

# AMA Sheth Doctoral Consortium Programme 2024

Tuesday 11 June	
2:00pm	Registration
6:00 - 9:00pm	Opening reception: Welcome speeches, finger food & drinks, networking

Wednesday 12 June			
7:00 - 8.30am	Breakfast (hotel)		
8:30 - 10:0am	Opening plenary: Learning from legends		
10:00 - 10:30am	Refreshment & networking break		
10:30 - 12:00pm	Life as an Academic: Collaborating with Industry	Better Marketing for a Better World	(Automated) text analysis: Insights from unstructured data
12:00 - 1:00pm	Networking lunch		
1:00- 2:15pm	Small group research sessions		
2:15 - 2:30pm	Refreshments		
2:30 - 4:00pm	Life as an Academic: Thriving and Finding Your Community	Approaching Research through the Lens of Sustainable Development and Individual, Societal, and Environmental Well- Being	New Areas for Substantive Strategy Research
4:00 - 6:00pm	Afternoon social activities		
7:00 - 10:00pm	Reception & Dinner		

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Thursday 13 June			
7:00 - 8.30am	Breakfast (hotel)		
8:30 - 10.00am	Outside the Lines: Creativity, Courage and Caution in Pathbreaking Research	Life as an Academic: Help! I'll be teaching next year! How should I go about it?	Retailing and customer experience management
10:00 - 10:30am	Refreshment & networking break		
10:30 - 12:00pm	Small group research sessions		
12:00 - 2:00pm	Networking lunch & museum visit		
2:00 - 3:30pm	The Future of Technology and AI in Marketing	Navigating endogeneity: How to get your field data published	Frontiers in qualitative research
3:30 - 4:00pm	Refreshment & networking break		
4:00 - 6:00pm	Afternoon social activities		
6:00 - 11:00pm	Tour, Reception & Gala dinner		

Friday 14 June	
7:00 - 9.00am	Breakfast (hotel)
9:00 - 10:30am	Networking session: Meet the editors & how to publish in leading journals
10:30 - 11:00am	Refreshment & networking break
11:00 - 12:00pm	Concluding plenary session / official closure of event
12:00 - 2:00pm	Boxed lunch, networking
Open-end	Optional touristic events (e.g., museum visits...) + Manchester retail experience