Inviting you to the JGBS Research Diaries
in Association with Center for Research in Emerging Economies

CONDUCTING HIGH - QUALITY RESEARCH ON EMERGING MARKETS

SPEAKER **KIRAN PEDADA**
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Dr. Kiran Pedada is the Associate Fellow in Marketing and Inclusive Business and Associate Professor of Marketing at the Asper School of Business at theUniversity of Manitoba. His research is centred on Marketing Strategy, with a focus on digital, emerging, and resource-constrained environments. His research hasbeen published in premier academic journals, including the Journal of Marketing Research, the Journal of the Academy of Marketing Science, and the InternationalJournal of Research in Marketing, as well as in practitioner journals such as California Management Review and Management and Business Review. His researchhas also been featured in Forbes, Fortune, and CNN. He co-authored multiple cases on marketing and digital transformation, available from Harvard BusinessPublishing. He is listed among the top 10 Canadian marketing scholars in the Financial Times (FT) 50 journals in 2025 by the MKTBig15 rankings.

Abstract: Emerging markets and developing economies (EMDEs) account for approximately 60% of the global economy and about 85% of the world's population. However,they depart significantly from theoretical assumptions in developed markets, challenging our conventional wisdom. This talk draws on over a decade of researchspanning international alliances, digital transformation, SMEs, and value delivery in resource-constrained environments to offer a framework for conducting high-quality research in EMDEs.

MODERATOR: PROF. VICTOR SAHA, ASSISTANT PROFESSOR, JINDAL GLOBAL BUSINESS SCHOOL

23 FEB 2026 | **11:30 AM - 12:30 PM**

REGISTRATION LINK https://zoom.us/webinar/register/WN_Ky_gkREQScOd3Yor6F2Z6w
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