# M> Docsig

# Doctoral Student Special Interest Group Summer 2025 Newsletter

June 2025

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### Welcome to DocSIG's final newsletter of the 2024–2025 academic year!

We're wrapping up nine months of breaking down information barriers for doctoral students: from packed webinars and award programs to record-breaking attendance at Winter AMA. We were thrilled to meet so many of you in Phoenix, that some events even hit capacity! Your enthusiasm proves this community matters. You belong here.



Julia van de Sandt
Chair of DocSIG
Ph.D. Candidate at the
University of South Carolina

∧M> SIG

And we're not done yet. This summer, we're launching the first-ever DocSIG Doctoral Student Pre-Conference at Summer AMA in Chicago. Taking place Friday, August 22, this five-hour event expands our traditional Mentor's Breakfast to offer tailored faculty mentorship by research stage, plus peer networking. If you're attending Summer AMA—especially for AMA's new job market platform—be sure to secure your spot early.

Our webinar series also continues with **job market prep sessions** drawing 100+ attendees globally. Missed one? Catch the replays on our YouTube channel. And if you were on the job market this year, please complete our upcoming and newly optimized **Who-Went-Where Survey**—your input helps shape your tenure letters and supports students following in your footsteps.

Running DocSIG sometimes feels like a part-time job, but your passion keeps us going. Thank you to our 17 amazing officers, supporting faculty, and everyone of you. Officer recruitment for 25–26 is open now. Let's make Summer AMA 25 our best yet!

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- Julia van de Sandt

## **Membership Benefits**

We were thrilled to support ten dues-paying DocSIG members with several grants for the 2025 Winter AMA Conference in Phoenix, AZ.

#### **Meet the Winners!**

## **Free AMA Membership Recipients**

We were excited to award free memberships to the following outstanding DocSIG members who had competitive papers accepted at Winter AMA 25:

- Florian Holz University of Mannheim
- Manaswini Acharya <u>Texas Tech University</u>

Congratulations! These complimentary memberships are made possible by the generous support of the American Marketing Association, especially <u>Marilyn Stone</u> and <u>Matt Weingarden</u>.

# 10% Discounted Winter AMA Registration Recipients

Through a raffle, we selected five DocSIG members with poster or special session paper acceptance at Winter AMA 25 to receive 10% discounted early bird registration grants. We are grateful to AMA for their continued generosity:

- Sydni Do University of Arizona
- Fei Gao HEC Montréal
- Christian Arroyo Mera <u>University of South Florida</u>
- Amir Alisha Syed The
   University of Kansas
- Xiaoying Feng Syracuse University

### \$100 Discount Grants

Thanks to funding from other institutions that supported conference events, we were able to free up part of our tight budget to offer \$100 registration discounts to three DocSIG members with competitive paper acceptance at Winter AMA 25:

- Yeonjae C. Saint Louis
   University
- Ka Wing (Kasey) Chan <u>UNSW</u>
- Jeta Majumder The
   University of Texas Rio Grande
   Valley

#### **Next AMA Conferences**

2025 AMA Marketing and Public Policy Conference

Building Resilience by Building Bridges: Business, Marketing and Policy for Societal Well-being

June 20-22, 2025

2025 AMA Marketing and Public Policy Conference

Washington, DC

2025 AMA Summer Academic Conference, Chicago (US)

Data Revolution: Empowering Humanity

August 22-24, 2025

### DocSIG Events at Summer AMA:

Friday, August 22

2025 AMA Summer Academic \*

Conference

August 18, Virtual | August 22-24, Chicago

 8:00 AM – 12:30 PM: Doctoral Student Pre-Conference – Registration Required

Saturday, August 23

- Time TBA: Special Session "Reflections on the 23-24 Job Market and Outlook for 24-25 – Open to all doctoral students
- Time TBA: Joint Social Reception with the Sustainability SIG & Award Ceremony for the "2025 Mathew Joseph DocSIG Emerging

Scholar Award" – Open to all doctoral students and interested conference attendees.

Click here to access the conference website for more information.

2026 AMA Winter Academic Conference, Madrid (ES)

February 13-15, 2026

2026 AMA Winter Academic Conference

Call for Paper Submission Deadline: Wednesday, August 20, 2025

February 9, Virtual | February 13-15, Madrid, Spain



<u>Click here</u> to access the conference website for more information.

## **Next AMA Conferences (contd.)**

### **2025 DocSIG Conference Support Grants**

To end the academic year 24-25 on a high note, we are thrilled to announce that DocSIG is now accepting applications for DocSIG Conference Support Grants to attend the **2025 AMA Summer Conference in Chicago, IL**. This initiative came from feedback we received from the Fall Survey (thank you to all participants!) and is just another way DocSIG is helping members grow, connect, and contribute all across the globe to our shared academic journey as rising marketing scholars.

### **Grant Details**

We are offering two kinds of financial support:

- Discounted Registration Grants for DocSIG Members with any paper type accepted: Up to four (4) grants will cover a 10% discount on the early bird registration rate (Grantee registration will be reduced from \$399 to \$359.10 on early bird member registration).
- Free Pre-Conference Registration for DocSIG Members with Competitive Paper Accepted: Up to five (5) \$50 discounts on the DocSIG Pre-Conference registration. (Grantee registration will be reduced from \$50 to \$0)

Please note: Each applicant may apply for only one of these grants (either the discounted registration grant or the \$50 Pre-Conference discount).

Application Deadline: Sunday, June 22, 2025. For more details <u>click here</u>

## Celebrating the Heart Behind the Scenes: Riley Fickett!

Behind every great student initiative is someone making the logistics look easy—huge shoutout to **Riley Fickett**, Manager of Academic Communities at the AMA, for being that person for **DocSIG**. From event planning and budget steering to helping us navigate connections across the broader AMA, Riley is the steady hand that makes so much of our work possible.

We're incredibly grateful for her support, responsiveness, and behind-the-scenes leadership. If you see Riley at any AMA conference, please make sure to say hi and say thank you! Thank you, Riley, for being such a vital part of our community!



Riley with our chair Julia at the 2024 AMA Marketing and Public Policy Conference in Washington, DC.

## 2025 Winter AMA Recap

We thoroughly enjoyed the 2025 AMA Winter Academic Conference in Phoenix!

The exceptional quality of research presentations from scholars around the world, combined with Phoenix's beautiful desert landscape and warm hospitality, made this year's Winter AMA truly memorable. The conference was held at the **Sheraton Phoenix Downtown** from **February 14 to 16** and featured a rich blend of academic insights, meaningful networking, and vibrant community engagement.



DocSIG was proud to host a dynamic lineup of events at Winter AMA 2025, all thoughtfully curated to support doctoral students through insightful mentorship, professional development, and meaningful connections with senior scholars. Our committed team of officers worked tirelessly behind the scenes to ensure everything ran smoothly—from logistics to engagement. Special appreciation goes to our Chair, Julia van de Sandt, and Chair-Elect, Ishita Nagpal, for their visionary leadership and for inspiring a fantastic team effort that brought this conference to life!

Our DocSIG
Officers at 2025
Winter AMA.

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



#### From Left to Right:

Kathy Huang, Ghazal Alaviani, Julia van de Sandt, Ishita Nagpal, Anuja Bhattacharjya, Zhara Safa Karami, Ifeanyi Ajaebili, Xiaoying Feng, Francesco Di Paolo

# Doctoral Students Networking Dinner at Winter AMA







One of the highlights of Winter AMA 2025 was the DocSIG Members' Networking Dinner, held at a lively Irish pub in the heart of Phoenix!

This special member-only event, held on Friday, February 14, was sponsored by <u>Dr. Riley Krotz</u> and the <u>University</u> of Illinois <u>Urbana-Champaign</u> (<u>Dr. Unnati Narang</u>). It brought together doctoral students from across the globe for an evening of great food, vibrant conversations, and authentic connections.

With laughter echoing over shared research journeys and future goals, the dinner offered a relaxed and welcoming space to bond beyond the conference sessions. Thank you to everyone who joined us — and to our generous sponsors for making it all possible!



## **DocSIG's Mentor Breakfast**

DocSIG's signature **Mentors Breakfast at Winter AMA 2025** brought together an incredible group of senior faculty and doctoral students for a meaningful morning of conversation and connection. This highly anticipated event provided students with an opportunity to network with leaders in the marketing field, ask questions, and receive advice on navigating the PhD journey and the academic job market.

We extend heartfelt thanks to the Sheth Foundation for their generous sponsorship and continued support and to all mentors who made time to invest in the next generation of scholars.





A huge shoutout to our incredible mentors who shared their time and wisdom: Dr. Anat Keinan, Dr. John Lynch, Dr. Rajdeep Grewal, Dr. Charles Noble, Dr. Colleen Harmeling, Dr. Kelly Hewett, Dr. Detelina Marinova, Dr. Kelly L. Haws, Dr. Douglas Bowman, Dr. Murali K. Mantrala, Dr. Carol L. Esmark Jones, Dr. Brian Rutherford, Dr. Michael Haenlein, Dr. Adithya (Adi) Pattabhiramaiah, Dr. Cait Lamberton, Dr. Rebecca Slotegraaf, Dr. Katrijn Gielens, Dr. Rajesh K. Chandy, Dr. Kapil Tuli, and Dr. Linda L. Price and Dr. Beth Vellen.





## Winner of 2025 AMA DocSIG "Mathew Joseph" Mentor

The highlight of the DocSIG Mentors Breakfast was the celebration of outstanding mentorship in the marketing academic community. We are delighted to congratulate <u>Dr. Anat Keinan</u> from Boston University as the recipient of the **2025 AMA DocSIG Mathew Joseph Mentorship** 

Award.



This special award recognizes a scholar who has demonstrated exceptional commitment to mentoring doctoral students. It was both sponsored and presented by DocSIG's faculty mentor, <u>Dr. Mathew Joseph</u>, whose dedication continues to inspire generations of emerging scholars.



## **DocSIG X T.R.A.P Lab Session**



With an interactive blend of improv, brainstorming, and structured discussion, the event, led by T.R.A.P. Lab researchers Dr. <u>Broderick Turner</u>, and Dr. <u>Breagin Riley</u>, was a standout moment of connection, innovation, and inspiration.

DocSIG was thrilled to cohost a high-energy session with the T.R.A.P. Lab titled "Breaking Barriers: **Exploring Collaborative** Lab Research." Designed to spark creativity and foster interdisciplinary partnerships, this session allowed doctoral students to simulate a collaborative lab meeting, engage with emerging research themes, and explore the value of the "Yes-And" methodology.

### **DocSIG Session: Job Market Panel Discussion**

"Navigating the Job Market in the 2025–26 Academic Hiring Cycle," bringing together a powerhouse panel of four senior scholars and four recent job market candidates. Moderated by DocSIG Chair Julia van de Sandt, this session offered attendees invaluable insights into the academic hiring process—from crafting compelling applications to navigating interviews and evaluating job offers.



Senior faculty <u>Dr. Sandy Jap</u>, <u>Dr. Brady Hodges</u>, <u>Dr. Kelly D. Martin</u>, and <u>Dr. John Hulland</u> shared candid advice from their experiences serving on hiring committees, while recent <u>candidates Dr. Barbara Duffek</u>, <u>Dr. Melanie Moore Koskie</u>, <u>Kevin Giang Barrera</u>, and <u>Ethan Milne</u> provided a grounded, student-focused perspective.

## SUSTSIG X DocSIG Reception



A highlight of the evening was the presentation of the 2025 Lifetime Achievement Award to Dr. Jagdish N. Sheth, honoring his remarkable contributions to sustainable marketing and business practices. We are deeply thankful to the Sheth Foundation for generously sponsoring the event, and to the SUSTSIG leadership team — especially <u>Dr. Neeraj</u> Bharadwaj, Dr. Dionne Nickerson, and Dr. Antje Graul — for their tireless collaboration with DocSIG. Their partnership helped bring this event to life.

DocSIG and the **Sustainable Marketing** and Innovation SIG (SUSTSIG) came together to co-host a truly special evening reception This vibrant gathering created space for interdisciplinary connections, meaningful networking, and inspiring conversations among doctoral students, earlycareer researchers, and senior scholars.



Dr. Jagdish N. Sheth pictured with his wife, Mrs. Madhu Sheth, following the presentation of the 2025 Lifetime Achievement Award.

# 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

In collaboration with the Journal of Marketing Research (JMR), DocSIG launched the JMR Scholarly Insights by AMA DocSIG initiative in 2020.

This distinctive blog series invites doctoral students to interview JMR authors, providing an engaging way to explore influential research.

#### What contributors gain:

- · Firsthand access to pioneering ideas in marketing
- Increased recognition among academic peers
- Opportunities to connect with established scholars
  - A significant addition to their academic portfolio

#### Highlights of the Initiative:

- More than 100 doctoral students from over 60 universities worldwide have taken part
- Contributions are published on the American Marketing Association (AMA) website
- JMR's LinkedIn page regularly showcases participant interview and insights

We're currently inviting **new student contributors** to be

part of this dynamic and rewarding project. If you're eager to engage with top-tier marketing scholars and elevate your academic visibility, this is a fantastic opportunity. To sign up for our June 2025 edition, sign up here. To learn more, visit the AMA DocSIG Website, or feel free to contact our JMR Scholarly Insights coordinators, Sameed B. Khan (Sameed\_Khan@uml.edu) or Daria Koksal (dko005@email.latech.edu). We are happy to answer questions and help you get involved!



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

## Recent blog posts contributions:



How and When "Work-Life" Messaging in Marketing Can Backfire

3.17.3025 - Hansswini Ashurus and lishitu Nagani



#### How GDPR Changed the Game for Display Advertising

3.5.2025 - Marc Actoine Fortie

- Ishita Nagpal (GSU) and Manaswini
  Acharya (Texas Tech) blogged about a recent JMR article on work-life messaging. The research reveals that marketing messages combining work and personal life themes can inadvertently reduce consumer interest in complex products like education or travel. This effect is particularly pronounced among individuals experiencing work—life conflict, such as working mothers, for whom such messaging may heighten stress and diminish product appeal. The full work can be read here.
- Marc-Antoine Fortin, from the Polytechnic University of Milan, Italy, discussed an article on the impact of regulations on advertising. The article finds that European Union's General Data Protection Regulation (GDPR) led to moderate but significant declines in display advertising performance. However, they find content-based targeting to be one potential remedy. The complete blog post can be <u>read here</u>.

# 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

It was such a pleasure meeting so many doctoral students from around the world through our recent webinar series! Your active participation continues to show us just how valuable these webinars are for finding answers, guidance, and inspiration along your doctoral journey.

As the Special Projects & Partnership Team, we listen—and we act. Your voices help shape the programs we create, and we're committed to turning your needs into meaningful opportunities. We look forward to seeing you at our upcoming webinars, especially as we support you through job market preparation and beyond.

To stay updated on our webinar series, including announcements and recaps, please visit our <u>website</u>. If you missed a webinar or would like to rewatch one, check out our YouTube channel.



If you have any questions or suggestions, feel free to reach out to Xiaoying Feng at xfeng26@syr.edu.

## Why We Started the Job Market Series?



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



Julia van de Sandt Chair of DocSIG and Ph.D. Candidate at the University of South Carolina

As doctoral students, one of the biggest sources of anxiety is wondering how to land that first academic job. When we (Julia and Xiaoying) began preparing for the market ourselves, we quickly realized that despite how important this moment is, resources and mentoring available to Marketing PhD Students vastly vary by schools.

Some schools have an almost structured program in guiding their students on the market while others rely heavily on individual faculty and the focal student on driving the job market prep.

We launched this webinar series because we wanted to create the kind of community and guidance we observed successful candidates had at their schools—practical, encouraging, and somewhat blueprint alike.

When we surveyed our community, it was clear that there's a huge appetite for more job market support, and we're excited to help fill that gap. We're so grateful to see this series resonate with so many of you from all over the world.

Additionally, we have made the recordings available, where permissible, on our YouTube channel.

## Job Market Webinar Highlights



We kicked off our Spring 2025 Job market series with Dr. Abhijit Guha on "Relevance of Journal Rankings in the Job Market".

Dr. Andreas U. Lanz shared the strategies on how to stand out in job market by optimizing CV and Cover Letter. The webinar was well attended by around 100 doctoral students from around the world.





We hosted a must-attend webinar on "Lights,
Camera, Job: Acing Your
Online Interview," where
Dr. Denish Shah shared invaluable insights on navigating online academic job interviews, drawing from his experience as the authors of the online interview chapter for the AMA Transition guide.

# Share Your Academic Journey for the **2025 "Who Went Where" Report!**

### Call for Participation: 2025 WWW Report Launches in June 2025!

We're excited to announce that the 2025 Who Went Where survey will go live in June 2025! Whether you're on the job market now or recently accepted a position, your experience matters. Please keep an eye on our website and LinkedIn.

Your responses help future job seekers make informed decisions and help hiring committees, mentors, and your tenure letter writers better understand the evolving academic job market and your cohort.

### Thank You For Helping Us Revamp the Survey!

We thank so many faculty and students from all around the globe who shared feedback on the WWW report with us in May. Reza and Julia are now conceptualizing a new version of the survey, resulting in an overhauled report.

Let's build a stronger, more transparent job market together.

# The Who Went Where Research Team



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

## 2024 Research Productivity Report

DocSIG is delighted to share the 2024 Research Productivity Report, showcasing contributions to marketing research. This report reflects the dedication of our Research Productivity Team to honoring scholarship published in leading marketing journals.

It builds on our tradition of recognizing excellence in marketing research and celebrating the scholars and institutions behind it. We extend our congratulations to the researchers whose work continues to advance the discipline.

Special thanks to Renu Sharma (PhD, 2nd Year, Quant-Strategy, University of Houston), Vice Chair of Research, and Gautham Ram (PhD, 2nd Year, Quant-Strategy, University of Houston), Assistant Vice Chair of Research, for their efforts in executing the 2024 version of this traditional report.



#### **Renu Sharma**

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

#### **Gautham Ram**

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



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

Author Productivity (AMA)

University Productivity (AMA)

Author Productivity (Premier)

University Productivity (Premier)

# **DocSIG Team Building: Monthly Social**

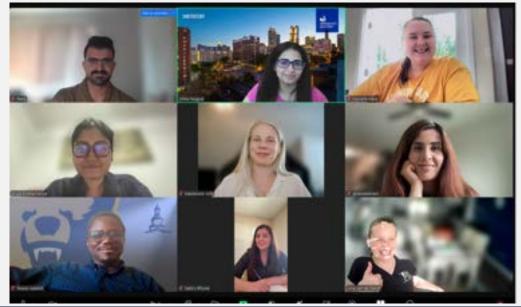


No Agenda, Just Connection!

At DocSIG, we believe that building a community starts with getting to know one another beyond our roles and responsibilities. Our Monthly Socials are casual, no-agenda virtual gatherings where team members come together to chat, laugh, and unwind.

These sessions have become a cherished space for connection, encouragement, and shared energy—especially in the midst of busy academic lives. Whether it's talking research wins, favorite snacks, or weekend plans, our socials are a reminder that we're more than just colleagues—we're a

team.



## **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 <u>form</u> 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.

# 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 SummerAMA in Chicago**. Your generosity can help us continue delivering impactful programming. You can find our support request here.

# 2025-2026 Open Positions



Ishita Nagpal
Chair-Elect and
Ph.D. Student at Georgia
State University

### **Become a DocSIG Officer**

AMA DocSIG is inviting doctoral students in marketing to apply for 6 officer positions for the year 2025-2026.

AMA DocSIG is the American Marketing Association's special interest group for marketing doctoral students. We provide opportunities for marketing PhD students to develop professional skills in areas such as research, writing, teaching, presenting, reviewing, and other relevant fields that support job placement and career development. For more details, please visit our website. We are seeking enthusiastic, proactive, and dedicated doctoral students to join our team in the positions outlined here.

Doctoral students interested in applying or inquiring more about these positions may email DocSIG Chair-Elect, Ishita Nagpal (inagpal I@gsu.edu), including preferred position in the subject line, and send your CV and a PDF document outlining:

- 1. Why do you want to join DocSIG as an officer?
- 2. Which current DocSIG officers do you know personally? (Current DocSIG officers can be seen <a href="here">here</a>)
- 3. Which past DocSIG event has impacted you the most?

We will accept applications until June 30, 2025, but those received earlier will be prioritized. International applications are welcome. To secure your spot, we recommend applying as soon as possible. Once positions are filled, the application process will close. We look forward to learning more about you!

More positions may be added towards the 2024-2025 academic year, so check the <u>DocSIG website</u> and follow us on <u>LinkedIn</u> for real-time updates.

# M> Docsig

## 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 Summer 2025 newsletter.