend

Industry professionals working in different domain(s) such as:

- Marketing Research, Marketing Analytics, Customer Experience
- Big Data, Social Media, Data Science, Machine Learning,
- Data Visualization, Business Intelligence, Brand Management,
- Product Development & Innovation, UX/UI design & development,
- Independent Researchers, Consultants,
- Entrepreneurs who are buyers of marketing research services
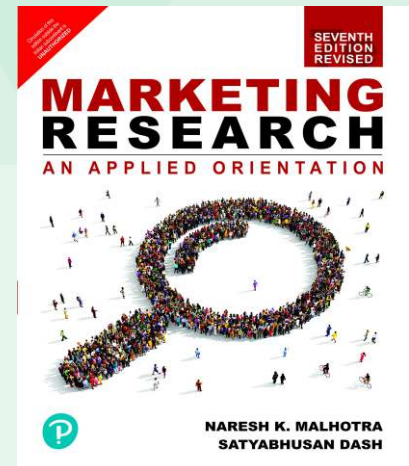
Students & Research Scholars

- Students enrolled in academic programs at UG
- Doctoral & Research scholars

Academicians & Faculty Members

- Full-time/Part-time faculty members at academic/training institutes

Participants will be receiving free e-book version of:

Marketing Research: An applied orientation by Malhotra and Dash. (Seventh Edition Revised)

Workshop Registration Fee

	*India/SAARC countries	International
Registration Fee	**INR 8000** plus GST@18%	**USD 150**
Discount categories	IIM Alumni: 10%, MRSI Member: 10%, AIM Member: 10%, CMEE Member: 15%, Student discount: 25%, Group Discount: 10%	**Student: USD 110** (Discount provided: 25% approx., incl. Tax) **Group discount: USD 130** (Discount provided: 10% approx., incl. Tax)

Group discount: Minimum 02 participants within same organization/institute

*Fee calculation

S.No	Category	Fee	Discount (in %, percentage)	Discount (in Amount)	Amount After Discount (Fee - Discounted Amount)	GST @ 18%	Amount After GST	Total Fee Payable (INR) (Fee - Discount + GST)	Fee Payable (USD)
1	**Single participant registration (without availing discount)**	8000	**0**	0	8000	18%	1440	**9440**	**USD 150**
2	**Student discount** (PhD, PG, UG student)	8000	**25**	2000	6000	18%	1080	**7080**	**USD 110**
3	**Group Discount** (Min. Two people within same organization/institute)	16000	**10**	1600	14400	18%	2592	**16992**	**USD 130**
4	**MRSI Members** (Marketing Research Society of India)	8000	**10**	800	7200	18%	1296	**8496**	**N/A**
5	**AIM Members** (Academy of Indian Marketing)	8000	**10**	800	7200	18%	1296	**8496**	**N/A**
6	**IIM Alumni** (any IIMs)	8000	**10**	800	7200	18%	1296	**8496**	**N/A**
7	**CMEE Members** (Corporate, Institutional, Individual)	8000	**15**	1200	6800	18%	1224	**8024**	**N/A**

Mode of Payment

i) Demand Draft

DD in favor of 'IIM Lucknow-Noida campus', payable at Noida. Soft copy to be e-mailed to cmee@iiml.ac.in

The hard copy in original can be sent to the address: CMEE Office, IIM Lucknow-Noida campus, B-1, Institutional Area, Sector-62, Noida-201307, UttarPradesh, India

<div align="center">OR</div>

ii) Bank /Electronic Transfer /NEFT /IMPS/International Payment

A/c Name : IIM Lucknow-Noida campus
A/c No.: 022010100356060
Bank Name: AXIS Bank, Noida
Bank Address: B-2,3, Sector-16, Main Branch, Noida
IFSC: UTIB0000022 | MICR : 110211004 | SWIFT: AXISINBB022

<div align="center">OR</div>

iii) Online payment gateway

Link : https://easypay.axisbank.co.in/easyPay/makePayment?mid=MzI3NDg%3D

How to register

1. Participant need to make the fee payment through any one of the aforementioned mode(s) of payment
2. Fill and submit the online registration form

Certificate

All the participants who successfully attend and complete the online workshop sessions, will receive a certificate towards participation and successful completion

Last date of registration: 25th January, 2022 by 23:00 hrs

Link for Registration Form

https://docs.google.com/forms/d/e/1FAIpQLSfkEuS-Y5RshljLx7atVd0_KApH5m7DicD5PskJyIf9XuJwLQ/viewform

Participant Feedback

-"The workshop was quite informative interactive and useful. The enthusiastic members of the team presented it brilliantly. The presentation was simple, clear and to the point."

Manmohan Chaudhry, Associate Professor,
FIMT New Delhi

"Well-structured and delightful
overview of the
Tableau BI Tool capabilities."

Vigil George Jacob, Technical Consultant,
Praxis Solutions

"It was a good experience learning Tableau with CMEE and IIM-Lucknow, Noida Campus. They made the learning experience easy with the online hands on workshop. I learned a lot many things about Tableau and data visualization on it."

Astha Ranjan, Doctoral Scholar, University of Delhi

Participant Feedback

"I found the workshop really helpful. The instructors were wellversed and patient in handling the queries of participants. It was a well-prepared presentation with instant feedback on the doubts."

Shiromani Gupta, Ph.D. Research Scholar, JRF,
The Business School, University of Jammu

"Very Useful Training Program,
which is covering data reading
and evaluation thru various aspects."

Rajendra Rangwani, Manager-COMCO, HPCL

"An engaging and enriching exposure to basics of qualitative research analytics. While the competent resource persons successfully introduced us to the basics of NVIVO and R, it would have been better to devote at least half a day to each for a more hands-on practice of the two"

Snigdha Singh, Assistant Professor,
Amity University Uttar Pradesh, Lucknow

Participant Feedback

Well structured, well constructed course for a two day program. Brought the experts from academia across the world, stalwarts of subject were here. Exceptional was industry case studies, relevant & recent good amalgamation.

Ms. Sanjam Sidana,
Head – Customer Analytics Experience – BD Rooftop,
Tata Power Solar Systems Ltd.

"I enjoyed attending the workshop. It was indeed a good learning experience for me. The inputs shared by all the speakers has helped me a lot! "

Ms Varuna Newatiya, PhD Scholar - IIT Madras

"Emphasized on practical learning. Very good introduction to qualitative analysis & Netnography. The workshop was well organized. I look forward to another such valuable workshop in future.

Mr Sharad Gupta, Associate Professor - Delhi School of Business

It was a delight to see learned speakers and participants from leading industry. I could understand as to how we can use SNA & TEXT mining to understand our customers.

Mr Arun Kumar Mokrala , Asst General Manager- SBI Mumbai

I have been attending all the workshops of CMEE! This workshop specially was a delight. The workshop was nicely designed and was organised very well. I personally learnt a lot!

Dr Harmeen Soch – Faculty, PTU

"It was very good experience for me to attend workshop at IIML, Noida campus. All the marketing research topics was well covered. And sessions taken by well renowned and excellent faculties was an icing on the cake!"

Dr Vinod Kumar- Faculty, IMT Nagpur

"The workshop proved to be a boon for me. Practical Issues were discussed. Very good combination of speakers and subjects. It was entirely for intellectual crowd. I am looking forward to attend many more workshops organized by CMEE!"

Mr Ankur Aggarwal – KEN RESEARCH

I had attended CMEE Conference 2014, got to know a lot about the theme "Listening Consumers in Emerging Markets", met speakers from across the globe on one platform. I can only say that the Conference was worth every penny. I wish to attend Conference 2017 too."

Dr. Abhishek Mishra – Assit. Professor, IIM Indore

CELEBRATING 9 YEARS of

CMEE — Centre for Marketing in Emerging Economies

IIM LUCKNOW

CONTINUOUS EDUCATION

24 WORKSHOPS

1100+
Participants across Industry, Academia

24 WORKSHOPS 2012–2021

- Academia
- Industry

Date	Workshop
Jan, 2014	Metaphor analysis and Ethnography Research
Apr, 2014	Leveraging Power of Qualitative Marketing Research for Achieving Marketing Intelligence (Noida & Mumbai)
Feb, 2015	Leveraging Power of Semiotics for Achieving Marketing Excellence (Noida & Mumbai)
April & May 2015	Leveraging Power of Data Driven Marketing for Achieving Marketing Excellence (Noida & Mumbai)
May, 2015	Power of Semiotics for Impactful Market Research (Noida & Mumbai)
Nov, 2015	Understanding Consumers in Digital Era
Nov, 2015	Teaching Marketing Research
Apr, 2016	Data Visualization: Methods & Tools (Noida & Mumbai)
Jan, 2017	Case Study Writing & Development
Jan 2019	Teaching & Practicing Marketing Research
Nov 2019	Teaching & Practicing Marketing Research
Feb 2020	Conducting & Publishing High-quality research in Empirical Modelling for Marketing Strategy
June 2020	Online workshop series
	• Data Visualization with Tableau
	• Unstructured Data Extraction & Analysis through Machine Learning
	• Unstructured Data Extraction & Analysis through 'NVIVO' & 'R'
	• The Power of Storytelling through Data
Jan 2021	Online workshop on Teaching Practicing Practicing & Marketing Research

---

RESEARCH & PUBLICATION

13 RESEARCH HANDBOOKS

Year	Title
2012-13	Bibliography of Research articles in Emerging Economies (1987-2011)
2013-14	Decoding Lucknow: Yesterday and Today: An Interesting Story
2014-15	Lucknow: Food and Beverage Preferences of Lucknowites
2015-16	A Field Report on Prospects of Coir Products in Uttar Pradesh
2016-17	Bibliography of Research articles in Emerging Economies(1991-2016)
2016-17	Affordable healthcare Delivery Models BookletFIELD REPORTS
2017-18	India Online study
2018-19	CSR Perception, Corporate brand equity and Sales Performance
2019-20	Understanding Indian Voter Behaviour through Sentiment Analysis
2019-20	Understanding Digital Health: Challenges & Opportunities
2020-21	Role of Digital Technology in Education: Challenges & Opportunities (Teacher's perspective)
2020-21	Role of Digital Technology in learning process: Challenges & Opportunities (Student's perspective)
2020-21	Consumer Behaviour and Sentiments during COVID-19 lockdown
2020-21	Tourism in the Covid-19 Pandemic Era

3 CONFERENCE PROCEEDINGS

- 2012-13
- 2013-14
- 2016-17

RESEARCH PAPERS
Presented in CMEE Conferences & Published in Internationally Acclaimed Journals

- Regular/Special Issue
- Internationally Acclaimed Referred Journals

- Psychology and Marketing
- Journal of Product and Brand Management
- Journal of Consumer Marketing
- Marketing Intelligence and Planning
- International Journal of Market research
- Metamorphosis
- Journal of Indian Business Research

NETWORKING

CMEE 181918 WEBSITE REACH
92 COUNTRIES
462 CITIES
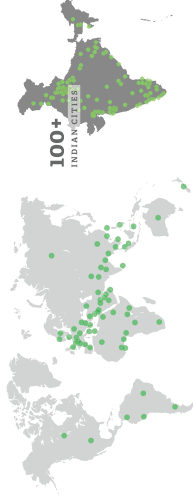
100+ INDIAN CITIES

3 CONFERENCES

Year	Title
2012	Shaping the future of research in marketing in emerging economies: Looking Ahead
2014	Listening Consumers in Emerging Markets
2017	Reaching Consumers of Emerging Markets

150 SPEAKERS
540 PARTICIPANTS
75 INDUSTRY
465 ACADEMIA

- 2012 PARTICIPANTS
- 2014 PARTICIPANTS
- 2017 PARTICIPANTS

- Academia
- Industry

6 WEBINARS / PLENARY SESSIONS

Date	Title
June 2020	Leveraging the Power of Unstructured Data for Capturing Consumer Insights
Sep 2020	Tourism in the Covid-19 pandemic era : Challenges and the way forward
Jan 2021	Role of Marketing Research in the Covid-19 Pandemic Era
June 2021	3 Webinar series on Publishing in Top-Quality Journals: Lessons from the Editors

GLIMPSES OF CMEE PAST EVENTS

Workshop on Teaching/Practicing Marketing Research held in January & November 2019

Prof. Archana Shukla, Director-IIML,
at 2012 EMCB-CMEE Conference

CMEE flashback 2011-16 release in 2017
Annual conference of EMCB

Case Study Writing and Development Workshop, Jan 2017

Important plenary sessions in 2017 Annual conference

2017 Annual conference Group Photo

Mr. Naveen Gattu in Data Visualization Workshop, April 2016

Prof. Jery Olson and Mr. Holger E. Metzger in Qualitative
Marketing Research workshop, April 2014

Dr. Laura Oswald in Semiotics Workshop, May

Mr. Vinit Goenka in Data Driven Marketing
workshop, Apr and May,

Prof. Russell Belk in Understanding consumers in
Digital era workshop, Nov 2015

Prof. Naresh Malhotra at the pre-conference
Workshop 2014

Prof. Naresh Malhotra in Teaching Marketing
Research workshop, Nov 2015

Ms. Lucia Laurent –Neva and Mr. Chris Arning in
Semiotic Workshop, Feb 2015

Designing & Printing : Dessign Studio : 9212258474