

International Marketing Conference 2025
At Management Development Institute (MDI) Gurgaon Campus, Delhi-NCR, India
July 17-18, 2025
Theme: The Future of Marketing in a Virtual Borderless World

Day 1: July 17, 2025					
EVENT NAME	TIMINGS (IST)	THEME	SPEAKERS/ CHAIR/ REPRESENTATIVE	DURATION	VENUE
PRE-INAUGURAL INDUSTRY ROUND TABLE	09:00 A.M. - 10:00 A.M.	Driving Sustainable Consumerism in Viksit Bharat: Marketing for Impact, Inclusion & Innovation	Prof. Avanish Kumar : Moderator	60 min	Auditorium
			Mr. Amandeep: VP, Indraprastha Gas Limited		
			Ms. Shalini Mittal: Director, Economic Intelligence Unit, Niti Aayog		
			Col Prakash Tewari: Ministry of Environment, Forest and Climate Change, Govt of India		
			Mr. Amit Shukla: SVP, Luminos Power Technologies		
PARALLEL PAPER PRESENTATIONS	10:00 A.M. – 11:30 A.M.	-	Session Chair	90 min	Chanakya Building, Classroom 1, Ground Floor
					Chanakya Building, Classroom 2, Ground Floor
					Scholar’s Building D-Block, Ground Floor
					Scholar’s Building D-Block, First Floor
					Lakshaya Building, Room no 5, Second Floor
					Lakshaya Building, Room no 7, Third Floor
NETWORKING BREAK 11:30 A.M. – 11:45 A.M.					
PARALLEL PAPER PRESENTATIONS	11:45 A.M.- 01:00 P.M.	-	Session Chair	75 min	Chanakya Building, Classroom 1, Ground Floor
					Chanakya Building, Classroom 2, Ground Floor
					Scholar’s Building D-Block, Ground Floor
					Auditorium, Syndicate Room 2, First Floor
					Lakshaya Building, Room no 5, Third Floor
					Lakshaya Building, Room no 7, Third Floor
SPONSOR TALK	11:45 A.M.- 12:45 P.M.	-	CESIM	60 min	Auditorium
LUNCH BREAK 01:00 P.M. – 02:00 P.M.					
INAUGURAL SESSION	02:00 P.M. – 02:30 P.M.	-	Prof. Arvind Sahay Organizing Committee Invited Faculty	30 min	Auditorium
FIRESIDE TALK	02:30 P.M. – 03:30 P.M.	AI & Learning: Perspectives from Industry and Academia	Mr. Amit Srivastava (Moderator)	60 min	Auditorium
			Prof. Rakesh Mohan Joshi		
			Prof. Piyush Sharma		
			Ms. Prabhjot Kaur		
NETWORKING BREAK 03:30 P.M. – 03:45 P.M.					
PLENARY SESSION A	03:45 P.M. – 05:15 P.M.	Consumer Decision Making: Numeral Cognition to Strategic Marketing	Prof. Sanjeev Tripathi Prof. Subhadip Roy	90 min	Chanakya Building, Classroom 1, Ground Floor
PLENARY SESSION B	03:45 P.M. – 05:15 P.M.	B2B Marketing and Supply Chain Management	Prof. Atul Parvatiyar Prof. Ateeque Shaikh Prof. Sudha Mani	90 min	Chanakya Building, Classroom 2, Ground Floor
CULTURAL EVENT	06:45 P.M. ONWARDS	SPIC MACAY			Auditorium
GALA DINNER	08:00 PM ONWARDS				Networking Reception

Day 2: July 18, 2025

EVENT NAME	TIMINGS (IST)	THEME	SPEAKERS/ CHAIR/ REPRESENTATIVE	DURATION	VENUE
MASTERCLASS 7	09:00 A.M. – 10:00 A.M.	AI modelling and Marketing Analytics	Prof. Sarvana Jaikumar L Prof. Atish Chattopadhyay	60 min	Auditorium
PARALLEL PAPER PRESENTATIONS	10:00 A.M. – 11:00 A.M.	-	Session Chair	60 min	Chanakya Building, Classroom 1, Ground Floor
					Chanakya Building, Classroom 2, Ground Floor
					Scholar’s Building D-Block, Ground Floor
					Scholar’s Building D-Block, First Floor
					Auditorium, Syndicate Room 2, First Floor
SPONSOR TALK	11:00 A.M. – 11:20 A.M.		Mr. Sumesh Nair (CEO & Co-Founder, Board Infinity)	20 min	Auditorium
NETWORKING BREAK 11:20 A.M. - 11:30 A.M.					
INDUSTRY ROUND TABLE	11:30 A.M. – 12:30 P.M.	Financial Services as the Engine of Viksit Bharat: Empowered consumers, Evolving Markets, Digitization towards Financial Literacy	Prof. Suresh Malodia (Moderator)	60 min	Auditorium
			Mr. Manu Krishna Saxena-Sr Director Mobikwik		
			Mr. Akshat Gera - Sr Director Bharat Pe		
			Ms. Shivi - DVP Cred		
SPONSOR TALK	12:30 P.M. – 12:50 P.M.	How is AI Disrupting the Education Landscape	Dr. Lalit Singh (Managing Director of McGraw-Hill India)	20 min	Auditorium
LUNCH BREAK 12:50 P.M. – 02:00 P.M.					
INDUSTRY ROUND TABLE	02:00 P.M. – 03:00 P.M.	Marketing 5.0: Leverage in AI and technology to shape the future of Marketing	Prof. Sakshi Kathuria (Moderator)	60 min	Auditorium
			Ms. Ankita Sharan-Chief Marketing Officer-Vedanta Group		
			Mr. Nitin Mehta-Head of Sales-Motorola		
			Mr. Varun mathur - Director - Alvarez & Marshal		
			Mr. Manish Kamra-SVP&Head BD Seimens Financial Services		
PARALLEL PAPER PRESENTATIONS	02:00 P.M. – 03:00 P.M.	-	Session Chair	60 min	Chanakya Building, Classroom 1, Ground Floor
					Chanakya Building, Classroom 2, Ground Floor
					Scholar’s Building D-Block, Ground Floor
					Scholar’s Building D-Block, First Floor
					Auditorium, Syndicate Room 2, First Floor
MASTERCLASS 8	03:15 P.M. – 04:15 P.M.	Value Creation and Consumer Strategy in Emerging Markets.	Prof. Can Uslay	60 min	Auditorium
PARALLEL PAPER PRESENTATIONS	03:15 P.M. – 04:15 P.M.	-	Session Chair	60 min	Chanakya Building, Classroom 1, Ground Floor
					Chanakya Building, Classroom 2, Ground Floor
					Scholar’s Building D-Block, Ground Floor
					Scholar’s Building D-Block, First Floor
					Auditorium, Syndicate Room 2, First Floor
NETWORKING BREAK 04:15 P.M. – 04:30 P.M.					
PARALLEL PAPER PRESENTATIONS	04:30 P.M. – 05:30 P.M.		Session Chair	60 min	Chanakya Building, Classroom 1, Ground Floor
VALEDICTORY CEREMONY	05:30 P.M. – 06:00 P.M.	Certificate Distribution	-	30 min	Auditorium

