

NSE Centre for Behavioral Science @ IIMA Virtual Conference Behavioral Science In Marketing, 2022

(Time in IST)

Day 1 - March 3, 2022

10:00-10:15	Inaugural ceremony at CR-1, KLMD, IIMA Heritage Campus Welcome address by Prof Arvind Sahay, Chairperson, NSE Centre for Behavioral Science at IIMA
10:15-14:20	Session Chair: Prof. Arvind Sahay, Chairperson, NSE CBS, IIMA
10:15-10:45	Keynote Speech Prof. Arvind Sahay, Chairperson, NSE CBS, IIMA
10:45-11:25	Does the customer complain or appreciate it? Nudging them to feel grateful
11:25-12:05	Consumer Perception of Luxury Products Manufactured by Robots vs. Humans: A comparative study
12:05-12:45	What do you vote for? A case of Neuromarketing in Bengal Elections 2021
12:45-14:20	Break
14:20-16:25	Session Chair: Prof. Subhadip Roy, IIMA
14:20-14:50	Gamification as an effective tool for enhancing Consumer Brand Engagement (CBE)
14:50-15:30	Sentiment analysis of celebrity endorsed advertisement
15:30-15:45	Break
15:45-16:25	Effect of Brand and Product Design in Product as a Service: An Automotive Practice Evaluation of Customer Lease versus Buy Decision
17:45-18:00	Break
18:00-20:00	Virtual Session Chair: Prof. Arvind Sahay, Chairperson, NSE CBS, IIMA
18:00-19:00	Keynote Speech Prof. Dilip Soman, Director, BEAR, Rotman, University of Toronto
19:00-20:00	Virtual Session Panel1: Achieving Behavioral Change Prof. Dilip Soman, Director, BEAR, Rotman, University of Toronto Ms. Fatima Koik, Behavioral Scientist, eMbed (World Bank)

Day II - March 4th, 2022

10:00 Break

10:00 **Virtual Session:**
Moderated by Richa Nigam (NSE CBS)

10:30-13:30 **WORKSHOP ON DESIGN THINKING BY NSE CBS IN COLLABORATION WITH PHILIPS**

Shaon Sengupta, Studio Director, Philips (Bangalore)

Dr. Abhilasha, Usability Designer

Aashrita Indurti, Service Designer

Shazia Nazeem, Project Manager

Shuruthi Balasamy Sridhar, Service Designer

Kriti Dhiman, Service Designer

Akshita Mehta, UX Designer

Shabab Zahra Naqvi, UX Designer

13:30-14:30 Break

14:30-15:30 **Design Thinking in Business**
Smriti Kesarwani, UX/UI Designer and Expert at OutSystems

18:45-19:00 Break

19:00-20:00 **Virtual Session Chair: Prof. Arvind Sahay, Chairperson, NSE CBS, IIMA**

Virtual Session Panel 2: Digital Consumer and Communication

Mr. Nitin Sethi, CEO Adani Digital Labs

Dr. Samar Das- (CEO C3 Research)

Prof. Akshaya Vijayalakshmi– IIMA

20:00 **Best Paper Award Announcement**
Vote of thanks