

# Indian Institute of Technology Kanpur

Kanpur 208 016 Uttar Pradesh (India)

**Academic Section**

## Student Awards and Honours

<b>Student's Name:</b> Mr. Aman Pathak
<b>Programme and Department:</b> PhD/DOMS
<b>Thesis Supervisor/Mentor:</b> Prof. Veena Bansal
<b>Award/Honour:</b> Best Paper Award
<b>Host Organization:</b> Mudra Institute of Communications, Ahmedabad
<b>Brief Description of the Award/Honour</b> Mr. Aman Pathak has won Best paper award (for doctoral students) by the Journal of Global Marketing at International Communication Management Conference, held at MICA, Ahmedabad, 7-9 January, 2025 for his paper "Generative AI and Insurance: Critical Determinants for Adoption Intention" coauthored with Dr. Veena Bansal.

Date: Jan 20, 2025