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# TEACHING/PRACTICING MARKETING RESEARCH

29-31 January, 2021

## KEY HIGHLIGHTS

### Workshop Speakers



**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

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

### Special Plenary Session/Webinar

30-January, 2021

'Role of Marketing  
Research during  
Covid-19  
Pandemic Era'

More Leading  
Speakers to be  
announced soon..



**Preeti Reddy**  
CEO  
Kantar Insights, South Asia



**Sandeep Arora**  
EVP & Head-Enterprise  
Data Management, Datamatics  
President, Market Research  
Society of India (MRSI)



**Harish Narayanan**  
Chief Marketing Officer  
Myntra



**Dr. Angshuman Ghosh**  
Head of Data Science  
Sony Research India



**Charu Swarup Mullick**  
Head- Consumer Insights  
GlaxoSmithKline



**Simant Bhargava**  
General Manager-  
Consumer Insights  
Swiggy

### Special Complimentary Workshop Sessions

31-January, 2021

- 1) Sentiment Analysis for monitoring Consumer-generated Social media data.
- 2) Projective techniques in Qualitative Research: The 'Whys' and the "How"
- 3) Data Visualization with Tableau
- 4) Unstructured Data Extraction & Analysis with NVIVO



Register Now



**Dr. Lipika Dey**  
Principal Scientist  
Tata Consultancy Services



**Sharmila Das**  
Founder & Chairwoman  
Purple Audacity



**Prof. Manoj K. Dash**  
Asst. Prof.-Marketing  
ABV-IIITM Gwalior



**Avinash Jain**  
Doctoral Scholar  
IIM Lucknow

# 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 at Schulich School of Business, Canada. He is also the Kraft Foods Canada Chair in Marketing. He has won honors such as 2017 Emerald Citation of Excellence, 2017 Royal Society of Canada Fellow and numerous Best Paper Awards. His research papers and articles have been published in reputed international journals such as *Journal of Marketing*, *International Marketing Review*, *Journal of Advertising*, *Journal of Market Research*, *Journal of Consumer Research*. Prof. Russell W. Belk is past president of the International Association of Marketing and Development, and is a fellow, past president, and Film Festival co-founder in the Association for Consumer Research. He also co-initiated the Consumer Behavior Odyssey and the Consumer Culture Theory Conference. He has received the 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. He has over 550 publications and recent books he has co-authored or co-edited include *Consumer Culture Theory: Research in Consumer Behavior* (2014); *Russell Belk, Sage Legends in Consumer Behavior*, 10-volumes (2014); *Qualitative Consumer and Marketing Research* (2013); *The Routledge Companion to Identity and Consumption* (2013); and *The Routledge Companion to the Digital Consumer* (2013).

## 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 the 5th 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



## Dr. Lipika Dey

Dr. Lipika Dey is presently working as Principal Scientist at TCS Innovation Labs, New Delhi. Dr. Dey graduated with an Integrated M.Sc. in Mathematics from the Indian Institute of Technology (IIT), Kharagpur, and holds a Master's degree in Computer Science and Data Processing. A PhD in Computer Science and Engineering, her interest areas include text data analytics, information fusion, machine learning, and data mining.

## 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.

## Dr Manoj K. Dash

Dr Manoj Dash is Assistant Professor-Marketing (on-lien) at ABV-IIITM Gwalior. He has published around 73-research papers in various journals of International and National repute. He is the author of five research books in International repute titled 'Applying Predictive Analytics in Service Sector', 'Intelligent Techniques and Modeling Applications in Marketing Analytic', and 'Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing', 'Applied Demand Analysis' and 'Think New-Think Better: A case study of Entrepreneurship' and two textbooks on 'Managerial Economics'. He had conducted around 26 Faculty Development Programme sponsored by AICTE, MHRD and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimization, Multivariate analysis in Marketing, SPSS software etc.

## 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.

## Preeti Reddy

Ms. Preeti is CEO of Kantar's Insights division for South Asia. She has over three decades of experience in consumer marketing, research and consulting over a gamut of industries – FMCG, durables, retail and services. Previously, Preeti has been CEO of Kantar LMRB in Sri Lanka. Prior to that she headed Mindscape – the strategic consumer consulting division of Technopak, India's premier consulting firm. She has been a senior vice president with TNS in India. Preeti has earlier worked with the BAT group in India and in management consulting with Besant Raj Consultants. Preeti is a strong proponent of technology driven innovation in research, adoption of new, non-conscious methods of understanding consumers and applying sophisticated analytic capabilities to integrated data to help transform consumer insights into business impact for clients. Preeti holds an Honours degree in Economics from Delhi University and an MBA from XLRI. Every year for the last five years, Preeti has been chosen from over 500 women professionals across the industry as one of Impact's '50 Most Influential Women Professionals in Indian Media, Marketing and Advertising'. Preeti is also a Member of the CMEE Governing Board

# SPEAKER *Profile*



## Sandeep Arora

Mr. Sandeep Arora is presently the Executive Vice-President & Head – Enterprise Data Management, Datamatics Global Services, and is also serving as the President-Market Research Society of India (MRSI). Sandeep is a business leader who brings in a unique blend of both market research and technology. He has been championing the cause of global and local Research and Insights industry through his associations with MRSI and ESOMAR for over a decade. On the professional front, Arora has been spearheading multiple responsibilities at the leading technology and consulting firm, Datamatics Global Services, for the last twelve years. Prior to that, he has had career associations with Nielsen, Kantar (TNS and IMRB), Mahindra & Mahindra and Times of India (BCCL) across Indian and international markets. Arora is an alumnus of Delhi University (Hindu College) and MICA. Sandeep is also a Member of the CMEE Governing Board.

## Harish Narayanan

Harish Narayanan leads the overall marketing, brand partnerships and in-house creative teams at Myntra. He is responsible for driving Myntra growth via all aspects of marketing: brand, digital /performance, content, social, loyalty, B2B, creative design, private brands marketing etc. He also sponsors the Diversity & Inclusion charter at Myntra. He loves to coach, and takes tremendous pride in building world-class marketing teams. Prior to Myntra, he was in leading marketing roles for YouTube APAC, based in the Google Singapore office, both on the B2B side (driving scaled marketing for YouTube ads) and on the B2C side (leading brand marketing and subscriptions marketing for YouTube). Before that he spent his formative years as a marketer in P&G as a Brand Manager on Gillette. On the side, he is a startup advisor and angel investor, with 10+ investments across the globe. He is also a recipient of multiple prestigious accolades, including Cannes Lions, Effies, AME awards, ET Brand Equity Awards, IMAI India Digital Award, CMO Asia award, Pitch Digital CMO Award, and P&G and Google Marketing Awards for several consecutive years. Harish holds an MBA from IIM Lucknow and a BE in Computer Engineering from the University of Mumbai.

## Dr. Angshuman Ghosh

Dr. Angshuman Ghosh is a Data Science and Strategy leader with 12+ years of rich experience in leading Technology, Media, and Retail companies. He is currently the Head of Data Science at Sony Research India. He is setting up best-in-class Data Science team for Sony in India, contributing to Sony's success in India and across the world. Earlier, he has held leadership roles at Disney, Target, Grab, and Wipro. He is a Visiting Professor at top institutes such as IITs, IIMs, and XLRI. He is a P.h.D. and MBA topper from XLRI Jamshedpur and a Computer Engineering graduate. He is an Official Member and Contributor of the prestigious Forbes Technology Council and was awarded LinkedIn Spotlight 2019 as one of the most inspiring and engaging leaders.

## Charu Swarup Mullick

Charu Mullick leads the Consumer & Business Insights & Analytics (CBIA) function for GSK Consumer Healthcare ISC. In this role, she has won many accolades like Global CBIA Innovation & Development Award, MRSI Golden Key Awards 2020 for Impactful Communication. Prior to joining GSK CH, she worked with Pepsico India where she led Consumer Insights for the Nutrition & Dairy categories in India. Prior to this, she also led the Insights agenda for the Western team for key brands like Lays, Uncle Chipps, Cheetos & Doritos. She has over 17 years of experience in organizations like The Nielsen Company, IMRB and ABP News Network across Consumer Insights & Market Research.

## Simant Bhargava

Simant has been working as a Market Research / Business Consulting professional for 11 years. He has been working in the e-commerce space in India for the last 7 years now. Before this stint with Swiggy, he has also worked with Flipkart - after leading Nielsen India's E-commerce & Media team for South India. In the e-commerce space in India, he has been working on assignments like building a platform for the next wave of customers in India, launching new categories / portals in the markets and marketing insights, etc. He has also worked in Kantar for categories like Telecom, FMCG products, Electronics, etc. and also in the space of Analytics for retailers in European and American regions for practices like in-store promotions and MMM.

## Session Outline

### Online Workshop on Teaching/Practicing Marketing Research

Day 1 | 29-January, 2021 (Friday)

<p><b>04:30 pm - 05:00 pm</b></p>	<p><b>Workshop Inauguration and Welcome Address</b></p>
<p><b>05:00 pm - 09:30 pm</b></p> <p><b>Prof. Naresh K. Malhotra</b> Regents Professor Emeritus GeorgiaTech, USA</p> <p>(Joint sessions)</p> <p>30 mins.break in between</p>	<p><b>Introduction to Marketing Research:</b> 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</p> <p><b>Pedagogy of Teaching Marketing Research will be discussed</b></p> <p>Learn how to plan, manage and teach marketing research in class</p> <p><b>Defining the Problem:</b> 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</p> <p><b>Research Design:</b> 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</p> <p><b>Measurement and Scaling:</b> Some outrageous, counter-intuitive, statements will be made regarding numbers and each of them will be proved. The basic scale characteristics, the primary type of scales, and scaling techniques commonly used in marketing research will be covered</p>

## Online Workshop on Teaching/Practicing Marketing Research

Day 2 | **30-January, 2021 (Saturday)**

<p><b>Prof. Satyabhusan Dash</b> Professor-Marketing IIM Lucknow</p> <p><b>09:30 am - 11:00 am</b></p> <p><b>11:00 am - 11:30 am Break</b></p> <p><b>11:30 am - 01:00 pm</b></p>	<p><b>Basic and Advanced Quantitative Techniques :</b> This Session will cover data preparation &amp; quantitative techniques such as parametric &amp; non - parametric univariate tests, analysis of variance &amp; 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 through live case studies.</p>
<p><b>Mr. Mohan Krishnan</b> Ex-Senior Vice-President Kantar</p> <p><b>01:00 pm - 02:00 pm Break</b></p> <p><b>02:00 pm - 03:30 pm</b></p>	<p><b>Case Studies in Indian Context:</b> 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</p>
<p><b>Prof. Russell W. Belk</b> Krafts Food Canada Chair in Marketing Schulich School of Business, Canada</p> <p><b>03:30 pm - 03:45 pm : Break</b></p> <p><b>03:45 pm - 05:15 pm</b></p>	<p><b>Practising Qualitative Marketing Research:</b> This session will demonstrate how outstanding qualitative research projects are designed and practised.</p> <p>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.</p>
	<p><b>Special interaction session with Industry partner</b></p>
<p><b>05:30 pm - 07:00 pm</b> Session Chair</p> <p><b>Prof. Naresh K. Malhotra</b> Regents Professor Emeritus GeorgiaTech, USA</p>	<p><b>Online Plenary Session on 'Role of Marketing Research in the Covid-19 Pandemic Era'</b></p> <p>The eminent speaker panel includes renowned academicians and senior industry professionals</p> <p>Speaker panel:</p> <ul style="list-style-type: none"> <li>• <b>Prof. Russell W. Belk</b>, Krafts Foods Canada Chair in Marketing, Schulich School of Business</li> <li>• <b>Preeti Reddy</b>, CEO, Kantar Insights, South Asia</li> <li>• <b>Sandeep Arora</b>, EVP-Datamatics &amp; President-MRSI</li> <li>• <b>Harish Narayanan</b>, Chief Marketing Officer, Myntra</li> <li>• <b>Dr. Angshuman Ghosh</b>, Head of Data Science, Sony Research India</li> <li>• <b>Charu Swarup Mullick</b>, Head-Consumer Insights, GSK</li> <li>• <b>Simant Bhargava</b>, General Manager-Consumer Insights, Swiggy</li> </ul>

### Day 3: 31st January, 2021 (Sunday), Special Complimentary Workshop Session

<p><b>Dr. Lipika Dey</b> Principal Scientist Tata Consultancy Services</p> <p><b>09:30 am - 11:00 am</b></p> <p><b>11:00 am - 11:30 am: Break</b></p>	<p><b>Sentiment Analysis for monitoring Consumer generated Social Media Data</b></p> <p>Consumers today leave their footprints on blogs, forums, chat rooms and all other forms of social media as they express their beliefs, desires, opinions and thoughts freely as never before. Organizations are utilizing the text-mining techniques to analyze the content for insights about the consumers. In this session, we shall look into existing methods of text-mining and other semantic technologies that can extract information components like market structures and competitor insights from user-generated text.</p>
<p><b>Ms. Sharmila Das</b> Founder &amp; Chairwoman Purple Audacity</p> <p><b>11:30 am - 01:00 pm</b></p> <p><b>01:00 pm - 02:00 pm: Break</b></p>	<p><b>Projective techniques in Qualitative Research: The 'Whys' and the "How"</b></p> <p>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.</p>
<p><b>Prof. Manoj K. Dash</b> Assistant Professor- Marketing ABV-IIIITM Gwalior</p> <p><b>02:00 pm - 03:30 pm</b></p> <p><b>03:30 pm - 04:00 pm: Break</b></p> <p><b>Prof. Satyabhusan Dash</b> Professor-Marketing IIM Lucknow</p>	<p><b>Data Visualization with Tableau</b></p> <p>The focus of this session will be Tableau Features Hands - on! This will comprise all the essentials that are required to begin working with this tool. Participants will get to learn how to turn huge unstructured data into the presentable form, so that it could endorse the data visualization. This session includes a workbook containing key concepts on each topic covered and hands -on activities to reinforce the skills and knowledge attained. By the end of the session, the participants will learn to:</p> <ul style="list-style-type: none"> <li>● Build more complex chart types and visualizations</li> <li>● Use statistical techniques to analyze your data.</li> <li>● Implement advanced geographic mapping techniques and use custom images and geocoding to build spatial visualizations of non - geographic data.</li> <li>● Build better dashboards using techniques for guided analytics, interactive dashboard design, and visual best practices.</li> </ul>
<p><b>Prof. Satyabhusan Dash</b> Professor-Marketing IIM Lucknow</p> <p><b>Mr. Avinash Jain</b> Doctoral Research Scholar, IIM Lucknow</p> <p><b>04:00 pm - 05:30 pm</b></p>	<p><b>Qualitative Data Analysis through 'NVIVO'</b></p> <p>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.</p>

## 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:

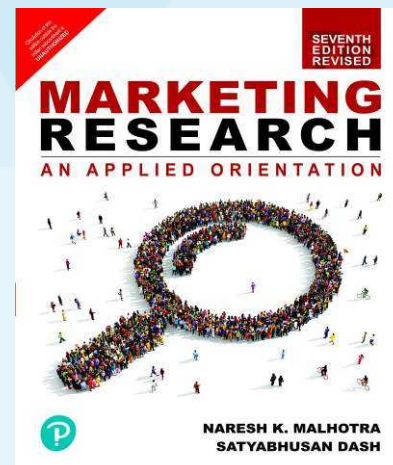
- Students enrolled in academic programs at UG
- Doctoral & Research scholars

### Academicians :

- 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	<b>INR 8000</b> plus GST@18%	<b>USD 150</b>
Discount categories	IIM Alumni: 10%, MRSI Member: 10%, AIM Member: 10%, CME Member: 15%, Student discount: 25%, Group Discount: 10%	<b>Student: USD 110</b> (Discount provided: 25% approx., incl. Tax)  <b>Group discount: USD 130</b> (Discount provided: 10% approx., incl. Tax)

Group discount: Minimum 02 participants within same organization/institute

*Fee calculation									
S.No	Category	Fee	Discount offer (%)	Total Discount (%)	Discounted Amount	Amount After Discount	GST (%)	Amount After GST	Fee Payable
1	<b>New Registration</b>	8000	<b>0</b>	0	0	8000	18%	1440	<b>9440</b>
2	<b>IIM Alumni</b>	8000	<b>10</b>	10	800	7200	18%	1296	<b>8496</b>
3	<b>Student Discount</b>	8000	<b>25</b>	25	2000	6000	18%	1080	<b>7080</b>
4	<b>CME Members</b>	8000	<b>15</b>	15	1200	6800	18%	1224	<b>8024</b>
5	<b>MRSI Members</b> (Marketing Research Society of India)	8000	<b>10</b>	10	800	7200	18%	1296	<b>8496</b>
6	<b>AIM Members</b> (Academy of Indian Marketing)	8000	<b>10</b>	10	800	7200	18%	1296	<b>8496</b>
7	<b>Group Discount</b> (Min. two people within same organization)	16000	<b>10</b>	10	1600	14400	18%	2592	<b>16992</b>



## 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](mailto: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

OR

### 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

OR

### 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: 28<sup>th</sup> January, 2021 by 23:00 hrs**

## Link for Registration Form

[https://docs.google.com/forms/d/e/1FAIpQLSdHNOX7Q\\_B99PQeIr23ayitSofX43jXKjCjddaC\\_PhEIABZLQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSdHNOX7Q_B99PQeIr23ayitSofX43jXKjCjddaC_PhEIABZLQ/viewform?usp=sf_link)



## 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 Harmeem 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**



## CONTINUOUS EDUCATION

### WORKSHOPS & WEBINARS

**1000+**

Participants Across Industry, Academic



- 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 Workshop on Practicing & Teaching Marketing Research
- Nov 2019 Workshop on Teaching & Practicing Marketing Research
- Feb 2020: Workshop on 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
- July 2020 Webinar on Leveraging the Power of Unstructured Data for Capturing Consumer Insights
- Sep 2020 Webinar on 'Tourism in the Covid-19 pandemic era : Challenges and the way forward'

# CELEBRATING 8 YEARS of NETWORKING

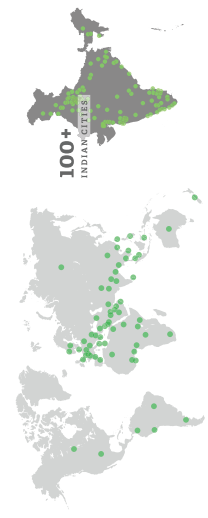
## RESEARCH & PUBLICATION

### 13 RESEARCH HANDBOOKS

- 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 Booklet/FIELD 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

## RESEARCH & PUBLICATION

**CMEE** 158454 WEBSITE REACH  
92 COUNTRIES  
462 CITIES



### 3 CONFERENCES

### 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 Referenced 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



# 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. Jerry 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

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 Website: [www.iimlcmee.org](http://www.iimlcmee.org), [www.iiml.ac.in](http://www.iiml.ac.in)