

Department of Commerce
University of Delhi
&
Academy of Indian Marketing (AIM)

is organising

6th Annual International Commerce Conference

“Digital Outreach and Future of Marketing Practices”

on

January 11-12, 2018

*Venue: Vivekananda Hall
Delhi School of Economics
University of Delhi*

Day-Wise Schedule

Day 1– January 11, 2018 (Thursday)	
Timings	Event
08:30 – 09:30 a.m.	Registration
10:00 – 11:30 a.m.	<p style="text-align: center;">Inaugural Session</p> <p><i>Chief Guest: Shri Ravi Shankar Prasad- Hon’ble Minister of Electronics & Information Technology and Minister of Law & Justice</i></p> <p><i>Guest of Honour: Prof. Yogesh K. Tyagi -Vice Chancellor, University of Delhi</i></p> <p><i>Guest of Honour: Ms. Vinita Bali -Former CEO Britannia Industries Ltd.</i></p> <p><i>Distinguished Guest: Prof. Pami Dua -Chairperson Research Council, University of Delhi and Director, Delhi School of Economics</i></p> <p><i>Keynote Speaker: Prof. Jagdish Sheth – Emory University, Atlanta USA; Founder Chairperson Academy of Indian Marketing</i></p>
11:30 – 12:00 noon	High Tea
12:00 – 1:30 p.m.	<p style="text-align: center;">Plenary Session I: <u>Understanding Digital Consumer & Marketing Practices</u></p> <ol style="list-style-type: none"> 1. Ms. Neeru Sharma – Infibeam (Online Market Place) 2. Dr. Alok Bhardwaj –CMD Creovate 3. Dr. Raj Nair – Avalon Consulting (Mumbai) <p style="text-align: center;">Session Chair: Prof. Yogesh Upadhyay</p>
1:30 – 2:30 p.m.	Lunch and Networking
2:30 – 3:30 p.m.	Special Session - <i>“Transformation of Marketing: Implications for business practices and academic research” -Prof. Denish Shah & Prof. Jagdish Sheth</i>

3:30 – 5:00 p.m.	Paper Presentations
5:00 – 5:30 p.m.	Tea Break - Closing Event of Day 1
6:30–7:30 p.m.	Industry Interaction (By Invitation) Chaired by Prof. Jagdish Sheth
7:30 p.m. onwards	Dinner
Day 2 – January 12, 2018 (Friday)	
09:00 – 10:30 a.m.	Paper Presentations
10:30 – 11:00 a.m.	Tea and Networking
11:00 – 12:30 p.m.	<p>Plenary Session II: <u>Social Media for Social Causes</u></p> <ol style="list-style-type: none"> 1. Mr. Himanshu Arora – Social Panga (Bangalore) 2. Dr. Shashank Ojha – World Bank (Senior Specialist on ICT GP and E-Govt) 3. Mr. Arvind Gupta – Head, Digital India Foundation 4. Mr. Omkareshwar Pandey- Chief Editor, ANI <p>Session Chair: Dr. Hardeep Chahal*</p>
12:30 – 1:30 p.m.	Special Session– <i>“Online Marketing: Some Opportunities and Challenges for Theory and Practice” by Prof. Arvind Rangaswamy and Mr. Pradeep Gupta CMD Cybermedia (India Ltd)</i>
1:30 – 2:30 p.m.	Lunch and Networking
2:30 – 4:00 p.m.	<p>Plenary Session III: <u>Analytics: Present and Future</u></p> <ol style="list-style-type: none"> 1. Mr. M. Janakiraman – CEO Bharat Matrimony (Chennai) 2. Mr. Sunil Mirani – Ugam Solutions (Mumbai) 3. Ms. Vidya Venugopalan – Cloud Cherry (Bangalore) 4. Dr. Kishore Dharas- CTO, TechSophy <p>Session Chair: Prof. Denish Shah</p>
4:00 – 5:00 p.m.	Paper Presentations
5:00 – 5:45 p.m.	<p style="text-align: center;"><u>Valedictory Session</u></p> <p>Chief Guest: Ms. Radha S. Chauhan –CEO GEM SPV Guest of Honour: Prof. Alok Rai -Banaras Hindu University</p>
5:45 – 6:15 p.m.	High Tea