Keynote Speakers

Adilson Borges
Dean & Executive Director of Rennes School of Business, France

Adilson is the Dean and Executive Director of Rennes School of Business. He is the former Chief Learning Officer of Carrefour and the former IRC Professor of Marketing at Neoma Business School in France. Adilson holds a PhD in Marketing, and he has more than 25 years experience with executive education, business transformation and innovation, working and teaching in many different countries like the USA, France, Brazil and China, among others. Adilson also serves on the board of the Academy of Marketing Science and the GSV Workforce Insight Board. Adilson's research appears in numerous academic journals like the Journal of Marketing, Journal of Consumer Psychology, Marketing Letters, as well as in books, chapters and case studies.

Sankar Sen
Professor of Marketing at Baruch College, City University of New York, USA

Sen's primary research interest lie at the intersection of sustainability and consumer behavior. In particular, he investigates when, how and why consumers and employees respond to companies' sustainability/ corporate social responsibility endeavors. He has lectured extensively on this topic in academic, company and industry forums in Africa, Asia, Europe and North and South America, and his book, Leveraging Corporate Responsibility: The Stakeholder Route to Maximizing Business and Social Value, was published by Cambridge University Press. Sen is also interested, more generally, in prosocial behaviors, social marketing, and moral perspectives on consumption behavior.

Sen's research has appeared in several top academic and practitioner journals. He has consulted with various companies and his research has been cited in various media outlets. Sen is an associate editor at the Journal of Consumer Psychology, and serves on the editorial boards of Journal of Consumer Research, Journal of Marketing, Journal of Public Policy and Marketing, and Academy of Marketing Science Review.