3rd Annual Schumann-SCP Doctoral Consortium Program
Thursday, February 24, 2011

Registration for the doctoral consortium is available under the Conference Registration tab on the conference website.

8:00 – 9:00
8:15 a.m. Welcome from Vicki Morwitz, NYU Stern, SCP President Elect
• Breakfast - Getting to Know You Activity with Faculty

9:00 – 9:45
Session 1: Consumer Behavior Research Perspectives: Developing Programmatic Research
• Lisa Bolton, Pennsylvania State University
• Gergana Nenkov, Boston College

9:45 – 10:00
Break

10:00 – 10:45
Session 2: Consumer Behavior Research Perspectives II
• Rebecca Hamilton, University of Maryland
• Additional faculty to be announced

10:45 – 11:15
Session 3: Transformative Consumer Research Early in Your Career
• Ron Hill, Villanova University

11:15 – 12:15
Session 4: Perspectives from Our Leading Journals
• Journal of Consumer Psychology – L. J. Shrum, University of Texas at San Antonio
• Journal of Marketing – Gary Frazier, University of Southern California
• Journal of Marketing Research – Ravi Dhar, Yale University (tentative)
• Journal of Public Policy & Marketing – Ron Hill, Villanova University
• Journal of Services Research – Kay Lemon, Boston College
• Additional journals to be announced

12:15 – 1:15
Lunch

1:15 – 2:45
Session 5: Speed Research Dating: Students Exchange Ideas with Faculty

2:45 – 3:00
Break

3:00 – 4:15
Session 6: Career Management I: Job Market and Transitioning into an Assistant Professor Position
• June Cotte, University of Western Ontario
• Rajesh Bagchi, Virginia Tech

4:15 – 5:15
Session 7: Career Management II:
• Andrea Morales, Arizona State University
• Barbara Kahn, University of Miami