The Journal of Marketing develops and disseminates knowledge about real-world marketing questions useful to scholars, educators, managers, policy makers, consumers, and other societal stakeholders around the world.

This JM-Research Development Workshop will further our mission by focusing on the development of research ideas about real-world marketing questions—a critical and challenging aspect of the research process. We look forward to working with you over the next few days.

APRIL 3, 2019: DAY 1 AGENDA

8:15-8:35AM: Welcome Address
T.C. Edwin Cheng, Dean, The Hong Kong Polytechnic University

8:35-8:45AM: Welcome and Agenda
Christine Moorman (Duke University and Editor in Chief, JM)

Fostering Research Creativity
8:45-9:15AM: Plenary Session, C. Page Moreau (University of Wisconsin-Madison and Coeditor, JM)
9:15-9:45AM: Team Workshop
9:45-10:15AM: Workshop Takeaways

10:15-10:30AM: BREAK

Generating Ideas from Marketing Data
10:30-11:15AM: Plenary Session, Harald van Heerde (University of New South Wales and Coeditor, JM) and Jie Zhang (University of Maryland and Associate Editor, JM)
11:15-12:00PM: Team Workshop

12:00-1:00PM: LUNCH BUFFET

Using Templates to Develop Marketing Ideas
1:00-1:45PM: Plenary Session, Rom Schrift (Wharton) and Jacob Goldenberg (IDC Herzliya and Associate Editor, JM)
1:45-2:30PM: Team Workshop

2:30-2:45PM: BREAK
2:45-3:30PM: Publishing in the Journal of Marketing
Plenary Session, Christine Moorman (Duke University and Editor in Chief, JM)
3:30-5:30PM: Team Workshop to Share Current Research for Feedback

APRIL 4, 2019: DAY 2 AGENDA

8:00-8:05AM: Welcome and Agenda
Harald van Heerde (University of New South Wales and Coeditor, JM)

8:05-9:00AM: Using Text for Marketing Insight
Plenary Session, Oded Netzer (Columbia University and Associate Editor, JM)

Generating Ideas from the Real-World of Marketing
9:00-9:45AM: Plenary Session, Christine Moorman (Duke University and Editor in Chief, JM)
9:45-10:30AM: Team Workshop

10:30-10:45AM: BREAK

10:45-11:45AM: Developing Research Ideas Using Theories-in-Use in Marketing
Plenary Session, Kapil Tuli (Singapore Management University and ERB, JM)

11:45-12:45PM: Navigating the Review Process at Top Marketing Journals with the JM Editors
Form three groups and meet with Christine, Harald, and Page for Q&A

12:45PM: Finale
Christine Moorman (Duke University and Editor in Chief, JM)

From JM Editors Christine, Page, and Harald:

Special thanks to our hosts Flora Gu and Fine Leung, The Hong Kong Polytechnic University, for making this event possible and bringing vision and energy to make it stronger than we could have imagined on our own!

Thanks to all of our plenary speakers, Jacob Goldenberg (IDC Herzliya), Oded Netzer (Columbia University), Rom Schrift (University of Pennsylvania), Kapil Tuli (Singapore Management University), and Jie Zhang (University of Maryland) for sharing their expertise on developing research ideas so effectively.

We also extend our thanks for all of the workshop moderators: Jiewen Hong (Hong Kong University of Science and Technology), Ralf van der Lans (Hong Kong University of Science and Technology), Yuwei Jiang (Hong Kong Polytechnic University), Christine Kim (Hong Kong University of Science and Technology), Valentyna Melnyk (University of New South Wales), and Juliet Zhu (Cheung Kong Graduate School of Business), as well as our team-support faculty: Kimmy Chan (Hong Kong Baptist University), Flora Gu (Hong Kong Polytechnic University), Jun Kim (Seoul National University), Fine Leung (Hong Kong Polytechnic...
University), Julie Li (City University of Hong Kong), David Tse (University of Hong Kong), Echo Wan (University of Hong Kong), Wenbo Wang (Hong Kong University of Science and Technology), and Bennett Chi Kin Yim (University of Hong Kong), who shared their time and energy to help make the workshops a success.