

AMA-Sheth Doctoral Consortium 2024

Workshop Description

Life as an Academic: Collaborating with Industry

Session Co-Chairs

- Michael Ahearne, University of Houston
- Thomas Rudolph, University of St. Gallen

Panelists/Discussants

- Johannes Habel, University of Houston
- Barbara Kahn, University of Pennsylvania
- PK Kannan, University of Maryland
- Anne Roggeveen, Babson College

Purpose

The workshop "Life as an Academic: Collaborating with Industry" is designed to empower academics with the critical knowledge and skills required to establish successful partnerships with industry. In the contemporary landscape of academic research, especially within the marketing field, the significance of collaborating with industry has become paramount. This collaboration is increasingly crucial for publishing in top-tier academic journals, as academics need access to high-quality data that often necessitates industry cooperation. The workshop will delve into the essential question of why academic-industry collaboration is not only beneficial but imperative, highlighting motivations that span from enhancing research impact to driving innovation forward. Through an engaging and interactive session, participants will gain insights from seasoned academics on how to foster productive collaborations between industry and academia effectively. The workshop will present numerous best practice examples, illustrating the mutual benefits that can be achieved for both parties involved. This session stands as an indispensable resource for researchers and scholars who aim to unlock the full potential of academic-industry partnerships, thereby catalyzing transformative research outcomes and setting a new standard for excellence in academic pursuits.

Session Format

1. Introduction (5 minutes):
 - Overview of workshop objectives and panelist introductions.
2. Short Faculty Statements (20 minutes total):
 - Panelists provide 3-minute statements:
 - Motivation for academic-industry collaboration.
 - Two recipes for successful collaboration.
3. Summary and Discussion (45 minutes):
 - Recap key points from panelist statements.
 - Audience Q&A and discussion.
4. Conclusion (10 minutes):
 - Final remarks and networking invitation.
5. Networking (10 minutes)

Life as an Academic: Thriving and Finding Your Community

Session Co-Chairs

Mark Houston

Clay Voorhees

Panelists/Discussants

Michael Brady, Colleen Harmeling, Monika Lisjak, and Jenny van Doorn

Purpose

This session focuses on two often overlooked cornerstones of life as a new faculty member: (1) performing service and (2) truly finding balance. Students who are interested in learning more about service expectations and, more broadly, life expectations as you move through the early phases of your career should attend. Panelists will introduce frameworks for evaluating service and career opportunities and dive deep into personal strategies for thriving as a marketing academic. We invite all students to bring the questions they have been afraid to ask about life as a marketing professor.

Session Format

This 90-minute session will open with panelists providing a brief review of service expectations and opportunities for new faculty members and then transition into a discussion on how they find balance and wake up excited to tackle another day as marketing academics. Below, we provide a brief outline of the session.

1. Faculty Introductions
2. Life as Marketing Faculty
 - a. We will briefly review the central elements of one's professional life as a marketing faculty member and highlight how service fits into the mix.
3. What is this Thing They Call Service?
 - a. Then, we will introduce a matrix of internal and external service opportunities that junior faculty are often faced with and highlight the costs and benefits of each.
4. Truly Finding Balance – You Only Have One Life
 - a. Each panelist will provide a brief 3-5 minute overview of their approach to finding balance professionally and personally.
5. Questions and Answers
 - a. Students will be encouraged to ask questions throughout, but we will leave dedicated time for questions at the end as well and hope for the conversation to spill into the hallways!

Life as an Academic: Help! I'll be teaching next year! How should I go about it?

Session Co-Chairs:

Ajay Kohli, Erik Mooi

Panelists/Discussants:

Andrew Petersen

Alina Sorescu

Purpose

Many PhD students are ill-prepared for the “big day” when they will start teaching on their first job. Moreover, learning to teach is a lifelong pursuit. The main goal of the session is to help prepare PhD students get ready for that challenge. We will share our ideas, experiences, and suggestions around four themes: “Negotiating” what and when you will teach; designing the course and course materials; engaging students in in-person, online, and hybrid formats; and tips on things to do and to avoid. This session is aimed at PhD students, but everyone is welcome to attend.

Session Format

The session will be 90 minutes long and will be organized as follows:

A short introductory talk by one of the four faculty members on one of the themes, followed by a discussion and Q&A. Discussion and Q&A will be prioritized during the segment and may include all four panelists. A similar format will be followed by the remaining three faculty members.

The following faculty members will lead the themes indicated:

1. Erik Mooi: "Negotiating" what and when you will teach.
2. Alina Sorescu: Designing the course and course materials.
3. Andrew Petersen: Engaging students in in-person, online, and hybrid formats
4. Ajay Kohli: Tips on things to do and avoid.

The session will close with an open Q&A.

Students are encouraged to come to the session with questions they have about teaching, things they are nervous about, issues they are wrestling with, and more.

New Areas for Substantive Strategy Research

Identifying high potential topics and spaces for future marketing strategy research

Session Co-Chairs

Neil Morgan (Wisconsin)

K. Sudhir (Yale)

Panelists/Discussants

Don Lehmann (Columbia)

Stefan Stremersch (Erasmus)

Raji Srinivasan (Texas)

Sundar Bharadwaj (Georgia)

Alina Sorescu (Texas A&M)

Lopo Rego (Indiana)

Shuba Srinivasan (Boston U)

Purpose

One key to doing important work in marketing strategy is figuring out unanswered questions that matter to business leaders and policymakers. We will have three teams of leading scholars identifying such emerging or required high potential “hot topic” areas in need of research attention. Each team will use a different lens, viewing the needed research areas through either a technology, a finance, or a practice lens. Any fellows involved or interested in addressing strategic marketing problems should find this a useful session for identifying new substantive areas for high-potential research.

Session Format

This is a 90 minute session that will comprise three presentations: a technology-lens one, a finance lens one and a practice lens one each followed by a Q&A section with a general discussion and Q&A to follow.

The Future of Technology and AI in Marketing

Session Chair: Dhruv Grewal, Babson College

Panelists:

Dhruv Grewal, Babson College

Praveen K. Kopalle, Dartmouth College

Venkatesh Shankar, Southern Methodist University

Stijn van Osselaer, Cornell

Anne L. Roggeveen, Babson College

Purpose:

The objective of the session is to provide fellows an understanding of how technology and AI is influencing marketing. Technology and artificial intelligence (AI) will continue to evolve over the next several decades. Therefore, marketers, public policy makers, firms, researchers, and individual consumers must recognize and understand the benefits that technology and AI offers, as well as the perils it presents, both now and in the future.

Session Format

Dhruv Grewal will highlight the importance of Technology and AI influencing/addressing a variety of marketing and societal grand challenges.

Praveen K. Kopalle will highlight the challenge with Generative Artificial Intelligence (GenAI) as it relates to the “hallucination” problem, wherein the generated content is factually incorrect.

Venkatesh Shankar will highlight latest developments in Gen AI (LLMs), NLP, Multimodal models, as well as marketing challenges and opportunities in this domain.

Stijn van Osselaer will focus on behavioral issues with AI, such consumer acceptance of AI vs. human content, consumer responses to being accepted or rejected by AI, and human appreciation vs. algorithm aversion.

Anne L. Roggeveen will focus on retail technologies and will connect them to the various stages of the customer journey.

A 5-minute introduction followed by each panelist presenting for about 10 minutes. Then we will have 30 minutes for Q&A.

Approaching Research through the Lens of Sustainable Development and Individual, Societal, and Environmental Well-Being.

Session Co-Chairs:

Maura Scott

Neeraj Bharadwaj

Purpose: Our goal is to provide an interactive session that can help students consider their research as a path to helping scholarly researchers, policy agencies, and organizations better serve individuals, society, and the environment. This session is an excellent fit for students regardless of domain (e.g., consumer behavior, consumer culture theory, services, strategy, modelling, and others).

Session Interactive Format:

10 minutes	Setting the Stage for the Session and Introducing the Faculty Mentors (Maura Scott and Neeraj Bharadwaj)
45 minutes	Faculty-Students Small Group Discussions. Each Faculty Mentor will sit at a table with approximately 5 Doctoral Students. Students will select the corresponding table based on their interest in a given topic. (see topics listed below). <ul style="list-style-type: none">• 25 minutes. Each student will have 4 – 5 minutes. During this time, each student will give a 1 - 2 minute elevator pitch on their SDG/well-being related research interest, share one aspect they are passionate about as it relates to the topic, and one major barrier/concern.• 20 minutes. Faculty and students will discuss the focal topic.
20 minutes	Sharing with the Larger Group Maura Scott and Neeraj Bharadwaj will facilitate sharing out to the group.

Faculty Discussion Tables:

Getting Started. How do I get started with shaping my research pipeline to make a positive impact on the greater good?	Karen Winterich
Secondary Data. How can I obtain and work with secondary data in order to inform sustainable development and stakeholder well-being?	Anatoli Colicev Neeraj Bharadwaj
Balanced Value Relevance. How can I conduct research that balances the needs of shareholders as well as primary and secondary stakeholders? The (financial) value relevance of sustainability and societally good business research.	Anders Gustafsson
Working with Organizations and In the Field. How can I effectively work with an organization (or a set of organizations) to conduct a field study that generates insight into consumer and societal well-being?	Rajesh Chandy
Heightening Impact. How can I conduct research that can have greater impact by meaningfully informing policy makers, managers, and other key stakeholders.	Rebecca Hamilton Rebecca Reczek
Measuring Societal Outcomes. How can I go beyond traditional consumer and business metrics to incorporate societal outcomes in my research?	Ko de Ruyter
Food and Food Well-Being. What are the emerging opportunities and challenges relating to food research?	Lauren Block or Maura Scott
Consumer Financial Decision Making. What are the emerging opportunities and challenges relating to financial decision-making research?	Martin Mende Maura Scott
Diversity, Equity, and Inclusion. What are the emerging opportunities and challenges relating to DEI in the current climate?	Adriana Samper

Navigating endogeneity: How to get your field data published

Session Co-Chairs

Dennis Herhausen

Florian Dost

Panelists/Discussants

Dominik Papies

Peter Ebbes

Purpose

The growing availability of data from social media and online sources makes it crucial to have a sound identification strategy for the effects of interest. The purpose of this interactive workshop is inform both quantitative and consumer behavior researchers on how to navigate endogeneity in non-experimental data. Given widespread endogeneity misconceptions, we provide a nontechnical review and recommendations of how to navigate endogeneity in publication process. First, we detail the six sources of endogeneity and how to identify their existence. Second, we highlight commonly used remedies for different sources of endogeneity, along with their requirements, assumptions, and limitations. Third, we provide an outlook into new and promising approaches that emerge to overcome limitations of existing approaches. We conclude with an interactive discussion on HOW TO and HOW NOT TO address endogeneity in marketing research.

Session Format

1. Introduction to the Workshop
2. The six sources of endogeneity
3. Remedies for different sources of endogeneity
4. New and emerging approaches to address endogeneity
5. Interactive panel discussion: HOW TO and HOW NOT TO address endogeneity

Better Marketing for a Better World

Session Co-Chairs

Christine Moorman

Rajesh Chandy

Panelists/Discussants

Linda Price

Pradeep Chintagunta

Maura Scott

Purpose

Marketing has the power to improve lives, sustain livelihoods, strengthen societies, and benefit the world at large. At the same time, marketing can have a dark side—it has the power to hurt consumers, employees, communities, markets, institutions, and the environment that surrounds us. This session features insights from leading scholars on doing research on Better Marketing for a Better World (bmbw.org).

Session Format

90 minutes

Leading scholars will discuss, in an interactive way:

- Motivations: What they find exciting about doing research on Better Marketing for a Better World
- Challenges and solutions: Some of the challenges they have faced in doing such research, and what they did to overcome these challenges.
- Tips and idea: Suggestions on how the next generation of marketing scholars can pursue research on Better World topics.

(Automated) text analysis: Insights from unstructured data

Session Co-Chairs

- Borah Abhishek
- Stephan Ludwig

Panelists/Discussants

- Ashlee Humphreys
- Detelina Marinova
- Shane Wang

Purpose

We will explore unstructured data analysis: Latest insights, approaches, and tools, followed by a Q&A. Shane will demonstrate using machine learning and NLP to link product attributes with benefits for sentiment analysis and product comparisons. Detelina will explore analyzing text and speech to enhance sales and service insights. Ashlee will discuss the use of text analysis for topics in consumer behavior and marketing strategy. Stephan will show how to use LLMs to analyze customer reviews for marketing insights. Borah will show how language analysis can be impactful for business success using insights from his book.

Session Format

- Introduction to the workshop session (5 minutes)
- Presentations by co-chairs and panel members (50 minutes)
- Q&A session (35 minutes)

Outside the Lines: Creativity, Courage and Caution in Pathbreaking Research

Session Co-Chairs

Cait Lamberton
Lauren Grewal

Panelists/Discussants

Gidi Nave
Adriana Samper
Martin Schreier
Francesca Valsesia
Reto Hofstetter

Purpose

Often, junior scholars are advised to stick with incremental contributions – to rely on established methods, focus on classic marketing questions, and work on well-defined phenomena. However, coloring inside established lines may undermine our opportunity to create exactly the kind of creative, rigorous and relevant contribution that we both want to and are encouraged to offer. In this session, we'll hear from people who are using groundbreaking methods, tackling contemporary topics, and taking on new phenomena in their work, or who have edited journals that have made it a goal to foster this type of research. We'll ask about the reasons to engage creatively and with courage. We'll also, though, ask panelists to share some advice about where caution is warranted, and how they can best navigate the practical challenges that can exist. Hopefully, we'll walk out not only inspired and hopeful, but better-equipped to find boundaries worth pushing and to push them in ways that make a real contribution.

Session Format

Each faculty member will introduce themselves and provide a 5-minute overview of the risks/challenges they've taken on in their work. We'll then have a lively moderated discussion including questions like "3 reasons to take on challenging topics," "What I wish I knew before I took *that* on," "Issues that creative work faces in the review process," and "How do we know if something is so far back off the beaten path that we're going to end up lost?" We will particularly encourage Fellows to bring specific research questions, methods and topics that, at present, they think might be too atypical or risky to explore. Time permitting, the panel will turn their brainpower toward discussion and analysis of these topics, helping us to understand the ways in which they would assess and approach.

Retailing and customer experience management

Session Co-Chairs

Katrijn Gielens

Panelists/Discussants

Martine Mende, Colleen Harmeling, Els Breugelmans, Shankar Ganesan

Purpose

Amidst the havoc wrought by disruption in retailing, today's global dynamics add another layer of complexity, disrupting forward planning. The aftermath of the Covid-19 pandemic, coupled with political uncertainty, has fueled double-digit inflation, labor scarcities, and ongoing supply chain disruptions. These challenges are compounded by the visible signs of climate change, intensifying pressures on retailers and brands. In this landscape of price pressures, labor shortages, and sustainability urgencies, a new level of uncertainty emerges, reshaping the traditional retail playbook. Against this backdrop, we're prompted to question: Does the typical retail playbook still hold relevance? To what extent are retailers impacted by shifts in the macro-environment, and conversely, how does retail influence macro-economic trends?

Session Format

Join us for an immersive brainstorming session where we dissect these pressing questions, exploring the uncharted territories that traditional approaches overlook.

Frontiers in qualitative research

Session Co-Chairs

Fleura Bardhi, Professor of Marketing at Bayes Business School (formally Cass), City, University of London

Panelists/Discussants

- Giana Eckhardt, Professor of Marketing, Kings College, London, UK.
- Markus Giesler, Professor of Marketing, Schulich School of Business, York University, Toronto, Canada.
- Linda Price, Dick and Maggie Scarlett Chair of Business Administration, Professor of Marketing University of Wyoming, USA.

Purpose

Qualitative research in marketing has made important theoretical, conceptual and substantive contributions to our discipline. This session highlights the recent developments in theory development and qualitative method not only for young scholars who follow a Consumer Culture Theory (CCT) approach but also those who may consider incorporating qualitative methods as part of multimethod studies

Session Format

The panelists have extensive experience not only as qualitative and sociological scholars but also as gatekeepers in the field. Each of them will share their experience and techniques on generating theoretical and conceptual contributions via qualitative studies and as well as the recent developments and challenges in the field.