



Innovative Marketing Strategies
for
Big Emerging Markets

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5th INDIAN MARKETING SUMMIT

January 22-23, 2011

The Indian Marketing Summit has been the yearly flagship event of BIMTECH since 2007. The objective of organizing this event is to bring industry and academia together for two days to address important issues in contemporary Marketing. As an endeavour to nurture research opportunities in the Marketing field the format of the 5th edition of this event has been changed with the second day of the summit featuring research paper and case study presentations by academia and industry. The first call for papers was sent out on June 25, 2010.

About the Theme

Innovative Marketing Strategies for Big Emerging Markets

Currently, there are 28 emerging markets in the world, with the economies of China and India considered to be by far the two largest. According to The Economist many people find the term dated, but a new term has yet to gain much traction. The ASEAN-China Free Trade Area, launched on January 1, 2010, is the largest regional emerging market in the world.

In recent years, new terms have emerged to describe the largest developing countries such as BRIC that stands for Brazil, Russia, India, and China, along with BRICS (BRIC + South Africa), BRICM (BRIC + Mexico) and BRICK (BRIC + South Korea). These countries do not share any common agenda, but some experts believe that they are enjoying an increasing role in the world economy and on political platforms.

Our focus for this summit is on The Big Emerging Market (BEM) economies, namely, Brazil, China, Egypt, India, Indonesia, Mexico, Philippines, Poland, Russia, South Africa, South Korea and Turkey.



Objective of IMS 2011

In the context of the changing world economy and shift of economic dynamism to Asia, the major objective of this summit is to understand and showcase the innovative strategies being practiced by different companies in BEM (Big Emerging Markets) in reshaping the world economic order.



Prof. Jagdish Sheth

Noted Marketing Uber guru Dr Jagdish Sheth, Charles H. Kellstadt Chair of Marketing in the Goizueta Business School at Emory University, has consented to be the Summit Mentor.

Prominent Speakers



Mr. Pradeep Kashyap
Founder and CEO MART



Mr. Alok Bhardwaj
Sr. Vice President, Canon



Prof. Sharad Sarin
Professor, XLRI



Mr. Navi Radjou
Executive Director
Cambridge Judge
Business School, UK

Programme Schedule

January 22, 2011

Day 1

9:00-9.30 AM	Tea and Registration
9:30-11.00 AM	Inaugural Session Welcome Address Dr H Chaturvedi, <i>Director, BIMTECH</i> Keynote Address Dr Jagdish Sheth, <i>Chief Mentor, IMS 2011</i> Summit Preview Prof Dhruva Chak (<i>Head Marketing Area, BIMTECH</i>) <i>Summit Coordinator, IMS 2011</i>
11:00-11:30 AM	Tea and Networking
11.30-1.00 PM	Technical Session I in association with MART - The Innovation Imperative for Emerging Markets This session will focus on the concept of innovation and how Indian companies or multinationals are innovating in their respective fields to help the masses gain access to technology at reasonable costs. The session will also highlight these local developments to be benchmarked for future adoption or replication in the big emerging markets. Leader Mr Pradeep Kashyap, <i>Founder and CEO MART</i> Case Corporate - Mr Som Mittal, <i>President, Nasscom</i> Case Corporate - Mr Ravi Malladi*, <i>CTO, GE</i> Case Social - Mr Navi Radjou, <i>Executive Director, Centre for India & Global Business, Judge Business School – University of Cambridge</i> Lunch
1.00:2.00 PM	Technical Session II - Changing Face of Innovation in Marketing This session will primarily focus on the approach which multinationals adopt all across the world and particularly in big emerging markets in making an innovation reach the target markets. The speakers will share their experience in the following 4 areas: a. Level of co-creating an innovative product; b. Impediments to diffusion of innovations; c. Managing high speed-to-market through integrated marketing; and d. Strategies to combat pressure from both the organized and unorganized players
2:00-3:30 PM	Leader Corporate - Mr Alok Bhardwaj, <i>Senior VP Canon</i> Case Corporate - Mr. Mahendra Swarup, <i>President, IVCA</i> Case Corporate - Mr Nitin Mathur, <i>Director - Mktg, Yahoo</i> Case Corporate - Mr Shantanu Bhanja, <i>Head Marketing - HT</i> Case Corporate - Mr Rahul Saigal*, <i>CMO, Aircel</i> Tea
3:30-4:00 PM	Technical Session III - Panel Discussion on Collaborative Strategies for Leveraging CHINDIA This panel would unleash the hidden potential of India as a super power. The leading speakers will be expected to highlight the benefits of collaborative sustainability over competitive survival. All aspects of "jugaad to shanzhai" will be discussed and critical success factors for sustainability through collaboration between these two pillars of big emerging economies will be the expected deliverables from this panel.
4:00-5:30 PM	Moderator Mr Amit Agnihotri, <i>MBA Universe</i> Dr Sharad Sareen, <i>XLRI</i> Mr Kiran Ramamurthy, <i>Head of Marketing, Lenovo India</i> Mr Brijesh Agrawal, <i>COO, IndiaMart.com</i> Mr. Mohd Saqib*, <i>Indo China Trade Chamber</i> Mr Kartik Raina*, <i>Consultant</i>

January 23, 2011

Day 2

9.00-11.00 AM	Inaugural Session - 3 'Invited Papers' presentations by well known and reputed academia followed by Q&A/ Interaction
11.00 - 11.30 AM	Tea
11.30 - 1.00 PM	1st Technical Session - Research paper presentations by participants
1.00 - 2.00 PM	Lunch
2.00 - 3.30 PM	2nd Technical Session - Research paper presentations by participants
3.30 - 4.00 PM	High Tea
4.00 - 5.30 PM	3rd Technical Session - Research paper presentations by participants
5.40 - 6.00 PM	Valedictory Session & Vote of Thanks

Prominent Speakers in past Summits



Santosh Desai



Dr. Anil K. Gupta



Rama Bijapurkar



Vinita Bali



Rajiv Karwal



Pradeep Kashyap



Anurag Batra



Suman Bery



Sameer Suneja



Jessie Paul



Ishan Raina



Ranjan Malik



Kartik Raina



Mahendra Swarup



Sanjay Rai



Don Feil



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*confirmation awaited

The Birla Institute of Management Technology (BIMTECH) was established in 1988 under the aegis of the Birla Academy of Art and Culture. The Institute is supported by the B.K. Birla group of companies. Dr. (Smt.) Sarala Birla, Chairperson of Birla Academy and Syt. B K Birla, Chairperson of the B K Birla Group of companies are the founders of our business school. The Institute is governed by an eminent Board of Governors mostly drawn from the top echelons of industry.

The fully residential campus of Birla Institute of Management Technology (BIMTECH) is located in the National Capital Region (NCR). Its ambience is predominantly green. The institute has an enviable infrastructure fully connected with Wimax facility.

Over 60 faculty members with brilliant academic and industry track record engage the students. Their efforts are supplemented by inputs from guest faculty serving the industry in senior positions working in manufacturing, trading, financials, operations etc. In addition, young research fellows are in carrying out research in industry relevant issues.

The academic pursuits of students are fully supported by a modern, well stocked library and seven state-of-the-art data bases. BIMTECH has international academic tie ups with several leading European, American and Asian centres of management education under which there is a regular exchange of students and faculty.

BIMTECH offers two year AICTE approved post graduate courses - PGDM, PGDM (International Business), PGDM (Insurance Business Management), PGDM (Retail Management) and PGDM (Sustainable Development).

The Centre for Research Studies conducts doctoral and post-doctoral programmes and academic and industry focused researches. It has been one of the earliest centres of its kind in private business schools in the country. The centre has influenced policy and structure in many organizations through its research output. The programme is offered in collaboration with University of Mysore, Mohan Lal Sukhadia University, Rajasthan and University of Assam, Silchar.

BIMTECH has been able to establish strong industry linkages through its Management Development Programmes, short term projects with industry, colloquiums etc. organized with industry and research bodies.

BIMTECH is a mini-India in itself. It has students hailing from almost all the states of India, and also from a few foreign countries. It is this mix of nationalities, cultural backgrounds, academic and professional experiences, which makes BIMTECH one of the most exciting and enriching business schools in the country today.



Registration Fees

Corporate/SME/Industry	: Rs 6000.00
Academia/Researcher	: Rs 3500.00
Management Students	: Rs 2000.00

A participant whose paper/case study/article is accepted for presentation shall be required to pay a registration fees of Rs 1500.00 only.

Special offers can be considered for more than one participant from the same organization.

The Registration fees includes two days access to the summit , summit kit, Tea /coffee and Lunch for both the days at the venue.

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Registration Form

Venue : BIMTECH Campus, Greater Noida

January 22-23, 2011

Name(s) of Participant(s):
1 _____
2 _____
3 _____

Name & Address of Organization: _____

Landline: _____ Mobile: _____ Fax : _____

E-mail : _____

Details of payment: Demand Draft or Bankers Cheque Payment to be made in the name of 'Birla Institute of Management Technology' payable at New Delhi.

Name of Payee Bank & Branch _____

Draft/Cheque Number _____ Date _____

Amount (Rs.) _____ (in words) _____

Fees Structure (per participant)

Corporate/SME/Industry : Rs. 6000.00
Academia/Researcher : Rs. 3500.00
Management Students : Rs. 2000.00

A participant whose paper/case study/article is accepted for presentation shall be required to pay a registration fees of Rs 1500.00 only. Special offers can be considered for more than one participant from the same organization.

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January 22-23, 2011

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