

**12th AIM-AMA Sheth Foundation Doctoral Consortium 2025**  
**At Management Development Institute (MDI) Gurgaon Campus, Delhi-NCR, India,**  
**July 15-16, 2025**

Day 1: July 15, 2025					
EVENT NAME	TIMINGS (IST)	THEME	SPEAKERS/ CHAIR/ REPRESENTATIVE	DURATION	VENUE
<b>INAUGURAL AND TALK</b>	9:00 A.M. - 10:30 A.M.	Welcome Session and Introduction to The Consortium	Prof. Jagdish Sheth Prof. Venkatesh (Venky) Shankar Prof. Arvind Sahay Prof. Rajendra Srivastava Mr. Jayant Shah	90 Min	Auditorium
<b>NETWORKING BREAK 10:30 A.M. - 10:45 A.M.</b>					
<b>MASTERCLASS 1A</b>	10:45 A.M. - 11:45 A.M.	Understanding The Consumer Mind – Qualitative and Quantitative Lenses	Prof. Russell Belk Prof. David Stewart Prof. Piyush Sharma	60 Min	Auditorium , Syndicate Room 1 Ground floor
<b>MASTERCLASS 1B</b>	10:45 A.M. - 11:45 A.M.	The Experimentation Mindset: Innovating with Evidence	Prof. Subhadip Roy Prof. Sarvana Jaikumar L. Prof. Reetika Gupta	60 Min	Auditorium , Syndicate Room 2, First floor
<b>NETWORKING BREAK 11:45 A.M. - 12:00 P.M.</b>					
<b>MASTERCLASS 2</b>	12:00 P.M. – 01:00 P.M.	Service Marketing and Customer Experience	Prof. Shainesh G Prof. Colleen Harmeling (Online)	60 Min	Auditorium
<b>LUNCH BREAK 01:00 P.M.- 02:00 P.M</b>					
<b>MASTERCLASS 3</b>	02:00 P.M. – 03:00 P.M.	Digital Marketing and social media	Prof. Ankit Anand Prof. Adithya Pattabhiramaiah	60 Min	Auditorium
<b>NETWORKING BREAK 03:00 P.M. - 03:30 P.M.</b>					
<b>GLOBAL CAFÉ - I</b>	03:30 P.M. – 05:00 P.M.	-	Session Chair: Prof. Kirti Sharma and Prof Neetu Yadav Doctoral Consortium Faculty (Multiple)	90 Min (5 Parallel Sessions – 45 Mins Each)	-Auditorium, Syndicate Room 1, Ground Floor  -Auditorium, Syndicate Room 2, Ground floor  -Chanakya Classroom 1, GF  - Chanakya Classroom 2, GF - Scholars D-Block Ground floor Classroom
<b>NETWORKING BREAK 05:00 P.M. - 05:15 P.M.</b>					
<b>Social Evening</b>	<b>05:30 PM Onwards</b>	-	SPIC MACY	60 MIN	Auditorium
<b>DIRECTOR'S DINNER</b>	<b>07:00 PM Onwards</b>	Club Patio, South City I, Sector 41, Gurugram			

**Day 2: July 16, 2025**

<b>EVENT NAME</b>	<b>TIMINGS (IST)</b>	<b>THEME</b>	<b>SPEAKERS/ CHAIR/ REPRESENTATIVE</b>	<b>DURATION</b>	<b>VENUE</b>
<b>KEY PROFESSOR TALK 1</b>	9:00 A.M. - 10:00 A.M.	Sustainability And Welfare Issues	Prof. Vamsi Kanuri, Prof. Varsha Jain	60 Min	Auditorium
<b>KEY PROFESSOR TALK 2</b>	9:00 A.M. - 10:00 A.M.	Innovation, Consumer Neuroscience, and Multi-Sensory Experience in marketing	Prof. Anuj Pal Kapoor Prof. Thomas Dorson Anning (Online) Prof. Kartik Kalaignanam	60 Min	Auditorium , Syndicate Room 2, Ground floor
<b>GLOBAL CAFÉ - II</b>	10:00 A.M. – 11:30 A.M.	-	Session Chair: Prof. Kirti Sharma and Prof Neetu Yadav Doctoral Consortium Faculty (Multiple)	90 Min	-Auditorium, Syndicate Room 1, Ground Floor  -Auditorium, Syndicate Room 2, Ground floor  -Chanakya Classroom 1 GF  - Chanakya Classroom 2 GF - Scholars D-Block Ground floor Classroom
<b>NETWORKING BREAK 11:30 A.M.– 12:00 P.M.</b>					
<b>MASTERCLASS 4A</b>	12:00 P.M. – 01:00 P.M.	Marketing In Emerging Markets - Strategy, Theory and Practice	Prof. K. Sivakumar Prof. Atul Parvatiyar Prof Sarang Sundar	60 Min	Auditorium
<b>MASTERCLASS 4B</b>	12:00 P.M. – 01:00 P.M.	The Journey from Scholar to Accomplished Teacher and Researcher	Prof. Kiran Pedada Prof. Nitin Mehta	60 Min	Auditorium, Syndicate Room 2, Ground Floor
<b>LUNCH BREAK 01:00 P.M.- 02:00 P.M.</b>					
<b>MASTERCLASS 5</b>	02:00 P.M. – 03:15 P.M.	Publishing Cutting-Edge Quantitative Research & Mixed Method Research	Prof. V. Kumar Prof. Raj Kumar Venkatesan Prof. Shaphali Gupta	75 Min	Auditorium
<b>Networking Break 03:15 P.M. – 03:45 P.M</b>					
<b>MEET THE EDITORS</b>	03:45 P.M. – 05:00 P.M.		Prof. Mukta Srivastava ((Moderator) Prof. Werner Reinartz (Former Co-Editor, <i>IJRM</i> ), Prof. Murali Mantrala (Former Editor, <i>JR</i> ) (Online), Prof. K Sivakumar (AE, <i>JBR</i> ), Prof. Rajendra Srivastava (Editor-in-Chief,MSJ) Prof. Ajay Manrai (Editor-in-Chief, JGM) Prof. Nitin Mehta Prof. Tarun Kushwaha ( Associate Editor, JM)	90 Min	Auditorium
<b>VALEDICTORY CEREMONY</b>	05:00 P.M. – 05:30 P.M.	Concluding Remarks & Certificate Distribution		30 Min	Auditorium
<b>DELHI DARSHAN &amp; SOCIAL EVENING</b>	05:30 P.M. Onwards	Heritage Walk	Prof. Nirmal Kumar		