



- 2010 -

ACADEMY OF INDIAN MARKETING INTERNATIONAL CONFERENCE

**“EMERGING MARKETS IN THE NEW WORLD ORDER”
“ THE PARADIGM SHIFT”**

16-18 December 2010

Hotel :TAJ MANSINGH , New Delhi

CONFERENCE CO-CHAIRS

Dr.Jagdish N.Sheth — Prof. S.Neelamegham

Dr.V.Kumar

Conference Program (Tentative)

| Thursday, December 16 | |
|-----------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 11:00am – 12:30am | Faculty Research Development – Speed Dating (for Faculty from the Charter Institutions) Organized by Dr. Robert Leone (Texas Christian University) and Dr. Denish Shah (Georgia State University) |
| 12:30pm – 1:45pm | Lunch Sponsor Speakers Mr. Mahendran – Godrej |
| 1:45pm – 3:00pm | Perspectives from the Sponsoring Organizations <ul style="list-style-type: none"> • Session Chair: V. Kumar (Georgia State University) – Co-founder, Academy of Indian Marketing • Mr. Dennis Dunlap – CEO, American Marketing Association • Dr. Ruth Bolton – Executive Director, Marketing Science Institute • Dr. H. Fenwick Huss – Dean, J. Mack Robinson College of Business, Georgia State University |
| 3:00pm – 4:15pm | Conference Inauguration & Opening Keynote <ul style="list-style-type: none"> • Session Chair: S. Neelamegham– Co-founder, Academy of Indian Marketing • Dr. Saumitra Chaudhuri – Economic Advisor to Prime Minister • Dr. Jagdish Sheth – Co-founder, Academy of Indian Marketing • Mr. Martyn Mensah – President, Global Marketing Network of Ghana |
| 4:15pm – 5:30pm | Plenary Session I – Innovation & Strategy <ul style="list-style-type: none"> • Session Chair: Mr. Rajeev Karwal– Co-founder, Academy of Indian Marketing • Innovation: Dr. Gerard Tellis (University of Southern California) • Prof. Anil Gupta • Strategy: Dr. Rajan Varadarajan (Texas A&M University) • Harsh Mariwala – Marico (<i>Dr. Jagdish Sheth to connect</i>) • Dr. David Wittenberg - Innovation Workgroup at Optimus Solutions Consulting (<i>Prof. Neelamegham to connect</i>) |
| 5:30pm – 6:00 pm | Coffee & Tea Break |
| 7:00pm – 8:30pm | Advisory Board Member Dinner |

Friday, December 17

- 9:00am – 10:15am Plenary Session II – Brand & Customer Management
- **Session Chair:** Dr. Uday Salunkhe (Welingkar Institution of Management)
 - Brand Management: Dr. Raj Srivastava (Singapore Management University)
 - Customer Management: Dr. V Kumar (Georgia State University)
 - Ms. Vinita Bali (CEO, Britannia) – Industry Perspective

10:45am – 12:00noon Parallel Sessions I

1. Special Session I: Overcoming the Limitation embedded in the Traditional View to Business

Session Chair: Sammy K. Bonsu, York University*

Local Resource Mobilization for Poverty Alleviation: A Supply Side Perspective of the BOP Strategy

Sammy K. Bonsu, York University; Pia Polsa, Hanken School of Economics

Experience of Tata Consultancy Services When Establishing Operations in Latin America

Gabriel T. Rozman, Tata Consultancy Services

Barriers to Scale: Lessons from Recycling Cooperatives in Latin America

Roberto Gutiérrez, Universidad de los Andes; Patricia Márquez, University of San Diego; Alfred Vernis, ESADE-Universidad Ramón Llull

Changing Paradigms to Access into the Next Market: A Strategic Approach for Emerging Consumers

Guillermo D'Andrea, IAE Business School; Martín Zemborain, IAE Business School

2. Brand Management

Session Chair: G. Shainesh, Indian Institute of Management, Bangalore*

Diagnosing & Managing Brand Performance in Emerging Markets

Denish Shah, Georgia State University; V. Kumar, Georgia State University; S. Sriram, University of Michigan

Role of Brand Awareness in Consumer Preference for FMCG Products

Sanjay Patro, XLRI Jamshedpur

Role of Private Labels in Indian Retailing: Opportunities and Challenges

Vijay Kapur, IGNOU; Vivek Bajpai, IGNOU

The Effects of Marketing Mix Elements on Brand Equity: The Mediating Role of Patient Brand Experience: A Conceptual Framework for Indian Hospital Industry

Ravi Shekhar Kumar, IIM Lucknow; Satyabhusan Dash, IIM Lucknow; Prem Chandra Purwar, IIM Lucknow

3. Strategic Marketing in Emerging Markets I

Session Chair: Madhukar Angur, Alliance Business School*

Why Should a Firm Make Specific Investments in an Existing Vertical Exchange Relationship?

Manish Kakker, McMaster University; Ruhai Wu, McMaster University

Electronic Payment Systems – A Financial Service Delivery Model for Emerging Markets as an Aid to Bring about

*Session Chairs are listed assuming they will be present at the conference.

Financial Inclusion

Dinesh Kumar, Birla Institute of Management Technology; Stabak Ghosh, Birla Institute of Management Technology

Determinants of Overall Trustworthiness of Financial Service Providers

Sanjit Kumar Roy, IBS Hyderabad; Vaibhav Shekhar, IBS Hyderabad

Global Franchising in Emerging Countries: Opportunities and Challenges

Balakrishna Grandhi, S. P. Jain Center of Management; Jyothsna Singh, S. P. Jain Center of Management; Nitin Patwa, S. P. Jain Center of Management

12:00noon – 1:15pm Lunch & Presentation by Sponsor

1:15pm – 2:30pm Plenary Session III – Consumer Responses & Political Opinions

- **Session Chair:** Dr. Ashok Ranchhod (Mudra Institute of Communications, Ahmedabad)
- Dr. C.W. Park (University of Southern California)
- Dr. Paul Baines (Cranfield University, UK)
- Mr. Manu Anand – Pepsico (*Rajeev Karwal to connect*)
- Prof. Rao – A.C. Nielsen (*Prof. Neelamegham to connect*)
- Mr. Premchand Palety – Center for Forecasting and Research

3:00pm – 4:15pm Parallel Sessions II

1. Special Session II: Exploring the Marketing- Innovation Link in the Global Context

Session Chair: K. Sivakumar, Lehigh University

Reverse Innovation in Distribution Strategy

Kusum Ailawadi, Dartmouth College

The Locus and Nature of Innovations in Knowledge-Based Global Setting

K. Sivakumar, Lehigh University

Business-to-Business Relationships and Innovation Generation

Subroto Roy, Associate Professor, University of New Haven

Role of Marketing in Sustaining Entrepreneurship in Emerging Economies

Jayshree Suresh, SRM University

2. Marketing Communication Strategies

Session Chair: Abraham Koshy, Indian Institute of Management, Ahmedabad*

Functional Literacy and the Comprehension of Communication in Cell Phone Ads

Mariana Cupolillo, IAG/ Puc- Rio; Paulo Cesar Motta, IAG/ Puc- Rio; Gabriel R. D. Levrini, IAG/ Puc- Rio

Influence of Product Placement (PPL) in TV Dramas on Viewer

Sung Hee Han, Kangwon National University

Growing Industry and Advertising Content – An Analysis of OTC Drug Magazine Advertisements

*Session Chairs are listed assuming they will be present at the conference.

Purva Kansal, Panjab University

Exploring Interactive Communication and Brand Reputation to Develop Brand Trust

Suraksha Gupta, Brunel University; TC Melewar, Brunel University

3. Strategic Marketing in Emerging Markets II

Session Chair: Ashish Sinha, University of New South Wales*

Marketing Strategies of Indian Companies in Africa- Opportunities and Challenges

Shahaida P., Siva Sivani Institute of Management; Jayasimha K. R., IMT Nagpur; R.Nargundkar, IMT Nagpur

Impact of Quality Management Capabilities on Developing Market-Based Organizational Learning Capabilities: Case Study Evidence from Four Indian Business Process Outsourcing Firms

Ashis Malik, University of Newcastle; Ashish Sinha, University of New South Wales; Stephen Blumenfeld, Victoria University of Wellington

Rethinking Strategies for the Underserved In the Emerging Economies: In Search for an Elusive Pattern

Jaqueline Pels, Universidad Torcuato Di Tella

Hyderabadi Haleem Goes Global

V. Venkata Ramana, University of Hyderabad; Nazia Sultana, Osmania University; K. Lalromawia, University of Hyderabad ; Prarthana Kumar, University of Hyderabad

4:45pm – 6:00pm

Parallel Sessions III

1. Special Session III: Research Issues in International Franchising

Session Chair: Rajiv P. Dant, University of Oklahoma & Hong Kong Polytechnic University

An International Customer Perspective on Franchising: The Case of India

Rajiv P. Dant, University of Oklahoma & Hong Kong Polytechnic University; Marko Grünhagen, Eastern Illinois University

The Performance Impact of Strategic Decisions in Nascent Franchise Systems

Manish Kacker , McMaster University; Rajiv P. Dant, University of Oklahoma & The Hong Kong Polytechnic University; Anne Coughlan, Northwestern University

Variety Seeking and Ethnocentrism in China: Emerging Consumer Perspectives on Western Franchise Offerings and Consumer Choice Reversal

Marko Grünhagen, Eastern Illinois University; Rajiv P. Dant, University of Oklahoma & The Hong Kong Polytechnic University; Debra Grace, Griffith University; Mingxia Zhu, University of International Business and Economics

2. Challenge in Emerging Markets

Session Chair: Ramanuj Majumdar, Indian Institute of Management, Kolkata*

Recent Developments in Globalization and their Impacts on Emerging Markets and International Marketing

Ravi Parameswaran, Oakland University

Issues and Challenges of Marketing Aviation Industry in India

V. Venkata Ramana, University of Hyderabad; Nazia Sultana, Osmania University; K. Lalromawia, University of Hyderabad ; Prarthana Kumar, University of Hyderabad

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Buyers' Perceptions towards Human Resource Outsourcing in Indian IT Companies

Anubha Singh, Alliance Business School; Mihir Dash, Alliance Business School

An Examination of Effect of Outsourcing and Supplier Selection on Firm Performance: The Mediating Role of Supplier Development and Trust

Satyabhusan Dash, IIM Lucknow; Jogendra Kumar Nayak, KIIT School of Management; Gautam Sinha, IIT Kharagpur; Kalyan Kumar Guin, IIT Kharagpur

3. Services Marketing I

Session Chair: Russell Belk, York University*

Marketing of Religious Tourism

Milind M. Fadnavis, IMT Nagpur; Tripti Shrivastava, IMT Nagpur

Domains of Privacy and Hospitality in Arab Gulf Homes

Rana Sobh, Qatar University; Russell Belk, York University

Stadium Atmosphere: Concept and Measurement

Rajdeep Hyderabad Chakraborti, IBS; M S Balaji, IBS Hyderabad

Opportunity Identification and Assessment for a New Venture – Insights from Customer Perception on Health Care Services

NN Sarma, Assam Institute of Management

6:00pm – 8:00pm

Dinner

AIM International Advisory Board Meeting

Saturday, December 18

9:00am – 10:15am

Plenary Session IV – Meet the Editors

- **Session Chair:** Dr. Rajan Saxena (Narsee Monjee Institute of Management Studies)
- Dr. Bob Leone (Texas Christian University) – **Journal of Marketing**
- Dr. C.W. Park (University of Southern California) – **Journal of Consumer Psychology**
- Dr. Rajan Varadarajan (Texas A&M University) – **Journal of the Academy of Marketing Science**
- Dr. Rajiv P. Dant (University of Oklahoma) – **Journal of Retailing**

10:45am – 12:00noon

Parallel Sessions IV

1. Special Session IV: Global Marketing Network

Speakers TBD

2. Technology and Global Marketing

Session Chair: Rod Brodie, University of Auckland*

*Session Chairs are listed assuming they will be present at the conference.

Market Development by High-Tech Firms: An Examination of Their Encounters with the 'Chasm' In Reaching Critical Market Segments

Kavita Pathak, University of Queensland; Jay Weerawardena, University of Queensland; Alistar Toombs, University of Queensland

Role of Business Intelligence in Strategic Marketing

Chetan Srivastava, University of Hyderabad; China Babu G., University of Hyderabad; Avinash J., Elvish Solutions Pvt Ltd

Achieving Financial Inclusion Objective through Business Correspondents- Future of Banking to Masses

Indu Mehta, Welingkar Institute of Management Development & Research

Impact of Internet on Delivery of Critical Health Care: A Case Study

Sudeepa Banerjee, IISWBM; Tapati Basu, Calcutta University

3. Strategic Marketing in Emerging Markets III

Session Chair: Leyland Pitt, Simon Fraser University*

Going Global: Why Some Firms from Emerging Markets are More Successful at Internationalization than Others

Sourindra Banerjee, University of Cambridge; Jaideep Prabhu, University of Cambridge; Rajesh Chandy, London Business School

Evaluating the Emerging Role of Chief Marketing Officers in India

G. Shainesh, Indian Institute of Management, Bangalore; Madhukar Angur, Alliance Business School; Ray Titus, Alliance Business School

What Neuro-Marketing Has to Say About Strategic Decision Making for Emerging Markets?

Ianna Contar, SPJ Center of Management, Dubai

Total Customer Value Management and Emerging Markets

Gautam Mahajan, Customer Value Foundation

12:00noon – 1:15pm Lunch & Presentation by Sponsor

1:15pm – 2:30pm Plenary Session V – Rural Marketing / Bottom of the Pyramid

- **Session Chair:** Dr. Harivansh Chaturvedi (Birla Institute of Management Technology)
- Dr. Attila Yaprak (Wayne State University)
- Mr. Amit Mehra (Reuter)
- Mr. Pradeep Kashyap

3:00pm – 4:15pm Parallel Sessions V

1. Marketing and Technology: Consumer Behavior Online

Session Chair: Rana Sobh, Qatar University*

Online Shopping Hesitation across Product Involvement Levels

G. S. Shergill, Massey University; Yuan Wang, Massey University

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Factors Affecting Consumers' Perception for Online 'Information Service'

Rama Deshmukh, IES- MCRC

Internet Banking and Consumer Behavior: Revisiting the Technology Acceptance Model

Ankit Kesharwani, IBS Hyderabad; Shailendra Singh Bisht, IBS Hyderabad

2. Services Marketing II

Session Chair: Rajendra Nargundkar, Institute of Management Technology Nagpur*

Service Value Dimensions and Customer Satisfaction: An Empirical Investigation in Indian Retail Banking

Sanjit Kumar Roy, IBS Hyderabad; Rik Paul, IBS Hyderabad

Re-orienting, Re-engineering and Branding G to C (Government to Citizen) Services in India

Rajendra Nargundkar, Institute of Management Technology Nagpur

Cash Deposit Machines in Banking Services: An Investigation with Usage Preferences in India

Lakshmi Raghu, IPE; Jayashree Ravindran, IPE, Narasimha Rao, ICICI Bank

3. Dynamics of Consumer Behavior

Session Chair: Charles Ingene, Hong Kong Polytechnic University*

How Flat is the World Really? Exploring the Long-term Impact of Offshore Outsourcing of Customer Services on Customer Perceptions

Piyush Sharma, Hong Kong Polytechnic University

Power of Social Influence on Purchasing Behavior: East-West Comparison

Hari Krishna Maram, Imperial College of Business Studies

Indian Urban Retail – A Study of Dynamic Consumer Buying Behavior

Nitin Joshi, Welingkar Institute of Management Development & Research; Ravi Vaidee, Welingkar Institute of Management Development & Research

A Study on Consumer's Perception for Green Products

Sabita Mahapatra, Indian Institute of Management Indore

4:45pm – 6:00pm

Parallel Sessions VI

1. Cross-cultural & Ethical Issues

Session Chair: Jaqueline Pels, Universidad Torcuato Di Tella*

How Does Culture From Emerging Markets Impact On Their Managers' Ethical Decision Making? Latin versus Indian Managers

Arturo Z. Vásquez-Parraga, University of Texas-Pan American

Is EVERYTHING FAIR in Love, War, Marketing and Advertising?

Chetan Srivastava, University of Hyderabad; JVP Reddy, TKRIMS; Ravi Aluvala, TKRIMS

Transferability of Brand Concepts in Cross-Cultural Marketing- A Study of Select Brands

V. Venkata Ramana, University of Hyderabad; Nazia Sultana, Osmania University; K. Lalromawia, University of Hyderabad; Prarthana Kumar, University of Hyderabad

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Study of Corporate Social Responsibility Approaches of M/s. United Phosphorous Ltd and M/s Raymonds Ltd in South Gujarat (Western India)

Jayrajsinh D Jadeja, M.S University of Baroda; Kedar Shukla, GIDC, Business School

2. Bottom of the Pyramid

Session Chair: Rodrigo Guesalaga, Pontificia Universidad Católica de Chile*

Exploring Rural Consumer Behavior in Eastern India

Saurabh Bhattacharya, IBS Hyderabad; Subhadip Roy, IBS Hyderabad

Providing Financial Services to the Bottom of the Pyramid: Characterization of the Segment and Adaptation of the Business Strategy

Rodrigo Guesalaga, Pontificia Universidad Católica de Chile; Pablo Marshall, Pontificia Universidad Católica de Chile

Uncovering the Underlying Constructs and Classifying 'Innovations' Using the Repertory Grid Analysis

M J Xavier, Great Lakes Institute of Management; Rajan Varadarajan, Texas A&M University; S Sriram, Great Lakes Institute of Management; Arun Thamizhvanan, Great Lakes Institute of Management

Branding, Retailing, Distribution and Communication Strategies in Emerging Markets

Vijay Kapur, IGNOU; Vivek Bajpai, IGNOU

3. Service Performance

Session Chair: Rosa Llamas, University of León*

Creating Strong Service Organizations through Internal Branding: Literature Review

Bhagyalakshmi Venakatesh, KJ Somaiah; R. Nargundkar, IMT Nagpur

Effects of Customer Knowledge on Service Improvement, Frontline Employee Performance and Customer Relationship Performance

Leslie Yip, Hong Kong Polytechnic University; Shi Jia, Mercedes Benz Beijing

A Key Challenge of Global HRM: Investigating the Role of the Spouse in Expatriate Failure

Ritu Gupta, IBS Hyderabad; Jighyasu Gaur, IBS Hyderabad; Pratyush Banerjee, IBS Hyderabad; Archana Pillai, IBS Hyderabad

A Conceptual Framework of Employer Branding

Anita Pansari, IBS Hyderabad; Shantanu Shankar Bagchi, IBS Hyderabad

Conference Concludes at 6:00pm

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