

Doctoral Student Special Interest Group

Fall 2024 Newsletter

November 2024

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Welcome to the first newsletter of the 2024/25 academic year! This year, the DocSIG team and I are focused on one goal: breaking down information barriers to create a supportive, inclusive network that empowers doctoral students academically and professionally. Whether through our LinkedIn channel, email listserv, or conference initiatives, we aim to be the go-to information hub for marketing PhD students. For our active members, we're excited to offer Winter and Summer AMA grants, exclusive networking events, and award opportunities.

For the first time in recent years, we surveyed over 100 doctoral students to understand their needs. Your insights have been invaluable.



Two key needs emerged: training on research methodologies and job market guidance. This fall, we've added more methodology webinars, and in Spring 2025, we're launching a full series on job market prep to support doctoral students' success. The survey also revealed that most students learned about DocSIG through peers, highlighting the power of community. So, share DocSIG with fellow PhD students—they deserve access to these resources and opportunities!

Thank you to our members—the heart of the world's largest marketing doctoral student community. Special thanks to our 17 dedicated doctoral student officers, AMA mentors, and supportive faculty. Let's make this academic year one of collaboration, growth, and success!

Julia van de Sandt

*Chair of DocSIG and
Ph.D. Candidate at the
University of South Carolina*

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- Julia van de Sandt

Dec 24

Announcement of Opportunities

▪ 2025 DocSIG “Mathew Joseph” Mentor Award

AMA DocSIG invites its doctoral student members to nominate their mentor for the 2025 DocSIG Mathew Joseph Mentorship Award

Deadline for applicants: Tuesday, December 3rd , 2024 at 5 PM PM EST.

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

▪ 2025 AMA Winter Academic Conference

Marketing in Service of Nature and Humanity

February 14-16, 2025

DocSIG Events at WinterAMA:

2025 AMA Winter Academic Conference

February 10, Virtual | February 14-16, Phoenix,
AZ

*Doctoral Student travel grant
opportunities will be posted on
our channels in Dec-Jan*

Friday

- 7 PM: Doctoral Students Networking Dinner

Saturday

- 7 AM: Meet the AMA Mentors Breakfast
- 8 AM: DocSIG X T.R.A.P Lab Session on Breaking Barriers: Exploring Collaborative Lab Research
- 2 PM: Panel Discussion on Navigating the Job Market in the 2025-26 Academic Hiring Cycle
- 6 PM: DocSIG X SUSTSIG Social Reception

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

▪ 2025 AMA Summer Academic Conference

August 22-24, 2025

2025 AMA Summer Academic Conference

August 18, Virtual | August 22-24, Chicago

Call for Paper Submission Deadline:
Wednesday, January 22, 2025

2024 Summer AMA Recap

We thoroughly enjoyed the 2024 AMA Summer Academic Conference in Boston!

The exceptional quality of research presentations from academics around the globe, paired with Boston's vibrant city atmosphere, made this year's Summer AMA truly unforgettable. The conference was held at the Boston Marriott Copley Place from August 14 to 16.



DocSIG organized a series of outstanding events, providing doctoral students with invaluable guidance, advice, and mentorship from senior scholars. Several dedicated [DocSIG officers](#) were present at the conference, ensuring seamless event coordination and offering support throughout. A big shoutout to our past chair, [Brittany Beck](#) and current Chair, [Julia van de Sandt](#) for leading an amazing team of DocSIG officers and making this conference a success!

Some of our DocSIG Officers at 2024 Summer AMA with Faculty Mentor

[Dr. Mathew Joseph!](#)

In the sections below, we highlight the exciting events DocSIG brought to Summer AMA this year.



HigherED X DocSIG Dinner at Summer AMA

HigherED x DocSIG Dinner



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HigherED SIG chair Atefeh Ardestani
awards Dhruv Grewal
with Lifetime Achievement Award

#AMASummer
Boston 2024

A cherished tradition at every Summer AMA, the DocSIG x Higher Ed SIG joint networking dinner reception was a resounding success!

Doctoral students had a unique opportunity to connect, share insights, and build valuable relationships within our academic community.

We were honored to celebrate two outstanding contributors: [Dr. Dhruv Grewal](#), recipient of the Higher Ed SIG Lifetime Achievement Award.

[Dr. Atefeh Yazdanparast Ardestani](#), recipient of the Higher Ed SIG Service Award. Congratulations!

This event showcased the incredible value of networking in fostering collaboration, mentorship, and growth for emerging scholars. Thanks to HigherEd SIG. Here's to many more meaningful connections and future successes.

HigherED x DocSIG Dinner



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HigherED & DocSIG officers
with guests

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HigherED x DocSIG Dinner



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HigherED & DocSIG officers
with guests

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DocSIG's Mentor Breakfast

What an inspiring morning at Summer AMA! Thanks to our generous sponsors Texas A&M University and the University of Tennessee for making this event possible. The event brought together a stellar lineup of mentors, providing doctoral students with unparalleled access to seasoned professionals. The mentors generously shared their wealth of experience, offering unique perspectives on navigating the job market and forging a successful early career.

Mentor's Breakfast



Faculty Mentors with DocSIG officers 23-24

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Boston 2024

A shoutout to our incredible mentors who shared their wisdom: Dr. Cait Lamberton, Dr. Rebecca Hamilton, Dr. Charles Noble, Dr. Stephanie Noble, Dr. Ellen Pullis, Dr. Vicki Morwitz, Dr. Kay Peters, Dr. Amber Epp, Dr. Vamsi Kanuri, Dr. Karen Winterich, Dr. Shrihari Sridhar, Dr. V Kumar, Dr. Nailya Ordabayeva, Dr. K. Sivakumar ("Siva"), Dr. Anindita Chakravarty, Dr. Girish Mallapragada, Dr. Nita, Dr. Jenny van Doorn, Dr. Rebecca Slotegraaf, Dr. Valerie Good and Dr. Alok Saboo



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Mentor's Breakfast

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Mentor's Breakfast

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DocSIG's In-Person Session

AI Applications for Doctoral Students

Our expert panelists explored the transformative role of Artificial Intelligence (AI) and discussed implications for doctoral students. Leading this special session were Dr. Andre Martin (Dr. Dre), Dr. Rebeca Perren, and Dr. Luca Cascio Rizzo.



Winner of "Mathew Joseph" DocSIG Emerging Scholar Award

We would like to congratulate the winner of the 2024 "Mathew Joseph" DocSIG Emerging Scholar Award, Dr. Luca Cascio Rizza from LUISS Guido Carli University, now University of Southern California. Luca was nominated by his co-authors and mentors for his outstanding research and publications in his doctoral program. Congratulations, Luca, on this well-deserved honor!



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Mentor's Breakfast

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PhD Project X DocSIG Luncheon

PhD Project Luncheon



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PhD Project Luncheon



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Who-Went-Where Presentation
& Meet the Editors

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Boston 2024

We were thrilled to attend the PhD Project luncheon at Summer AMA, where our DocSIG officers joined an engaging discussion with journal editors. This luncheon was a significant moment for us, as we had the unique opportunity to present the exclusive early results of the "Who Went Where" report for the 2023/24 job market cohort, delivered by our officer [Reza Pedarpour](#).

Our participation underscored the strong partnership we've cultivated with the Marketing section of the PhD project. We are deeply grateful for the continued collaboration with their leadership, including [Priscilla Pena](#), [Nicole Davis](#), and [Donovan Gordon](#), who are driving impactful change in promoting diversity and inclusion in business education.

SUSTSIG X DocSIG Reception

Nurturing the Future: Sustainability & Doctoral Students



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We are deeply grateful to our generous sponsor, [Sheth Foundation](#) who made this event possible. Your support allows us to continue fostering interdisciplinary collaboration and bringing together scholars, emerging researchers, and doctoral students in marketing.

Seeing everyone enjoy the drinks, appetizers, and lively networking was a true testament to the success of the evening.

Cheers to more such engaging and enriching events in the future!

Grateful for an Unforgettable Evening!

We are grateful for all who joined us for the joint reception co-hosted by [DocSIG](#) and [SUSTSIG](#)! It was a fantastic evening filled with insightful conversations, meaningful connections, and a vibrant atmosphere.

We would like to extend our heartfelt thanks to [Neeraj Bharadwaj](#) and [Dionne Nickerson](#) at SUSTSIG for their tireless collaboration with the DocSIG leadership throughout 2023-24, which made this event possible.

SUSTSIG x DocSIG Social Reception



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SUSTSIG & DocSIG officers

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Boston 2024

Scholarly Insights Spotlight



Sameed Khan

Vice-Chair of Scholarly Insights and Ph.D. student at the University of Massachusetts-Lowell

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 blog series offers students a unique opportunity to interview authors of JMR. Blog Posts can be found [here](#), and are typically highlighted on [JMR LinkedIn Page](#).

Benefits for contributors:

- Diving into cutting-edge research.
- Gaining valuable exposure in the academic community.
- Building professional networks.
- Adding an enriching experience to their CVs.

Key features:

- Over 100 students from 60+ universities from around the globe have participated.
- Contributors' work is featured on the AMA website.
- JMR's LinkedIn highlights participants' contributions.



We are seeking new contributors to join this exciting initiative! Students interested in connecting with leading researchers and boosting their academic profiles are encouraged to participate. You can visit the [AMA DocSIG Website](#) for more details.

Please reach out to Sameed B. Khan (Sameed_Khan@uml.edu) or Daria Koksal (dko005@email.latech.edu) - our current DocSIG officers of JMR Scholarly Insights are always at hand to help you or provide the clarification you might need!



Daria Koksal

Assistant Vice-Chair of Scholarly Insights and Ph.D. student at the Louisiana Tech University

Journal of Marketing Research | Scholarly Insights by AMA DocSIG

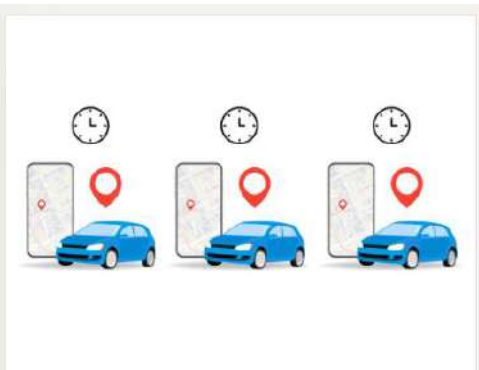


ARTICLE

**How Brand Differentiation Shapes
Corporate Culture and Profits**

Recent blog posts contributions:

- Ishita Nagpal and Kaixin Huang from GSU wrote a blog post on brand differentiation and company outputs. The paper finds that companies with more horizontal differentiation value and reward employees who embody those traits. This leads to higher employee productivity and loyalty, which in turn boosts the company's profits. [Read More.](#)
- Abhishek Nirjar and Caio Vieira-Rego from Texas Tech and HEC Paris, respectively, discuss an article on CRM strategies with the authors. Looking at ride-sharing data from NYC, the research finds that routineness profoundly impacts customer value. [Read More](#)
- A recent article in JMR found that repayment-by-purchase substantially increases customer credit card payment. Anuja Bhattacharjya from FGV EAESP and Julia van de Sandt from the University of South Carolina discuss the research's success, challenges, and warnings for practitioners [here.](#)



ARTICLE

**Steady Rides, Steady Profits: Detecting
Customer Routines to Optimize CRM
Strategies**



ARTICLE

**Does "Repayment-by-Purchase" Help
Consumers Pay Down Debt?**

Special Projects & Partnership Spotlight



Xiaoying Feng

Vice-Chair of Special Projects & Partnerships and Ph.D. student at Syracuse University



Amir Alisha Syed

Assistant Vice-Chair of Special Projects & Partnerships and Ph.D. student at the University of Kansas

Message From the Special Projects & Partnership Team

As we move into Fall 2024, the Special Projects & Partnership Team is excited to continue bringing you valuable opportunities to enhance your doctoral journey. Stay tuned for upcoming events and initiatives designed to support your academic research and career development. We look forward to seeing you at our forthcoming webinars and are always open to hearing your suggestions for future webinars and collaborations!

To read more about our webinar series- please visit our [website](#).

Please reach out Xiaoying Feng (xfeng26@syr.edu) and Amir Alisha Syed (syedamir@ku.edu) for any questions or suggestions regarding our webinar series. If you have missed a webinar or want to rewatch one- check our [YouTube channel](#).

Webinar Highlights

We kicked off our Fall 2024 webinar series with Dr. Shrihari (Hari) Sridhar on “How to Navigate Your PhD Journey” attended by around 50 PhD student from across the globe.

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WEBINAR SERIES
"How to Navigate Your PhD Journey"
20 September 2024, 1 PM CST

PRESENTER:
DR. SHRIHARI (HARI) SRIDHAR

Senior Associate Dean of Mays Business School
Professor of Marketing and Joe Foster '56 Chair in Business Leadership
Presidential Impact Fellow
Editor-in-Chief, Journal of Marketing
Texas A&M University

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Dr. Margaret Echelbarger shared her go-to strategies for academic writing success, covering over 40 pre-submitted questions from writing habits and productivity tools to overcoming fear and handling rejection.

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WEBINAR SERIES
Write on Track:
How to set writing goals, hold yourself accountable, and manage rejection
October 31, 2024 (Thursday), 1-2 PM EDT

PRESENTER:
DR. MARGARET ECHELBARGER

Assistant Professor of Marketing
College of Business, Stony Brook University

2024-2026 SJDM Doctoral Symposium Committee
2021, 2023 SIPS Commendation Award
2019 Beyond the Ivory Tower Writing Workshop (Selected Participant)

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WEBINAR SERIES
Conducting Field Data Collections:
Partnering with Industry for Research
November 29, 2024 (Friday), 1-2 PM EST

PRESENTER:
DR. RILEY T. KROTZ

Assistant Professor of Marketing
College of Business, Florida State University

Awarded over \$200,000 grant funding from AMA, AMS, ACR, and AAI
2023 Congressional Commendation, Senate, United States of America
2023 LifeShare Advancement in Blood Science Award, LifeShare Blood Center, America's Blood Centers
2023 Lubbock Top 20 Under 40, City of Lubbock Chamber of Commerce

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We hosted a must-attend webinar on “Conducting Field Data Collections: Partnering with Industry for Research,” where Dr. Riley T. Krotz shared invaluable insights about finding industry partners.

Message From Member Engagement Team

The Member Engagement Team is excited to work with AMA DocSIG Members and gather information from them on their most relevant needs and challenges during their time as doctoral students. Using a data-driven approach, we aim to direct DocSIG resources as efficiently as possible to help burgeoning scholars succeed in Marketing.

Thanks to your participation, we closed the Fall '24 Engagement Survey with over 100 responses from young scholars worldwide, giving us new insights and ideas on how to serve our members best. Thank you for taking the time to help us by sending in your opinions, and looking for other ways to help our team help you. Please reach out to [Mackenzie](#) or [Ghazal](#) if you have any member insights you'd like to share!



Mackenzie Volk

*Vice-Chair of
Member
Engagement and
Ph.D. student at
the University of
South Carolina*



Ghazal Alaviani

*Assistant Vice-
Chair of Member
Engagement and
Ph.D. student at
the Georgia State
University*

Member Engagement Survey Highlights:

The DocSIG Member Engagement Team conducted the Fall '24 survey to hear directly from our members and uncover ways to enhance your experience. With 112 responses from global members and followers, we gained valuable insights into what makes DocSIG special and how we can better serve you.

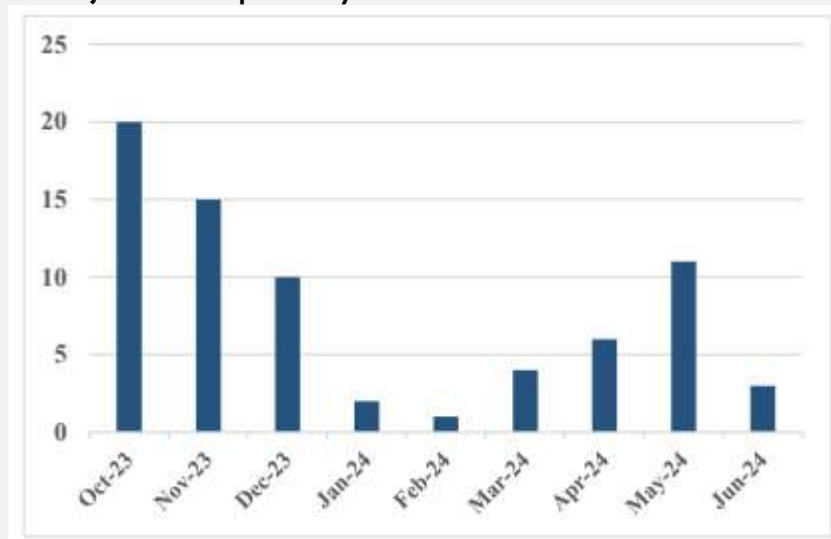
Members celebrated DocSIG's welcoming community, highlighting resources like the Mentors Breakfast, WWW survey, career guidance, and professional growth opportunities as cornerstones of their academic journey. Your feedback also revealed exciting opportunities for growth, including expanded networking, early-career PhD resources, workshops on research essentials, and job market prep.

Many of you called for more virtual content to fit busy schedules and tailored mentorship for diverse academic paths. DocSIG is thrilled to continue implementing these ideas actively. Together, we will continue fostering connection, learning, and success within the Marketing community!

2024 Who Went Where Report

The Who Went Where Research Team is pleased to announce that the [2024 Who Went Where Report](#) is now available! This report offers key insights into the academic job market based on feedback from doctoral candidates. By participating in our survey, you can contribute to this growing resource, which helps future candidates understand hiring trends, job experiences, and salary information AND helps tenure letter writers evaluate your cohort.

We encourage all doctoral candidates to take a few minutes to share their experiences and help us continue building a transparent, valuable tool for the academic community. Did you for example know that the Marketing field no longer entertains a sole fall job market but a full-year one? [For 23-24, we saw a tendency for a strong spring job market](#) through the number of jobs accepted by month:



Thank you for choosing to report your job market experience!



Reza Pedarpour

*Vice-Chair of Who Went Where
Research and Ph.D. student at the Kent
State University*



Gang Yi

*Assistant Vice-Chair of Who Went
Where Research and Former Ph.D.
student at the Kent State University*

2023 Research Productivity Report

DocSIG is excited to present its 2023 Research Productivity Report, which showcases scholarly contributions in marketing and represents the dedicated efforts of its Research Productivity Team.

Our annual report continues the tradition of tracking publications across premier marketing journals for both individual researchers and university affiliations. We extend our gratitude to all researchers whose work continues to advance our field. Your achievements are an inspiration to entire community.

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



Praveen Punia

Vice-Chair of Productivity Research and Ph.D. student at the University of Houston



Wenjie Zhu

Assistant Vice-Chair of Productivity Research and Ph.D. student at the University of Houston

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

[Author Productivity \(AMA\)](#)

[Author Productivity \(Premier\)](#)

[University Productivity \(AMA\)](#)

[University Productivity \(Premier\)](#)



We welcome Renu Sharma (PhD 2nd Year, University of Houston), who will be stepping in as Vice Chair of Productivity Research, and Gautham Ram (PhD 2nd Year, University of Houston) as Assistant Vice Chair of Productivity Research.

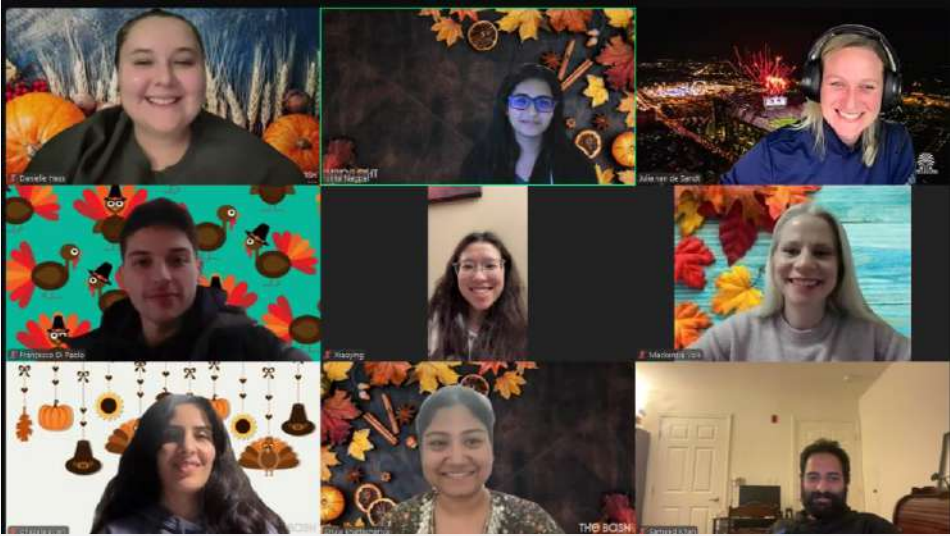
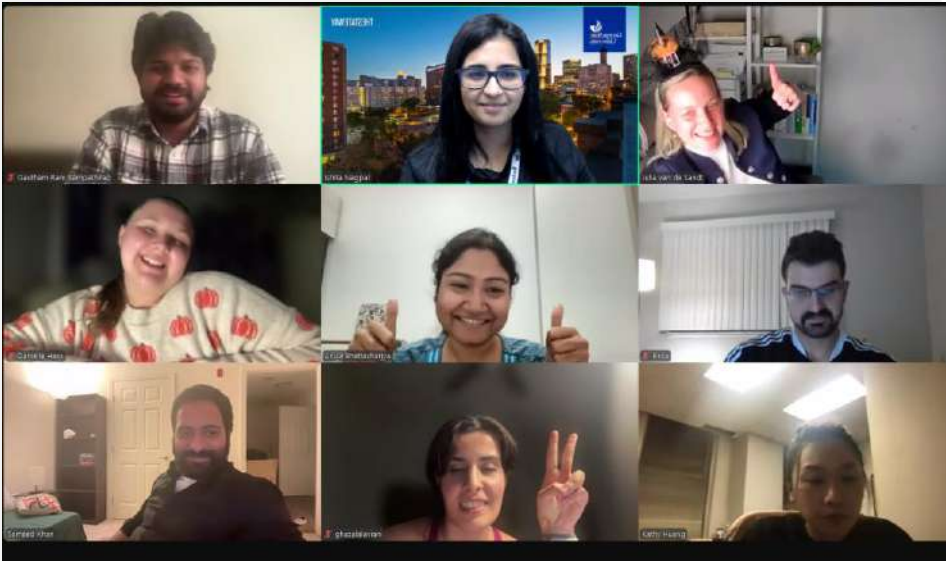


DocSIG Team Building: Monthly Social



Our First Social: The beginning of a great journey starts with the first step—and our first social in September set the stage for connection, laughter, and collaboration.

As autumn leaves fell, our **October social** brought warmth and joy, celebrating the spirit of togetherness with spooky and cheerful vibes.



Grateful hearts and festive cheer—our Thanksgiving social in November reminded us of the power of gratitude and the bonds that make us stronger together.

Engage with DocSIG

How can you become a DocSIG FOLLOWER?

Follow the Doctoral Student SIG here



How can you become a DocSIG MEMBER?

DocSIG membership is **free** for all AMA members. To add DocSIG to your membership profile, fill out this [form](#) and indicate "Doctoral Students" and send your SIG selection to the AMA Customer Support team, and they will be able to add the SIG designation to your membership.



Why should you get an AMA membership?

AMA is THE one encompassing association in the marketing academy for everyone: strategy, modeling, and CB. With an AMA membership, every AMA conference becomes 20% cheaper for you. Plus, we offer a [DocSIG discount here](#) for doctoral student memberships (scroll down).

How can you become a DocSIG SUPPORTER?

DocSIG, a special interest group within the AMA, has been proudly led by doctoral student volunteers for over two decades. Balancing this service alongside our research and teaching, we remain committed to building a strong and inclusive community for doctoral students.

A key highlight of our work is organizing events that foster connections and professional growth at AMA conferences. However, the costs associated with hosting these events at conference hotels have significantly increased in recent years, posing new challenges for our initiatives. If you've benefited from DocSIG's efforts in the past or value the support we provide to doctoral students, we humbly ask you to consider sponsoring us for WinterAMA. Your generosity can help us continue delivering impactful programming. [You can find our support request here.](#)

Meet the DocSIG Officers

Academic Year 2024-2025

Julia van de Sandt – University of South Carolina
Chair

Danielle Hass – West Virginia University
Vice-Chair of Online Engagement

Anuja Bhattacharjya – FGV EASP, Sao Paulo
Vice-Chair of Content Management

Kaixin (Kathy) Huang – Georgia State University
Vice-Chair of Communications

Sameed Khan – University of Massachusetts-Lowell
Vice-Chair of Scholarly Insights

Xiaoying Feng – Syracuse University
Vice-Chair of SP&P

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

Renu Sharma – University of Houston
Vice-Chair of Productivity Research

Mackenzie Volk – University of South Carolina
Vice-Chair of Member Engagement

Ishita Nagpal – Georgia State University
Chair-Elect

Francesco Di Paolo – University of Milan
Assistant Vice-Chair of Online Engagement

Ifeanyi Ajaebili – Morgan State University
Assistant Vice-Chair of Content Management

Zahra (Safa) Karami – University of Wyoming
Assistant Vice-Chair of Communications

Daria Koksal – Louisiana Tech University
Assistant Vice-Chair of Scholarly Insights

Amir Alisha Syed – University of Kansas
Assistant Vice-Chair of SP&P

Gang Yi – Kent State University
Assistant Vice-Chair of Who Went Where

Gautham Ram – University of Houston
Assistant Vice-Chair of Productivity Research

Ghazal Alaviani – Georgia State University
Assistant Vice-Chair of Member Engagement

We thank Ishita Nagpal (Chair-Elect) for leading the editorial and design of this fall 2024 newsletter.