

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*-Alliance Manchester Business School 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.

### SEPTEMBER 12, 2019: DAY 1 AGENDA

7:30-8:15AM: REGISTRATION/COFFEE

#### **Workshop Introduction (8:15-8:30AM)**

Welcome: Fiona Devine (Head of School, Alliance Manchester Business School)

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

#### **Topic 1A: Fostering Research Creativity (8:30-9:45AM)**

Faculty Leader: Martin Schreier (WU-Vienna and AE, *JM*)

8:30-9:20AM: Team Workshop (Challenge and Matrix Work)

9:20-9:45AM: Workshop Sharing and Takeaways

9:45-10:00AM: BREAK

#### **Topic 1B: Generating Research from Marketing Data (10:00-11:45AM)**

Faculty Leaders: Els Gijbrecchts (Tilburg University and AE, *JM*) and Marc Fischer (University of Cologne and ERB, *JM*)

10:00-10:45AM: Plenary Talk

10:45-11:30AM: Team Workshop

11:30-11:45AM: Workshop Sharing

11:45AM-12:45PM: LUNCH – Sit with teams to share lunch and ideas for the text assignment. Select one novel source of text/research idea that you can pitch to Ashlee during the Q&A in a few minutes.

#### **Topic 1C: Using Text for Marketing Insight (12:45-1:45PM)**

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

12:45-1:45PM: Plenary Talk and Q&A

**Topic 1D: Generating Marketing-Relevant Consumer Research (1:45-2:45PM)**

Faculty Leader: Simona Botti (London Business School and ERB Member, *JM*)

1:45-2:45PM: Plenary Talk and Q&A

2:45-3:00PM: BREAK

**Publishing in the Journal of Marketing (3:00-3:30PM)**

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

3:00-3:30PM: Plenary Talk and Q&A

**Topic 1E: Workshop to Share Current Research for Feedback (3:30-5:30PM)**

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

Join workshop participants at Brewdog (University Green, Manchester) for drinks.

**SEPTEMBER 13, 2019: DAY 2 AGENDA**

7:30-8:00AM: COFFEE

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

Rob Palmatier (University of Washington and Coeditor, *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

**Topic 2B: Developing Multi-Method Marketing Insights (9:30-10:30AM)**

Faculty Leader: Rob Palmatier (University of Washington and Coeditor, *JM*)

9:30-10:30AM: Plenary Talk and Q&A

10:30-10:45AM: BREAK

**Topic 2C: Assessing and Resolving Endogeneity in Marketing and Consumer Research (10:45-11:45AM)**

Faculty Leader: Katrijn Gielens (University of North Carolina-Chapel Hill and ERB Member, *JM*)  
Plenary Discussion and Q&A

**Topic 2D: Navigating the Review Process at Top Marketing Journals (11:45AM-12:45PM)**

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

**Finale (12:45PM)**

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

**From the JM Editors Christine Moorman and Rob Palmatier:**

Special thanks to our host, The Alliance Manchester Business School and Matti Jaakkola, 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 and workshop moderators, Eric Arnould (Aalto University, Finland), Simona Botti (London Business School, UK), Marc Fischer (University of Cologne, Germany), Katrijn Gielens (UNC-Chapel Hill), Els Gijbrecchts (Tilburg University, The Netherlands), Ashlee Humphreys (Northwestern University, USA), Costas Katsikeas (Leeds University, UK), Martin Schreier (WU-Vienna, Austria), and Ken Wathne (University of Stavanger, Norway) for sharing their expertise on developing research ideas.

We also extend our thanks for all of the faculty at each table supporting the moderator: Jamie Burton (Alliance Manchester Business School, UK), Simos Chari (Alliance Manchester Business School, UK), Florian Dost (Alliance Manchester Business School, UK), Louise Hassan (Bangor University, UK), Hongwei He (Alliance Manchester Business School, UK), Bryan Lukas (Alliance Manchester Business School, UK), Emma MacDonald (Warwick Business School, UK), Mat Robson (Cardiff Business School, UK), Julien Schmitt (ESCP Europe, Paris, France), Edward Shiu (Bangor University, UK), Sabrina Thornton (Huddersfield Business School, UK), and Ghasem Zaefarian (Leeds University Business School, UK).