

AMA Global SIG Doctoral Consortium

May 24, 2024 | Verona, Italy

The **AMA Global Marketing Special Interest Group** is delighted to invite applications for its 2024 Doctoral Consortium, a unique event for Ph.D. students interested in international and cross-cultural marketing. The Consortium aims to foster the growth of the next generation of international marketing scholars by offering an enriching environment for developing research ideas, understanding the complexities of international marketing research, and laying the foundation for a fruitful academic career.

The Doctoral Consortium is a workshop that brings together Ph.D. students from all over the world and will take place prior to the opening reception of the main conference on **May 24, 2024** in **Verona, Italy**.

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 of kick-starting an academic career.

Format

The Consortium is structured to provide 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 Consortium is designed to ensure 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 Ph.D. 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 Ph.D. and kick-start 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."

Kiwoong Yoo, University of Tennessee (US)

"I enjoyed hearing from the panel speakers about managing an impactful career. The highlight for me was the mentoring session, where I received constructive feedback on my project from two top scholars."

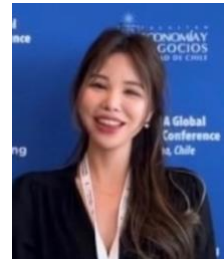


Freja Lindemann, University of Hamburg (Germany)

"I found participating in the doctoral consortium highly valuable. The group session was particularly useful as we received feedback from top authors and experts in our research areas. Additionally, the consortium facilitated networking with other doctoral students, enabling me to establish a strong network from onset of the conference."

Jiseon Han, Bayes Business School (UK)

"It was a huge honor to present my work in progress; the experience of discovering and learning from the best academics was amazing. In particular, the mentors provided profound and thought-provoking feedback. I am also happy to have forged great friendships with PhD students from all over the world!"



Location

Verona, situated in Northern Italy, has a rich history as a significant trade center, especially during Roman times. The city's past is well preserved in its architecture, allowing visitors to step back in time. Visiting Verona in early summer offers the ideal climate for exploring its historical landmarks, including the famous Roman amphitheater and Juliet's balcony. With its blend of history and modern amenities, Verona provides a stimulating backdrop for academic dialogue while offering plenty of exploration opportunities.



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 should be submitted via the [EasyChair](#) conference management system and should include:

- A letter stating your stage in the Ph.D. program and research interests.
- An extended abstract of a research project focused on international marketing (max. 5 pages).
- To maximize the feedback provided to you at the conference, you may submit a more complete paper/presentation by April 30, 2024. This version will be reviewed by the doctoral consortium committee beforehand and feedback will be provided at the conference.

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 15, 2023**. For more information and application procedures, please visit [our website](#) or contact any member of the organizing committee (see contacts below).

Financial Aid

The AMA Global Marketing SIG offers travel stipends to facilitate participation. Please note your need for a travel stipend on your application.

Important Dates

Submission window opens: October 15, 2023

Submission window closes: December 15, 2023

Acceptance notifications: January 28, 2024

Author registration opens: February 1, 2024

Doctoral consortium: May 24, 2024

Main conference: May 24-May 26, 2024

We look forward to your participation and an intellectually stimulating event in Verona, Italy.

Organizing Committee

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