

## INVITATION TO THE 2012 SCP DOCTORAL CONSORTIUM

Doctoral students who are attending the 2012 SCP Conference in Las Vegas are also invited to register for the 2012 Doctoral consortium. The consortium will be held on Thursday, February 16, 2012. This is a full day event that will comprise of talks from scholars in the field. Join them as they talk about their current research and in that context show you how research can be programmatic, creative, transformative and fulfilling if you approach it correctly. The relatively small and intimate setting that typifies SCP will allow for informal conversations and research dialogs with multiple faculty members. Highlights of the program are described below. Registration is \$50 and can be found at <http://www.myscp.org/conference.aspx>. Seating is limited so we encourage interested students to register early.

- Welcome by *Vicki Morwitz, New York University*, SCP President
  - Session 1: Developing Programmatic Research. Presented by: *Michel Tuan Pham, Columbia University*.
  - Session 2: Creativity in research. Presented by: *Darren Dahl, University of British Columbia*
  - Session 3: Transformative Consumer Research. Presented by: *Connie Pechmann, University of California, Irvine*
  - Session 4: Perspectives from Our Leading Journals. Panel Discussion Includes:
    - JCP – *Connie Pechmann, University of California, Irvine*;
    - JCR – *Laura Peracchio University of Wisconsin, Milwaukee*;
    - Ann McGill, University of Chicago*; *Mary Frances Luce, Duke University*
    - JMR – *Joel Huber, Duke University*
    - JPP&M – *Ron Hill, Villanova University*
  - Session 5: Research Conversations: Small group research conversations with faculty who share your research interests.
  - Session 6: Getting to know you and your work – Reception activities organized by *June Cotte, University of Western Ontario*
  - Session 7a: Surviving the PhD program: Presented by: *DJ Nayakankuppam, University of Iowa*
  - Session 7b: Career Management: The Job Market and Beyond. Presented by: *Akshay Rao, University of Minnesota*.
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