

AMA Sheth Doctoral Consortium Programme 2024

Tue 11 June	Venue	Activity
2:00pm (onward)	AMBS reception	Registration
6:00 - 9:00pm	Manchester Museum	Opening reception: Welcome speeches, finger food & drinks, networking. Dress code: Business Casual

Wed 12 June	Venue	Activity		
7:00 - 8.30am	Hotel	Breakfast		
8:30 - 10:0am	Room G.003	Opening plenary: Learning from legends		
10:00 - 10:30am	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Refreshment & networking break		
10:30 - 12:00pm		Life as an Academic: Collaborating with Industry Room: 3.009	Better Marketing for a Better World Room: 3.006	(Automated) text analysis: Insights from unstructured data Room: 3.013
12:00 - 1:00pm	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Networking lunch		
1:00- 2:15pm	TBC	Small group research sessions		
2:15 - 2:30pm	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Refreshments		
2:30 - 4:00pm		Life as an Academic: Thriving and Finding Your Community Room: 3.009	Approaching Research through the Lens of Sustainable Development and Individual, Societal, and Environmental Well-Being Room: 3.006	New Areas for Substantive Strategy Research Room: 3.013
4:00 - 6:00pm	Multiple venues	Afternoon social activities: Please see website for details		
7:00 - 10:00pm	Manchester United Football Stadium (Old Trafford)	Reception & Dinner Dress code: Smart Casual		

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Thu 13 June	Venue	Activity		
7:00 - 8.30am	Hotel	Breakfast		
8:30 - 10.00am		Outside the Lines: Creativity, Courage and Caution in Pathbreaking Research Room: 3.009	Life as an Academic: Help! I'll be teaching next year! How should I go about it? Room: 3.006	Retailing and customer experience management Room: 3.013
10:00 - 10:30am	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Refreshment & networking break		
10:30 - 12:00pm	TBC	Small group research sessions		
12:00 - 2:00pm	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Networking lunch & museum visit		
2:00 - 3:30pm		The Future of Technology and AI in Marketing Room: 3.009	Navigating endogeneity: How to get your field data published Room: 3.006	Frontiers in qualitative research Room: 3.013
3:30 - 4:00pm	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Refreshment & networking break		
4:00 - 6:00pm	Multiple venues	Afternoon social activities: Please see website for details		
7:00 - 11:00pm	TBC	Reception & Gala dinner Dress code: Smart Casual		

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Fri 14 June	Venue	Activity
7:00 - 9.00am	Hotel	Breakfast
9:00 - 10:30am	Room G.003	Networking session: Meet the editors & how to publish in leading journals
10:30 - 11:00am	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Refreshment & networking break
11:00 - 12:00pm	Room G.003	Concluding plenary session / official closure of event
12:00 - 2:00pm	Hive Space (3rd Floor) and Hive Café (2nd Floor)	Lunch, networking
Open-end		Optional touristic events (e.g., museum visits...) + Manchester retail experience

Note: All rooms mentioned in the program are in the Alliance Manchester Business School building