Agenda

Branding India and Indian Companies for the Global Market
A Business-Academia Consortium
Thursday/Friday, April 26-27, 2007
Conference Center, University of Connecticut, Stamford, CT

April 26, 2007 Thursday

5:30 P.M (sharp) Check in at Marriott Hotel, Stamford (Hotel and Transportation details here)

6:30 P.M. Transportation to PepsiCo HQ at Purchase, NY

6:30 P.M Reception & dinner hosted by Ms. Indra Nooyi, Chairman Elect, President and CEO, PepsiCo Inc.

April 27, 2007, Friday

7:30 A.M. Continental Breakfast at Conference Center
1 University Place at 1 Broad Street, Stamford, CT 06901 (Walk to CC from hotel)

8:00 A.M. Welcome, Introduction: Arvind Rangaswamy and Subhash Jain
- Suman Singha, Provost, UConn
- Neelam Deo, Consul General of India (New York)

8:30 A.M. Branding India (Panel introduced by Ajay Kohli):
- Kevin Lane Keller (Dartmouth College)
- Jayant Bhuyan (Confederation of Indian Industry, India Brand Equity Foundation)
- Ravi Marwaha (IBM)
Moderator: C.N. Madhusudan (NIIT)

10:00 A.M. Coffee Break

10:30 A.M. Branding Indian Companies (Panel introduced by Murali Mantrala):
- Raj Srivastava (Emory University)
- Srinivas Uppaluri (Infosys)
- Bob Baginsky (Satyam Computer Services)
- Kapil Sharma (Tata Group)
Moderator Suj Krishnaswamy (Stinsights)

12:00 P.M. Lunch at Dakshin Indian Restaurant (Walk to restaurant)

1:30 P.M. Action Items for Executives and Academics: (Panels introduced by Nirmal Pal)
Group 1: Develop action items for industry associations and Indian companies
(Moderator: Jayant Bhuyan)
Group 2: Develop action items for academia (Moderator: Arvind Rangaswamy)
Group 3: Develop action ideas for GOI (Moderator: Suresh Sane)

2:30 P.M. Coffee Break

3:00 P.M. Panels Reports to Plenary Session
- Moderator: Raj Srivastava

3:45 P.M. Next steps and Wrap up (Raj Srivastava and Arvind Rangaswamy)

4:00 P.M. Close

1 Organized by NASMEI -- North American Society for Marketing Education in India.
Core Team: Raj Srivastava, Ajay Kohli (Emory University), Subhash Jain (University of Connecticut), Murali Mantrala (University of Missouri), Arvind Rangaswamy, Nirmal Pal (Pennsylvania State University), Suj Krishnaswamy (Stinsights).