



CME
Centre for Marketing
in Emerging Economies

Presents

2-Day, 2-Parallel workshops on

**Workshop I
TEACHING
MARKETING RESEARCH**

**Workshop II
PRACTICING
MARKETING RESEARCH**

Date: January 10th & 11th, 2019

Venue: IIM Lucknow-Noida Campus

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

Special discount offers for Ph.D/Post-Graduate students,
CME & MRSI Members, IIM Alumni & Group Registrations

Last date of Registration: 08th January, 2019



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



Prof. Russell W. Belk
Kraft Foods Canada Chair in Marketing
Schulich School of Business, Canada



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



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

Key Highlights

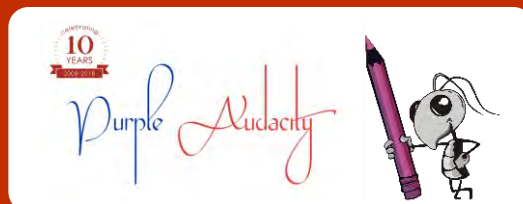
- Introduction to Marketing Research ● Research Design
- Measurement and Scaling ● Basic & Advanced Quantitative Techniques
- Teaching & Practicing Qualitative Marketing Research ● Case studies
- Special Plenary Session on Contemporary challenges and future prospects of marketing research for earning a seat in decision maker and practitioner's perspective

Organizing Partners:

Networking Partner



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For queries, kindly contact:

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Prof. Satyabhusan Dash, CME 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. Russell W. Belk

Prof. Russell W. Belk is a renowned Professor of Marketing at Schulich School of Business, Canada. He is also 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

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, CMEE 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.

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: 10th January 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 Prof. Russell W. Belk	<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: 11th January, 2019	
09:00 AM – 11:00 AM Prof. Russell W. Belk	<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 contemporary challenges and future prospects of marketing research for earning a seat in decision maker and practitioner's perspective (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: 10th January, 2019	
09:30 AM – 11:00 AM Mr. Mohan Krishnan	<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 AM – 01:00 PM Mr. Mohan Krishnan	<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. Russell W. Belk	<p>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.</p>
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 Role of Marketing Research in Business Decision Making (Joint Session)
DAY 2: 11th January, 2019	
09:00 AM – 11:00 AM 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>
11:30 – 01:00 PM Prof. Russell W. Belk	<p>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.</p>
01:00 PM – 02:00 PM	LUNCH
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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 (per participant): Rs. 12,000/- + GST @ 18% <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: 08th January, 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	
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 cme@iiml.ac.in

Fee for CMEE Workshops: January 2019 Participants can avail any one discount category only								
SNo.	Discount Category	Fee for One Workshop	Discount (%)	Discount (Amt.)	Amount After Discount	GST (%)	Amount After GST	Fee Payable
1.	IIM Alumni	12000	10	1200	10800	18%	1944	12744
2.	Student Discount	12000	25	3000	9000	18%	1620	10620
3.	CMEE Members	12000	15	1800	10200	18%	1836	12036
4.	MRSI Members	12000	10	1200	10800	18%	1944	12744
5.	Group Discount (For Minimum 2 participants from same organization)	12000	10	1200	10800	18%	1944	25488

Participants will also get a complimentary copy of the Text book (Marketing Research: An applied orientation, Malhotra, Naresh and Dash Satyabhusan, Pearson Publication)



ACCOMMODATION

Limited rooms are available inside the campus on payment basis, which are subject to availability.

Room Charges (Per Room, Per Day)	Rate
Executive Centre (Single Occupancy)	Rs. 850/-
Executive Centre (On a twin-sharing basis)	Rs. 950/-
Executive Hostel (Single Occupancy) (Non-A/C, Non-attached washroom)	Rs. 300/-

For availing accommodation, you can contact CMEE Office. Once you get confirmation, you can send a **Demand Draft in favor of 'IIM Lucknow-Noida Campus, payable at Noida'**, to secure a room on first-cum-first-serve basis. The DD can be sent to the same address provided above.

Participants can also go for accommodation at:

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



SPONSORSHIP OPPORTUNITY FOR TWO-WORKSHOPS

SPONSORSHIP CATEGORIES AND BENEFITS

SPECIAL PLENARY SESSION SPONSOR	SILVER	NETWORKING LUNCH/DINNER
Amount: INR 2,00,000*	Amount: INR 1,00,000*	Amount: INR 50,000*
<p>Be one of our two special plenary session sponsor and receive higher visibility and attention</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Top-executive of the company can be invited as speaker in the plenary session • Corporate Promotional Video to be played during interval • Stall (3x6 sq. m) at Workshop Venue • 5 complimentary delegate passes • Corporate Branding on CMEE & IIML website • Reserved seating for sponsors • Company/Industry support to mentioned in special 'Thank You Sponsors' panel, at the workshop • Opportunity of distribution of company literature in Workshop Kit 	<p>Avail this opportunity to be one of our two silver Sponsors (from different verticals). The silver sponsorship entails your close association with the workshops.</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Corporate Branding • Reserved seating of sponsors • Company/Industry support to be mentioned in special 'Thank You Sponsor' panel at the workshop • 3 complimentary delegate passes (for one workshop) • Stall at the workshop (3x3) 	<p>Avail this opportunity to sponsor any of our Workshop lunches or a special Networking Dinner</p> <p>Benefits:</p> <ul style="list-style-type: none"> • Corporate Branding on workshop page on IIML website • Reserved seating of sponsors • Company/Industry support to be mentioned in special 'Thank You Sponsors' panel at the workshop
*Plus taxes as applicable		



Note: The sponsorship categories are open for both the workshops

For further details regarding sponsorship opportunity, e-mail us at: cmee@iiml.ac.in/satya@iiml.ac.in. 9971616700(M)

About Centre for Marketing In Emerging Economies (CMEE)

Established in 2012, Centre for Marketing in Emerging Economies (CMEE) is a lively resource center for scholars, academicians, marketing research practitioners and corporations from around the world, who have interest in emerging economy markets. CMEE's vision is to be globally recognized Centre for Marketing that studies, understands and educates about consumers, business and public policies towards marketing in Emerging Economies.

Focus Areas of the Center

Research & Publication
Continuous Education Programs
Networking opportunities

Achievements of CMEE

- The center has established collaboration with major emerging market countries' premier business schools, specifically in BRICSIT Countries (Brazil, Russia, China, South Africa, Indonesia and Turkey) as the phase one partners of the Centre.
- The 2012, 2014 and 2017 annual conference organized by CMEE attracted the who's who of the marketing world, with delegates and speakers from over 21 countries assembled, and included a blend of academicians, senior marketing executives, research practitioners, representations from prominent academic journals and media. It also gives budding and emerging scholars to publish in eight established marketing journals.
- A Field Study Report on "Prospects of Coir Products in Uttar Pradesh" was submitted to Coir Board, MSME Ministry in 2016.
- The marketing research handbook titled "Decoding Lucknow: Special Issue on Food" published by CMEE during the year 2014 provides a wealth of detail on food and drinks consumption in Lucknow.
- The marketing research handbook titled "Decoding Lucknow: An Insightful Handbook of Lucknow Consumer" published by CMEE in 2013 presents interesting finding on changing pattern of penetration of consumer durables, food and beverages consumption, household care products, personal care products and media reach.
- CMEE in association with SIMOFEST and MRSI conducted fourteen workshops during 2014- 15, 2015-16 and 2016-17 AY. Around five hundred participants from Industry/ Research agencies and Academia attended these workshops.
- The Centre has become Knowledge Partner to MSME Ministry, Govt. of India.

Address : CMEE, IIM Lucknow (Noida Campus) B-1, Institutional Area,
Sector 62, Noida, Uttar Pradesh - 201307
For details : please visit www.iimlcmee.org

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. 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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For more information, kindly contact:

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