



Fifth Pan IIM World Management Conference

December 14-16, 2017 IIM Lucknow Campus, Lucknow (UP) India

**THE MAKING OF DIGITAL INDIA
MANAGEMENT PERSPECTIVES**

PROGRAM SCHEDULE

CONFERENCE , DECEMBER 14 - 16, 2017

DAY 1: DECEMBER 14, 2017		
Time	Session Details	Venue
8:30 AM	Conference Registration	UTSAV LAWN 1
9:15 AM	Digital Technologies Strategic influence in the context of Emerging Economies Prof Gird Kumar Tayi - Professor of Management Science and Information Systems, State University of New York, Albany	UTSAV
10:00 AM	Unlocking potential of Social Network in the connected world Mr. Mohan Krishnan - Managing Member@TPCKI, Member@TPS, Consultant@IMRB, Advisor@Enixta, [Session Moderator] Mr. Ashutosh Gupta - Director, Head of Online Sales Organization - APAC, LinkedIn Marketing Solutions Ms. Bianca Ghose - Chief Storyteller, and Head – Content, Social Media & Thought Leadership Marketing, WIPRO Mr. Ritesh Ghosal - Chief of Marketing and Insights - infiniti Retail Mr. Balendu Shrivastava - Marketing Science, India at Facebook	UTSAV
11:00 AM	TEA BREAK	UTSAV LAWN 2
11:30 AM	Rigor in Research Methodology in Management Research Prof. Naresh Malhotra - Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology, USA	UTSAV
1:00 PM	LUNCH BREAK	CHINTAN GROUND
2:00 PM	Sharing Best Practices of IT Dr. Sundar Balakrishna - Director, Electronic Services Delivery Mr. Anil Agrawal - IPS, Joint Secretary, Department of Industrial Policy and Promotion Dr. M. Arumugam - Founder, Broadline Technologies Private Limited	UTSAV
3:30 PM	TEA BREAK	UTSAV LAWN 2
4:00 PM	Inaugural Session Prof. Satya Bhushan Dash - Convener - PAN IIM Organizing Committee - Introduction Dr. Ajit Prasad - Director - IIM Lucknow - Welcome Address Shri Yogi Adityanath - Hon'ble Chief Minister, Uttar Pradesh - Chief Guest Shri Manoj Sinha - Hon'ble Minister of State (Independent Charge), Ministry of Communications - Guest of Honour Mr. Nitin Seth - Chief Executive Officer, Incedo Inc. - Key Note Speaker Walk through Digital Street	UTSAV
6:00 PM	Digital Healthcare: Challenges & Opportunities Dr V K Singh - Managing Director, InnovatioCuris Dr Deepak Agarwal - Professor, Neurosurgery, Ex- Chairman, Computerization & IT at AIIMS Mr. Thulasiraj Ravilla - Executive Director – LAICO & Director Operations, Aravind Eye Care System	UTSAV
7:30 PM	CULTURAL PROGRAM & WELCOME DINNER	CHINTAN GROUND

CONFERENCE , DECEMBER 14 - 16, 2017

DAY 2: DECEMBER 15, 2017		
Time	Session Details	Venue
9:00 AM	Research Paper Presentation (7 Tracks) Poster Presentation	BODHIGRAH 1 BODHIGRAH 2
10:30 AM	TEA BREAK	UTSAV LAWN 2
10:45 AM	Technology at Bottom of Pyramid Prof. Russel Belk - Research Professor of Marketing; Kraft Foods Canada Chair in Marketing	UTSAV
11:15 AM	Multilevel Data Analysis: Method and Applications Prof Eldon Y. Li - Editor-in-Chief, International Journal of Electronic Business (Inderscience publication)	UTSAV
11:45 AM	Research Approach to Address Wicked Problems with Big Data & Analytics Prof. Alok Gupta - Editor in Chief, Information Systems Research (ISR), (INFORMS)	UTSAV
12:15 PM	Navigating Digital Disruption in a Pre-Digitization Business Mr. Ritesh Ghosal - Chief of Marketing and Insights - infiniti Retail	UTSAV
12:45 PM	Using digital technologies to unlock the power of online communities in the B2B space Mr. Amit Sethi- Global Digital Customer Experience Leader at Baker Hughes, a GE company	UTSAV
1:15 PM	LUNCH BREAK	CHINTAN GROUND
2:00 PM	Research Paper Presentation (8 Tracks) Poster Presentation	BODHIGRAH 1 BODHIGRAH 2
3:30 PM	TEA BREAK	UTSAV LAWN 2
4:00 PM	Meet The Editors Session (How to publish Publishable Manuscript) Prof. Naresh Malhotra - Regents' Professor Emeritus, Scheller College of Business, Georgia Institute of Technology [Session Moderator] Prof. Alok Gupta - Editor in Chief, Information Systems Research (ISR), (INFORMS) Prof Giri Kumar Tayi - Associate Editor, Information Systems Frontiers Prof Eldon Y. Li - Editor-in-Chief, International Journal of Electronic Business (Inderscience publication) Prof Ram Mohan, Editor, Vikalpa: The Journal of Decision Makers (Sage Publications) Prof Madhusudan Karmakar Editor, Metamorphosis (Sage Publication) Prof R. Rajesh Babu, Editor-in-Chief, Decision (Springer Publication)	UTSAV
5:30 PM	Research Paper Presentation (7 Tracks)	BODHIGRAH 1
7:00 PM	CULTURAL PROGRAM & NETWORKING DINNER	CHINTAN GROUND

CONFERENCE , DECEMBER 14 - 16, 2017

DAY 3: DECEMBER 16, 2017				
Time	Session Details	Venue		
9:00 AM	Research Paper Presentation (8 Tracks) Poster Presentation	BODHIGRAH 1 BODHIGRAH 2		
10:30 AM	TEA BREAK	UTSAV LAWN 2		
10:45 AM	Digital Financial Services: Challenges & Opportunities Prof. Vikas Srivastava - Associate Professor, IIML [Session Moderator] Shri Rajnish Kumar - Chairman, State Bank of India Shri Hemant Bhargava - Managing Director, Life Insurance Corporation of India Mr. Nitin Chugh - Country Head – Digital Banking, HDFC Bank Limited	UTSAV		
12:15 PM	Public service Delivery through Digital Platform : Challenges and Opportunities. Mr. Rajan S Mathews - Director General, COAI [Session Moderator] Shri Dharmendra Pradhan - Union Minister of Petroleum, Natural Gas, Skill Development and Entrepreneurship Shri Prem Narayan - Deputy Director General, (Joint Secretary Level), UIDAI, Ministry of Electronics & IT Shri Sanjiv Saran IAS - Additional Chief Secretary Departments of Planning, I.T. & Electronics, Uttar Pradesh Mr. Kapil Ahuja - CEO (North), Reliance Jio	UTSAV		
1:30 PM	LUNCH BREAK	CHINTAN GROUND		
2:30 PM	<table style="width: 100%; border: none;"> <tr> <td style="width: 50%; border: none; vertical-align: top; padding: 5px;"> Sharing Best Practices IT Mr. Raju Goteti - Vice President, Co-Innovation Network, Tata Consultancy Services Mr. Navniet Sekera - IG at Women Power Line, Uttar Pradesh Mr J A Chowdary – IT Advisor and Special Chief Secretary to Chief Minister – Government of Andhra Pradesh Mr. Uday Birje - Co-Founder & Director, ThinkStreet Technologies </td> <td style="width: 50%; border: none; vertical-align: top; padding: 5px;"> Co-creation Workshop on Digitalization and Management Towards a policy framework Mr. M. Khan - Former Global Head(Innovation), Uniliver & Founder President, IIM Alumni Europe Chapter </td> </tr> </table>	Sharing Best Practices IT Mr. Raju Goteti - Vice President, Co-Innovation Network, Tata Consultancy Services Mr. Navniet Sekera - IG at Women Power Line, Uttar Pradesh Mr J A Chowdary – IT Advisor and Special Chief Secretary to Chief Minister – Government of Andhra Pradesh Mr. Uday Birje - Co-Founder & Director, ThinkStreet Technologies	Co-creation Workshop on Digitalization and Management Towards a policy framework Mr. M. Khan - Former Global Head(Innovation), Uniliver & Founder President, IIM Alumni Europe Chapter	UTSAV BODHIGRAH 1
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4:30 PM	TEA BREAK	UTSAV LAWN 2		
5:00 PM	Management Education in the Digital Era IIM Directors	UTSAV		
6:00 PM	Valedictory Session & Awards Ceremony Shri Prakash Javadekar - Hon'ble Union Minister of HRD - Chief Guest Justice Rajesh Tandon - Former Chairperson, Cyber Appellate Tribunal, Govt. of India - Guest of Honour	UTSAV		
8:00 PM	NETWORKING DINNER	CHINTAN GROUND		