

3rd Annual Schumann-SCP Doctoral Consortium Program
Thursday, February 24, 2011

- 7:00 -8:00 Registration
- 8:00 – 9:00 Breakfast – Location: Atrium Terrace A
8:00 - 8:15 Welcome from Vicki Morwitz, NYU Stern, SCP President Elect
8:15 – 9:00 Getting to Know You Activity with Faculty
- Maura Scott, University of Kentucky
 - Tina Lowrey, University of Texas at San Antonio
- 9:00 – 9:45 Session 1: Consumer Behavior Research Perspectives II – Developing Programmatic Research – Room: Pine
- Lisa Bolton, Pennsylvania State University
 - Gergana Nenkov, Boston College
- 9:45 - 10:00 Break - Atrium Terrace A
- 10:00 – 10:45 Session 2: Consumer Behavior Research Perspectives II – Room: Pine
- Rebecca Hamilton, University of Maryland
 - John Lastovicka, Arizona State University
- 10:45 – 11:15 Session 3: Transformative Consumer Research Early in Your Career – Room: Pine
- Ron Hill, Villanova University
- 11:15 – 12:15 Session 4: Perspectives from Our Leading Journals – Room: Pine
- Journal of Consumer Psychology – L. J. Shrum, University of Texas, San Antonio
 - Journal of Consumer Research - Laura A. Peracchio, U. of Wisconsin, Milwaukee
 - Journal of Marketing – Ajay Kohli, Georgia Tech
 - Journal of Marketing Research – Ravi Dhar, Yale University (tentative)
 - Journal of Public Policy & Marketing – Ron Hill, Villanova University
 - Journal of Service Research – Kay Lemon, Boston College
- 12:15 – 1:15 Lunch - Atrium Terrace A
- 1:15 – 2:45 Session 5: Research Speed Dating: Students Exchange Ideas with Faculty
Room: Maple A, B & C
- Maura Scott, U. of Kentucky and Tina Lowrey, U. of Texas at San Antonio
 - *Very Special Thanks:* Jennifer Argo (U. of Alberta), Jennifer Escalas (Vanderbilt), David Gal (Northwestern), Gerald Häubl (U. of Alberta), Meg Meloy (Penn State U.), Mario Pandelaere (Ghent U.), and Derek Rucker (Northwestern)
- 2:45 – 3:00 Break – Atrium Terrace A
- 3:00 – 4:15 Session 6: Career Management I: Job Market and Transitioning into an Assistant Professor Position – Room: Pine
- June Cotte, University of Western Ontario
 - Rajesh Bagchi, Virginia Tech
- 4:15 – 5:15 Session 7: Career Management II – Room: Pine
- Andrea Morales, Arizona State University
 - Barbara Kahn, University of Pennsylvania

**The doctoral consortium is underwritten by a gift from David and Jane Schumann.*

Doctoral Student Preparation Suggestions:

Perspectives from Our Leading Journals Session

The format for this session will be a 1 – 2 minute introduction of each journal, and then the floor will be opened for questions from the student participants. Therefore, please come prepared with your questions for the journal editors and representatives:

Question 1: _____

Question 2: _____

Question 3: _____

Research Speed Dating:

This session is a chance for students to float their ideas past faculty members and get reactions to them. Therefore, please prepare a 1-2 minute concise description of a research idea you want to share, (i.e., your elevator talk). The faculty will try to provide you with feedback.