



Doctoral Student Special Interest Group

Spring 2023 Newsletter

April 2023

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Join the Doctoral Student SIG here →



Message From the Chair



Kevin Giang Barrera

*Chair of DocSIG and
Ph.D. student at
Georgia State Univ.*

AM> | SIG
Doctoral Student

Welcome to the first-ever DocSIG Newsletter! This academic year, the DocSIG team and I are committed to offer as many opportunities as possible for the doctoral student community, paying special attention to our active members. In this regard, a few changes have been made to our internal procedures to make available more services that are offered exclusively to our members. Exclusive access to grants, award applications and networking events are some of the benefits that have been restricted to members only. In this first issue we will highlight some of those benefits, a recap of our 2023 Winter AMA activities, and more!

Thank you for being a valued member of the DocSIG community. We enjoyed seeing and interacting with you at this year's AMA Winter Academic Conference and hope to see you again in the Summer!

Kevin Giang Barrera

Membership Benefits

▪ *Discounted Registrations:* This year DocSIG offered **10** grants to financially support our doctoral student members to attend the 2023 Winter AMA. *Congratulations to the winners!*

Meet the Winners!

Winter AMA 2023 DocSIG's Financial Support

- **Sakshi Babar** – University of Georgia
- **Marina Cozac** – Florida State University
- **Allison Crick-Smith** – University of South Florida
- **Florian Gasser** – Univ. of St. Gallen, Switzerland
- **Woocheol Kim** – University of Oregon
- **Mu Li** – The City University of New York
- **Yuri Martirosyan** – The University of Texas Rio Grande Valley
- **Mike Nguyen** – University of Missouri
- **Chu Yen Pai** – Texas Tech University
- **Amirhosein Zahedi** – Iowa State University

Congratulations...

2023 Winter AMA Recap

We had a blast at the 2023 AMA Winter Academic Conference!

The great quality of research presentations from worldwide academics combined with the live city vibe of Nashville made Winter AMA a great conference!

Continuing with a hybrid modality, this year the conference took place during the second week of February.

The virtual component happened on February 06th and the in-person component was held at the Renaissance Hotel in Downtown Nashville from February 10th to February 12th.

DocSIG offered multiple great events that allowed us to bring senior scholars' guidance, advice and mentorship to our doctoral student community. Many DocSIG officers were also present at the conference providing support and making sure our events ran smoothly. A big shout out to our DocSIG officers! In the next sections we present each of the events DocSIG offered this year at Winter AMA.



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

Monday February 06th, 2023 | 4:00 PM US Central Time



Dr. Denish Shah

Dr. Shah is the 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.

Dr. Steven D'Alessandro

Steven D'Alessandro is a Professor of Marketing at the Edith Cowan University, Western Australia and serves as Co-editor of the Journal of Consumer Behaviour.



DocSIG's Virtual Session

On February 06th, **Dr. Denish Shah** from Georgia State University (USA) and **Dr. Steven D'Alessandro** from the Edith Cowan University (Australia) enlightened us with a very insightful presentation on many different ways how doctoral students can develop their research agenda.

DocSIG's In-person Session



On February 10th, our amazing speakers filled the room. **Dr. Shrihari Sridhar**, Professor of Marketing at Texas A&M University and current Editor-In-Chief of the *Journal of Marketing* and **Dr. Karen Winterich**, Professor of Marketing at Pennsylvania State University and Coeditor designate of the *Journal of Marketing Research* fostered an open and candid discussion about how to navigate the review process. Many thanks to all attending doctoral students for the enriching and interesting questions.

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DocSIG Members' Networking Dinner

Later that evening, DocSIG hosted an inspirational networking dinner for its student members. While enjoying a local BBQ-style dinner, DocSIG members had the opportunity to exchange ideas, discuss program, and research experiences. We look forward to seeing many friendships and collaborations arise from the great conversations and the insightful exchange we had.



DocSIG's Mentor Breakfast

At our DocSIG Mentors Breakfast in the morning of conference day two, students connected with senior scholars from the quant, strategy, and CB fields. Those amazing mentors dedicated their time to share experiences and advice with our doctoral students in an intimate atmosphere.



Meet the 2023 Winter AMA DocSIG Breakfast Mentors.

Please join us in thanking the following scholars

From left to right: *Colleen M. Harmeling* – Florida State University; *Linda Price* – University of Wyoming; *Pradeep Bhardwaj* – University of Central Florida; *Shrihari Sridhar* – Texas A&M University; *Anne Roggeveen* – Babson College; *P.K. Kannan* – University of Maryland; *Maura Scott* – Florida State University; *Martin Mende* – Florida State University; *David Stewart* – Loyola Marymount University; *Kay Peters* – Universität Hamburg; *Jacqueline Eastman* – Florida Gulf Coast University; *Sharon Beatty* – University of Alabama; *John Hulland* – University of Georgia; *Donald Lehmann* – Columbia Business School; *Mark Houston* – Texas Christian University; *Sandy Jap* – Emory University; *Katrijn Gielens* – University of North Carolina at Chapel Hill; *June Cotte* – Ivey Business School; **Not in the picture:** *Kelly Hewett* – University of Tennessee, Knoxville; *Kelly Martin* – Colorado State University.



DocSIG's Mentor Breakfast (continued)

Highlight of the DocSIG breakfast was the emotional recognition of a wonderful mentor. Citing from the letter of nomination, Kevin Giang Barrera (DocSIG Chair) presented the **2023 “Mathew Joseph” DocSIG Mentorship Award** to Professor **Maura L. Scott** from Florida State University for her commitment to advise and guide doctoral students.



Left picture: *Kevin Giang Barrera (DocSIG Chair) – Georgia State University presenting the 2023 “Mathew Joseph” DocSIG Mentorship Award to Maura Scott – Florida State University.*

Right picture (from left to right): *Kevin Giang Barrera (DocSIG Chair – Georgia State University), Marina Cozac (FSU), Maura Scott (FSU), Valentina Ubal (FSU) and Brittany Beck (DocSIG Chair-Elect – Louisiana Tech University)*

Scholarly Insights Spotlight



Brandon Holle
*Vice-Chair of Scholarly
Insights and
Ph.D. student at
Michigan State Univ.*

Message From the Scholarly Insights Team

DocSIG has a partnership with the *Journal of Marketing Research (JMR)* since 2020 on the **JMR Scholarly Insights by AMA DocSIG Initiative**. This initiative is a blog series which involves doctoral students developing questions and interviewing authors of recent JMR articles to highlight the unique contributions and insights of each article. Doctoral students are able to connect with top research and top authors, while new marketing research is showcased to a broader audience.

Scholarly Insights Spotlight (continued)

Since its inception, JMR Scholarly Insights has featured over 50 different *Journal of Marketing Research* articles through blog posts created by more than 80 doctoral students from three different continents. We would love to thank all of the doctoral students who have contributed and all of the JMR authors who have graciously taken time to participate in this initiative!

The JMR Scholarly Insights blog posts can be found [here](#), and are typically highlighted on the [Journal of Marketing Research LinkedIn page](#).



Narek Grigorian
Assistant Vice-Chair of
Scholarly Insights and
Ph.D. student at
Bayes Business School

Journal of Marketing Research | Scholarly Insights by AMA DocSIG



ARTICLE

How Default Minimum Payments Lead to More Credit Card Debt



ARTICLE

The Student Loan Trade-Off: How Debt Aversion During College Choice Leads to Future Financial Woes



ARTICLE

How Long Will This Take? People's Estimated Duration of Time Periods is Affected by Category Boundaries

Recent blog posts contributions:

- *Ben Beck (Penn State)* and *Aadya Sanwal (Penn State)* highlight a JMR article covering the unintended consequences of privacy notices.
- *Elena Bocchi (Bayes Business School, City, University of London)* and *Maria Giulia Trupia (UCLA)* showcased how people feel time durations in different manners in given contexts.
- *Archana Mannen (Wayne State University)* and *Ishita Nagpal (Georgia State University)* highlighted the default effects of credit card minimum payments. *Mike Nguyen (University of Missouri)* provided insights about the effect of deceptive advertising claims on consumers.
- Lastly, *Ravneet Bawa (London School of Economics and Political Science)* and *Andrea Pelaez-Martinez (Baruch College, CUNY)* dove into a recent JMR article investigating the “rabbit hole” effect of media consumption.

Scholarly Insights Spotlight (continued)

We are always looking for new doctoral student contributors to *JMR Scholarly Insights by AMA DocSIG*. If you are a doctoral student interested in learning more or would like to participate, please contact the Vice-Chair of Scholarly Insights, [Brandon Holle](#), or Assistant Vice Chair of Scholarly Insights, [Narek Grigorian](#). Additionally, you can visit the [AMA DocSIG website](#) for more information.



2022 Research Productivity Report

DocSIG is proud to announce the 2022 DocSIG Research Productivity Report is now available. Due to the hard work of DocSIG's Research Productivity Team the latest update from our ranking has come to fruition.

As you may know, DocSIG tracks publications in the premier marketing journals, according to authorship and university affiliation, and publishes the Top List on an annual basis.

The four sections of the report are available here (click on each report):

Author Productivity (AMA)

Author Productivity (Premier)

University Productivity (AMA)

University Productivity (Premier)

Special thanks to **Arpit Agrawal** (PhD 3rd Year, Quant-Strategy, University of Houston), Vice Chair of Productivity Research, and to **Praveen Punia** (PhD 2nd Year, Quant-Strategy, University of Houston), Assistant Vice-Chair of Productivity Research.



Arpit Agrawal
*Vice-Chair of Productivity
Research and Ph.D.
student at
University of Houston*

Praveen Punia
*Assistant Vice-Chair of
Productivity Research
and Ph.D. student at
University of Houston*



2023 Doctoral Student Life Survey



Hesam Teymouri

*Vice-Chair of International
Relations and
Ph.D. student at
Oklahoma State Univ.*

A Message From the Intl. Relations Team

DocSIG would like your perspective on doctoral life at your university. Please take 5 minutes of your day to complete this [survey](#). This will help give color on aspects that aren't always covered in doctoral programs (e.g., living situation, accessibility, financials).

In addition - if you are an international student and would like to contribute to creating a hub of information for potential students like yourself, please reach out to [Hesam](#) or [Serkan](#) to schedule a quick discussion on your experiences applying to U.S. doctoral programs and some tips for future students.

As DocSIG becomes the central hub for all doctoral students, we hope to make decisions easier by providing transparent information to all prospective and current doc students.



Serkan Saka

*Assistant Vice-Chair of
International Relations and
Ph.D. student at
University of Illinois, Chicago*



Take our survey.



Announcement of Opportunities

- **2023 “Mathew Joseph” Emerging Scholar Award**

AMA DocSIG invites all doctoral students who are active AMA DocSIG members to apply for the 2023 “Mathew Joseph” Emerging Scholar Award.

Deadline for applicants: Friday, April 07, 2023 at 11:59 PM EST.

[Click here](#) to access the full announcement with further details.

- **2023 AMA Marketing and Public Policy Conference**

Policy and Change: The Role of Marketing and Public Policy in Securing a Sustainable Future

June 8-10, 2023

2023 AMA Marketing and Public Policy Conference

Arlington, VA

[Click here](#) to access the conference website for more information.

- **2023 AMA Summer Academic Conference**

A World Disrupted: Marketing’s Role in Understanding, Adapting and Transforming the Business Ecosystem

August 4-6, 2023

2023 AMA Summer Academic Conference

San Francisco, CA + Virtual Accommodations

[Click here](#) to access the conference website for more information.

Announcement of Opportunities (contd.)

2023-2024 DocSIG Open Positions



Brittany Beck
*Chair-Elect and
Ph.D. student at
Louisiana Tech Univ.*

Become a DocSIG Officer

AMA DocSIG is inviting doctoral students in marketing to apply for 3 officer positions for the year 2023-2024.

The Doctoral Student SIG (DocSIG) is a special interest group of the American Marketing Association designed specifically for marketing doctoral students. We aim to serve as a central hub of information and resources for doctoral students. We are looking for enthusiastic, proactive, and dedicated doctoral students who can join our team in the following positions:

- ***Assistant Vice Chair of Online Engagement*** – In this position, you will work with the VC of Online Engagement on the official DocSIG social media accounts and SERV lists (e.g., ACR-L). This position will require a time commitment of no more than 2-3 hours per month, with peaks before Winter/Summer AMA conferences and when officer rotations happen.
- ***Vice Chair of Scholarly Insights*** and ***Assistant Vice Chair of Scholarly Insights*** – In these positions, you will work directly with the Journal of Marketing Research (JMR) on executing and monitoring the JMR Scholarly Insights by AMA DocSIG Initiative. This initiative is a blog series which involves doctoral students developing questions and interviewing authors of recent JMR articles to highlight the unique contributions and insights of each article. Doctoral students are able to connect with top research and top authors, while new marketing research is showcased to a broader audience.

More positions may be added towards the 2023-2024 academic year, so check the DocSIG website and follow our social accounts for updates.

Doctoral students interested in applying or inquiring more about these positions may email DocSIG Chair-Elect Brittany Beck (bbb019@latech.edu) including the preferred position in the subject line and a document including their CV and a short personal biography.



Meet the DocSIG Officers Academic Year 2022-2023

Kevin Giang Barrera – Georgia State University
Chair

Brittany Beck – Louisiana Tech University
Chair-Elect

Stella Tavellaei – Florida International University
Vice-Chair of Online Engagement

Julia Van de Sandt – University of South Carolina
Assistant Vice-Chair of Online Engagement

Melanie Koskie – Louisiana Tech University
Vice-Chair of Content Management

Allison Crick-Smith – University of South Florida
Assistant Vice-Chair of Content Management

Kiwoong Yoo – University of Tennessee, Knoxville
Vice-Chair of Communications

Ishita Nagpal – Georgia State University
Assistant Vice-Chair of Communications

Brandon Holle – Michigan State University
Vice-Chair of Scholarly Insights

Narek Grigorian – City University of London
Assistant Vice-Chair of Scholarly Insights

Donovan Gordon – University of Mississippi
Vice-Chair of SP&P

Ritesh Adhyapak – Georgia State University
Assistant Vice-Chair of SP&P

Md Fourkan – Kent State University
VC of Who Went Where Research

Reza Pedarpour – Kent State University
Assistant Vice-Chair of Who Went Where

Arpit Agrawal – University of Houston
Vice-Chair of Productivity Research

Praveen – University of Houston
Assistant Vice-Chair of Productivity Research

Hesam Teymouri – Oklahoma State University
Vice-Chair of International Relations

Serkan Saka – University of Illinois, Chicago
Assistant Vice-Chair of International Relations