

SEP 28

# CKGSB Knowledge Series GOLD Event: Digital Innovation from China and India

by Cheung Kong Graduate School of Business (New York)

\$30



CKGSB Knowledge Series GOLD Event: Digital Innovati...

Thu, September 28, 2017, 6:00 PM – 8:00 PM EDT

\$30

TICKETS



**DATE AND TIME**

Thu, September 28, 2017  
6:00 PM – 8:00 PM EDT  
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**LOCATION**

CKGSB New York Office  
601 Lexington Avenue  
26th Floor  
New York, NY 10022  
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**FRIENDS ATTENDING**



**FRIENDS ATTENDING**

None yet



**DESCRIPTION**



**CKGSB Knowledge Series GOLD Event: Digital Innovation from China and India**

2017-09-28 · New York

*A CKGSB Knowledge Series Gold Event in Partnership with Yale School of Management*

Join us for an engaging discussion with leading scholars on the latest digital strategies in China and India during this opening event of the ninth annual China India Insights Conference.

What lessons on innovation can we learn from the current business opportunities and challenges in these developing economies? What new digital strategies are emerging from multinationals? From start-ups? How are big data marketing analytics driving innovation in China and India?

Organized by The Center for Customer Information Management at CKGSB and the China India Insights Program (CIIP) of the Center for Customer Insights at

Yale SOM, this annual conference serves as a forum for academic scholars from diverse disciplines and research practitioners to share the best available research on both consumer and firm behavior related to China and India — two of the world's largest and fastest growing emerging markets. To learn more about the China India Insights Conference, click [here](#).

Gold events in the CKGSB (Americas) Knowledge Series are designed to allow smaller groups of the brightest minds in the CKGSB community to engage directly with our world-class speakers.

Cocktails will be served.

## AGENDA

**6:00PM – 6:15PM:** Registration

**6:15PM – 6:20PM:** Opening remarks by **Mrs. Mary Wadsworth Darby**, Chief Representative of CKGSB (Americas)

**6:20PM – 7:00PM:** Digital Innovation from China and India Panel Discussion

### Moderator:

- **Dr. Baohong Sun**, Dean's Distinguished Chair Professor of Marketing, Associate Dean of CKGSB (Americas) and Director of the Customer Information Management Center, CKGSB

### Panelists:

- **Dr. Li Yang**, Associate Professor of Marketing, CKGSB
- **Dr. V. (Paddy) Padmanabhan**, The Unilever Chaired Professor of Marketing and Academic Director of the Emerging Markets Institute, INSEAD
- **Rohnel de Rozario**, Principal, Korn Ferry Hay Group

**7:00PM – 7:30PM:** Working Group Discussion

**7:30PM – 7:35PM:** Closing Remarks by **Mr. Alan Chen**, Director of CKGSB (Americas)

**7:35PM – 8:00PM:** Networking and Cocktail Reception

## ABOUT THE MODERATOR

**Dr. Baohong Sun**

*Dean's Distinguished Chair Professor of Marketing, Associate Dean of CKGSB (Americas) and Director of the Customer Information Management Center, CKGSB*



Professor Sun Baohong is the Dean's Distinguished Chair Professor of Marketing and the Associate Dean of Global Programs. She also directs CKGSB's Customer Information Management Center. Prior to joining CKGSB in 2011, Professor Sun was Carnegie Bosch Professor of Marketing at the Tepper School of Business of Carnegie Mellon University. Professor Sun received her PhD from the University of Southern California in 1997 and BA from Renmin University of China.

Her research focuses on rational and strategic consumer choices and dynamic structural models; dynamic and interactive marketing mix and customer information management; and, most recently, on modeling dynamic and inter-dependent consumer decisions on e-commerce and social media platforms.

Professor Sun is the recipient of numerous awards for research and teaching, including the 2008 Finalist for John D.C. Little Best Paper Award at INFORMS, the 2006 MBA George Leland Bach Teaching Award, and the 2005 CART Research Frontier Award for Innovative Research at Carnegie Mellon University.

She also serves on the editorial boards of Journal of Marketing Research, Marketing Science, and Journal of Marketing. Her extensive consulting experience includes work with major corporations including Bosch, Boy Scouts of America, Highmark Insurance, John Deere and IBM. An active contributor to media discussions on current business issues, Professor Sun's research has been cited in The Economist, The New York Times, The Wall Street Journal, Time Magazine and Bloomberg, among others.

## **ABOUT THE PANELISTS**

**Dr. Li Yang**

*Associate Professor of Marketing, CKGSB*





Professor Li Yang is Associate Professor of Marketing at Cheung Kong Graduate School of Business. He received his PhD from Columbia Business School and had taught undergraduate and MBA classes before coming back to China. His research focuses in big data marketing analytics, with emphases related to pricing, consumer choice, and competitive strategy. Professor Li has published in leading academic journals such as *Management Science* and *Journal of Marketing Research*, and reviewed for *Operations Research* and *Management Science*. At CKGSB, Dr. Li teaches marketing management, marketing research and managerial statistics for MBAs, and big data marketing and internet marketing for Executive Education. Prior to joining business academia, Dr. Li had earned a bachelor degree in electronics science from Peking University, a master degree in biomedical engineering from Columbia University, and had worked for United Nations in New York. He consulted for Tencent, Baidu and Yonghui Groups, and currently holds a US patent.

**Dr. V. "Paddy" Padmanabhan**

*The Unilever Chaired Professor of Marketing and Academic Director of the Emerging Markets Institute, INSEAD*



V. "Paddy" Padmanabhan is a Professor of Marketing and the Unilever Chaired Professor of Marketing at the INSEAD Asia campus. He is the Academic Director of the [Emerging Markets Institute](#).

Prior to joining INSEAD, Professor Padmanabhan was the John K. and Ellen A. Wallace Distinguished Professor of Marketing at the Olin School of Business, Washington University (1998-2002), and an Associate Professor of Marketing and the Fletcher Jones Faculty Fellow at the Graduate School of Business, Stanford University (1990-1998). He has served as a visiting professor at the Kellogg Graduate School of Management, Northwestern University, and INSEAD (Europe campus).

Professor Padmanabhan directs the [Asian International Executive Programme](#), the [Leading Effective Sales Force](#) programme, the [INSEAD Leadership Programme for Senior Executives - India](#), and the [Certificate in Business Acumen](#) programme.

His current research focuses on business opportunities and challenges in the developing economies, economic crises and their implications, pricing and supply chain management. He is among the top 250 most highly-cited scholars in the world in the field of economics and business. His research has received numerous awards including the recognition in the Ten Most Influential Papers of Management Science's First Fifty Years (1954-2004). He has consulted, delivered Executive Education courses, and acted as an expert witness for various companies, ranging from multinationals (e.g., Hewlett Packard, Nokia, Syngenta, Coca-Cola, Lufthansa, Monsanto, Target, Japan Tobacco, Westpac, OCBC, etc.) to start-ups across Asia, North and South Americas, and Europe.

### **Rohnel de Rozario**

*Principal, Korn Ferry Hay Group*



Rohnel de Rozario has more than ten years of consulting experience advising C-suite executives and boards on their most pressing people and organization challenges.

Rhonel has worked with some of the largest, most respected and dynamic companies in different markets and countries across the Middle East, South East Asia, Europe and the United States. His consulting projects include helping clients design operating models, organization structures, leadership initiatives to drive change and leadership succession planning.

His assignments have crossed a wide range of industries, including retail, financial services and healthcare. Some of his recent iconic clients include Fidelity, Royal Dutch Shell, Bloomingdale's and the World Bank.

He has authored several articles and white papers, including a recent featured Business World article, "A new wave of restructuring".

Additionally he has presented at several regional and global conferences. Recently he was a guest panelist at the Association for Corporate Growth (ACG) M&A East 2015 annual conference in Philadelphia, and at the National Cooperative Business Association (NCBA) annual 2016 conference in New Orleans.

Rohnel is currently pursuing his Executive MBA from NYU Stern. He also holds a Post Graduate Diploma in Personal Management from XLRI School of Business, and a Bachelor's degree in Physics and Mathematics from St. Xavier's College, in India.

### **CKGSB KNOWLEDGE SERIES:**

Disseminating deep ideas for China success

Ideas are the currency of our age. And in an age when China's global significance is growing, CKGSB Americas' Knowledge Series is the U.S. and Americas executive's go-to source for a stream of provocative notions that can beneficially affect the way he or she thinks about building and expanding a China business.

Held in our state-of-the-art New York learning center in the heart of one of the world's great financial hubs, our Knowledge Series lectures and discussions are an opportunity to learn from the world's brightest minds as they focus on the topics and trends that are most pertinent to your specific China business goals.

Among other themes, Knowledge Series events have examined China's financial turbulence and what it means for investors; business to business buying: how it has changed, and how we need to change with it; solar power's future in the U.S. and China; new consumption trends in China and their implication for companies in China's global supplier network; doing business with a changing China; and where China is and where it is headed.

Regardless of your China interest, Knowledge Series events are your gateway to acquiring critical insight on macro trends, emerging opportunities, collaboration and competition with Chinese companies, cross-cultural competencies and how to best position China within your own organization.

In an era when ideas matter, the CKGSB Americas Knowledge Series is the authoritative generator of China ideas.

### **FOR QUESTIONS, PLEASE CONTACT:**

Alan Chen

Director

Cheung Kong Graduate School of Business (Americas)

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CKGSB New York Office

601 Lexington Avenue

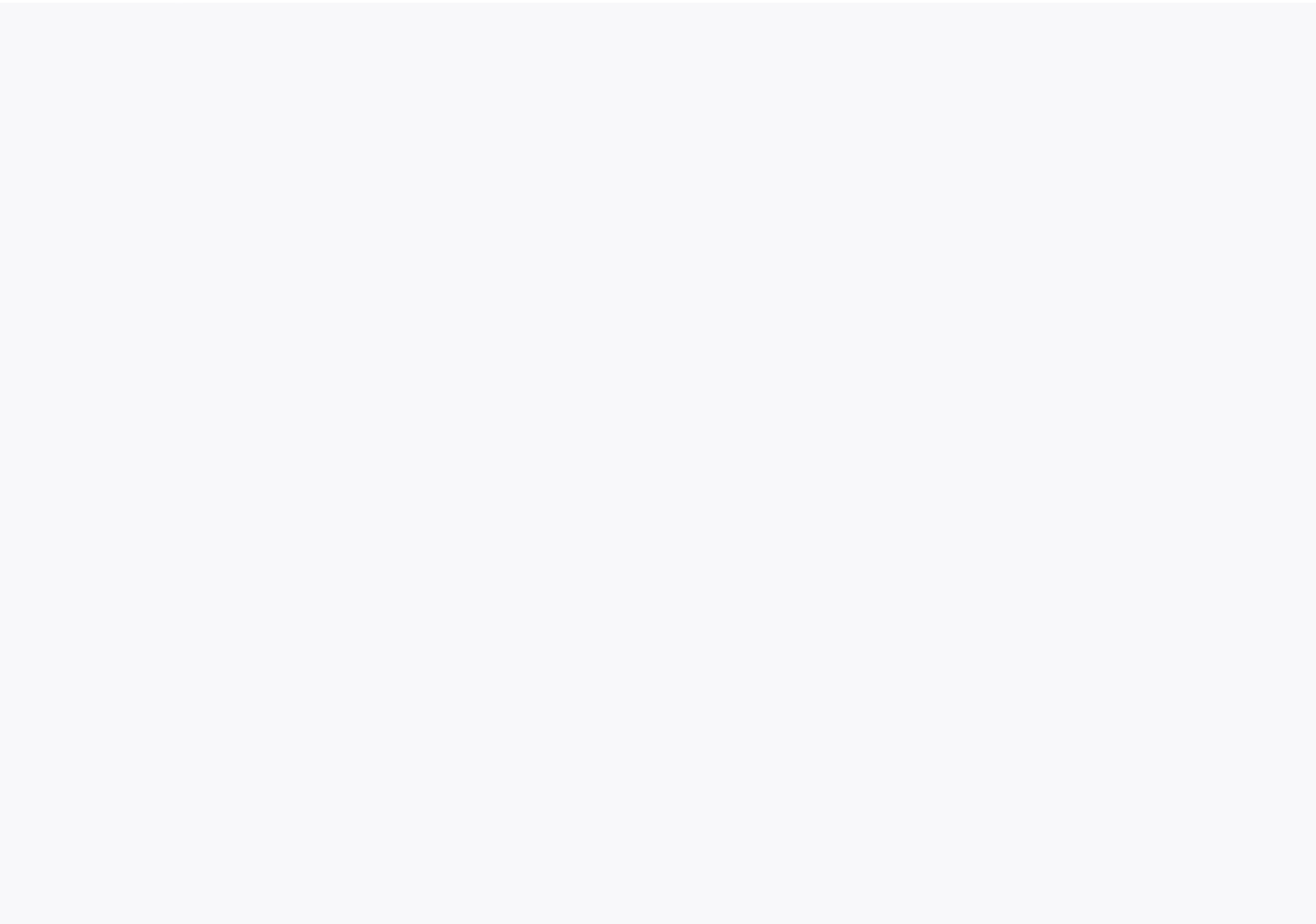
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FRIENDS ATTENDING

None yet





## Cheung Kong Graduate School of Business (New York)

Organizer of CKGSB Knowledge Series GOLD Event: Digital Innovation from China and India

With China set to become the world's largest economy within a decade, it's an imperative for business leaders around the world to develop a sound understanding of the country.

Recognizing this growing need for authoritative knowledge on China, CKGSB has established a representative office in the heart of New York City.

Our New York presence enables American executives to access our faculty's unique insights on business in China. It also facilitates cross-cultural networking opportunities with our distinguished Chinese alumni during their visits to the United States.

Conveniently located inside the Citigroup Center in Midtown Manhattan, CKGSB's New York facility includes a multi-function classroom featuring state-of-the-art equipment and simultaneous translation capabilities.

At this facility, as well as at partner institutions in the United States and South America, CKGSB will conduct innovative executive programs, seminars and events on doing business with China – specifically designed for American audiences.

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