

Plan of Inaugural Function (6th January 2019)

S. No.	Plan	Speakers	Appx duration	Time	Venue
1	Conference Registration			2.00 PM onwards	Ground Floor Area - New Academic Complex
2	Conference Inauguration		30 minutes	4.00 PM - 4.10 PM	New Auditorium
3	Welcome speech by Prof. Naresh Malhotra			4.10 PM to 4.20 PM	
4	Welcome speech by Prof. Asish Bhattacharyya			4.20 PM to 4.30 PM	
5	Inaugural Session- "How Transformative Innovations Shaped the Rise of Nations: Implications for Emerging Markets"	<ul style="list-style-type: none"> Prof. Gerard Tellis Session Chair- Prof. Naresh Malhotra	40 minutes	4:30 PM to 5:10 PM	
6	Inaugural Session- Question & Answer Session		20 minutes	5:10 PM to 5:30 PM	
7	Tea Break		30 minutes	5:30 PM to 6:00 PM	Open Terrace – New Auditorium
8	Panel Session- Advertising and Social Media: Implications for Emerging Markets	<ul style="list-style-type: none"> Prof Gerard Tellis Prof Charles Ray Taylor Mr Arvind Sharma Dr M G (Ambi) Parameswaran Session Chair – Prof. Bikramjit Rishi	60 minutes	6:00 PM to 7:00 PM	
9	Conference Dinner			7.30 PM onwards	Faculty Mess

Schedule of 7th January 2019

S. No.	Plan	Speakers	Time	Venue
1	Track Sessions (Parallel)		9:30 AM to 11:30 AM	5 th Floor class rooms
2	Tea Break		11.30 AM to 12:00 PM	Corridor outside Old Auditorium
3	Special session: Issues and Trends in Retailing: Implications for Emerging Markets	<ul style="list-style-type: none"> • Prof Minakshi Trivedi • Prof Murali Mantrala • Mr Bhuvan Dheer • Mr Vishal Mahajan Session Chair – Prof. Harvinder Singh	12:00 PM to 1:30 PM	Old Auditorium
4	Lunch Break		1.30 PM to 2.30 PM	Faculty Mess
5	Special Session – Meet the Editors	<ul style="list-style-type: none"> • Prof. Naresh Malhotra • Prof. Charles R Taylor • Prof. David Stewart • Prof. Murali Mantrala Session Chair- Prof. Naresh Malhotra	2:30 PM to 4.00 PM	Old Auditorium
6	Tea Break		4:00 PM to 4.30 PM	5th Floor Open Area
7	Track Sessions (Parallel)		4.30 PM to 6:00 PM	5 th Floor class rooms

Schedule of 8th January 2019

S. No.	Plan	Speakers	Time	Venue
1	Special Session- "Doing Research in Emerging Markets"	<ul style="list-style-type: none"> • Prof. Madele Tait, South Africa • Prof. Mauro Garcia Dominguez, Mexico • Prof. Debanjan Mitra, USA • Prof. Sapna Popli, India Session Chair - Prof. Abhishek	9.00 AM to 10:30 AM	Old Auditorium
2	Tea Break		10:30 AM to 11.00 AM	5th Floor Open Area
3	Track Sessions (Parallel)		11.00 AM to 1:00 PM	5 th Floor class rooms
4	Lunch Break		1:00 PM to 2.00 PM	Faculty Mess
5	Track Sessions (Parallel)		2:00 PM to 3:00 PM	5 th Floor class rooms
6	Closing Ceremony	<ul style="list-style-type: none"> • Address by Prof. Jagdish Sheth (Video) • Report on EMCB 2019 Conference by Prof. Sapna Popli • Presentation on EMCB 2020 conference in Slovenia by Prof. Naresh Malhotra • Presentation on EMCB 2021 conference in Mexico by Prof. Mauro Garcia Dominguez • Best Paper Award by Prof. Rakesh Singh • Closing Address by Prof Asish Bhattacharyya • Vote of Thanks by Prof. Abhishek 	3.00 PM to 4.15 PM	Old Auditorium
7	High Tea		4.15 PM Onwards	Corridor outside Old Auditorium