



O.P. Jindal Global University
A Private University Promoting Public Service

Photo-Exhibition & Seminar
Organized by
Center for Consumer Research
Jindal Global Business School



Monday, 29 October 2014, 10:00 am – 1:00 pm
T1, 75 Seater, North Side
O.P. Jindal Global University
Sonapat Narela Road, Sonapat - 131001, Haryana (NCR of Delhi)

**“Tracking Photo-Essay Journeys:
Academic, Research, & Business Perspectives”**

10:00am

Photo-Exhibition Opening at JGU Library

10:30 am :Tea

10:40 am

Assemble at T1 North 75-auditorium

Welcome Address

Dr. Renu Emile, Associate Professor & Vice-Dean, Jindal Global Business School

10:45 am

Moderator

Dr. Renu Emile, Associate Professor & Vice-Dean, Jindal Global Business School

Speakers

11:00 am - 11.15 am

Dr. Stephen Holden, Associate Professor, Marketing, JGBS
Visualizing qualitative research

11:15 am - 11:30 am

Interaction

11:30 am -11:45 am

Kavita Gupta, Director, Saizen Global Insights & Consulting
Importance of visuals in marketing

11:45 am - 12:00 noon

Interaction

12:00 noon - 12:15 pm

Aiyana Gunjan, Brand Specialist and Semiotician
Semiotics : Decoding consumer behavior in the cultural context

12:15 pm - 12:30 pm

Interaction

12:30 pm - 12:45 pm

Gargi Bharadwaj, Ashoka University
Approaching images: Performance and iconology

12:45 pm - 1:00 pm

Interaction

Vote of Thanks

Dr. Renu Emile, Associate Professor & Vice-Dean, Jindal Global Business School

1:00 pm

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