

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

- 8:00 – 9:00 Breakfast
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: Developing Programmatic Research
- Lisa Bolton, Pennsylvania State University
 - Gergana Nenkov, Boston College
- 9:45 - 10:00 Break
- 10:00 – 10:45 Session 2: Consumer Behavior Research Perspectives II
- Rebecca Hamilton, University of Maryland
 - John Lastovicka, Arizona State University
- 10:45 – 11:15 Session 3: Transformative Consumer Research Early in Your Career
- Ron Hill, Villanova University
- 11:15 – 12:15 Session 4: Perspectives from Our Leading Journals
- Journal of Consumer Psychology – L. J. Shrum, University of Texas, San Antonio
 - Journal of Consumer Research - Laura A. Peracchio, Univ. of Wisconsin, Milwaukee
 - Journal of Marketing – Gary Frazier, University of Southern California
 - Journal of Marketing Research – Ravi Dhar, Yale University (tentative)
 - Journal of Public Policy & Marketing – Ron Hill, Villanova University
 - Journal of Services Research – Kay Lemon, Boston College
- 12:15 – 1:15 Lunch
- 1:15 – 2:45 Session 5: Speed Research Dating: Students Exchange Ideas with Faculty**
- Maura Scott, University of Kentucky
 - Tina Lowrey, University of Texas at San Antonio
- 2:45 – 3:00 Break
- 3:00 – 4:15 Session 6: Career Management I: Job Market and Transitioning into an Assistant Professor Position
- June Cotte, University of Western Ontario
 - Rajesh Bagchi, Virginia Tech
- 4:15 – 5:15 Session 7: Career Management II:
- Andrea Morales, Arizona State University
 - Barbara Kahn, University of Miami

*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.