

IMR Doctoral Conference (IMRDC) 2018, 3 & 4 January, 2018**Indian Institute of Management Bangalore****SCHEDULE¹**

DAY 1: WEDNESDAY, 3rd JANUARY, 2018		Venue: N 001
Timings	Activity	
08.00 am – 09.00 am	Registration	
09.00 am – 09.30 am	Inauguration	
9.30 am - 11.15 am	Plenary Session 1: Paper Presentations (Economics and Social Sciences)	
11.15 am – 11.45 am	Tea Break	
11.45 am - 12.45 pm	“Toward a Structural Model on Multi-category Purchases: Evaluating e-cigarette Consumption” , Keynote lecture by Professor Vithala R Rao, Deane W. Malott Professor of Management, Professor of Marketing, Samuel Curtis Johnson Graduate School of Management, Cornell University	
1.00 pm – 2.00 pm	Lunch (MDC)	
2.00 pm – 3.10 pm	Plenary Session 2: Paper Presentations (Marketing)	
3.10 pm – 3.30 pm	Tea Break	
3.30 pm – 4.30 pm	“Research and Publishing in Scholarly Journals in Business Disciplines: Some Guideposts” , Workshop by Professor Rajan Varadarajan, University Distinguished Professor, Distinguished Professor of Marketing, Regents Professor, and Ford Chair in Marketing and E-Commerce, Texas A&M University	
4.30 pm – 4.45 pm	Tea Break	
4.45 pm - 5.45 pm	Concurrent Sessions 1 & 2 -- parallel sessions (N001 & Central Pergola)	
5.45 pm – 6.30 pm	Breakout Session 1 (N001 and Central Pergola)	
7.30 pm onwards	Conference Networking Dinner	
DAY 2: THURSDAY, 4th JANUARY, 2018; Venue: N 001		
9.00 am – 10.00 am	Registration	
10.00 am - 11.00 am	SBI Life Keynote Address by Professor Shawn A. Cole, John G. McLean Professor of Business Administration, Finance Unit, Harvard Business School	
11.00 am - 11.30 am	Tea Break	
11.30 am - 1.15 pm	Plenary Session 3: Paper Presentations (Finance & Accounts)	
1.15 pm – 2.15 pm	Lunch (MDC)	
2.15 pm – 3.25 pm	Plenary Session 4: Paper Presentations (Strategy and Decision Sciences & Information Systems)	
3.25 pm – 3.45 pm	Tea Break	
3.45 pm – 5.00 pm	Concurrent Sessions 1 & 2 -- parallel sessions (N001 & Central Pergola)	
5.00 pm – 5.15 pm	Tea Break	
5.15 pm – 6.00 pm	Breakout Session 2 (N001 and Central Pergola)	
6.00 pm – 6.30 pm	Valedictory Ceremony & Awards Presentation	
7.00 pm onwards	Dinner (MDC)	

¹ This is a tentative schedule and is subject to change