

Session 1: Thursday, January 2, 2020, 10:00-11:00

Speaker: Atul Parvatiyar

Rawls College of Business, Texas Tech University, Lubbock, TX, USA

Atul Parvatiyar is Professor at Rawls College of Business and also taught at Goizueta Business School, S. P. Jain School of Global Management, University of North Carolina, Georgia State University, and XLRI School of Management. He is also Founder & CEO of Institute for Customer Relationship Management. He had completed his education from Banaras Hindu University. His areas of interest includes, Marketing Theory, Sustainable Marketing, Strategic Global Marketing, Relationship Marketing, CRM, Customer Experience & Loyalty, Product & Brand Management, Marketing Communications, Digital Marketing, Marketing Metrics & Analytics, Customer Insights Technology & Big Data, Sales Management, Retail Trade Promotion, Recovery Audit and Outsourcing.

Session 2: Thursday, January 2, 2020, 2:00-3:10
Session Chair: Amit Shah, *Frostburg State University, USA*

Speaker: Paritosh Basu
NMIMS University, School of Business Management, India

Paritosh Basu is a Senior Professor of the NMIMS University School of Business Management, Mumbai. He is engaged in several research and consulting activities. His current areas of work include professional scepticism, blockchain, artificial intelligence and digital transformation. He has in recent years chaired the World Blockchain Summits and World AI & RPA Show held in Moscow, Dubai and Mumbai. He holds a post graduate degree in Commerce and was awarded Ph. D. on 'Transfer Pricing' by the Calcutta University in 1999. He is a fellow member of the Institute of Chartered Accountants of India and the Institute of Cost Accountants of India, and a life member of the Computer Society of India. He has served MNCs and Indian Corporates for about thirty-four years. His last two engagements of over eleven years were that of the CFO and Global Group Controller.

Session 3: Friday, January 3, 2020, 2:00-2:40

Session Chair: Omprakash Gupta, *University of Houston Downtown, USA*

Speaker: Murgie Krishnan

Radford University, USA

Murgie Krishnan, Radford University, has taught at various schools including Purdue University, Carnegie-Mellon and Rutgers. He has also taught short PhD courses at IIT Madras, IIT Kharagpur and IIM Bangalore. He's a graduate of the University of Madras (BCom), IIM Ahmedabad (MBA) and the Wharton School (PhD). His research interests are in asset pricing with private information, accounting and information economics, industrial organization, and Indian financial markets. He has published in accounting, finance and economics journals, including Econometrica and the RAND Journal of Economics. He is also a certified yoga instructor.