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**CMEE**  
Centre for Marketing  
in Emerging Economies

Presents

**Online Workshop**

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# TEACHING & PRACTICING MARKETING RESEARCH



**21 - 23 July, 2023**



**Prof. Naresh K. Malhotra**  
Regents Professor Emeritus  
Scheller School of Business, GeorgiaTech



**Prof. Satyabhusan Dash**  
Professor-Marketing  
IIM Lucknow



**Mohan Krishnan**  
Ex-Senior Vice President  
Kantar



**Sharmila Das**  
Founder & Chairwoman  
Purple Audacity

## KEY HIGHLIGHTS

Introduction to Marketing Research, Pedagogy of Teaching Marketing Research, Defining the Problem, Research Design, Measurement and Scaling, Basic & Advance Quantitative Techniques, Case Studies in Indian context, Practicing Qualitative Marketing Research

### Machine Learning for Capturing Consumer Insights, by VMware



**DIVYA CHOUDHARY**  
Lead Data Scientist  
VMware



**DIVYA GERA**  
Sr. Data Scientist  
VMware



**VASUDEV VASHISHT**  
Data Scientist  
VMware



**ABHISHEK SHARMA**  
Sr. Manager - Data Science  
& Advance Analytics  
VMware



**AVIRAL MEHTA**  
Business Analyst -  
Data Scientist  
VMware

### Data Visualization with Tableau



**Prof. Manoj K Dash**  
Associate Professor - Marketing  
ABV-IIITM Gwalior

**Register Now**



**Special Plenary Session / Webinar  
on Emerging Trends in Marketing Research**

**22-July, 2023 (Sat.) | 05:30 pm - 07:00 pm**



[cmee@iiml.ac.in](mailto:cmee@iiml.ac.in)



[www.iimlcmee.org](http://www.iimlcmee.org)



**+91-8826280997**



# SPEAKER *Profile*



## Prof. Naresh K. Malhotra

Dr. Naresh K. Malhotra is Senior Fellow, Georgia Tech CIBER and Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA. In 2020, Dr. Malhotra is listed in the published list of the World's Top 2% Most-cited Researchers across all disciplines, according to research conducted by the Meta-Research Innovation Center at Stanford University. This study analyzed data from 1996 through 2018, covering approximately 7 million scientists in 22 major fields and 176 subfields. 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. 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.



## Prof. Satyabhusan Dash

Prof Satyabhusan Dash is presently working as Professor-Marketing at Indian Institute of Management Lucknow. Prof Dash is also the Bharat Petroleum Chair Professor in Customer Care & Chairperson - Centre for Marketing in Emerging Economies (CMEE) at IIML. He has done his PhD from VGSOM, IIT Kharagpur. Prof Dash has also been the recipient of the Dr Ishwar Dayal Chair Professorship in Behavioral Sciences & Founder Chair - Executive Fellow Programme in Management at IIML. Prof Dash has also been the recipient of the prestigious Prof Manubhai M. Shah Memorial Award by Indian Commerce Association. He has also been awarded with the Shree Award in Education by Parichay Foundation. His cutting-edge research on emerging topics such as changing trends in post-pandemic consumer behavior, tourism revival, e-governance, water conservation etc., has received appreciation from national and International media, and published in internationally journals such as Journal of Tourism Management, European Journal of Marketing, International Journal of Market Research, Journal of Consumer Marketing, Journal of Brand Management. He has co-authored the international bestseller book, Marketing Research: An applied orientation, with Prof. Naresh K. Malhotra



## Mohan Krishnan

Mohan has over three decades of experience in consulting, marketing research and analytics. He has advised both private, public sector & Govt of India in diverse sectors such as ICT, Energy, Environment, Logistics, Steel, Realty, Automotive, FMCG, IT and financial services markets. Mohan started his career at Development Alternatives, a sustainable technology NGO after graduating with a bachelor's degree in engineering from the Indian Institute of Technology, Delhi. Later, after completing his MBA for the Faculty of Management Studies, Delhi University, he joined Kantar IMRB International, a WPP Plc., owned market research firm working for nearly two and half decades. At Kantar/IMRB, he rose to the rank of Senior Vice President heading profit centers including B2B & Technology, Consumer quantitative research, Social research and quality management functions. Mohan also headed Henley Centre India, a UK based marketing consultancy advising diverse clients on market entry, strategic and business planning. He has trained three batches of Tata Group executives across various group companies including Tata Motors, Tata Play, Tata Steel, Tata AMC, Tata Coffee etc., He is currently an advisor to GIS Map driven marketing services company ML Infomaps in Delhi. Mohan is a certified quality professional. He continues to advice and help large and small companies in streamlining their work processes. He is certified in ISO 9001:2008 and ISO 20252:2012.



Mohan advises several start-ups: He is on the board of Directors of Enixta which applies Artificial Intelligence (AI) to enable consumer product decision-making using NLP on Consumer reviews on ecommerce sites. He is also a mentor at Aspire Labs Innovation, an accelerator at Delhi (Noida). Mohan is a visiting faculty at Indian Institute of Foreign Trade Delhi and Kolkata Campus, IIT Bombay and TERI University, IMI, National Institute of Financial Management (NIFM), SRCC, Delhi University and Apeejay University. He is also the Member - CMEE Governing board



# SPEAKER *Profile*



## Prof. Manoj K. Dash

Dr Manoj Dash is Associate Professor - Marketing at Atal Bihari Vajpayee Indian Institute of Information Technology Gwalior. He is the author of seven research books in International reputation titled 'Social and Sustainability Marketing; A Casebook for Reaching Your Socially Responsible Consumers through Marketing Science', published by Routledge, Taylor & Francis, and 'Applying Predictive Analytics in Service Sector', 'Intelligent Techniques and Modeling Applications in Marketing Analytics', and 'Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing', published in IGI Global, 'Applied Demand Analysis' and 'Think New-Think Better: A case study of Entrepreneurship', published by Serial publication India and two textbooks on 'Managerial Economics', published by Global Professional Publication the United Kingdom, and edited five books till date. He has been visiting faculty in the Indian Institute of Management Indore, Adjunct faculty at Lancaster University, UK, Visiting Professor at the Indian Institute of Science and Education Research, and Visiting Professor at IMI Kolkata; Visiting Professor at Symbiosis Institute of Operation Management, Nashik; and GD Goenka World Institute Gurgaon. He has conducted more than 30 Faculty Development programs sponsored by AICTE, MHRD, IIITM, on Data Analytics, Data Visualization, Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimization, Multivariate analysis in Marketing, SPSS software, etc. He delivered a lecture as a resource person and Keynote speaker in 91 programs organized by reputed institutes in India and abroad, i.e., the Indian Institute of Management Lucknow, IIM Rohtak, Ho Chi Minh City University of Technology and Education, Vietnam, etc. He was Chair Member of the International Conference of Arts and Science held at Harvard University, Boston (U.S.A.), and Chair of the World Finance Conference held in Cyprus.



## Sharmila Das

Ms. Sharmila Das is Founder & Chairwoman Founder Director of Purple Audacity, a reputed agency that she had started in 2008. Her journey in the world of Consumer Insights had started more than 3 decades ago. Hermantra has been "simplicity is the ultimate sophistication". Finding patterns in the seemingly diverse seems to be something Sharmila does effortlessly. She is known to be a Mentor and is recognized for developing some of the finest Researchers in the country. She continues to be actively involved in conducting outstanding qualitative Marketing Research projects in FMCG, durables, telecommunication, alcoholic beverages, automobiles as well as health, hygiene, birth-control and education within the developmental and social sector



## Divya Choudhary

Divya is a Lead Data Scientist at VMWare. She has contributed to solving complex business problems in domains of Software, Healthcare, BFSI and IT at VMWare, Siemens Healthcare, Citibank and Mphasis. She has a Masters in Management from IISc. She is an inventor of multiple patents and a regular participant in hackathons. She is also the author of the blog - [learnwithdivya.medium.com](https://learnwithdivya.medium.com)



## Divya Gera

Divya is a Senior Data Scientist at VMWare. She has a robust background of working in organizations such as UHG, Impetus Infotech India Pvt Ltd, and TCS. She has contributed to various Data Science areas such as enhancing customer experience, sales and marketing, touch point attribution, computer vision, and NLP. She is Gold medallist in Master of Engineering (Electronics/Data Science) from PEC Chandigarh and author of the blog - <https://medium.com/@divyagera2402>





# SPEAKER *Profile*



## Aviral Mehta

Aviral has almost half a decade of experience as a Data Analytics professional in E-commerce, Retail, and Banking industries. He has vast experience in generating insights from data and building business solutions to improve customer revenue and optimize their process. Before joining VMware, he has worked with companies such as Amazon and Mahindra & Mahindra. In his current role as Business Analyst- Data Sciences & Advanced Analytics at VMware India, he is responsible for ML model development, driving dollar impact from the model, optimizing the performance and recalibration of models. He holds a Bachelor's degree in Electronics and Communication Engineering and a MBA in Big Data Analytics from Goa Institute of Management



## Vasudev Vashisht

Vasudev joined VMware as a Data Scientist. He completed his Executive MBA from IIM Lucknow in 2021 and has an industry experience of 10+ years. Prior to VMware he worked with NIIT as a Senior IT Training Specialist for 4+ years where his role involved training customers in IT based project development, teaching Data Science programming and tools, and helping improve Business Processes through Automation. In addition to his work at NIIT, he mentored customers on Web and Mobile App Development for start-ups. Apart from NIIT, he worked with Honeywell for 4+ years in the Building Automation domain where he delivered IT and hardware solutions to customers across various domains.



## Abhishek Sharma

Abhishek joined VMware in 2020 and has been working as Sr- Manager of Data Science & Advanced Analytics. Currently leading Consumption-based SaaS models focusing on arresting revenue leakages through non-renewals of the accounts or expansion models for crossselling/upselling. Since joining VMware, the most rewarding part for him has been getting two research papers selected this year for VMware's annual R&D Innovation offsite event from his team. Prior to VMware, he was the Manager of Forecasting at Ab-InBev. During his tenure at Ab-InBev, he helped the company to generate cost savings of over \$50M/year by setting up COE Analytics /Solution team in India.





## Workshop Schedule & Session Outline

### Day 1: 21-July-2023

**11:00 am - 01 :00 pm**

**Prof. Manoj K. Dash**  
 Assistant Professor –  
 ABV-IIITM Gwalior

#### **Data Visualization with Tableau**

One of the most important features for managing unstructured data is the ability to quickly search the data and get back relevant results. Tableau can initiate these searches using simple parameters in Custom SQL. The goal of this training session is to make all the trainees' experts in working with Tableau. All the topics that one must master to work with this data visualization tool will be covered in this session and things are focused on delivering practical knowledge rather than focusing on theoretical modules only. The trainees will learn how to implement Tableau from the very beginning and how to use it to leverage data visualization of unstructured data to make decision making very easy. After this session, the trainees will be able to solve the problems based on Tableau and will be able to work very thoroughly in this tool. The focus of this session will be Tableau Features Hands-on! This will comprise all the essentials that are required to begin working with this tool. Analytics using Tableau will be one of the most important concepts that are covered in this session. Participants will get to learn about all the analytics through unstructured data that are provided by Tableau, and used to turn the huge data into the presentable form, so that it could endorse the data visualization. Tableau has an important feature that helps in managing unstructured data. With the help of this feature, the data analyst gets the ability to quickly search the data and get back relevant results. This session includes a workbook containing key concepts on each topic covered and hands-on activities to reinforce the skills and knowledge attained. By the end of the session, the participants will learn: Build more complex chart types and visualizations

Build complex calculations to manipulate your data; Use statistical techniques to analyze your data

Use parameters and input controls to give users control over certain values; Implement advanced geographic mapping techniques and use custom images and geocoding to build spatial visualizations of non-geographic data, prep your data for analysis

Combine data from multiple tables in the same data source using joins. Make your visualizations perform as well as possible by using the Data Engine, extracts, and efficient connection methods

Build better dashboards using techniques for guided analytics, interactive dashboard design, and visual best practices

Implement efficiency tips and tricks



## Session Outline

Day 1: 21-July-2023	
04:30 pm – 05:00 pm	<b>Inauguration &amp; Welcome Address</b>
<b>05:00 pm – 09:30 pm</b>  <b>Prof. Naresh K. Malhotra</b> Regents Professor Emeritus GeorgiaTech  - Joint sessions on Teaching & Practicing Marketing Research  - 15-30 mins, break in between	<p><b>Introduction to Marketing Research</b>          The session will discuss the growing importance of marketing research, give a definition and present a clarification of marketing research. Several real cases will be taken up</p> <p><b>Pedagogy of Teaching Marketing Research</b>          Learn from a trainer's perspective on how to plan, manage and teach marketing research in a class</p> <p><b>Defining the Problem</b>          The importance of this first and most crucial step of the marketing research process will be highlighted. The challenges in defining the problem and how to avoid them will be discussed</p> <p><b>Research Design</b>          The session will discuss various types of research design and explain the differences between them. The sources of error will be addressed through real cases</p> <p><b>Measurement &amp; Scaling</b>          Some outrageous, counter-intuitive, statements will be made regarding numbers and each of them will be demonstrated. The basic scale characteristics, the primary types of scales, scaling techniques which are commonly used in marketing research, will be covered</p>





## Day 2: 22-July-2023

<b>09:30 am - 11:00 am</b>  <b>11:00 am - 11:30 am Break</b>  <b>11:30 am - 01:00 pm</b>  <b>Prof. Satyabhusan Dash</b> Professor-Marketing IIM Lucknow	<b>Basic and Advanced Quantitative Techniques :</b> This Session will cover data preparation & quantitative techniques such as parametric & non - parametric univariate tests, analysis of variance & regression, Factor Analysis, Conjoint Analysis, Cluster Analysis, Discriminant Analysis, Perceptual mapping using Factor, Discriminant, correspondence and MDS through data analysis. This session will provide an innovative teaching methodology to teach quantitative techniques through live case studies.
<b>01:00 pm - 02:00 pm Break</b>  <b>02:00 pm - 03:30 pm</b>  <b>Mr. Mohan Krishnan</b> Ex-Senior Vice-President Kantar	<b>Case Studies in Indian Context:</b> 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 skill gain experience. These include liberal use of short and long cases at various stages of Marketing Research process
<b>03:30 pm - 03:45 pm : Break</b>  <b>03:45 pm - 05:15 pm</b>	<b>Practising Qualitative Marketing Research:</b> This session will demonstrate how outstanding qualitative research projects are designed and practised.
	<b>Special interaction session with Industry partner</b>
<b>05:30 pm - 07:00 pm</b>	<b>Special Plenary Session / Webinar on Emerging Trends in Marketing Research</b> Involving stalwarts across corporate, academia and public sector  Session Chair: <b>Prof. Naresh K. Malhotra</b> , Regents Professor Emeritus, GeorgiaTech, USA  Panel Members to be announced soon: -----





## Session Outline

### Day 3: 23-July-2023

**11:00 am – 02:00 pm**

**Divya Choudhary**  
Lead Data Scientist  
Vmware

**Divya Gera**  
Sr. Data Scientist  
Vmware

**Aviral Mehta**  
Business Analyst -  
Data Scientist  
Vmware

**Abhishek Sharma**  
Sr. Manager - Data  
Science & Advance  
Analytics  
Vmware

**Vasudev Vashisht**  
Data Scientist  
Vmware

#### Machine Learning for Capturing Consumer Insights

##### HETEMATCH

In a company like VMWare where 80% of sales happen through Partner channel, it is pertinent to match the partner most suitable for closing a deal with a customer. Enter heteMatch - a heterogenous matching algorithm that pairs the 2 distinct groups - Customers and Partners. heteMatch, is a YouTube like recommendation engine. It has revolutionized a traditionally rule based process by utilizing advanced machine learning and deep learning to analyze and leverage partner and customer RFM, demographics and many more data sources to arrive at optimal, data-driven partner and customer matches. This is a VMWare Patented algorithm and has resulted in business benefit to the tune of millions of dollars.

##### CONTRACT (NON-RENEWAL) RISK PREDICTION WITH BUILT-IN CAUSAL EXPLAINABILITY IN CLOUD INDUSTRY

VMware's leading position in virtualization and growing subscription and SaaS making, strategic partnerships in combination with the profitable business model is a significant long-term tailwind for VMware revenue growth. To maintain and continue to grow revenue, the customer renewal event is a strategic focal point for VMware sales since it contributes to a substantial part of the overall revenue, and customer non-renewal would typically be a two-fold blow. Incremental revenues are lost, and an additional cost is to be incurred to acquire a new customer to replace the lost one. The model that we are presenting tries not only to predict renewal propensity, but it highlights the driving factors behind such predictions at every contract and its product lines.

##### CUSTOMER PROPENSITY TO BUY - CPB

The Customer Propensity to Buy (CPB) model is built for the purpose of ranking all VMWare customers, whitespace or otherwise, in order of their likelihood to purchase a target product. The model predicts which customers can be targeted for better revenue growth. It is leveraged by the worldwide VMWare Business Units to provide improved sales since the model helps the teams in classifying highly potential customers and appropriately targeting revenue. It also impacts on cross selling and upselling of VMWare products. The Model is refreshed Quarterly and has been automated for 19 different VMWare products.



## Who should attend

### Industry professionals working in different domain(s) such as:

- 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

### Students & Research Scholars

- Students enrolled in academic programs at UG
- Doctoral & Research scholars

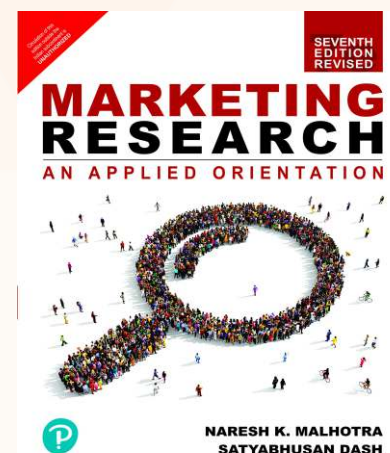
### Academicians & Faculty Members

- Full-time/Part-time faculty members at academic/training institutes

## Workshop Registration Fee

## Participants will be receiving free e-book version of:

Marketing Research: An applied orientation by Malhotra and Dash.  
(Seventh Edition Revised)



	<b>*India/SAARC countries</b>	<b>International</b>
Registration Fee	<b>INR 8000</b> plus GST@18%	<b>USD 150</b>
Discount categories	IIM Alumni: 10%, MRSI Member: 10%, AIM Member: 10%, CMEE Member: 15%, Student discount: 25%, Group Discount: 10%	<b>Student: USD 110</b> (Discount provided: 25% approx., incl. Tax)  <b>Group discount: USD 130</b> (Discount provided: 10% approx., incl. Tax)

Group discount: Minimum 02 participants within same organization/institute

## \*Fee calculation

S.No	Category	Fee	Discount (in %, percentage)	Discount (in Amount)	Amount After Discount (Fee - Discounted Amount)	GST @ 18%	Amount After GST	Total Fee Payable (INR) (Fee - Discount + GST)	Fee Payable (USD)
1	Single participant registration (without availing discount)	8000	0	0	8000	18%	1440	9440	USD 150
2	Student discount (PhD, PG, UG student)	8000	25	2000	6000	18%	1080	7080	USD 110
3	Group Discount (Min. Two people within same organization/institute)	16000	10	1600	14400	18%	2592	16992	USD 130
4	MRSI Members (Marketing Research Society of India)	8000	10	800	7200	18%	1296	8496	N/A
5	AIM Members (Academy of Indian Marketing)	8000	10	800	7200	18%	1296	8496	N/A
6	IIM Alumni (any IIMs)	8000	10	800	7200	18%	1296	8496	N/A
7	CMEE Members (Corporate, Institutional, Individual)	8000	15	1200	6800	18%	1224	8024	N/A



## Mode of Payment

### i) Demand Draft

DD in favor of 'IIM Lucknow-Noida campus', payable at Noida. Soft copy to be e-mailed to [cmee@iiml.ac.in](mailto:cmee@iiml.ac.in)

The hard copy in original can be sent to the address: CMEE Office, IIM Lucknow-Noida campus, B-1, Institutional Area, Sector-62, Noida-201307, Uttar Pradesh, India

OR

### ii) Bank /Electronic Transfer /NEFT /IMPS/International Payment

A/c Name : IIM Lucknow-Noida campus

A/c No.: 022010100356060

Bank Name: AXIS Bank, Noida

Bank Address: B-2,3, Sector-16, Main Branch, Noida

IFSC: UTIB0000022 | MICR : 110211004 | SWIFT: AXISINBB022

OR

### iii) Online payment gateway

Link : <https://easypay.axisbank.co.in/easyPay/makePayment?mid=MzI3NDg%3D>

## How to register

1. Participant need to make the fee payment through any one of the aforementioned mode(s) of payment
2. Fill and submit the online registration form

## Certificate

All the participants who successfully attend and complete the online workshop sessions, will receive a certificate towards participation and successful completion

**Last date of registration: 18-July-2023 by 10:00 pm**

## Link for Registration Form

[https://docs.google.com/forms/d/e/1FAIpQLSfHaRFJLX7MmVb6ZRVD\\_F6Xzt\\_QIAzf5gEqBXbxNvEfbV3JkQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfHaRFJLX7MmVb6ZRVD_F6Xzt_QIAzf5gEqBXbxNvEfbV3JkQ/viewform?usp=sf_link)



## Participant Feedback

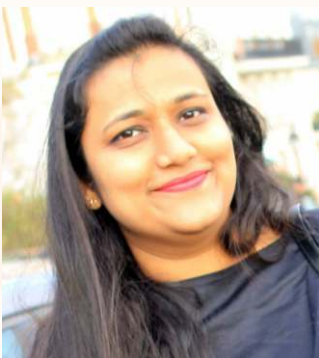


-“The workshop was quite informative interactive and useful. The enthusiastic members of the team presented it brilliantly. The presentation was simple, clear and to the point.”

**Manmohan Chaudhry**, Associate Professor,  
FIMT New Delhi

“Well-structured and delightful overview of the Tableau BI Tool capabilities.”

**Vigil George Jacob**, Technical Consultant,  
Praxis Solutions



“It was a good experience learning Tableau with CMEE and IIM-Lucknow, Noida Campus. They made the learning experience easy with the online hands on workshop. I learned a lot many things about Tableau and data visualization on it.”

**Astha Ranjan**, Doctoral Scholar, University of Delhi

## Participant Feedback



"I found the workshop really helpful. The instructors were wellversed and patient in handling the queries of participants. It was a well-prepared presentation with instant feedback on the doubts."

**Shiromani Gupta**, Ph.D. Research Scholar, JRF,  
The Business School, University of Jammu

"Very Useful Training Program,  
which is covering data reading  
and evaluation thru various aspects."

**Rajendra Rangwani**, Manager-COMCO, HPCL



"An engaging and enriching exposure to basics of qualitative research analytics. While the competent resource persons successfully introduced us to the basics of NVIVO and R, it would have been better to devote at least half a day to each for a more hands-on practice of the two"

**Snigdha Singh**, Assistant Professor,  
Amity University Uttar Pradesh, Lucknow

## 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**



**CMEE**  
Centre for Marketing  
in Emerging Economies

# CELEBRATING 11 YEARS

of

## CONTINUOUS EDUCATION



**25 WORKSHOPS**

**1200+**

Participants across Industry, Academia



- 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** Teaching & Practicing Marketing Research
- Nov 2019** Teaching & Practicing Marketing Research
- Feb 2020** Conducting & Publishing High-quality research in Empirical Modelling for Marketing Strategy
- June 2020** Online workshop series
  - Data Visualization with Tableau
  - Unstructured Data Extraction & Analysis through Machine Learning
  - Unstructured Data Extraction & Analysis through 'NVIVO' & 'R'
  - The Power of Storytelling through Data
- Jan 2021, March 2022** Online workshop on Teaching Practicing & Marketing Research

## RESEARCH & PUBLICATION

**14 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/FIELD REPORTS
- 2017-18** India Online study
- 2018-19** CSR Perception, Corporate brand equity and Sales Performance
- 2019-20** Understanding Indian Voter Behaviour through Sentiment Analysis
- 2019-20** Understanding Digital Health: Challenges & Opportunities
- 2020-21** Role of Digital Technology in Education: Challenges & Opportunities (Teacher's perspective)
- 2020-21** Role of Digital Technology in learning process: Challenges & Opportunities (Student's perspective)
- 2020-21** Consumer Behaviour and Sentiments during COVID-19 lockdown
- 2020-21** Tourism in the Covid-19 Pandemic Era
- 2021-22** Post Pandemic Challenges of the Travel Agency: Business in India: Insights, Impacts on Tourism and Recommendations
- 2022-23** Best practices in Haryana for Sustainable Water Conservation & Management

**3 CONFERENCE PROCEEDINGS**

2012-13 2013-14 2016-17

## RESEARCH PAPERS

Presented in CMEE Conferences & Published in Internationally Acclaimed Journals

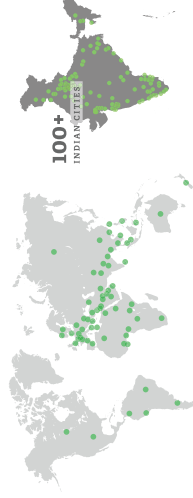


Regular/Special Issue  
Internationally Acclaimed Referred Journals

- 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
- Journal of Destination Marketing & Management
- Social Responsibility Journal

## NETWORKING

**CMEE** **218496** **92** **462**  
WEBSITE REACH COUNTRIES 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** **540** **75** **465**  
SPEAKERS PARTICIPANTS INDUSTRY ACADEMIA



**6 WEBINARS / PLENARY SESSIONS**



- June 2020** Leveraging the Power of Unstructured Data for Capturing Consumer Insights
- Sep 2020** Tourism in the Covid-19 pandemic era : Challenges and the way forward
- Jan 2021** Role of Marketing Research in the Covid-19 Pandemic Era
- June 2021** 3 Webinar series on Publishing in Top-Quality Journals: Lessons from the Editors'
- March 2022** March 2022 Practicing Marketing Research in Covid-19 pandemic era

# GLIMPSES OF CMEE PAST EVENTS



Workshop on Teaching/Practicing Marketing Research held in January & November 2019



Prof. Archana Shukla, Director-IIML,  
at 2012 EMCB-CMEE Conference



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, kindly contact:

CMEE Office: 0120-6678483 Mob.: 8826280997 e-mail: [cmee@iiml.ac.in](mailto:cmee@iiml.ac.in)

Website: [www.iimlcmee.org](http://www.iimlcmee.org), [www.iiml.ac.in](http://www.iiml.ac.in)