

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](#)
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- 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

Academics:

- 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.iimlcmee.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 (CMEE),

Bharat Petroleum (BPCL) Chair Professor in Customer Care,

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