

2010 SCP DOCTORAL CONSORTIUM

Thursday, February 25th

The Society for Consumer Psychology will host its second Doctoral Consortium in 2010. It will be a day of intensive learning, designed to help students understand more about academic careers: from being a PhD student, through the job market process, to becoming a successful professor, to moving between positions, and understanding what Dean's are looking for in their faculty. We will also discuss future directions of the field and get to meet the editors of some of the top marketing journals.

The consortium is intended to be a networking event where students get to know each other and meet prominent researchers in the field in a friendly and social environment. The focus of the research sessions will be student-driven. When you register for the consortium, we'd like you to complete a brief questionnaire so we can better understand the questions you'd like to have answered.

Faculty Involved:

Editor Sessions: C.W. Park (JCP), Ann McGill (JCR), Gary Frazier (JM), MaryAnn Twist (JCR Managing Editor)

Faculty Sessions: Selin Atalay, Kurt Carlson, June Cotte, Darren Dahl, Barbara Kahn, Dawn Iacobucci, Aparna Labroo, Naomi Mandel, Michel Pham, Raj Raghunathan, Americus Reed, and Rob Tanner.

The consortium is open to all Marketing PhD students. We're looking forward to seeing you in sunny Florida. The event will start in the morning of the 25th, so students interested in attending the full day of activities should plan their travels accordingly.

Register at www.scp2010.org and don't forget to complete the survey at http://iu.qualtrics.com/SE?SID=SV_1HXiVQYHy2H7IIA&SVID=Prod

We look forward to seeing you in sunny Florida.