

2nd Annual Schumann-SCP Doctoral Consortium* Schedule

Tradewinds Hotel, St. Pete Beach, Florida

Thursday, February 25th

7:30 – 8:15	Breakfast
8:15 – 8:30	Opening Remarks and Welcome
8:30 – 9:30	Session 1: Consumer Behavior Research Perspectives: <i>Decision Making</i>
	Faculty: Kurt Carlson, Georgetown University Naomi Mandel, Arizona State University Rob Tanner, University of Wisconsin
9:30 – 9:45	Break
9:45 – 10:45	Session 2: Consumer Behavior Research Perspectives: <i>Emotions</i>
	Faculty: Aparna Labroo, University of Chicago Michel Pham, Columbia University Raj Raghunathan, University of Texas, Austin
10:45 – 11:00	Break
11:00 – 12:15	Session 3: <i>Meet the Editors and the Publishing Process</i>
	Editors: Gary Frazier, <i>Journal of Marketing</i> Ann McGill, <i>Journal of Consumer Research</i> Robert Meyer, <i>Journal of Marketing Research</i> C.W. Park, <i>Journal of Consumer Psychology</i>
12:15 – 1:15	Lunch
1:15 – 2:15	Session 4: Consumer Behavior Research Perspectives: <i>Public Policy Issues</i>
	Faculty: June Cotte, University of Western Ontario Darren Dahl, University of British Columbia Geeta Menon, University of Pennsylvania
2:15 – 2:30	Break
2:30 – 3:30	<i>Speed Research Dating**</i>
3:30 – 3:45	Break
3:45 – 5:00	Session 5: <i>Career Management</i>
	Faculty: Selin Atalay, HEC Paris: “The Job Market” Dawn Iacobucci, Vanderbilt University : “Service to the Field” Barbara Kahn, University of Miami: “A Dean’s Perspective” Americus Reed, University of Pennsylvania: “Teaching”

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

***Speed Research Dating*: A chance for the students to float their ideas past faculty members and get reactions to them. Students, please prepare a 1-2 minute concise description of a research idea you want to share. The faculty will try to provide you with feedback.