



2023 WINTER AMA ANNOUNCEMENTS

DocSIG Virtual Session

Monday, February 6, 2023, 4:00PM CST

Speakers: Dr. Denish Shah and Dr. Steven D'Alessandro

"A multi-perspective of pathways towards developing a research agenda"

Dr. Denish Shah, Barbara and Elmer Sunday Associate Professor of Marketing, Director of the Social Media Intelligence Lab, and Director of the Marketing (CMO) RoundTable at Georgia State University, and **Dr. Steven D'Alessandro**, Professor of Marketing at the Edith Cowan University, Western Australia and Co-editor of the *Journal of Consumer Behaviour*, will share their thoughts on different ways in which doctoral students could develop a research agenda.

Winter AMA In-Person Sessions

Nashville / February 10-12, 2023

Recommended Pre-Conference Session

Friday, February 10, 2023, 8:00AM – 12:00PM

Speakers: Dr. V. Kumar and Dr. Eli Jones

"Scholarly Research: Ideas and Avoiding Pitfalls"

If you are arriving early in Nashville and have time to attend a pre-conference event, check out the pre-conference event organized by The Ph.D. Project. Limited availability, register [here](#).

DocSIG In-Person Session

Friday, February 10, 2023, 4:15PM

Speakers: Dr. Karen P. Winterich and Dr. Shrihari Sridhar

"Navigating the Review Process"

Dr. Shrihari Sridhar, current Editor-in-Chief of the *Journal of Marketing* and past Associate Editor and Area Editor at leading journals including *Journal of Marketing* and *Journal of Marketing Research*, and **Dr. Karen Winterich**, current Associate Editor of the *Journal of Marketing* and *Journal of Marketing Research* and member of the Editorial Review Board of the *Journal of Consumer Research* and *Journal of Consumer Psychology*, will be sharing their experience, thoughts and will answer your questions and doubts on how to navigate the review process.

Do you have a question for the speakers? Please [click here](#).

DocSIG Mentors' Breakfast

Saturday, February 11, 2023, 7:00AM

Mentors: Check the list of amazing mentors [here](#).

The Mentors' Breakfast is designed for doctoral students and distinguished academics to talk, collaborate, and learn from one another in a low-stakes environment. This event will have limited availability and will work on a 'first come/first served basis'.

2023 WINTER AMA ANNOUNCEMENTS

DocSIG's Members Networking Dinner

Friday, February 10, 2023 | 7:00PM

This Winter AMA DocSIG will host a doctoral student networking dinner exclusively for our active members attending Winter AMA 2023. This event has limited availability. Registration required.

RSVP [here](#)



About the Whova App

How to Access the Virtual Platform:

- Once registered for the conference, check your inbox for a welcome email from Whova, the virtual conference platform and follow the instructions to log in. You can also log in in using the link below and the email address you used to purchase your conference ticket.
- To ensure the best experience, be sure to set up your Whova account before the conference. Also, plan to watch the virtual conference via a desktop device.
- Log In to the Whova App [by clicking here](#).
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Conference Useful Links:

Winter AMA Conference Website. Click [here](#).
Conference Overall Program. Click [here](#).

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Interesting Links

AMA DocSIG Research Productivity Report

DocSIG tracks publications in the premier marketing journals, according to authorship and university affiliation, and publishes Top 50 Lists on an annual basis. [Click here](#) to view the 2021 Research Productivity report.

2022 AMA DocSIG Who Went Where

For the last 18 years, the American Marketing Association's Doctoral Special Interest Group (AMA DocSIG) has surveyed students who are in the job seeking stage of their doctoral programs. Based on their responses, we compile a report that describes the current job market. [Click here](#) for the 2022 Who Went Where report.

Scholarly Insights

JMR Scholarly Insights by AMA DocSIG is a blog series that involves doctoral students delving into some of the most recent Journal of Marketing Research articles in order to develop insightful questions for interviews with the authors of these articles. Interested? Click here for more information. Brandon Holle (hollebr1@broad.msu.edu) and/or Narek Grigorian (narek.grigorian@bayes.city.ac.uk)

DocSIG Survey

Calling all doctoral students! Please fill out our brief survey based on your experience as a student. To participate, [click here](#).

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