### Conference Program

**Thursday, April 5**

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<tr>
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<tr>
<td>8:45</td>
<td>Welcome and coffee</td>
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| 9:00-10:30 | Dr. Shikaripur Sridhar, Professor of Linguistics, Distinguished Service Professor, Director, Center for India Studies, State University of New York at Stony Brook  
*Title: Seeking Intelligibility: India and America*  
Chair and Respondent: Hans Hock, Professor of Linguistics, University of Illinois at Urbana-Champaign |
| **10:45-12:15** | **Multinational Corporations**                                             |
| Chair: Madhu Viswanathan, Professor of Business Administration, University of Illinois at Urbana-Champaign  
Madhu Viswanathan, Professor of Business Administration, University of Illinois at Urbana-Champaign  
*India- From Subsistence Marketplaces to Emerging Markets*  
Amanda Ciafone, Assistant Professor of International Studies, Macalester College  
*Indianize* or *Quit India*: Dependency Critiques and Nationalist Challenges to Coca-Cola in Post-Colonial India  
Sophie Mattheus, Doctoral Candidate, Technical University of Dresden Germany  
*The Impact of an American Company in India on the Life, Social Role and Self-Perception of Its Female Employees* |
| 12:15-12:45 | Lunch                                                                    |
| **12:45-2:00** | **Religion & Culture**                                                 |
| Chair and Respondent: Rajeshwari Pandharipande, Professor of Linguistics, Religious Studies, Sanskrit, and Comparative Literature  
Mithilesh Mishra, Lecturer, Department of Linguistics, University of Illinois at Urbana-Champaign  
*Presence of America in Religious Circles of India*  
Prakash Oraon, Ex-Director, Central Tribal Research Institute, Ranchi, Jharkhand, India  
*Influence and Impact of America on the Tribal population of Jharkhand* |
| **2:00-3:15** | **Girish Nath Jha**, Associate Professor, Computational Linguistics, Special Center for Sanskrit Studies, J.N.U., New Delhi, India  
*Title: Science and Technology initiatives for Indian Languages: Impacting India through US and indigenous expertise*  
Respondent: Marina Terkourafi, Professor of Linguistics, University of Illinois at Urbana-Champaign |
| 3:15-3:30 | Tea Break                                                               |
| **3:30-5:00** | **Closing Roundtable and planning meeting**                             |

**Friday, April 6**

**Saturday, April 7**

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“America Calling: Representations of the United States in Indian English-training Institutes”
Aimee Carrillo Rowe, Associate Professor of Communication Studies, California State University Northridge

“I Used to Call Myself ‘Elvis’”: Passing Through Sound in Indian Call Centers”
Anustup Basu, Associate Professor, English Department, University of Illinois at Urbana-Champaign

Title: “Currying Hollywood: Bombay Film and Adaptations of American Popular Cinema”

6:00-7:30 Dinner (for all pre-registered participants)
7:30-8:30 Entertainment (Free and Open to the public)

Friday, April 6
8:15 Welcome and coffee
8:30-9:45 Dr. Tej K. Bhatia, Professor of Linguistics, Syracuse University
Title: America in Indian Advertising: Changes and Challenges
Chair and Respondent: Rakesh Bhatt, Professor of Linguistics, University of Illinois at Urbana-Champaign

9:45-11:15 Media/Visual Culture
Chair and Respondent: Edward Bruner, Professor Emeritus, Department of Anthropology, University of Iowa
Corey Creekmur, Associate Professor, Department of English, University of Iowa
Title: “Leaving and Returning Home: Shah Rukh Khan in India and America”
Sukanya Gupta, Assistant Professor, University of Southern Indiana
“Constructing the “Miss New India” in a Virtual America”
Santhosh Chandrashekhar, Doctoral Student, Department of Communication & Journalism, University of New Mexico
“America,” “India,” and Everything In-Between: My Name is Khan and the Politics of Citizenship”

11:15-11:25 Tea Break

11:25- 12:25 Prof. Udaya Narayana Singh, Pro-Vice-Chancellor, Visva-Biharati, West Bengal, India
Title: America in the psyche of Bangla authors: From Tagore to Today
Chair: Rajeshwari Pandharipande, Professor of Linguistics, Religious Studies, Sanskrit, and Comparative Literature

12:25-12:55 Narendra Ahuja (via Skype) – Donald Biggar Willett Professor, Electrical & Computer Engineering, University of Illinois at Urbana-Champaign
Title: Information Technology Research Academy: An Example of UIUC-India Collaboration in Advanced Education
Chair and Respondent: Laxmikant Kale, Professor of Computer Science, University of Illinois at Urbana-Champaign

12:55-1:30 Lunch

1:30-2:30 Security Panel
Chair: Virginia Dominguez, Gutgsell Endowed Professor, Department of Anthropology, University of Illinois at Urbana-Champaign
Bharath Gopalaswamy, Associate Director of the Program in Arms Control Disarmament, and International Security, University of Illinois at Urbana-Champaign
Title: “Indo-US cooperation in Space: Aiming Higher”
Rajmohan Gandhi, Research Professor, Center for South Asian and Middle Eastern Studies, University of Illinois at Urbana-Champaign
“Impacting Each Other: Reflections on the US-India Relationship”

2:30-3:30 Literature
Chair and Respondent: Umeeta Sadarangani, Professor of English, Parkland College
Padmini Mongia, Professor of English, Franklin & Marshall College
“Speaking American: Popular Indian Fiction in English”
Liam O’Loughlin, PhD student in English, Department of English, University of Pittsburgh “Indra Sinha’s Animal’s People and the “NGO Narrative””
Rajyashree Kuhushu-Lahiri, Department of Humanities & Social Sciences, Indian Institute of Technology
“Performing India in America through Pragma-Cultural Markers”

3:30-5:45 Dr. David Carrier, Independent Scholar
Title: “The Place of Indian Art within a World Art History”
Respondent: Pradeep Dhillon, Associate Professor of Education Policy Studies, University of Illinois at Urbana-Champaign

5:45-6:00 End of day remarks

We encourage conference participants to attend the related and recommended event below that is being offered through the India Studies Lecture.

7:00pm India Studies Lecture- “Backwards into the Future: Reflections on Conservation in India”
Rahul Mehrotra
Professor of Urban Design and Planning and Chair of the Department of Urban Planning and Design, Harvard University
Plym Auditorium, Temple Buell Hall, 611 Loredo Taft Drive, Champaign,
Sponsored by the India Studies Fund of the Center for South Asian & Middle Eastern Studies, Department of Landscape Architecture, and others