Wednesday, June 25, 2014

5:30pm – 7:00pm  Welcome Reception

Thursday, June 26, 2014

8:00am – 8:30am  Breakfast
8:30am – 8:45am  Introduction and Welcome

Parsu Parasuraman, University of Miami
Lerzan Aksoy, Fordham University
Werner Kunz, University of Massachusetts Boston

8:45am – 10:15am  Kick Start Your Career

This session will explore what it takes to get off to a successful start in your academic career. Speakers will share their experiences regarding how to: 1) navigate the recruiting process, 2) select research projects, 3) work with coauthors, 4) manage a research pipeline, 5) balance teaching, research and service requirements, and 6) adjust to your new school’s environment. Equally important, speakers will identify potential stumbling blocks and what to do to avoid them.

Kay Lemon, Boston College
Tracey Dagger, Monash University
Ko De Ruyter, Maastricht University
Florian Van Wangenheim, ETH-Zurich

10:15am – 10:45am  Morning Break

10:45am – 12:00pm  Publishing Relevant Research for Academia and Business

This session will explore what it takes to publish academically rigorous and managerially relevant research. Drawing upon their own publication journeys and editorship experiences, speakers will offer insight into how best to target specific journals, position papers, build industry collaborations, deal with reviewer comments, revise manuscripts, and deal with rejection.

V. Kumar, Georgia State University
Mary Jo Bitner, Arizona State University
Timothy Keiningham, Ipsos Loyalty
12:00pm – 1:00pm    Lunch

1:00pm – 2:00pm    Delivering Impactful Teaching

This session will discuss how to develop an impactful teaching agenda. Speakers will share their insights regarding teaching best practices, including: 1) selecting courses to teach at different levels (e.g. graduate and undergraduate), 2) preparing new courses, 3) integrating research into your courses, 4) teaching cases, and 5) utilizing online learning.

Sterling Bone, Utah State University
Amy Ostrom, Arizona State University
Tor Andreassen, Norwegian School of Economics

2:00pm – 2:15pm    Afternoon Break I

2:15pm – 3:45pm    How to Manage Your Career

This session will explore the secrets to having a successful and fulfilling long-term career. Speakers will share their experiences regarding how to: 1) build connections in their area of specialization, 2) identify mentors, 3) work with graduate students, 4) ensure that you are contributing to the field, and 5) balance service/administrative requirements with research demands.

Ruth Bolton, Arizona State University
Roland Rust, University of Maryland
Anders Gustafsson, Karlstad University
David Bowen, Thunderbird School of Global Management

3:45pm – 4:00pm    Afternoon Break II

4:00pm – 5:00pm    Breakout Session: Doctoral Student Research

Every participant will have the opportunity to introduce his/her research area and current research projects to one of the esteemed scholars participating in the doctoral consortium. Specifically, each consortium fellow will work directly with a small number of participants so that each participant receives advice directly relevant to his/her work.

Mary Jo Bitner    Ko De Ruyter    Amy Ostrom
Ruth Bolton       Dwayne Gremler   Roland Rust
Sterling Bone    Anders Gustafsson  Floran Van Wangenheim
David Bowen      Tim Keiningham
Tracey Dagger    Kay Lemon