



CMEE

Centre for Marketing
in Emerging Economies

Presents

2-day, 2-parallel workshops on

Workshop I
TEACHING
MARKETING RESEARCH

on

Workshop II
PRACTICING
MARKETING RESEARCH

Date: 19th & 20th November, 2019

📍 Venue: IIM Lucknow-Noida Campus

B-1, Sector-62, Institutional Area, Noida-201307, Uttar Pradesh, India



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



Prof. Satyabhusan Dash
Dr. Ishwar Dayal Chair for
Futuristic Issues in the Behavioural Sciences
Chairperson, CMEE
IIM Lucknow



Mr. Mohan Krishnan
CMEE Governing Board Member
Former Senior Vice-President
IMRB International

More speakers to be announced soon

Key Highlights

- Introduction to Marketing Research ● Research Design
- Measurement and Scaling ● Basic & Advanced Quantitative Techniques
- Teaching & Practicing Qualitative Marketing Research ● Case studies
- Special Plenary Session on Teaching/Practising Marketing Research
Challenges & Opportunities (Joint session)

For queries, kindly contact:

CMEE Office: 0120-6678483 **Mob.:** 8826280997 **e-mail:** cmee@iiml.ac.in

Prof. Satyabhusan Dash, CMEE Chair **Mob.:** 9971616700 **e-mail:** satya@iiml.ac.in **Website:** www.iimlcmee.org, www.iiml.ac.in

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. Satyabhusan Dash

Dr. Satyabhusan Dash is currently working as Professor, Marketing area at Indian Institute of Management; Lucknow. He is also the Dr. Ishwar Dayal Chair for Futuristic Issues in the Behavioural Sciences & Chairperson, CMEI IIM Lucknow. 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 co-authored 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.*** His research has appeared in leading International Journals. He has coauthored 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's also in the board of three start-ups: The Peninsula Studios, Peninsula Beverages & Foods, The Peninsula Centre a think tank in using Geo-located information.

More speakers to be announced soon

Workshop 1: Teaching Marketing Research

Background and objective of the workshop: Marketing research is regarded as a foundation topic in marketing education and comprises one of the most important components of marketing practice. Many instructors, however, often consider 'Marketing Research', a challenging topic to teach, and a dry subject for students to learn. This workshop attempts to provide an innovative teaching methodology in a way that will engage students. An attractive curriculum comprised of exercises, case studies and group projects will be shared to address the challenge in teaching marketing research process. Participants will be exposed to contemporary fascinating facets of qualitative and quantitative marketing research tools and techniques commonly used in marketing and consumer behavior research for marketing decision.

Workshop Pedagogy: The predominant methodology of teaching will be through presentations, classroom exercises and real life business applications through conversation, collaborative learning and live case studies

SPEAKER	SESSION OUTLINE
DAY 1: 19th November 2019	
09:30 – 11:00 AM Prof. Satyabhusan Dash	<p>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</p> <p>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.</p>
11:30 – 01:00 PM Prof. Satyabhusan Dash	<p>Research Design: This session will discuss various type of research design and explain the differences between them. Major sources of error in research design through live case studies and illustration</p>
01:00 PM – 02:00 PM	LUNCH
02:00 PM – 04:00 PM Prof. Naresh K. Malhotra	<p>Measurement, Scaling and Basic Quantitative Techniques: Some outrageous, counter-intuitive, statements will be made regarding numbers and each of them will be proved. The basic scale characteristics, primary type of scales, and scaling techniques commonly used in marketing research will be covered. Session will also cover data preparation & basic quantitative techniques such as parametric & non-parametric univariate tests, and analysis of variance & regression. Several real-life eg. will be given for illustration</p>
04:30 PM – 05:30 PM Speaker to added soon	<p>Teaching Qualitative Marketing Research: (Part-1) Combining individual and group student research projects, constructing qualitative data bases for student analysis, use of free trial software for analysis of class data, using depth interviews, observations, projective techniques, auto ethnography, and ethnography in class projects, and using abductive reasoning for original theoretical insights.</p>
DAY 2: 20th November, 2019	
09:00 AM – 11:00 AM Speaker to be announced soon	<p>Teaching Qualitative Marketing Research: (Part-2) Combining individual and group student research projects, constructing qualitative data bases for student analysis, use of free trial software for analysis of class data, using depth interviews, observations, projective techniques, auto ethnography, and ethnography in class projects, and using abductive reasoning for original theoretical insights.</p>
11.30 AM - 01.00 PM	Interaction session with speakers on contemporary research tools & techniques.
01:00 PM – 02:00 PM	LUNCH
02:00 PM – 03:30 PM Prof. Satyabhusan Dash	<p>Advanced Quantitative Techniques: This session will discuss selected number of statistical tools in major streams of research in quantitative marketing research e.g., Factor Analysis, Conjoint Analysis, Cluster Analysis Perceptual mapping & Logistic Regression etc. Through realistic live case study and data analysis. This session will provide innovative teaching methodology to teach advanced quantitative techniques.</p>
04:00 PM – 05:30 PM Mr. Mohan Krishnan	<p>Case Studies: 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 to skill gain experience. These include liberal use of short and long cases at various stages of Marketing Research process.</p>
05.30 AM - 07.00 PM	Special plenary session on Teaching/Practicing Marketing Research: Challenges & Opportunities (Joint session)

Who should attend

- Academicians, Research Scholars
- Ph.D students



Workshop 2: Practicing Marketing Research

Background and objective of the workshop: This workshop is one-time opportunity for marketing research practitioners to understand the process of conducting marketing research in depth from the legends like Prof. Naresh K. Malhotra and Prof. Russell W. Bulk. By attending this workshop, practitioners can understand commonly used contemporary tools and techniques to conduct Marketing research and gain in depth understanding of appropriate tools and techniques useful for capturing consumer insight in a meaningful way. CMEE's offering this program is aligned with CMEE's goal of bringing state-of-the-art consumer understanding contemporary methodologies to the Indian market and raising the quality standards in the capturing consumer insight and developing appropriate marketing strategy in India.

Workshop Pedagogy: Predominant methodology of learning will be through presentations, classroom exercises and real life business applications example demonstration through videos, conversation and collaborative learning, live case studies etc.

SPEAKER	SESSION OUTLINE
DAY 1: 19th November, 2019	
09:30 AM – 11:00 AM Mr. Mohan Krishnan	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. 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.
11:30 AM – 01:00 PM Mr. Mohan Krishnan	Research Design: This session will discuss various type of research design and explain the differences between them. Major sources of error in research design through live case studies and illustration
01:00 PM – 02:00 PM	LUNCH
02:00 PM – 04:00 PM Speaker to be announced soon	Practicing Qualitative Marketing Research: (Part-1) Cases: 1. Gillette in India; 2. Cell phones in Indian villages; 3. Sensory preference differences between social classes in India, 4. Leaping luxuries in Africa. Issues and techniques: Online qualitative data collection, videography, cell phone-aided qualitative research, languages, literacy, voice-driven digital assistants as data collection devices, collecting sensory preferences.
04:30 PM – 05:30 PM	Interaction session with speakers on contemporary qualitative research tools & techniques
05:30 PM - 07:00 PM	Special Plenary Session on Teaching/Practicing Marketing Research: Challenges & Opportunities (Joint session)
DAY 2: 20th November, 2019	
09:00 AM – 11:00 AM Prof. Naresh K. Malhotra	Measurement, Scaling and Basic Quantitative Techniques: Some outrageous, counter-intuitive, statements will be made regarding numbers and each of them will be proved. The basic scale characteristics, primary type of scales, and scaling techniques commonly used in marketing research will be covered. Session will also cover data preparation & basic quantitative techniques such as parametric & non-parametric univariate tests, and analysis of variance & regression. Several real-life eg. will be given for illustration
11:30 – 01:00 PM Speaker added to be soon	Practicing Qualitative Marketing Research: (Part-2) Cases: 1. Gillette in India; 2. Cell phones in Indian villages; 3. Sensory preference differences between social classes in India, 4. Leaping luxuries in Africa. Issues and techniques: Online qualitative data collection, videography, cell phone-aided qualitative research, languages, literacy, voice-driven digital assistants as data collection devices, collecting sensory preferences.
01:00 PM – 02:00 PM	LUNCH
02:00 PM – 03:30 PM Mr. Mohan Krishnan	Case Studies: 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 to skill gain experience. These include liberal use of short and long cases at various stages of Marketing Research process.
04:00 PM – 05:30 PM Prof Satyabhusan Dash	Advanced Quantitative Techniques: This session will discuss selected number of statistical tools in major streams of research in quantitative marketing research e.g., Factor Analysis, Conjoint Analysis, Cluster Analysis Perceptual mapping & Logistic Regression etc. Through realistic live case study and data analysis. This session will provide innovative teaching methodology to practice advanced quantitative techniques.

Practicing Marketing Research

- Fresh Marketing practitioners
- Executives in Marketing/Sales/Brand divisions of various companies engaged in marketing of consumer or industrial products
- Entrepreneurs who are buyers of marketing research
- Researchers in marketing and related field with experience.



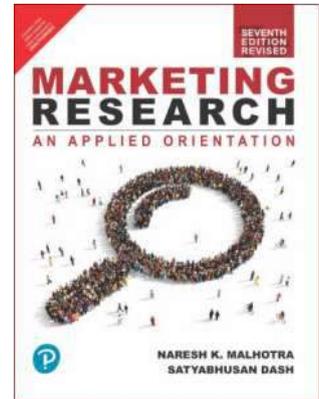
FEE

Registration Fee: Rs. 15,000/- + GST, as applicable	
<i>Kindly Note: Participant can only register for any one of the two workshop as both the workshops will be conducted in-parallel</i>	
DISCOUNT CATEGORIES	DISCOUNT
CMEE Members	15%
MRSI Members	10%
Student Discount (Post-Graduate, Ph.D.)	25%
Group Discount (two or more people from the same organization)	10%
IIM Alumni Discount	10%
Last date of Registration: 10th November, 2019	
Kindly note: Participant can avail only any one category of discount.	
MODE OF PAYMENT	
1.) DEMAND DRAFT	
In favor of: 'Indian Institute of Management Lucknow- Noida Campus', payable at Noida DD needs to be sent to: 2303, CMEE Office, Indian Institute of Management Lucknow- Noida Campus, B-1, Sector - 62, Institutional Area, Noida-201307, (U.P), India The scanned copy of the DD can be sent to email: cmeel@iiml.ac.in and the original DD can be provided by the participant upon their arrival.	
OR	
2.) ONLINE PAYMENT# click below link on your browser https://easypay.axisbank.co.in/easyPay/makePayment?mid=MzI3NDg%3D	

REGISTRATION

Registration Form can be downloaded from the CMEE website. The duly filled-in form should be sent to cmeel@iiml.ac.in

Participants will get a complimentary copy of the Text book (Marketing Research: An applied orientation, Malhotra & Dash, Pearson)



ACCOMMODATION

For availing accommodation at campus, kindly contact CMEE Office. The rooms are subjected to availability. Once you receive a confirmation, you can make payment through Demand Draft or you can pay through Card/Cash at the time of your check out. The scanned copy of the DD can be sent to email: cmeel@iiml.ac.in and the original DD can be provided by the participant upon their arrival.

Room Charges (Per Room, Per Day)	Rate
Executive Centre (Single Occupancy)	Rs. 850/-
Executive Centre (On a twin-sharing basis)	Rs. 950/-

Participants can also go for accommodation at:

Hotel Park Ascent
(Opp. IIM Lucknow-Noida Campus)
Mob.: 9999536268



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

CELEBRATING 7 YEARS of



CONTINUOUS EDUCATION



WORKSHOPS

575 PARTICIPANTS
471 INDUSTRY
104 ACADEMIA



Academia Industry

- 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

RESEARCH & PUBLICATION

6 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

3 CONFERENCE PROCEEDINGS



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 WEBSITE REACH

79 COUNTRIES
332 CITIES



100+ INDIAN CITIES

3 CONFERENCES



- 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

GLIMPSE OF CMEE PAST EVENTS



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

For queries about workshop registration and sponsorship opportunities, kindly contact:

CMEE Office : Phone: 0120-6678483 Mob.: 8826280997 e-mail : cmee@iiml.ac.in

Prof. Satyabhusan Dash : Phone: 0120-6678486 Mob.:9971616700 e-mail : satya@iiml.ac.in

Website : www.iimlcmee.org, www.iiml.ac.in