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12th AIM-AMA Sheth Foundation Doctoral Consortium

July 15-16, 2025

General Information

The Sheth Foundation Doctoral Consortium and International Marketing Conference is a prestigious event that brings together scholars, researchers, and practitioners in the field of marketing. This unique gathering aims to foster academic collaboration, encourage innovative research, and promote the exchange of ideas across diverse marketing disciplines.

About the Doctoral Consortium

The Doctoral Consortium is an integral part of the AMA-Sheth Foundation Doctoral Consortium, designed for PhD students & early-career academicians. This event provides a unique opportunity for participants to present their research ideas, receive feedback from experienced scholars, and engage in discussions that refine their academic pursuits. The consortium aims to facilitate networking among emerging researchers and established academics.

Highlights of the Consortium

- » Masterclasses by distinguished international faculty members from various marketing domains including but not restricted to Consumer Behavior, Conscious Capitalism, Strategy Research, Machine Learning, and Empirical Modeling;
- » Global Café in which participants will be allocated rooms based on their research interests & receive guidance from world-renowned mentors;
- » Plenary and parallel tracks include sessions on research relevance, meet-the-editors, navigating through academic career, manuscript writing, multi-methods research, and how to be an effective academician;
- » Informal Global Lounges in which participants will get an opportunity to interact, network, and collaborate with fellow doctoral scholars and faculty across the world

ABOUT AMA SHETH FOUNDATION

The American Marketing Association (AMA) Sheth Foundation is dedicated to advancing marketing scholarship and education. It provides support for various initiatives that promote research and professional development within the marketing field. The foundation is known for its commitment to fostering innovation and excellence in marketing education through funding, awards, and collaborative projects.

Submission for the Doctoral Consortium

The Doctoral Consortium aims to encourage doctoral scholars enrolled in various Management disciplines at Universities and Institutions, providing an opportunity to present their research ideas/ doctoral work/research proposals/ doctoral thesis. All submissions for Doctoral Consortium should address different aspects of established Marketing/Management/Social Science concepts. The submission should not exceed 2,500 words or 4 pages. The Consortium will offer participants the chance to engage with and receive feedback from senior academics. They will also get to meet editors & members of prominent journals and receive guidance to develop their research.

INVITED DISTINGUISHED SPEAKERS/FACULTY



Prof. Jagdish N. Sheth

Professor of Business,
Goizueta Business School,
Emory University

Prof. Jagdish N. Sheth has over 60 years of combined experience in teaching and research at the University of Southern California (USC), University of Illinois at Urbana-Champaign (UIUC), Columbia University, MIT, and Emory. He is a recipient of the 2020 Padma Bhushan Award for literature and education, one of the highest civilian awards given by the Government of India.

Prof. Arvind Sahay

Professor of Marketing and
International Business &
Director, Management
Development Institute,
Gurgaon



Prof. Arvind Sahay joined MDI as Director and Professor of Marketing and International Business in October 2023. Prior to MDI, he served as faculty at the Indian Institute of Management Ahmedabad (from 2004) and at London Business School (from 1996) since his Ph.D. in 1996 from the University of Texas at Austin.



Prof. Venkatesh Shankar

Professor of Marketing & Academic
Director, Cox School of Business,
Southern Methodist University

Prof. Venkatesh (Venky) Shankar is an American marketing professor, consultant and author. He is currently Brierley Endowed Professor of Marketing and Academic Director of Brierley Institute for Customer Engagement at Cox School of Business, Southern Methodist University. He is the co-editor of the *Handbook of Marketing Strategy* and the author of *Shopper Marketing*.

SUBMISSION GUIDELINES

This Consortium provides an excellent opportunity to share innovative ideas and research findings with a global audience. To ensure a smooth submission process, please adhere to the specified guidelines.



Scan For
Submission
Guidelines

REGISTRATION FEES

FOR DOCTORAL CONSORTIUM	
For Indian doctoral (Ph.D.) Scholars/early career academicians	INR 6000 (including Goods & Services Tax/VAT)*
For International Doctoral (Ph.D.) scholars/early career academicians	\$100 (including Goods & Services Tax/VAT)*

*Includes 3 nights' accommodation on twin sharing basis inside the campus.

FOR PARTICIPATION IN DOCTORAL CONSORTIUM & INTERNATIONAL MARKETING CONFERENCE	
For Indian Delegates (Scholars/Academicians)	INR 7500 (Including Goods & Services Tax/VAT)*
For International Delegates (Scholars/Academicians)	\$100 (Including Goods & Services Tax/VAT)*

MODE OF PAYMENT

- Credit Card/Debit Card
- UPI (For Indian Delegates ONLY)
- Funds Transfer (NEFT/Wire Transfer)

IMPORTANT LINKS



Scan For
Submission



Payment Link
for Indian
Participants



Payment Link
for
International
Participants

KEY DATES

Paper/Proposal Submission Opens:
11th November 2024

Proposal Submission Deadline:
30th April 2025

Acceptance Notification Starts:
15th March 2025

Regular Registration Starts:
16th June 2025

Regular Registration Deadline:
30th June 2025

DOCTORAL CONSORTIUM CO-CHAIR



Prof. Arvind Sahay
Professor of Marketing and
International Business &
Director, Management
Development Institute, Gurgaon



**Prof. Venkatesh
(Venky) Shankar**
Professor of Marketing &
Academic Director,
Cox School of Business, Southern
Methodist University

ORGANIZING COMMITTEE



Prof. Kirti Sharma
Associate Professor
Chairperson - GP
Placements & PGDM (IB)



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Associate Professor
Chairperson - PGDM (BM)



Prof. Manoj K Srivastava
Professor
Area Chairperson -
Operations Management
& Faculty In-charge -
Strategic Plan
Implementation
Committee (SPIC)



Prof. Neetu Yadav
Assistant Professor
Faculty In-charge - EQUIS

RESEARCH SUPPORT

Mr. Burhan Shah, Ms. Kanishka

For more details write to us at: imcdc2025@mdi.ac.in

For any queries, please contact: -

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