
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.

JANUARY 11, 2020, 2020: DAY 1 AGENDA

8:30-9:00AM: REGISTRATION/COFFEE

Workshop Introduction (9:00-9:05AM)

Welcome: Rajendra Srivastava (Dean, Indian School of Business)

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

Topic 1A: Fostering Research Creativity (9:05-10:15AM)

Faculty Leader: Renana Peres (Hebrew University and ERB, *JM*)

9:05-9:45AM: Team Workshop (Challenge and Matrix Work)

9:45-10:15AM: Workshop Sharing and Takeaways

10:15-10:30AM: BREAK

Topic 1B: Generating Research from Marketing Data (10:30AM-12:00PM)

Faculty Leaders: Raj Venkatesan (University of Virginia and AE, *JM*) and John Roberts (University of New South Wales and ERB, Guest Editor, *JM*)

10:30-11:15AM: Plenary Talk

11:15-12:00PM: Team Workshop and Sharing

12:00-1:00PM: LUNCH

Topic 1C: Using Text for Marketing Insight (1:00-2:15PM)

Faculty Leader: Oded Netzer (Columbia University and AE, *JM*)

1:00-1:30PM: Plenary Talk

1:30-2:15PM: Team Workshop and Sharing

Topic 1D: A Theories-in-Use Approach to Building Marketing Theory (2:15-3:30PM)

Faculty Leader: Kapil Tuli (Singapore Management University)

2:15-3:30PM: Plenary Talk, Workshop & Sharing

3:30-4:00PM: BREAK

Topic 1E: Publishing in the Journal of Marketing (4:00-4:30PM)

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

4:00-4:30PM: Plenary Talk and Q&A

TRANSITION TO PRESENT TO TEAMS

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

Participants will meet with teams to share a current research idea to get feedback from team members. Several breakout room are available to teams if they want to use these (Near AC4 on the second floor)

7:00PM: GALA DINNER FOR ALL PARTICIPANTS

JANUARY 12, 2020: DAY 2 AGENDA

8:30-9:00AM: COFFEE

Welcome and Agenda (9:00-9:05AM)

Welcome: Rajendra Srivastava (Dean, Indian School of Business)

Topic 2A: Generating Ideas from the Real-World of Marketing (9:05-10:30AM)

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

9:05-9:45AM: Plenary Talk

9:45-10:30AM: Team Workshop

10:30-10:45AM: BREAK

Topic 2B: Doing Research on Growth Markets (10:45AM-12:00PM)

Faculty Leader: Rajendra Srivastava (Dean, Indian School of Business)

10:45-11:15AM: Plenary Talk

11:15AM-12:00PM: Team Workshop

12:00-1:00PM: LUNCH

Topic 2C: Assessing and Resolving Endogeneity in Marketing and Consumer Research (1:00PM-2:15PM)

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

1:00-2:15PM: Plenary Discussion and Q&A

Topic 2D: Navigating the Review Process at Top Marketing Journals (2:15-3:30PM)

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

Finale (3:30PM) – Return to main room

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

From the *JM* Editors:

Special thanks to our host, the Indian School of Business and Dean Rajendra Srivastava, Manish Gangwar, and Phil Zerrillo for their leadership, to all of the ISB faculty for their warm and enthusiastic welcome, and to Giri Dommalapati, Srikanth Velichaeti, and Arshiya Shaik for their administrative support in making this workshop a reality.

Thanks to all of our plenary speakers and workshop moderators: Michelle Andrews, Katrijn Gielens, Kelly Hewett, Murali Mantrala, Oded Netzer, Renana Peres, John Roberts, Jagdip Singh, Raj Srivastava, Kapil Tuli, and Raj Venkatesan.