



# CMEE

Centre for Marketing  
in Emerging Economies

## ONLINE WORKSHOP SERIES

30 May - 07 June, 2020

Mode: Live via Google Meet



### Workshop 1: Data Visualization with Tableau

30 May, 2020 |  
10 am - 01 pm



Prof Manoj K Dash,  
Asst. Professor-Marketing,  
ABV-IITM Gwalior

Prof Satyabhusan Dash  
Professor-Marketing,  
IIM Lucknow

### Workshop 2: Unstructured Data Extraction, Analysis & Sense-Making through Machine Learning

05 June, 2020  
10 am - 01 pm



Prof Moutusy Maity,  
Professor-Marketing,  
IIM Lucknow

Pavan Gurazada  
Chief Data Scientist &  
Product Management Head,  
Constems AI

Amit Srivastava  
Chief Technology  
Officer  
Constems AI

### Workshop 4: The Power of Storytelling with Data

07 June, 2020  
02 pm - 05 pm



Anand Madhav  
Sr. Manager-  
Data Sciences,  
Gramener

Prof Satyabhusan Dash  
Professor-Marketing,  
IIM Lucknow

### Workshop 3: Unstructured Data Extraction, Analysis through 'NVIVO' and 'R'

06 June, 2020  
02 pm - 05 pm



Avinash Jain  
Research Scholar  
IIM Lucknow

Prof Satyabhusan Dash  
Professor-Marketing,  
IIM Lucknow

The registered participants can attend a free webinar on:  
'Unstructured Data Extraction, Analysis & Sense-Making  
in the Digital Environment: Challenges & Opportunities'

## MEET THE SPEAKERS



Prof Satyabhusan Dash  
Professor-Marketing,  
IIM Lucknow



Prof Moutusy Maity  
Professor-Marketing,  
IIM Lucknow



Prof Manoj K Dash  
Professor-Marketing,  
ABV-IITM Gwalior



Anand Madhav  
Senior Manager-Data Sciences,  
Gramener



Amit Srivastava  
Chief Technology Officer  
Constems AI



Pavan Gurazada  
Chief Data Scientist &  
Product Management Head,  
ConstemsAI



Avinash Jain  
Research Scholar  
IIM Lucknow



**Workshop Fee: Rs. 3,000/- plus 18% GST (per participant, per workshop)**  
Discount categories: Student discount: 25%, CMEE members: 15%, MRSI members: 10%, IIM alumni: 10%,  
Group discount: 10% (for minimum 02 people within same organization)  
COMBO DISCOUNT (for all 04 workshops): 25% | Any ONE category of discount can only be availed  
Last date for registration: 28-May '20 for workshop 1. and 03-Jun-'20 for workshop 2,3,4

Contact Us

e-mail: [cmee@iiml.ac.in](mailto:cmee@iiml.ac.in)  
Phone: 0120-6678483 | Mob.: +91-8826280997  
For details, please visit: [www.iimlcmee.org](http://www.iimlcmee.org)

DOWNLOAD THE  
BROCHURE



## 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 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 textbook 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 Master's 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 IITM on Multivariate Analysis, Econometrics, Research Methodology, Multi-Criteria Optimization, 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

## Workshop 1: Data Visualization with Tableau

30<sup>th</sup> 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.

# Workshop 2: Unstructured Data Extraction, Analysis Through Machine Learning

05<sup>th</sup> 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**

## Workshop 3: Unstructured Data Extraction, Analysis Through, 'NVIVO' & 'R'

06<sup>th</sup> 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**

## Workshop 4: The Power of Storytelling through Data

07<sup>th</sup> 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)
- Combo registration (all 04 workshops): **25%**



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

Combo registration									
S. No	Category	Fee	Discount offer (%)	Total Discount (%)	Discounted Amount	Amount After Discount	GST (%)	Amount After GST	Fee Payable
7	All 4 workshop combo (To be paid through Electronic Transfer)	12000	25	25	3000	9000	18%	1620	10620

**\*Participant can avail only one category of discount**



## Mode of Payment

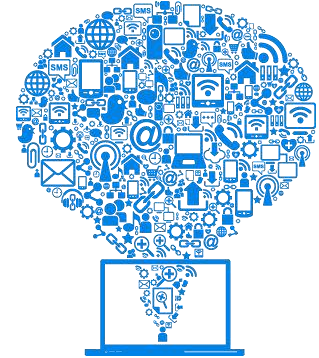
### 1. Online Payment Gateway:

<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



### 3. Demand Draft

In favor of **IIM Lucknow-Noida campus**', payable at Noida  
(Participant need to send the scanned copy and send the hard copy through post/courier, to CMEE Office)

In case of Combo Registration (all 04 workshop), please try making the payment through Bank Transfer

## 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/1FAIpQLSeBvX61vxoMtgJ7En5XGrNEvM6qbDmq8NUOT133vNyU13LVQ/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSeBvX61vxoMtgJ7En5XGrNEvM6qbDmq8NUOT133vNyU13LVQ/viewform?usp=sf_link)

### Last date of registration:

For workshop 1: 28-May-'20 and for workshop 2, 3 & 4: 03-Jun-'20

### 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](mailto:cmee@iiml.ac.in) | Website: [www.iimlcmee.org](http://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 worksop. 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





# CELEBRATING **8** 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(1993-2016)
- 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 CMEE 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



**CMEE** **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



Academia  
Industry

# GLIMPSES OF CMEE PAST EVENTS



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



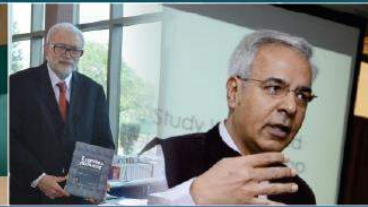
Workshops held in 2019-20



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



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. Jery 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:

CMEE Office: 0120-6678483 Mob.: 8826280997 email: [cme@iiml.ac.in](mailto:cme@iiml.ac.in)

Website: [www.iimlcme.org](http://www.iimlcme.org), [www.iiml.ac.in](http://www.iiml.ac.in)