

**AMA-SHETH FOUNDATION DOCTORAL CONSORTIUM
2023
BI Norwegian Business School**

Time	Session/event	Room
17:30-18:30	Registration	BI Main entrance
18:30-19:00	Welcome drink in the Canteen at 7th floor	BI canteen 7th floor
19:00-22:00	Welcome Dinner	BI canteen 7th floor

Time	Session/Event	Room
08:30-09:00	Coffee	Between A and D block
09:00-09:15	Opening of the Conference, Karen Spens and Luk Warlop	C1 020
09:15-10:15	Plenary session: Marketing legendes, Jagdish Sheth, Valary Zeithaml, Donald Lehman and Line Lervik-Olsen (Mod)	C1 020
10:15-11:15	Plenary session: Publishing with Passion, Jeff Inman, John Hulland, Andrea Morales and Anders Gustafsson	C1 020
11:15-11:25	Introduction Small Group Research Session, Nina Veflen	C1 020
11:25-11:45		

