

Meet the Speakers

Prof. Satyabhusan Dash



Prof. Satyabhusan Dash is currently working as Professor-Marketing area at IIM Lucknow. He is the Chairperson-CMEE and has also been the Founder Chair of Executive Fellow Programme in Management (EFPM) at IIML. He has been the recipient of the prestigious 'Prof. Manubhai M Shah Memorial Award for Excellence in Commerce & Business Management (MMSMA)' by Indian Commerce Association. He is a Ph.D. from Vinod Gupta School of Management, IIT, Kharagpur. He was awarded Canadian Studies Doctoral Research Fellowship for Doctoral Research in Management in 2001. His research papers have been published in reputed referred International journals such as Tourism Management, European Journal of Marketing, International Journal of Market Research, Journal of Consumer Marketing, Journal of Brand Management. He has co-authored Indian subcontinent adaptation of Marketing Research text book titled 'Marketing Research: An applied Orientation' with Prof. Naresh K. Malhotra, Regents Professor Emeritus, GeorgiaTech, USA. His co-authored research studies have won four best paper awards at the 2014 and 2012 annual conference of emerging market conference board, 2013 market research society of India annual conference and at the 5th International Conference on e-governance at Hyderabad.

Prof Moutusy Maity



Prof. Moutusy Maity is Professor in the area of Marketing at IIM Lucknow. She is also the Chairperson-Executive Fellow Programme in Management (EFPM) at IIML. Prior to joining IIM-L, Moutusy was an Assistant Professor at the Indian Institute of Management Bangalore (IIM-B), and at the University of Wisconsin, Whitewater, WI, USA. Moutusy's research interests are in the areas of consumer interaction with information and communication technology (ICT) (e.g., e-commerce, m-commerce, social media, desktop/laptop environment, mobile device), and the adoption of ICT (e.g., technology adoption at the bottom of the pyramid (BOP) in developing countries). She has authored book on 'Internet Marketing: A practical approach in the Indian context, by Oxford. Moutusy holds a Master's degree in business administration (M.B.A.) from the University of Calcutta, Kolkata, INDIA, a Masters degree in Arts (MA) from Jadavpur University, Kolkata, India, and a Doctoral degree in business administration (Ph.D.) from the University of Georgia, Athens, GA, USA.

Prof Manoj Dash



Dr Manoj Dash is Assistant Professor-Marketing (on-lien) at ABV-IIITM Gwalior. He has published around 73 research paper in various journals of International and National repute. He is the author of five research books in International repute titled 'Applying Predictive Analytics in Service Sector', 'Intelligent Techniques and Modeling Applications in Marketing Analytic', and 'Fuzzy Optimization and Multi-Criteria Decision Making in Digital Marketing', 'Applied Demand Analysis' and 'Think New-Think Better: A case study of

Entrepreneurship' and two textbooks on 'Managerial Economics'. He had conducted around 26 Faculty Development Programme sponsored by AICTE, MHRD and IIITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimisation, Multivariate analysis in Marketing, SPSS software etc.

Anand Madhav



Anand Madhav is leading Gramener's public sector practice where he advises the Governments and social sector organizations on data-driven decision making and strategies/roadmap around ICT for development. Before joining Gramener, he has worked with ZS Associates, Analytics Quotient, and Genpact. In his 10+ years of experience, he has worked extensively in data analytics space spanning across Consumer goods, Pharma and Financial Services with fortune 50 clients. Anand holds a Bachelor's Degree in Commerce and an MBA in Strategy and Finance.

Pavan Gurazada



He is presently the Chief Data Scientist and Head-Product Management at ConstemsAI. He comes with more than a decade of experience; his core area of research & implementation is in designing & deploying data sciences products. In his current advisory role at Constems-AI Systems, which is an AI & Data Sciences game changer of 2018 by NASSCOM center of excellence, he engages in developing blueprint for solutions around unstructured data- set and data lake technologies. Pavan has Integrated MS from IIT, Bombay, and MBA (IIM-B)

Amit Srivastava



Amit is presently the Chief Technology Officer at ConstemsAI. He comes 20yrs+ of professional experience in STMicroelectronics with 3 US patents and 3 more in the pipeline. He has 2 decades of experience in developing SOC and developing and deploying AI Systems Application. His current role of CTO at Constems-AI Systems, he works with Fortune 50 clients to design and implement AI Systems solutions around computer vision& data products. He is a B.Tech.and exec. MBA (IIM-L)



SESSION OUTLINE

I. Data Visualization with Tableau



30th May, 2020 | 10 am – 01 pm

Speakers: Prof. Manoj K. Dash, Asst. Prof-Marketing, ABV-IIITM, Gwalior
Prof. Satyabhusan Dash, Professor-Marketing, IIM Lucknow

One of the most important features for **managing unstructured data** is the ability to quickly search the data and get back relevant results. Tableau can initiate these searches using simple parameters in Custom SQL. The goal of this training session is to make all the trainees experts in working with Tableau. All the topics that one must master to work with this data visualization tool will be covered in this session and things are focused on delivering practical knowledge rather than focusing on theoretical modules only. The trainees will learn how to implement Tableau from the very beginning and how to use it to **leverage data visualization of unstructured data** to make decision making very easy. After finishing this session, the trainees will be able to solve all the problems based on Tableau and will be able to work very thoroughly in this tool. The focus of this session will be Tableau Features Hands-on! This will comprise all the essentials that are required to begin working with this tool. **Analytics using Tableau** will be one of the most important concepts that are covered in this session. Participants will get to learn about all the analytics through unstructured data that are provided by Tableau, and used to **turn the huge data into the presentable form**, so that it could endorse the data visualization. Tableau support unstructured data. It has an important feature that helps in managing **unstructured data**. With the help of this feature, the data analyst got the ability to quickly search the data and get back relevant results.

This session includes a workbook containing key concepts on each topic covered and hands-on activities to reinforce the skills and knowledge attained. By the end of the session, the participants will learn

- **Build** more complex **chart types and visualizations**
- **Build complex calculations** to manipulate your data.
- Use **statistical techniques** to analyze your data.
- Use **parameters and input controls** to give users control over certain values.
- Implement **advanced geographic mapping** techniques and use **custom images** and **geocoding** to build **spatial visualizations** of non-geographic data.
- Prep your data for analysis.
- **Combine data sources** using .
- **Combine data from multiple tables** in the same data source using joins.
- Make your visualizations perform as well as possible by using the **Data Engine, extracts, and efficient connection methods**.
- Build better dashboards using techniques for **guided analytics, interactive dashboard design**, and visual best practices.
- Implement efficiency tips and tricks.

II. Unstructured Data Extraction, Analysis Through Machine Learning

05th June, 2020 | 10 am – 01 pm

Speakers: **Prof. Moutusy Maity**, Professor-Marketing, IIM Lucknow

Pavan Gurazada, Chief Data Scientist & Product Management Head, ConstemsAI

Amit Srivastava, Chief Technology Officer, ConstemsAI



Introduction and Overview

- An overview of unstructured data and the foundations of **traditional quantitative Marketing research** contrasted with a **machine learning approach**

Data types in the Digital Environment

- An overview of the **nature of unstructured data** and how this is different

from structured data will be presented. Using several real-life case studies, the constituent parts of real-world deep learning solutions will be explained

Intro to Colab and Obtaining data from the Digital Environment

- This session will present an over view of how large amounts of data can be collected from websites (including social networking websites). We will begin with an overview of what **APIs** are, what their **intended usage** is and how one can use them to collect publicly available data.
- **Hands on exercise on Google Colab, collecting data using Python**

Overview of ML/DL landscape in practice

- We present a **practice perspective on how ML/DL solutions are deployed**. Through a **couple of illustrative cases** we show how customer problems were solved using machine learning

Machine Learning for unstructured data

- We introduce the core concepts of machine learning – model design, error minimization and model generalization. Then, we present an overview of the deep learning landscape and show why this approach has exploded in popularity over the last five years. Following this, we provide a basic understanding of the mathematical foundations of deep learning. We walk through a couple of real-life full- length examples – one focused on analyzing images and another on analyzing text
- **Hands on exercises on machine learning using Python**

III. Unstructured Data Extraction, Analysis Through, 'NVIVO' & 'R'

06th June, 2020 | 02 pm – 05 pm

Speakers:

NVIVO



Prof Satyabhusan Dash, Professor-Marketing, IIM Lucknow

Avinash Jain, Research Scholar, IIM Lucknow

An overview of how the nature of unstructured data is different from structured data, will be presented. In addition, we will present:

- How large amounts of **data can be collected from websites** (including social networking websites)
- **Using NVIVO and R for unstructured data analysis**
- **Sentiment analysis**
- **Topic Modelling** using **Latent Dirichlet Allocation** (LDA)
- Introduction to **supervised learning** for text analysis using NVIVO
- **Organizing, reviewing and summarizing literature** using NVIVO
- **Hands on exercise of using QDAS, NViVO and R**

IV. The Power of Storytelling through Data

07th June | 02 pm – 05 pm

Speakers: **Anand Madhav**, Senior Manager-Data Sciences, Gramener

Prof Satyabhusan Dash, Professor-Marketing, IIM Lucknow

Part 1: The power of storytelling with Data: Past, Present & Future (Prof. Dash)

Recent advancements in technology have increased proficiency for assessing data conveniently and tools to process it. The output of analysis is presented in numbers. There is a story in Data and can be communicated if you understand what that story is and communicate it visually and lively. At the end of this workshop, you will be able to learn how to tell stories with numbers. Overview will provide **past, present and future** of storytelling with data.

Part 2: Introduction to Data storytelling through examples

This session is aimed to give a glimpse into the world of data storytelling through various examples and types of data stories. This will be completely example-driven with some framework to understand different kinds of data stories

Part 3: How to narrate a data-story: 6 step process along with example

This session is aimed to give a structured and step-by-step guide to narrate a data-story along with frameworks and examples

- Understanding the audience and the intent
- Finding Insights
- Story lining
- Choosing the formats and the medium
- Designing Data Stories
- Delivering your data story



Q&A, Discussions, etc. - 15-20 mins

Special plenary session on Unstructured Data Extraction, Analysis & Sense-Making in the Digital Environment: Challenges & Opportunities

Panel: Senior industry practitioners and renowned academician
Complimentary for registered participants

Softwares to be used

As the sessions will be hands-on, participants should equip themselves by downloading and installing the respective software on their PC/Laptop:

- Tableau (trial): <https://www.tableau.com/en-in/products/desktop/download>
- Crawly: <http://crawly.diffbot.com/>
- Google Colab: <https://colab.research.google.com/>
- Python: <https://www.python.org/>
- NVIVO (trial): <https://www.qsrinternational.com/nvivo-qualitative-data-analysis-software/try-nvivo>
- R: <https://cran.r-project.org/bin/windows/base/>
- R Studio: <https://rstudio.com/products/rstudio/download/>
- Diction: <https://www.dictionsoftware.com/>



Who should attend

Industry professionals working in different domain(s) such as:

- marketing research,
- data analytics,
- customer experience,
- big data,
- social media,
- data science,
- machine learning,
- data visualization,
- business intelligence,
- brand management,
- product development & innovation
- UX/UI design &
- development,
- independent researchers,
- consultants,
- entrepreneurs who are buyer of marketing research services



Students:

- Doctoral/PG/UG students
- Research scholars

Registration Fee: Rs. 3,000/- plus 18% GST

(Per workshop, per participant)

Discount categories:

- Student discount: **25%**
- CMEE Members: **15%**
- MRSI Members: **10%**
- IIM Alumni: **10%**
- Group Registration: **10%**
(Minimum 02 participants within same organization/institute)



S.No	Category	Fee	Discount (%)	Discount (Amount)	Amount After Discount	GST (%)	Amount After GST	Fee Payable
1	IIM Alumni	3000	10	300	2700	18%	486	3186
2	Student Discount	3000	25	750	2250	18%	405	2655
3	CMEE Members	3000	15	450	2550	18%	459	3009
4	MRSI Members	3000	10	300	2700	18%	486	3186
5	New Registration	3000	0	0	3000	18%	540	3540
6	Group Discount (Min. two people within same organization)	6000	10	600	5400	18%	972	6372

Participant can avail only one category of discount

Mode of Payment

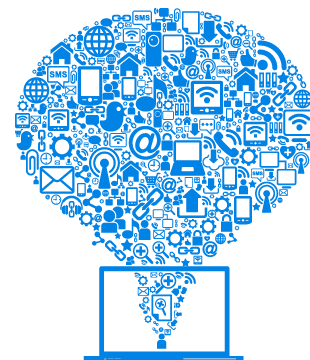
1. Online Payment Gateway

<https://easypay.axisbank.co.in/easyPay/makePayment?mid=MzI3NDg%3D>

OR

2. Bank Transfer

A/c No.: 022010100356060
Bank Name: AXIS Bank, Noida
Bank Address: B-2, 3, Sector-16, Main Branch, Noida
IFSC: UTIB0000022
MICR: 110211004
SWIFT Address: AXISINBB022



How to Register

1. Participants need to make the fee payment through either of the aforementioned mode

2. Fill up the Online Registration Form (Google Form):

https://docs.google.com/forms/d/e/1FAIpQLSeBvX61vx0MtgJ7En5XGrNEvM6qbDmq8NUOT_133vNyU13LVO/viewform?usp=sf_link



Last date of registration:

28-May-20 for workshop I) & 03-June-20 for workshop II), III) & IV)

Participant Certificate

All the participants who successfully attend and complete the online workshop, Will be eligible to receive a 'Certificate for Participation'

In case of any query, please contact:

Centre for Marketing in Emerging Economies (CMEE)
Indian Institute of Management Lucknow - Noida campus
B-1, Institutional Area, Sector-62, Noida-201307 (U.P.)
Email: cmee@iiml.ac.in | Website: www.iimlcmee.org

PARTICIPANT



FEEDBACK



Well structured, well constructed course for a two day program. Brought the experts from academia across the world, stalwarts of subject were here. Exceptional was industry case studies, relevant & recent good amalgamation.

Ms. Sanjam Sidana,
Head – Customer Analytics Experience – BD Rooftop,
Tata Power Solar Systems Ltd.



" I enjoyed attending the workshop. It was indeed a good learning experience for me. The inputs shared by all the speakers has helped me a lot!"

Ms. Varuna Newatiya
Ph.D Scholar-IIT Madras

" Emphasized on practical learning. Very good introduction to qualitative analysis & Netnography. The workshop was well organized. I look forward to another such valuable workshop in future.

Mr. Sharad Gupta
Associate Professor
Delhi School of Business



" It was a delight to see learned speakers and participants from leading industry. I could understand as to how we can use SNA & TEXT mining to understand our customers

Mr. Arun Kumar Mokrala
Asst. General Manager
SBI Mumbai



" I have been attending all the workshops of CMEE! This workshop specially was a delight. The workshop was nicely designed and was organised very well. I personally learnt a lot!

Dr. Harmeen Soch
Faculty
PTU



" It was very good experience for me to attend workshop at IIML, Noida campus. All the marketing research topics was well covered and sessions taken by well renowned and excellent faculties was an icing on the cake!"

Dr. Vinod Kumar
Faculty,
IMT Nagpur

" The workshop proved to be a boon for me. Practical Issue were discussed . Very good combination of speakers and subjects. It was entirely for intellectual crowd. I am looking forward to attend many more workshops organized by CMEE! "

Mr. Ankur Aggarwal
KEN RESEARCH



" I had attended CMEE Conference 2014, got to know a lot about the theme " Listening Consumers in Emerging Markets" met speakers from across the globe on one platform. I can only say that the conference was worth every penny. I wish to attend Conference 2017 too. "

Dr. Abhishek Mishra
Asstt. Professor
IIM Indore





CME
Centre for Marketing
in Emerging Economies

CELEBRATING **X** YEARS of

CONTINUOUS EDUCATION



WORKSHOPS

654
PARTICIPANTS

502
INDUSTRY

152
ACADEMIA



Academia
Industry

- Jan. 2014** Metaphor analysis and Ethnography Research
- Apr. 2014** Leveraging Power of Qualitative Marketing Research for Achieving Marketing Intelligence (Noida & Mumbai)
- Feb. 2015** Leveraging Power of Semiotics for Achieving Marketing Excellence (Noida & Mumbai)
- April & May 2015** Leveraging Power of Data Driven Marketing for Achieving Marketing Excellence (Noida & Mumbai)
- May. 2015** Power of Semiotics for Impactful Market Research (Noida & Mumbai)
- Nov. 2015** Understanding Consumers in Digital Era
- Nov. 2015** Teaching Marketing Research
- Apr. 2016** Data Visualization: Methods & Tools (Noida & Mumbai)
- Jan. 2017** Case Study Writing & Development
- Jan 2019** Workshop on Practicing & Teaching Marketing Research
- Nov 2019** Workshop on Teaching & Practicing Marketing Research
- Feb 2020** Workshop on Conducting & Publishing High-Quality Research in Empirical Modeling for Marketing Strategy (in association with Academy of Indian Marketing)

RESEARCH & PUBLICATION

6 RESEARCH HANDBOOKS

- 2012-13** Bibliography of Research articles in Emerging Economies (1987-2011)
- 2013-14** Decoding Lucknow: Yesterday and Today: An Interesting Story
- 2014-15** Lucknow: Food and Beverage Preferences of Lucknowites
- 2015-16** A Field Report on Prospects of Coir Products in Uttar Pradesh
- 2016-17** Bibliography of Research articles in Emerging Economies(1991-2016)
- 2016-17** Affordable healthcare Delivery Models Booklet/FIELD REPORTS
- 2017-18** A field report on impact of CSR on brand equity
- 2018-19** Voter preference study
- 2019-20** Digital Healthcare

3 CONFERENCE PROCEEDINGS



RESEARCH PAPERS

Presented in CME Conferences & Published in Internationally Acclaimed Journals



Regular/Special Issue
Internationally Acclaimed Referred Journals

Psychology and Marketing
Journal of Product and Brand Management
Journal of Consumer Marketing
Marketing Intelligence and Planning
International Journal of Market research
Metamorphosis
Journal of Indian Business Research

NETWORKING



143743
WEBSITE REACH

79
COUNTRIES

332
CITIES



3 CONFERENCES



- 2012** Shaping the future of research in marketing in emerging economies: Looking Ahead
- 2014** Listening Consumers in Emerging Markets
- 2017** Reaching Consumers of Emerging Markets

150
SPEAKERS

540
PARTICIPANTS

75
INDUSTRY

465
ACADEMIA



2012
PARTICIPANTS

2014
PARTICIPANTS

2017
PARTICIPANTS

Academia

Industry

GLIMPSES OF CMEE PAST EVENTS



Workshop on Teaching/Practicing Marketing Research held in January & November 2019



Workshops held in 2019-20



CMEE flashback 2011-16 release in 2017
Annual conference of EMCBC



Case Study Writing and Development Workshop, Jan 2017



Important plenary sessions in 2017 Annual conference



2017 Annual conference Group Photo



Mr. Naveen Gattu in Data Visualization Workshop, April 2016



Prof. Jerry Olson and Mr. Holger E. Metzger in Qualitative
Marketing Research workshop, April 2014



Dr. Laura Oswald in Semiotics Workshop, May



Mr. Vinit Goenka in Data Driven Marketing
workshop, Apr and May,



Prof. Russell Belk in Understanding consumers in
Digital era workshop, Nov 2015



Prof. Naresh Malhotra at the pre-conference
Workshop 2014



Prof. Naresh Malhotra in Teaching Marketing
Research workshop, Nov 2015



Ms. Lucia Laurent—Neva and Mr. Chris Arning in
Semiotic Workshop, Feb 2015

For registrations, kindly contact:

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Website: www.iimlcmee.org, www.iiml.ac.in