International Conference on Reimagining Marketing with Technology (ICRMT 2023)

Friday, February 10, 2023
Inauguration Program Schedule

Time (IST)	Session
9.00-10.15 AM	Registration for the conference
10.15- 10.20 AM	Inauguration and lightening of the lamp
10.20-10.30 AM	Welcome and Conference Address - ICRMT 2023 **Dr Nitin Upadhyay** (Conference Chair, *IIM Jammu*) **Prof. Andre Bonfrer** (Conference Chair, *Deakin Business School*)
10.30-10.50 AM	Address by Dean Academics IIM Jammu **Prof. Jabir Ali**, *Dean of Academics, IIM Jammu* Address by *Deakin Business School* **Dr. Ali Tamaddoni** *Deakin Business School*
10.50-11.00 AM	Launch of ICRMT 2023 Conference Proceedings & Digital Flip Book
11.00-11.15 AM	Brief Introduction of IIM Jammu **Prof. B.S Sahay**, *Director, IIM Jammu*
11.15-11.30 AM	Brief Introduction of *Deakin Business School* **Prof. Amanda Pyman,** *Dean, Deakin Business School*
11.30-11.45 AM	Guest of Honor Address **Prof. Parikshat Singh Manhas** Jammu University
11.45-12.30 PM	Keynote Address Social Commerce: Moving Beyond Advertising **Prof. Kapil R Tuli** Lee Kong Chian Professor of Marketing Lee Kong Chian School of Business, Singapore Management University
12.30-1.00 PM	Keynote Address **Andy Lark** Martech Mahem & Web 3.0; What Crypto, Metaverses, Blockchain mean for Martech And what it means for Marketers
1.00-1.05 PM	Vote of thanks **Dr. Baljeet Singh**, *IIM Jammu*