



हैदराबाद विश्वविद्यालय
University of Hyderabad

Ph.D. Guest Talk Series



Guest speaker

Prof. Blake McShane PhD (Wharton School)

Department Chair and Professor of Marketing,
Kellogg School of Management, Northwestern University, USA.

Faculty profile: https://www.kellogg.northwestern.edu/faculty/directory/mcshane_blake.aspx

Topic: [“Statistical Significance” and Statistical Reporting: Moving Beyond Binary](#)

(Journal of Marketing, FT50, A*)

Date: 8th May 2024 **Time:** 6.30 p.m. (IST) & 8 a.m. (CT)

Google meet link: <https://meet.google.com/raq-efto-gec>

Organized by

School of Management Studies, University of Hyderabad, Hyderabad 500 046



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