



**SESSION SCHEDULE**

**Registration: January 05, Thursday, 9:00-10:15 A.M.**

**Inauguration: January 05, Thursday, 10:30 A.M.**

**Inaugural Lunch: January 05, Thursday, 1:30 P.M.**

**Valediction: January 07, Saturday, 12:15-1:15 P.M**

Date	Time		Event
5 <sup>th</sup> January,2017	10:30 am	12:30 pm	<p align="center"><b>Inaugural Chief Guest:</b> Mr. M G Parmeswaran Brand Strategist, Founder Brand-Building.com and Former CEO, FCB Ulka</p> <p align="center"><b>Guest of Honour</b> Mr. Tarun Arora COO and Director, Zydus Wellness Limited</p> <p align="center"><b>President of Ceremony</b> Dr. Karsanbhai K. Patel President, Nirma University</p>
5 <sup>th</sup> January,2017	12:30 pm	01:30 pm	<p><b>Track 1A:</b> Consumer Behavior <b>Track 1B:</b> Consumer Behavior <b>Track 1C:</b> Consumer Behavior <b>Track 1D:</b> Consumer Behavior <b>Track 1E:</b> Marketing of Financial Services <b>Track 1F:</b> Marketing of Financial Services</p>
5 <sup>th</sup> January,2017	2:15 pm	3:45 pm	<p align="center"><b>Plenary Session – I</b></p> <p><b>(1) Sports &amp; Media in Contemporary Marketing</b> <b>Mr. Sandip Tarkas</b> – CEO, Sports Media &amp; Special Projects, Future Group</p> <p><b>(2) The Story of Iba Halal Care:</b> <b>Ms. Mauli Teli</b> – CEO &amp; Director, Ecotrail Personal Care</p>
5 <sup>th</sup> January,2017	04:00 pm	5:15 pm	<p><b>Track 2A:</b> Marketing of Financial Services <b>Track 2B:</b> Marketing of Emerging Economies <b>Track 2C:</b> Marketing of Emerging Economies <b>Track 2D:</b> Digital Marketing <b>Track 2E:</b> Digital Marketing <b>Track 2F:</b> Brand Management</p>
6 <sup>th</sup> January, 2017	10:00 am	11:30 am	<p align="center"><b>Plenary Session- II</b></p> <p><b>Digitization in Banking-The Emerging Marketing Challenges</b> <b>Mr. Aditya Agarwal</b>-Joint Vice President (Sales), Credit Information Bureau</p>

			(India) Limited
6 <sup>th</sup> January, 2017	11:45 am	01:00 pm	<b>Track 3A:</b> Consumer Behavior and Brand Management <b>Track 3B:</b> Societal Marketing <b>Track 3C:</b> Retail Marketing <b>Track 3D:</b> Rural and Retail Marketing <b>Track 3E:</b> Marketing communication and Channel Management <b>Track 3F:</b> Technology Management
6 <sup>th</sup> January, 2017	2:00 pm	03:30 pm	<p style="text-align: center;"><b>Plenary Session – III</b></p> <p style="text-align: center;"><b>(1) Contemporary Challenges in New Product Launch</b>  <b>Mr. Neeraj Hasija</b>-Founder &amp; CEO,  Healthy Brown</p> <p style="text-align: center;"><b>(2) Digital Marketing</b>  <b>Mr. Sameer Pitalwala</b>-CEO Culture Machine</p>
6 <sup>th</sup> January, 2017	03:45 pm	5:00 pm	<b>Track 4A:</b> Cross Functional issues in Marketing <b>Track 4B:</b> Customer relationship Marketing <b>Track 4C:</b> Entrepreneurial Marketing <b>Track 4D:</b> Effective Communication <b>Track 4E:</b> Cross Cultural Issues In Marketing <b>Track 4F:</b> Green Marketing Practices and Gamification
7 <sup>th</sup> January, 2017	9:30 am	10:45 am	<p style="text-align: center;"><b>Plenary Session – IV</b></p> <p style="text-align: center;"><b>Thoughts on Advancing Marketing Theory &amp; Practice</b>  <b>Dr. Rajendra Nargundkar</b>, Professor-IIM,  Indore</p>
7 <sup>th</sup> January, 2017	11:00 am	12:15 pm	<b>Track 5A:</b> Measurement in Marketing <b>Track 5B:</b> Holistic Marketing Practices <b>Track 5C:</b> Holistic Marketing Practices <b>Track 5D:</b> Contemporary issues in Marketing <b>Track 5E:</b> Social and Service Marketing <b>Track 5F:</b> Emerging Issues in Marketing
7 <sup>th</sup> January, 2017	12:15 pm	1:15 pm	<p style="text-align: center;"><b>Valedictory Address</b></p> <p><b>Chief Guest</b>  <b>Mr. Saurabh Pandey</b>, Founder &amp; CEO, Dot Converse Social Media &amp; Online Marketing</p>