

Tentative Schedule for the Marketing Faculty Development Workshop in India (organized by AIM and NASMEI)

Day and Date	Plenary Session@	Group Session 1 (Topic Presentations) See below for the list	Group Session 2 (Topic Presentations) See below for the list	Registration and Welcome and Proposal Preparation* Sessions
Time	8:30-10:00	10:30 – 12:00	1:30 – 3:00	3:30 – 5:00
Day 1, July 1	XX			Registration and Welcome Remarks Jagdish Sheth (AIM) Vithala R. Rao (NASMEI) N. Jindal, JGU Business School 5:30: Dipak Jain (CEIBS) Reception and dinner
Day 2, July 2	Plenary Session <u>Achieving Excellence in Academia</u> Jagdish Sheth (Emory U.) (This may end by 9:15)	Behavioral Group	Behavioral Group	Behavioral Group: Teams will work on research proposals
		Managerial Group	Managerial Group	Managerial Group Teams will work on research proposals
		Quantitative Group	Quantitative Group	Quantitative Group Teams will work on research proposals
Day 3, July 3	Plenary Session Theme: <u>How to be effective in teaching?</u> Murali Mantrala Raj Sethuraman Shuba Srinivasan	Behavioral Group	Behavioral Group	Behavioral Group Teams will work on research proposals
		Managerial Group	Managerial Group	Managerial Group Teams will work on research proposals
		Quantitative Group	Quantitative Group	Quantitative Group Teams will work on research proposals
Day 4, July 4	Plenary Session <u>Theme:</u> <u>How to publish in a top academic journal?</u> Angela Lee PK Kannan Vithala R. Rao	Behavioral Group	Behavioral Group	Behavioral Group Teams will work on research proposals
		Managerial Group	Managerial Group TBD	Managerial Group Teams will work on research proposals
		Quantitative Group	Quantitative Group	Quantitative Group Teams will work on research proposals
Day 5, July 5	Plenary Session <u>What does it take to being a professor?</u> A video talk by Gary Lilien Arvind Rangaswamy to lead discussion	Behavioral Group	Research Proposal Presentations All Teams will present their research proposals, 15 to 20 minutes per team.	
		Managerial Group		
		Quantitative Group	Certificate Distribution Closing Ceremony	

Groups of faculty:

Behavioral Faculty	Managerial Faculty	Quantitative Faculty
Angela Lee Leonard M. Lee Jaideep Sengupta	Murali Mantrala Shuba Srinivasan Raj Sethuraman	Pradeep Chintagunta P.K. Kannan S. Sriram

@: The theme for the plenary sessions are being developed; they will include topics like “Achieving excellence in academia”, “How to be effective in teaching”, “How to publish in a top academic journal”, and “What does it take to being a professor?”.

*: Teams of participants (three or four) will work on developing research proposals under the advice and guidance of the academics present. The proposals will either utilize available data sources in India or identify types of data needed for conducting state-of-the art research.

Topics Planned to be covered by Track

Behavioral Track	Managerial Track	Quantitative Track
<ol style="list-style-type: none"> 1. Defining Conceptual Models 2. Interpersonal Influence 3. Designing and Conducting Field Experiments 4. Effects of Processing Fluency in Decision-Making 	<ol style="list-style-type: none"> 1. Evolution and Domains of Marketing Channels 2. Two-sided Platforms in Marketing 3. National Brand and Private Labels Strategies in Retailing 4. Brand Equity Research 5. Digital Marketing and UGC-based research 6. Marketing-Finance Interface 	<ol style="list-style-type: none"> 1. Introduction to Market Response Models, Choice Models 2. Dealing with Heterogeneity, Conjoint Models 3. Dealing with Endogeneity, Lucas Critique 4. Causal Inferencing with Machine Learning 5. Field Experiments 6. Difference-in-Differences Methods

Readings: For each topic, faculty will assign two or three published papers as background reading.

Faculty Members, Affiliations and E-mail addresses:

Faculty Member	Affiliation	Track and or Panel	E-mail address
Jagdish Sheth	Emory University	Panel	jagdish.sheth@emory.edu
Dipak Jain	CEIBS	Panel	Dipakcjain@gmail.com
Vithala R. Rao	Cornell University	Quantitative and panel	vrr2@cornell.edu
Arvind Rangaswamy	Penn State University	Quantitative; panel	arvindr@psu.edu

Raj Sethuraman	Southern Methodist University	Managerial and panel	rsethura@smu.edu
Jaideep Sengupta	HKUST	Behavioral	SENGUPTA, Jaideep <mkjaisen@ust.hk>
Angela Lee	Northwestern University	Behavioral and panel	aylee@kellogg.northwestern.edu
Leonard M. Lee	National University of Singapore	Behavioral	leonard.lee@nus.edu.sg
Murali Mantrala	University of Missouri	Managerial	mantralam@missouri.edu
Shuba Srinivasan	Boston University	Managerial	ssrini@bu.edu
Pradeep Chintagunta	University of Chicago	Quantitative	Pradeep.Chintagunta@chicagobooth.edu
PK Kannan	University of Maryland	Quantitative and panel	pkannan@rhsmith.umd.edu
S. Sriram	University of Michigan	Quantitative	ssrira@umich.edu
Gary Lilien*	Penn State	Panel (via video)	g5l@smeal.psu.edu

*: Via video.