

The editorial mission of the *Journal of Marketing* is to develop and disseminate knowledge about real-world marketing questions useful to scholars, educators, managers, policy makers, consumers, and other societal stakeholders around the world. This *JM*-AMA 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.

### FEBRUARY 13, 2020: DAY 1 AGENDA

7:30-8:00AM: REGISTRATION/COFFEE

#### **Workshop Introduction (8:00-8:05AM)**

Welcome: Anders Gustafsson (BI Norwegian Business School, Chair AMA Academic Council)

Welcome and Agenda: Christine Moorman (Duke University and Editor in Chief, *JM*)

#### **Topic 1A: Fostering Research Creativity (8:05-9:15AM)**

Faculty Leader: Page Moreau (University of Wisconsin-Madison and Editor, *JM*)

8:05-8:45AM: Team Workshop (Challenge and Matrix Work)

8:45-9:15AM: Workshop Sharing and Takeaways

9:15-9:30AM: BREAK

#### **Topic 1B: Generating Research from Marketing Data (9:30-11:00AM)**

Faculty Leader: Koen Pauwels (Northeastern University and Associate Editor, *JM*) and Rick Staelin (Duke University)

9:30-10:15AM: Plenary Talk

10:15-11:00AM: Team Workshop and Sharing

11:00-11:15AM: Break

#### **Topic 1C: Using Text for Marketing Insight (11:15-12:15PM)**

Faculty Leader: Ashlee Humphreys (Northwestern University and ERB, *JM*)

11:15-12:15PM: Plenary Talk, Workshop and Q&A

12:15-1:15PM: LUNCH

**Topic 1D: A Theories-in-Use Approach to Building Marketing Theory (1:15-2:30PM)**

Faculty Leader: Ajay Kohli (Georgia Institute of Technology, AE, *JM*)

1:15-1:45PM: Plenary Talk

1:45-2:30PM: Team Workshop

2:30-2:45PM: BREAK

**Topic 1E: Developing Boundary-Breaking Marketing-Relevant Consumer Research (2:45-4:00PM)**

Faculty Leader: Don Lehmann (Columbia University, AE, *JM*)

2:45-3:00PM: Plenary Talk

3:00-3:45PM: Team Workshop

3:45-4:00PM: Q&A

**Topic 1F: Workshop to Share Current Research for Feedback (4:00-6:30PM)**

Participants will meet with teams to share a current research idea to get feedback.

**FEBRUARY 14, 2019: DAY 2 AGENDA**

7:30-8:00AM: COFFEE

**Welcome and Agenda (8:00-8:05AM)**

Page Moreau (University of Wisconsin and Editor, *JM*)

**Topic 2A: Generating Ideas from the Real-World of Marketing (8:05-9:30AM)**

Faculty Leader: Christine Moorman (Duke University and Editor in Chief, *JM*)

8:05-8:45AM: Plenary Talk

8:45-9:30AM: Team Workshop

9:30-9:45AM: BREAK

**Topic 2B: Select one Session to Attend (9:45-10:45AM)**

- (1) **Assessing and Resolving Endogeneity in Marketing & Consumer Research: An Introduction**  
Faculty Leader: Katrijn Gielens (University of North Carolina-Chapel Hill and ERB Member, *JM*)  
Plenary Discussion and Q&A
- (2) **Assessing and Resolving Endogeneity in Marketing & Consumer Research: Advanced Topics**  
Faculty Leader: Peter Ebbes (HEC and ERB Member, *JM*)

Plenary Discussion, Workshop, and Q&A

**Topic 2C: Publishing in the Journal of Marketing (10:45-11:15PM)**

Agenda: Christine Moorman (Duke University and Editor in Chief, *JM*)

10:45-11:15AM: Plenary Talk and Q&A

**11:15-11:20AM: TRANSITION TO LARGER GROUPS FOR FINAL SESSION**

**Topic 2D: Navigating the Review Process at Top Marketing Journals (11:20AM-12:20PM)**

Teams will combine to meet with *JM* editors, AEs, and ERB members: Christine Moorman, Page Moreau, and Harald van Heerde will lead groups to address this challenge

**Finale (12:20-12:30PM)**

Faculty Leader: Christine Moorman (Duke University and Editor in Chief, *JM*)

**Boxed lunch to go before Winter AMA Conference begins at 1:00PM**

**From the JM Editors:**

Special thanks to our host, The American Marketing Association, Monica Gerhardt, and Matt Weingarden, for making this event possible and for making it stronger than we could have imagined on our own!

Thanks to all of our plenary speakers and workshop moderators: Peter Ebbes (HEC), Katrijn Gielens (UNC-Chapel Hill), Markus Giesler (University of Connecticut), Mary Gilly (University of California-Irvine), Michael Haenlein (ESCP Business School), Ashlee Humphreys (Northwestern University, USA), Ajay Kohli (Georgia Institute of Technology), Don Lehmann (Columbia University), Koen Pauwels (Northeastern University), Hari Sridhar (Texas A&M University), Raji Srinivasan (UT-Austin), Rick Staelin (Duke University), Clay Vorhees (University of Alabama) for sharing their expertise on developing research ideas.