

AMA Global SIG Doctoral Consortium

May 27, 2026 | Nice, France

The **AMA Global SIG** is delighted to invite applications for its 2026 Doctoral Consortium. The event aims to foster the growth of the next generation of international marketing scholars by providing an enriching environment for developing research ideas, understanding the complexities of international marketing research, and laying the groundwork for a successful academic career.

The Doctoral Consortium is a unique event for Ph.D. students from all over the world interested in international and cross-cultural marketing. It will take place before the opening reception of the main conference on **May 27, 2026**, in **Nice, France**.

Objectives

The primary goal of the Doctoral Consortium is to facilitate in-depth discussions between doctoral students and distinguished faculty on key topics such as:

- Emerging trends in international marketing research.
- Challenges of conducting high-impact research suitable for top-tier journals.
- Best practices for managing dissertation work and the job search process.
- Essentials steps for launching an academic career.

Format

The Doctoral Consortium provides an intimate, collaborative atmosphere where Ph.D. students can engage directly with established leaders in the field and expand their professional networks. Former participating mentors include previous and current editors and area/associate editors of the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Journal of International Business Studies*, and the *Journal of International Marketing*.

The format of the event ensures that each participant receives personalized attention and feedback tailored to their specific projects through small-group sessions. These small-group sessions are the cornerstone of the Consortium's personalized approach, allowing students to present their research in detail and fostering open dialogue. Participants will benefit from individualized feedback and gain actionable insights for advancing their research.

The event will also feature panel discussions. Led by senior scholars in international and cross-cultural marketing, the panel discussions will cover key topics and emerging trends, equipping students with the knowledge needed to advance their doctoral studies and launch their careers in international marketing.

Previous Participants



Diana Sanchez Riera, University of Chile (Chile)

"Participating in the doctoral consortium was an enriching and eye-opening experience. The feedback I received from my mentors enhanced the scope and direction of my project. As a PhD student, I also found the potential for collaborations with peers from around the globe very exciting."

Yixuan (Garrett) Niu, Beijing Institute of Technology (China)

"The Sydney Doctoral Consortium was transformative: the insightful critiques from leading scholars sharpened my research focus, while the open, supportive atmosphere fostered lasting friendships across continents. It crystallised my ambition to contribute to—and grow with—the global marketing community."



Tengyue (Tsuki) Xu, Zhejiang University & City University of Hong Kong (China)

"Participating in the doctoral consortium was an intellectually stimulating and rewarding experience. The in-depth feedback I received from senior scholars not only refined my research framework but also broadened my perspective on future academic possibilities. I particularly valued the opportunity to engage with peers from diverse cultural and disciplinary backgrounds, which sparked new ideas and opened doors for future collaborations."

Linh Doan, University of Lincoln (UK)

"The experience was truly transformative — from receiving empathetic, actionable feedback on my research to building meaningful mentorships and global connections."



Location

Nestled between the Mediterranean and the Alps, Nice charms with its sunlit coastline, vibrant Promenade des Anglais, and winding streets of the Old Town. Its blend of Baroque, Belle Époque, and Art Deco architecture houses treasures like the Matisse and Chagall museums alongside a thriving contemporary art scene.

Thanks to its UNESCO "Riviera Winter Resort City" status, Nice has long been a magnet for artists, writers, and travellers seeking mild winters and creative inspiration. Whether you are sampling fresh seafood by the sea, hiking up to panoramic hilltop views, or simply soaking up the warm Mediterranean breeze, this city's effortless blend of culture, cuisine, and scenery makes it the perfect backdrop for the AMA Global Conference.



Application

The Consortium is ideally suited for doctoral students in all stages, specializing in international marketing or business, who are actively working on shaping their research agendas. Applications must be submitted via the EasyChair system **under the Doctoral Consortium track** and must include the following two components in a **single document/file**:

- A **cover letter** stating your stage in the Ph.D. program, research interests, and need for financial aid (if applicable).
- An **extended abstract** (maximum 5 pages) of a research project focused on international marketing. Please include the title, author information, abstract, keywords, and research summary. Diagrams, tables, and references should be provided at the end of the document. The abstract should succinctly cover the research question, theoretical background, the proposed research design, and intended contribution.

The **submission deadline** is **December 10, 2025**. For more information and application procedures, please visit [our website](#) or contact any member of the organizing committee (see contacts below).

To maximize the feedback provided to you at the conference, you may submit a more complete paper/presentation by April 30, 2026. This version will be reviewed by the doctoral consortium committee beforehand, and feedback will be provided at the conference.

Financial Aid

The AMA Global SIG has secured generous funding to support Doctoral Consortium attendees. Each admitted student will receive financial support based on available budget, individual needs, and travel distance. Stipends can be used for travel expenses and/or conference fees, and will be provided upon presentation at the Consortium. **Applicants must clearly indicate their need for a stipend in their cover letters.**

Important Dates

Submission Open: September 1, 2025

Deadline for Submission: December 10, 2025

Acceptance Notification: December 31, 2025

Registration Open: January 15, 2026

Early Bird Deadline: March 1, 2026

Conference Dates: May 27-29, 2026

We look forward to your participation and an intellectually stimulating event in Nice.

Organizing Committee

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