Online Workshop on Teaching & Practicing Marketing Research

Organized by

Centre for Marketing in Emerging Economies, Indian Institute of Management Lucknow-Noida campus

December 17-19, 2021

Mode: Online via Zoom

Sponsors and Partners

- Silver Sponsor: State Bank of India, Life Insurance Corporation of India
- Networking Partner: Pearson
- Community partners: Shastri Indo-Canadian Institute, Marketing Research Society of India (MRSI), Academy of Indian Marketing (AIM), Vmware
- Special Sessions Powered by: Tableau & Purple Audacity Research & Innovation

Special 10% discount on Registration Fee, for all SICI members

Click for the poster here

Click for the Brochure here

Key Highlights

- Introduction to Marketing Research,
- Pedagogy of Teaching Marketing Research,
- Defining the Problem, Research Design, Measurement & Scaling,
- Basic & Advanced Quantitative Techniques,
- Case Studies in the Indian context,
- Practicing Qualitative Marketing Research
Special Plenary Session on ‘Impact of Covid-19 on practicing Marketing Research’, involving leading academicians and industry experts | 18-Dec-2021 (Sat.) | 05:30 pm - 07:00 pm

Workshop Speakers

- Prof. Naresh K. Malhotra, Regents Professor Emeritus, GeorgiaTech, USA
- Prof. Russell W. Belk, Professor & Krafts Food Canada Chair in Marketing, Schulich School of Business, Canada
- Prof. Satyabhusan Dash, Professor-Marketing, IIM Lucknow
- Mr. Mohan Krishnan, Ex-Senior Vice President, Kantar

Special Sessions

Machine Learning for Capturing Consumer Insights by Vmware

- Ravi Prasad Kondapalli, Director-Data Sciences & Advanced Analytics, VMware
- 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

Data Visualization with Tableau

- Rashmi Toshniwal, Solutions, Financial Services, Tableau
- Prashant Momaya, Director, Solutions Engineering, Tableau

Projective Techniques in Qualitative Research: Whys and the How, by Purple Audacity

- Sharmila Das, Founder & Chairwoman, Purple Audacity Research & Innovation

Unstructured Data Extraction & Analysis using ‘NVIVO’

- Prof. Satyabhusan Dash, Professor-Marketing, IIM Lucknow
- Avinash Jain, Research Scholar, IIM Lucknow
Who should attend

*Industry professionals working in different domains and sectors:*

- 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

*Academicians:*

- Faculty members at academic/training institutes

*Students:*

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

*Workshop Fee (per participant)*

- **Rs. 8,000/- plus GST@18%** (For India/SAARC countries)
- **USD 150** (For international participant)

*Discount categories (India/SAARC countries)*

- CMEE Members: **15%**
- IIM Alumni: **10%**
- MRSI Members: **10%** (Marketing Research Society of India)
- AIM Members: **10%** (Academy of Indian Marketing)
- Student (PhD/PG/UG): **25%**
- Group registration: **10%** (minimum of 02 participants within the same organization/institute)
*Discount categories (International)*

- Student: USD 110
- Group: USD 130 (minimum of 02 participants within the same organization/institute)

*Any ONE category of discount can be availed*

**How to register**

Step-1: [Click here to Pay Fee Online](#)
Step-2: [Click here for Online Registration Form](#)
Step-3: Send an email to CMEE office: cmee@iiml.ac.in with the payment and registration details

For more details, please visit [www.iimlcme.org](http://www.iimlcme.org)

**Contact details**

In case of any queries, please feel free to contact me Mr Ishan Srivastava, Marketing Assistant-CMEE at e-mail: cmee@iiml.ac.in | Mob. +91-8826280997

**We look forward to receiving an enthusiastic participation/nomination from your esteemed organization/institution.**

**Wishing for your happiness, health and safety for the days to come**

SICI on behalf of Prof. Satyabhusan Dash,
Professor-Marketing
Chairperson, Centre for Marketing in Emerging Economies (CME),
Bharat Petroleum (BPCL) Chair Professor in Customer Care,
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