

**Session 1-1: Inaugural Session:** <https://youtu.be/WCJWz8dvh8E>

**Keynote Speakers**

Prof. Osama Khan (Pro- Vice Chancellor, University of Surrey, UK)

Prof. Prakash Bagri (Associate Dean-Corporate Engagements, Indian School of Business, Hyderabad)

Mr. Falk Fuhrmann (Executive Director, Sanghai Huilue Business Consulting, China)

**Session 1-5: Overcoming Challenges in Marketing in a Disrupted Marketplace**

<https://youtu.be/36sw8jAlnE0>

**Chair: Dr. Jitendra Das**, Director, FORE School of Management, New Delhi

**Distinguished Speakers**

**Prof. Russell W. Belk**, Schulich School of Business, York Univ, Canada

*The Death of Marketing and its possible reincarnation*

**Prof. Roland Rust**, Robert J Smith School of Business, University of Maryland, USA

*Artificial Intelligence: Negotiating Marketing Challenges in the Disrupted World*

**Prof. Victoria Crittenden**, Babson College, USA; Editor, Journal of Marketing Education

*The Transdisciplinary Future of Marketing Education: Teaching and Learning Disrupted*

**Prof. Justin Paul**, University of Reading, UK and University of Puerto Rico, USA (Editor-in-Chief, International Journal of Consumer Studies)

*Topic: Building Premium Brands among Uncertainty: The Masstige Marketing Way*

**Session 1-6: Listening to Editors**

<https://youtu.be/L59YyvlGdto>

**Prof. Raj Sethuraman** (Editor in Chief, Journal of Retailing)

*How to Publish in Tier 1 Journals: The Do's and Don'ts*

**Prof. Carolyn Strong** (Editor, Journal of Strategic Marketing)

*Winning the Heart and Mind of an Editor*

**Session 2-3: Panel Discussion- Marketing in a Disrupted World**

[https://youtu.be/6N\\_S6W-Y3DE](https://youtu.be/6N_S6W-Y3DE)

**Mr. Cherish Jacob**, GM-Movodo Group, Europe and SE Asia

**Mr. Kapil Grover**, Chief Marketing and Digital Officer, Burger King, India

**Mr. Kush Mehra**, CBO, Pine Labs, India

**Mr. Sangram Sinha**, Commercial Director- Pernod Ricard, Asia (Seagram's Myanmar)

**Dr. Nancy Richmond**, Assistant Teaching Professor, Florida International University, USA

**Session 2-6: Valedictory Session**  
<https://youtu.be/9GhtaU6vXZk>

**Prof. Gautam Mahajan**, *President, Foundation of Customer Value; Editor, Journal of Creating Value*  
**Ms. Bhuvana Subramanyan**, *Chief Marketing Officer, Randstad India*

**Mr. Rahul Raizada**, *Exec Director, PWC*

**Prof. Mithileswar Jha**, *Author and Ex-Professor of Marketing at IIM Bangalore*