



O.P. Jindal Global University
A Private University Promoting Public Service

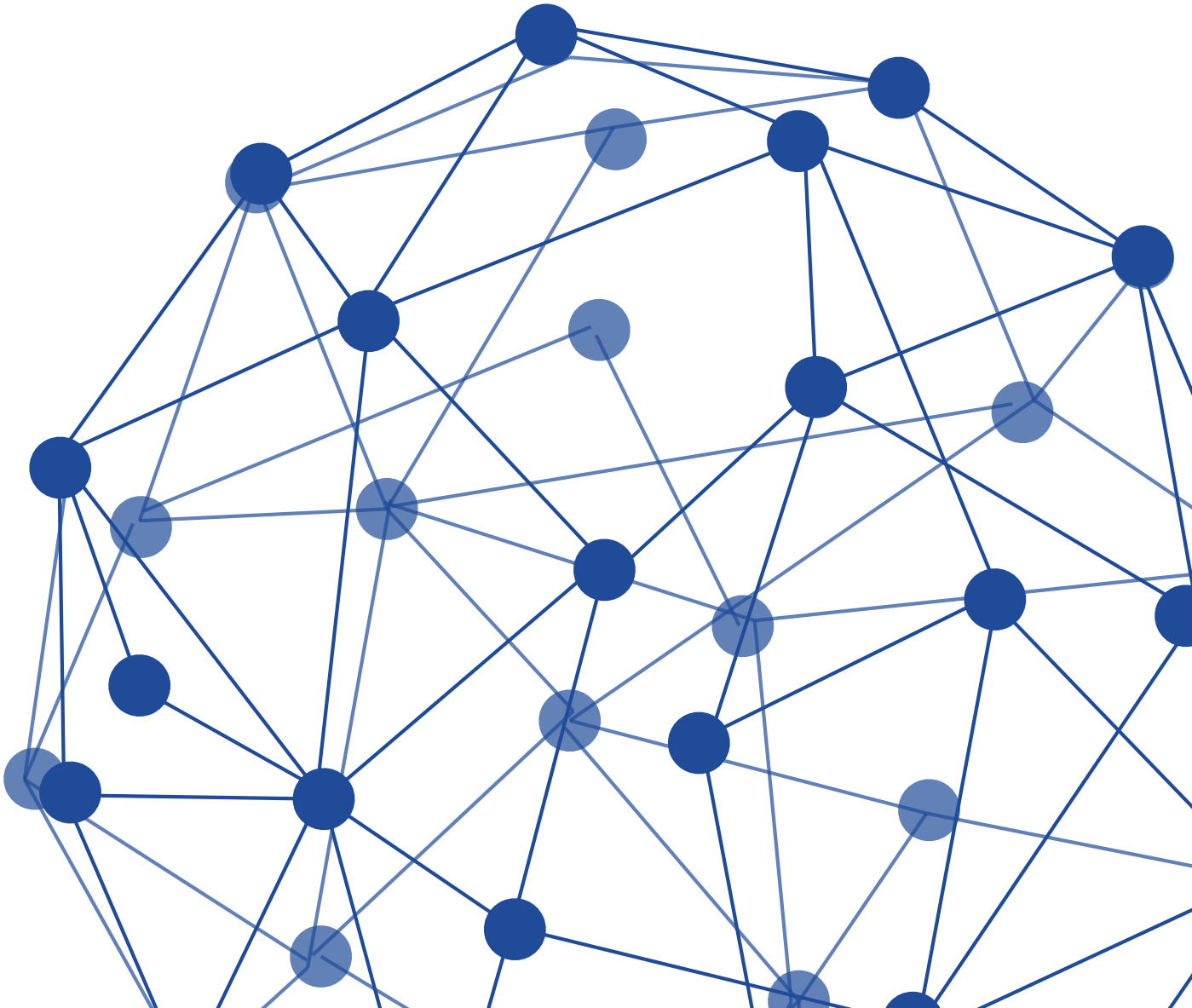


AIM- NASMEI- JGBS

1st International Faculty Development Workshop

(1 – 5) July, 2018

Jindal Global Business School
O. P. Jindal Global University (JGU),
Sonapat, Haryana, India





I am very pleased to announce the inaugural AIM-NASMEI-JGBS Faculty Development workshop, hosted by the Jindal Global Business School on July 1-5, 2018. The workshop will be conducted by the International Scholars in marketing led by professors Vithala RAO (Cornell) and Arvind Rangaswamy (Penn State).

There will be three parallel tracks (Consumer Behavior, Managerial Marketing, and Quantitative Marketing). The maximum enrollment in each track will be 15 participants. Priority will be given to Academy of Indian Marketing (AIM) Charter Members.

Jagdish N. Sheth
Founder, Academy of Indian Marketing
Emory University



I take this opportunity to welcome you all to the inaugural AIM-NASMEI-JGBS Faculty Development Workshop at Jindal Global Business School, O. P. Jindal Global University, Sonapat, Haryana. This is my proud privilege to host the inaugural workshop at JGBS. The three tracks planned during the five days starting 1st July to 5th July, 2018 will bring in the best of the marketing faculty across the globe to train you on consumer behavior, managerial and quantitative aspects of marketing. This workshop will empower you all with new skills, methods and aptitude to do world class research. As the host institution, you will enjoy your stay at a campus with all modern amenities supported by a world class global library. This research workshop at JGBS will bring in new impetus in the field of management research in general and marketing in particular for Indian scholars and help realizing the vision of Dr Jagdish Sheth, North American Society for Marketing Education in India and Academy of Indian Marketing under deanship of Prof Vithala Rao of Cornell University.

Dr Tapan K Panda
Dean & Professor, Marketing

Academy of Indian Marketing (AIM), North American Society for Marketing Education in India (NASMEI) and Jindal Global Business School proudly announce organizing inaugural Faculty Development Program for marketing faculty to be hosted at Jindal Global Business School at their campus at O P Jindal Global University, Sonapat, Haryana from 1st July-5th July, 2018. The workshop will be conducted by world class faculty drawn across the globe.

Tracks

The workshop will have three tracks namely Consumer Behavior, Managerial and Quantitative Aspects of Marketing.

Number of Participants per Track

Only 15 seats available per Track

World Class Faculty Resources



Dr. Jagdish Sheth
Emory Business School
Founder Chairman, AIM



Dr. Vithala Rao
Cornell University
USA



Dr. Dipak Jain
CEIBS
China



Dr. Arvind Rangaswamy
Penn State University
USA



Dr. Raj Sethuraman
Southern Methodist University
USA



Dr. Jaideep Sengupta
Hong Kong University of
Science and Technology



Dr. Angela Lee
Northwestern University
USA



Dr. Leonard M Lee
National University
Singapore



Dr. Murali Mantrala
University of Missouri
USA



Dr. Pradeep Chintagunta
University of Chicago
USA



Dr. P.K. Kannan
University of Maryland
USA



Dr. S. Sriram
University of Michigan
USA



Dr. Gary Lilien
Penn State University
USA



Prof. Shuba Srinivasan
Boston University
USA



Dr. Tapan K. Panda
Jindal Global Business School
JGU, India



Mr. Jayant Shah
Academy of Indian Marketing
India

Criteria for Selection

The candidates will be selected on the basis of

1. Background and interest in behavioral, managerial and quantitative aspects of marketing discipline
2. Must have completed PhD or equivalent (or completing such degree)
3. Some experience in guiding doctoral students research or planning to engage in such activities
4. Experiences as an external examiner for PhD students (preferable, not essential)
5. Research publications in marketing or related subjects (preferable, but not essential)

Registration

Registrations are now open for all the three tracks. Please send registrations mail to

- **Mr Jayant Shah**, AIM; jayshah_ca@yahoo.com , +91 9341258118
- **Dr Tapan K Panda**, Dean, JGBS, tkpanda@jgu.edu.in, +91 7082464800

Registration Fee

AIM Members: Rs 30,000+ 18% GST per track (includes stay and food for all days)/

Others 35000/+18% GST (includes stay and food for all days)

All payments to be made as per following:

Name of Account Holder: O P Jindal Global University

Bank: ICICI Bank Limited

Bank Account No: 030205002120

IFSC Code: ICIC 0000302

Address: Sonipat, Haryana, India

**For further details on the workshop,
please write to: ssverma@jgu.edu.in**



**O.P. Jindal Global University
Sonipat Narela Road, Sonipat-131001
Haryana, NCR of Delhi, India
Ph.: +91-130-4091806/ 744/ 745/ 746/ 750**

Jindal Global Business School

Jindal Global Business School, the second school established in 2010 at O. P. Jindal Global university offers a multidisciplinary global business education to foster academic excellence through industry partnerships and global collaborations. The curricula are designed on the outcome based teaching and learning model. The pedagogy emphasizes learning through discovery rather than from class room instruction, problem solving instead of rote learning and critical thinking as opposed to acquiring knowledge as information. The school offers programs such as BBA, IBM (Integrated BBA MBA program), MBA and PhD program along with a bouquet of Executive Education Programs.

O. P. Jindal Global University

O. P. Jindal Global University (JGU) is a non-profit global university established by the Government of Haryana and recognized by the University Grants Commission (UGC). JGU was established as a philanthropic initiative of its Founding Chancellor, Mr. Naveen Jindal in memory of his father, Mr. O. P. Jindal. JGU has been awarded highest grade 'A' by the National Accreditation and Assessment Council (NAAC). JGU is a research intensive university which is deeply committed to its core institutional values of interdisciplinary and innovative pedagogy. JGU has established eight schools: Jindal Global Law School (JGLS), Jindal Global Business School (JGBS), Jindal School of International Affairs (JSIA); Jindal School of Government and Public Policy (JSGP); Jindal School of Liberal Arts and Humanities (JSLH); Jindal School of Journalism and Communication (JSJC); Jindal School of Arts and Architecture (JSAA) and Jindal school of Banking and Finance (JSBF).