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 furthers 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 6, 2019: DAY 1 AGENDA**

**8:15-8:35AM:** Welcome Address  
Yubo Chen, Senior Associate Dean, School of Economics and Management, Tsinghua 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 (Stay in main hall and work with teams)
**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 (University of Pennsylvania)
**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 7, 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)

9:00-9:45AM: Generating Ideas from the Real-World of Marketing
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

AGENDA OF THE JM-TSINGHUA RESEARCH SYMPOSIUM

1:55-2:00PM: Welcome Address: Yubo Chen, Senior Associate Dean, School of Economics and Management, Tsinghua University

2:00-2:35PM: “How Brand Impacts Firm Profits Through Employee Pay, Retention, and Productivity” Christine Moorman (Duke University and Editor in Chief, JM)

2:35-3:10PM: “Are Groupon Customers Worthwhile? Customer Acquisition via Daily Deals and a Comparison with Alternative Acquisition Channels” Jie Zhang (University of Maryland and Associate Editor, JM)
3:10-3:45PM: “When Words Sweat: Identifying Signals for Loan Default in the Text of Loan Applications” Oded Netzer (Columbia University and Associate Editor, JM)

3:45-4:00PM: BREAK

4:00-4:35PM: “Strategic Product Range Design: How to Leverage Brand Equity for Effective Visual Design” Harald van Heerde (University of New South Wales and Coeditor, JM)


5:10-5:45PM: “The Illusion of Multitasking and Its Positive Effect on Performance” Rom Schrift (University of Pennsylvania)

From JM Editors Christine, Page, and Harald:

Special thanks to our hosts Yubo Chen and Yacheng Sun, Tsinghua 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, 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: Valentyna Melnyk (University of New South Wales), Qiaowei Shen (Peking University), Yubo Chen (Tsinghua University) and Yacheng Sun (Tsinghua University) as well as our team-support faculty: Rui Wang (Peking University), Maggie Wenjing Liu (Tsinghua University) and Sky Yitian Liang (Tsinghua University), who shared their time and energy to help make the workshops a success.