

JM-JCR RESEARCH DEVELOPMENT WORKSHOP

THURSDAY DECEMBER 2, 2021: DAY 1 AGENDA

11:00-12:00PM: REGISTRATION/LIGHT LUNCH

Workshop Introduction (12:00-12:10PM)

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

Andrew Stephen (Oxford University) and June Cotte (Western University), Editors, *JCR*

Topic 1A: Fostering Creativity (12:10-12:40PM)

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

1:05-1:30PM: Team Workshop (Challenge)

1:30-1:45PM: Workshop Sharing and Takeaways

Topic 1B: Generating Research from Marketing Data (12:45-2:15PM)

Faculty Leaders: Harald van Heerde (University of New South Wales and Editor, *JM*) and John Roberts (University of New South Wales and ERB, Guest Editor, *JM*)

12:45-1:30PM: Plenary Talk

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

2:15-2:30PM: AFTERNOON TEA BREAK

Topic 1C: Generating Ideas from the Real-World of Marketing (2:30-4:00PM)

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

2:30-3:15PM: Plenary Talk

3:15-4:00PM: Team Workshop and Sharing

4:00-4:15PM: BREAK AND TRANSITION TO PRESENT TO TEAMS

Topic 1D: Workshop to Share Current Research for Feedback – Part 1 (4:15-6:00PM)

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

6:15-9:00PM: WORKSHOP DINNER

FRIDAY DECEMBER 3, 2021: DAY 2 AGENDA

8:00-8:30AM: COFFEE

Welcome and Agenda (8:30-8:35AM)

Welcome: Harald van Heerde (University of New South Wales and Editor, *JM*)

Topic 2A: Building your Theoretical Framework to Maximize Contribution (8:35-9:45AM)

Faculty Leader: June Cotte (Western University and Editor, *JCR*)

9:45-10:00AM: MORNING TEA BREAK

Topic 2B: Workshop to Share Current Research for Feedback – Part 2 (10:00-11:00)

Topic 2C: Multi-method Marketing and Consumer Research (11:00-12:00AM)

Faculty Leader: Andrew Stephen (Oxford University and Editor, *JCR*)

11:00-11:30AM: Plenary Talk

11:30AM-12:00PM: Team Workshop

TRANSITION TO LARGER GROUP FOR FINAL SESSION (12:00-1:30PM)

Topic 2D: Navigating the Review Process at Top Marketing Journals (12:00-1:30PM)

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

Finale (1:30PM)

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

Andrew Stephen (Oxford University) and June Cotte (Western University), Editors, *JCR*