Dear Esteemed Faculty/Scholar,

Greetings from Jagdish Sheth School of Management (JAGSoM)!

We hope that you are safe and healthy.

We are pleased to invite you to the **10th AIM-AMA Sheth Foundation Doctoral Consortium which will be held (on the Zoom platform) between the 18th and the 23rd of June 2022**. JAGSoM is hosting this prestigious event this year.

Doctoral Scholars (apart from those in their 1st year) and Young faculty members from the **Marketing Area** may apply to attend the Consortium through this link: [**https://bit.ly/3jyUXpr**](https://bit.ly/3jyUXpr)

The co-chairs of the Consortium are **Dr. A. Parasuraman**, James W. McLamore Chair Emeritus, University of Miami and Pro-Chancellor, Vijaybhoomi University, Karjat (Greater Mumbai) and **Dr. Atish Chattopadhyay**, Director of JAGSOM and Vice-Chancellor, Vijaybhoomi University, Karjat (Greater Mumbai).

The Global Marketing Consortium will provide you with a platform to share and to stimulate new thoughts, research ideas and techniques in the field of marketing. You will get an opportunity to interact with leading academicians and doctoral students and learn from world-renowned mentors. The Consortium will feature 70+ leading marketing faculty from around the globe.

The major research tracks in the Consortium are B2B and Sales, Consumer Behavior, Branding and Brand Management, Cross-cultural and International Marketing, CSR and Cause-related Marketing, Customer relationship/engagement, Innovation, Modeling and Empirical Analysis, Marketing Strategy, and Service Marketing.

The Agenda of the Consortium includes 6 Masterclasses, 6 other Plenary sessions, and 5 Parallel track sessions. The Consortium also features 3 'Meet the Editors' sessions where participants can meet journal editors from prestigious journals. We will also be having 3 Global Cafe sessions which provide a platform for Doctoral Students to present their research and seek feedback, and 3 Global Lounge sessions which facilitate networking for participants across countries. This year’s Consortium also includes a Conscious Capitalism Simulation Workshop that will be conducted by Prof. Ernest R. Cadotte and Prof. Bindhu Agarwal.

Registrations for the 2022 Doctoral Consortium are now open - Doctoral Scholars (apart from those in their 1st year) and Young faculty members from the Marketing Area may apply to attend the Consortium through this link: [**https://bit.ly/3jyUXpr**](https://bit.ly/3jyUXpr)

Please visit the 2022 Doctoral Consortium website for more details: [**https://www.jagsom.com/dc2022/**](https://www.jagsom.com/dc2022/)**.**

We look forward to your presence and participation in the virtual consortium this year.

We request you to disseminate this in your networks and groups. Thank you.

For any queries and information, please reach out to-

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Warm Regards,

Geo George Philip

Organizing Committee Member,

10th AIM-AMA Sheth Foundation Doctoral Consortium.