

Presents
2-day workshop on

**Conducting and Publishing High Quality Research
in Empirical Modeling for Marketing Strategy**

Date: 6-7 February, 2020
Venue: IIM Lucknow - Noida campus

Topics Covered in Workshop

Day -1 : High Quality Research in Empirical Modeling, Strong Research Ideas, Issues and Questions, Methodological Skills and Issues, Crafting the paper and revising the paper, Participants work on research proposals

Day- 2 : Research Proposal Presentation, Analysis of Proposal Presentations Useful for participants from : Marketing, Management, OB, Strategy

Fees : For AIM Members : ₹ 4,000/- | Others : ₹ 5,000/-

Registration closes 30th January 2020 or early. Limited Seats



Dr Venkatesh 'Venky' Shankar

Coleman Chair Professor in Marketing
Director, Research Centre for Retailing Studies
Mays Business School, Texas A&M University

For registrations, kindly contact:

Jayant Shah - AIM

Mobile : +91-9341258118

Email : jayshah_ca@yahoo.com www.academyofindianmarketing.org/