

**Department of Commerce**  
**University of Delhi**  
**&**  
**Academy of Indian Marketing (AIM)**  
*are organising*  
**6<sup>th</sup> 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
9.0 am– 10.15 a.m.	Registration
10:15 a.m. – 10:45 a.m.	High Tea
10:45 a.m.– 12:30 p.m.	<p style="text-align: center;"><b>Inaugural Session</b></p> <p><i>Chief Guest: Shri Ravi Shankar Prasad- Hon’ble Minister of Electronics &amp; Information Technology and Minister of Law &amp; 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</i></p> <p><i>Founder Chairperson Academy of Indian Marketing</i></p>
12:30 p.m. –1:45 p.m.	<p style="text-align: center;">Plenary Session I: <b><u>Understanding Digital Consumer &amp; Marketing Practices</u></b></p> <ol style="list-style-type: none"> <li>1. Neeru Sharma – Infibeam (Online Market Place)</li> <li>2. Dr. Alok Bhardwaj – CMD Creaovate</li> <li>3. Dr. Raj Nair Avalon – Consulting ( Mumbai )</li> </ol> <p style="text-align: center;">Session Chair: Prof. Yogesh Upadhyay</p>
1:45p.m. – 2:30 p.m.	Lunch and Networking
2:30p.m. –3:30 p.m.	Special Session - <b><i>“Transformation of Marketing: Implications for business practices and academic research” -Prof. Denish Shah &amp; Prof. Jagdish Sheth</i></b>
3:30p.m. –5:00 p.m.	Paper Presentations

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