



**2018 MARC PhD Consortium
Nittany Lion Inn, Alumni Lounge
4:00-5:30pm**

Welcome and Introduction

Part I: Review Process Insights (4:05pm-4:35pm)

Panel introduction with brief remarks by each journal editor, followed by review process Q&A

Panelists:

Rebecca Hamilton – Coeditor, *Journal of Marketing Research*
 Jeff Inman – Editor, *Journal of Consumer Research*
 Amna Kirmani – Coeditor, *Journal of Consumer Research*
 Roland Rust – Editor, *International Journal of Research in Marketing*

Lisa Bolton – Associate Editor, *Journal of Public Policy & Marketing*
 Andrew Petersen – Area Editor, *Journal of the Academy of Marketing Science*
 Karen Winterich – Associate Editor, *Journal of Consumer Psychology*

Part II: Don't Just Survive, Thrive! (In PhD Program & On Job Market) (4:35pm-5:00pm):

Students and faculty are grouped by seniority as well as research area so students can focus on questions more relevant to their interests and stage in the program. Find your group based on the table below and start chatting! We'll switch after 12 minutes.

Group 1 Faculty	Group 2 Faculty	Group 3 Faculty	Group 4 Faculty
Lisa Bolton	Lalin Anik	Simon Blanchard	John Howell
Rosie Ferraro	Nicole Coleman	John Liechty	Eelco Kappe
Rebecca Hamilton	Ali Faraji-Rad	Gary Lilien	Johanna Slot
Jeff Inman	Peggy Liu	Andrew Petersen	Bobby Zhou
Amna Kirmani		Arvind Rangaswamy	
Meg Meloy		Roland Rust	
Debora Thompson			
Karen Winterich			
PhD Students	PhD Students	PhD Students	PhD Students
Jenny Guo	Gabe Gonzales	Yoojung Kim	Meheli Basu
Kate Turkot	In-Hye Kang	Mayank Nagpal	Qian Chen
Felix Xu	Nicole Kim	Franzi Schmid	Xian Gu
	Gretchen Wilroy	Qiaoni Shi	Christian Hughes
	Yuechen Wu	Chutian Wang	Jin-Hee Huh
		Cindy Zhao	Min Kim
			Kalinda Ukanwa

Part III: Research Ideas: Worth Moving Forward? (5:00pm-5:30pm)

Each student will make a brief 2-3 minute pitch regarding one of their research ideas to a small group of faculty and peers and then receive feedback on their idea.

Group 1 Faculty	Group 2 Faculty	Group 3 Faculty	Group 4 Faculty	Group 5 Faculty
Lalin Anik	Lisa Bolton	Eelco Kappe	Simon Blanchard	John Howell
Nicole Coleman	Rosie Ferraro	Andrew Petersen	Roland Rust	John Liechty
Ali Faraji-Rad	Jeff Inman	Arvind Rangaswamy	Johanna Slot	Gary Lilien
Rebecca Hamilton	Peggy Liu			Bobby Zhou
Amna Kirmani	Debora Thompson			
Meg Meloy	Karen Winterich			
PhD Students	PhD Students	PhD Students	PhD Students	PhD Students
In-Hye Kang	Gabe Gonzales	Meheli Basu	Xian Gu	Christian Hughes
Kate Turkot	Jenny Guo	Qian Chen	Min Kim	Jin-Hee Huh
Gretchen Wilroy	Nicole Kim	Yoojung Kim	Mayank Nagpal	Franzi Schmid
Felix Xu	Yuechen Wu	Chutian Wang	Qiaoni Shi	Kalinda Ukanwa
				Cindy Zhao

Thank you for attending the MARC PhD Consortium.

MARC Welcome Reception starts at 5:30pm.