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ROLE OF MARKETING RESEARCH IN THE COVID-19 PANDEMIC ERA

 30 January, 2021

5:30 PM - 07:00 PM



Prof. Naresh K. Malhotra

Regents Professor Emeritus
GeorgiaTech, USA



Prof. Russell W. Belk

Krafts Food Canada
Chair in Marketing
Schulich School of Business, Canada



Prof. Satyabhusan Dash

Professor-Marketing
IIM Lucknow



Preeti Reddy

CEO
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Sandeep Arora

EVP & Head-Enterprise
Data Management, Datamatics
President, Market Research
Society of India (MRSI)



Harish Narayanan

Chief Marketing Officer
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Dr. Angshuman Ghosh

Head of Data Science
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Charu Swarup Mullick

Head- Consumer Insights
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Simant Bhargava

General Manager-
Consumer Insights
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