



Pamplin College of Business | Department of Marketing 880 West Campus Drive Blacksburg, VA 24061

Vineet Kumar Campus Visit Agenda (September 17-20, 2025)

Associate Professor of Marketing

Yale School of Management

Zoom Link for Meetings:

<https://virginiatech.zoom.us/j/86006171184?pwd=avbLEapp25Uj4cXKZWQxZk9kZmRSE.1>

Zoom Link for Presentation:

<https://virginiatech.zoom.us/j/83833988681?pwd=f2nbAPRBX25uwK5v2Qje5lryhIFk4g.1>

| Date | Time | Event |
|---------------------------------|-------------|---|
| 9/17 Wednesday | 9:22 PM | Arrival at Roanoke Airport (Fairfield Inn Christiansburg Confirmation: 74208904; September 17-20, 2025) |
| 9/18 Thursday | 12:00-1:30 | Lunch with Dr. Shreyans Goenka and Dr. Broderick Turner (TBD; meet at the hotel lobby) |
| | 2:00-2:45 | Meet with Dr. Shilpa Rao (Pamplin 2016B) |
| | 3:00-3:45 | Meet with Dr. Yan Xu (See the Zoom link above) |
| | 4:00-4:45 | HOLD – Work-Life Liaison (This or Friday 9am slot) |
| | 5:00-5:45 | Meet with Dr. Mario Pandelaere (Pamplin 2016B) |
| | 6:00-8:00 | Dinner with Dr. Meng Zhu, Dr. Mario Pandelaere and Dr. Dawei Zhou 622 North (meet in Pamplin 2016; Dr. Zhu's Cell: 412-780-5380) |
| 9/19 Friday | 9:00-9:45 | HOLD (can be converted into a breakfast slot from 8:30-9:30am as needed) |
| | 9:45-10:00 | Prepare for presentation |
| | 10:00-11:30 | Presentation, Pamplin 1060 (See the Zoom link above) First Paper: Generative Interpretable Visual Design: Using Disentanglement for Visual Conjoint Analysis Second Paper: MarketMappingVisual.pdf CV Website |
| | 11:45-1:30 | Lunch with PhD Students, Preston's Restaurant (meet in Pamplin 2016) |
| | 1:30-1:45 | Meet with Whitney Ratcliffe, Pamplin 2016B MKTG Conference Room |
| | 1:45-2:00 | Prepare for meeting with Dean Saonee Sarker (Pamplin 2016B) |
| | 2:00-2:30 | Meet with Dean Saonee Sarker (Pamplin 1030; Dean's Suite) |
| | 2:30-3:15 | Meet with Dr. Jian Ni (Pamplin 2016B) |
| | 3:30-4:15 | Meet with Dr. Frank May (Pamplin 2016B) |
| | 4:15-5:00 | Meet with Dr. Lecheng (Pamplin 2016B) |
| | 5:00-5:45 | Meet with Dr. Boya Xu (Pamplin 2016B) |
| | 6:00-8:00 | Dinner with Dr. Jian Ni and Dr. Boya Xu (TBD; meet in Pamplin 2016) |
| 9/20 Saturday | 9:00-10:00 | Breakfast with Associate Dean Rajesh Bagchi (meet at the hotel lobby) |
| | 10:00 AM | Drive to DC to meet with Dr. Dipankar Chakravarti and Dr. Shane Wang |
| | 7:00 PM | Departure from Reagan Airport (DCA) |