

Meet the Panelists

DocSIG Summer AMA 2022 Special Sessions

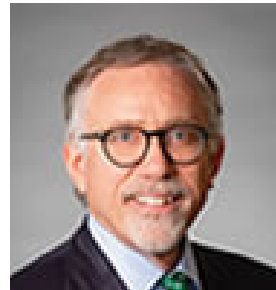
Navigating the Job Market: Finding Success and Prioritizing Fit in this Changing Landscape

Saturday, August 13th at 2:00 PM CT - IN PERSON



Dr. Colleen Harmeling is an Associate Professor at Florida State University. Her areas of expertise include customer engagement, customer relationship management, and marketing strategy. Her research focuses on engagement marketing theory and strategy with an emphasis in relationship dynamics, transformational events, and customer experience design. Her research has been published in journals such as the *Journal of Marketing*, *Journal of Academy of Marketing Science*, and *Harvard Business Review*.

Dr. Douglas Hughes is Professor and Director of the School of Marketing & Innovation at the University of South Florida. His areas of expertise include salesperson motivation, and salesforce management. His research has been published in journals such as the *Journal of Marketing*, *Journal of Marketing Research*, *Journal of the Academy of Marketing Science*, and *Journal of Retailing*. He worked as CEO of a business services firm and as a senior executive in both marketing and sales at Fortune 100 and Fortune 500 companies.



Dr. Nita Umashankar is an Associate Professor at San Diego State University. Her areas of expertise includes marketing strategy with a dual focus on firm and customer-based strategies. She explores firm decision making, including whether and how to execute mergers & acquisitions and how such decisions impact performance. She also has a strong interest in using marketing theories to help marginalized and impoverished consumers. Her research has been published in journals such as *Journal of Marketing*, *Strategic Management Journal*, and *Journal of the Academy of Marketing Science*.

We encourage doctoral students to attend these additional events at Summer AMA

Early Career Meetup - Friday, August 12th at 4:15PM

DocSIG Reception - Friday, August 12th at 7:00PM
at the Star of Siam - Meet in the hotel lobby to walk over together.

SalesSIG Networking Breakfast - Sunday, August 14th at 8:00AM