

2026 AMA Winter Conference

DocSIG Global Colloquium

Session 3: Publishing Across Borders: A Two-Panel Masterclass for Emerging Scholars

Learn more about our speakers!



Amber Epp
University of Wisconsin
Moderator

Amber Epp is an Associate Professor of Marketing and Wilbur Dickson-Bascom Professor in Business at the University of Wisconsin-Madison's School of Business. Amber's research advances an interdisciplinary perspective of the relationship between family and the marketplace. In particular, she studies what products, brands, or services mean to families; how families derive value from brand uses and experiences; how families' choices facilitate or hinder collective goals; and how families evaluate and make sense of their choices within the broader context of family life. Her work has been published in the *Journal of Consumer Research*, *Journal of Marketing*, *Journal of Service Research*, and *Journal of Retailing*, and she has co-authored book chapters on qualitative data analysis, family consumption behavior, and assemblage theory. Professor Epp received the inaugural Sidney J. Levy Award for outstanding Consumer Culture Theory research, and her research has been funded by the Marketing Science Institute. She also serves as an Associate Editor for the *Journal of Marketing*, sits on the editorial review board for *Journal of Consumer Research*, and is President of AMA academic council. Click [here](#) to read more.

Panel 1 - Global Perspectives on Publishing



Karen Page Winterich
Penn State University

Panel 1

Karen Page Winterich is the Gerald I. Susman Professor in Sustainability and Professor of Marketing. She conducts research in the area of consumer behavior, with much of her work examining how consumers' social identities influence charitable giving as well as sustainable and im(moral) behavior. Her research is published in Journal of Consumer Research, Journal of Marketing Research, and Journal of Marketing, among others. She serves as Co-Editor for the Journal of Marketing Research and is Past President of the Academic Council of the American Marketing Association. Karen also enjoys teaching sustainability marketing which she developed as part of Smeal's Sustainability Education Initiatives. Expertise: Identity, Sustainability, Prosocial behavior, Unethical behavior, Cultural Differences (Power Distance), Emotions. Click [here](#) to read more.



Katrijn Gielens
Tilburg University

Panel 1

Katrijn Gielens is a Professor of Marketing at Tilburg University. She is an internationally recognized expert in the areas of international retailing and product innovation. The International Journal of Research in Marketing (IJRM), Journal of Marketing, and Journal of Consumer Research have published her research. She has won twice the prestigious IJRM Best Article Award. She serves on the strategy team of AiMark, a global center studying key marketing strategy issues, which brings together academics around the world, two of the top-four market research agencies, and brand manufacturers. Click [here](#) to read more.



Michael Haenlein
ESCP Business School

Panel 1

Michael Haenlein is a Professor of Marketing at ESCP Business School in Paris. His main area of expertise is the impact of new technologies on firms and consumers. Within this space, Michael has worked on questions related to online retailing, social media, influencer marketing, mobile gaming, and, more recently, artificial intelligence, video gaming, and live streaming. Michael is among the Top 20 most-cited researchers in marketing worldwide. He is an Associate Editor at the Journal of Marketing, the Journal of the Academy of Marketing Science (JAMS), and the International Journal of Research in Marketing (IJRM). He is equally on the Editorial Review Board of the California Management Review and the Advisory Board of the European Management Journal. Michael received best paper awards for his work published in Business Horizons and IJRM, as well as the Jan-Benedict Steenkamp Award for Long-term Impact in Marketing and the AMA-EBSCO-RRBM Annual Award for Responsible Research in Marketing. Michael is the President-Elect of the Academic Council of the American Marketing Association (AMA) and the Vice President of Publications at the European Marketing Academy (EMAC). In 2026, he was co-chair of the AMA Winter Academic Conference in Madrid, the first AMA Conference organized outside of North America. He is equally part of the Scientific Advisory Board of Ferrandi Paris, France's most prestigious school focused on culinary arts, and of the French Federation of Haute Couture and Fashion, the body responsible for setting the dates and location of the French fashion weeks. Click [here](#) to read more.

Panel 2: Navigating the Review Process & Crafting Impactful Research



Eileen Fischer
York University

Panel 2

Eileen Fischer does research on consumers, entrepreneurs, and the markets they interact in. She is interested in how brands, firms and markets emerge and evolve, and in how consumers and entrepreneurs shape them and respond to them. In addition, she maintains an active line of inquiry devoted to understanding how research contributions can be constructed using qualitative methodologies. She currently serves as an Associate Editor for the Journal of Marketing Research and has previously served as an Associate Editor and Co-Editor for the Journal of Consumer Research, as well as Marketing Field Editor for the Journal of Business Venturing. In addition, she has served on numerous editorial boards, including the Journal of Marketing, Journal of International Business Studies, Journal of Consumer Research, Journal of Business Venturing, Consumption, Markets & Culture, and Entrepreneurship: Theory and Practice, among others. Her scholarly contributions have been recognized with multiple honors, including the Best Reviewer Awards from the Journal of Marketing and the Journal of International Business Studies. Eileen has published extensively in leading journals, including the Journal of Marketing, the Journal of Consumer Research, and the Journal of the Academy of Marketing Science, among others. Click [here](#) to read more.



Maura Scott

Arizona State University

Panel 2

Maura L. Scott is a professor of marketing and the Edward M. Carson Chair in Services Marketing at the W. P. Carey School of Business at Arizona State University. Her research interests include consumer behavior, consumer and societal well-being, public policy, and services marketing. Her research examines how to help improve consumers' financial, health, and food decisions, particularly among underrepresented, marginalized, and vulnerable populations. She also studies how business research can help contribute to a more sustainable world. Her research has been published in leading journals including the Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, and Journal of Public Policy & Marketing, among others. Her work has been mentioned in leading outlets including New York Times, Wall Street Journal, Time, Forbes, Fast Company, and Entrepreneur. It has also been covered in lifestyle magazines such as Women's Health, Allure, Shape, Prevention, Consumer Reports, and Good Housekeeping. She is Co-Editor of the Journal of Marketing. She previously served as joint editor-in-chief of the Journal of Public Policy & Marketing. She has also served as associate/area editor for the leading journals in the discipline, including Journal of Marketing, Journal of Marketing Research, Journal of Consumer Research, Journal of Consumer Psychology, and Journal of the Academy of Marketing Science. Professor Scott serves on the Board of Directors for the American Marketing Association (AMA). She is a past president of the AMA's Academic Council and has served on the Board of Directors for ACR. Click [here](#) to read more.



Rajesh Chandy
London Business School

Panel 2

Rajesh Chandy is Professor of Marketing and the Tony and Maureen Wheeler Chair in Entrepreneurship at London Business School, where he is also the Academic Director of the Wheeler Institute for Business and Development. Rajesh's current research lies at the intersection of business and development. His recent projects have covered the impact of business skills among micro-entrepreneurs in South Africa, novel financing approaches in Ghana, property rights in slums in Egypt, innovation among farmers in India, highways and private education expenditures in India, and using big data for development outcomes. Chandy is a member of the advisory board of the Journal of Marketing and a Co-Editor of the journal's special issue on "Better Marketing for a Better World". He is also co-editor of the Management Science special issue on "Business and Climate Change," and previously served as an Area Editor for the Entrepreneurship and Innovation area at Management Science. Chandy's research and publications have received several awards, including the Mahajan Award for Lifetime Contributions to Marketing Strategy Research, the ISMS Gary Lilien Practice Prize for research that contributes most to the practice of marketing, the Journal of Marketing Harold Maynard Award for contributions to marketing theory and thought, the AMA TechSIG Award for the best article on Technology and Innovation (twice), the Gerald E. Hills Award for the Best Paper on Entrepreneurial Marketing, and the Albert Page Award for best professional paper on innovation. Click [here](#) to read more.



Stephanie Noble
University of Tennessee

Panel 2

Stephanie Noble is the Nestlé USA Professor of Marketing at the University of Tennessee. Her primary research interests involve customer experience management in retail and service settings, with a focus on technology, atmospherics, and organizational frontlines. Stephanie was a member of the American Marketing Association's (AMA) Academic Council, has co-chaired the Summer AMA Educator's conference, Organizational Frontline conference, and the Frontiers in Services doctoral consortium. She has been a doctoral consortium faculty member for the AMA/Sheth, Frontiers in Services, Academy of Marketing Science, and Society for Marketing Advances conferences, and has been actively involved in the Retail and Pricing SIG (Co-chair) for the AMA. Stephanie has been the recipient of many awards for her research and won/been a finalist for many teaching and mentoring awards including the UTK Chancellor's Excellence in Graduate Mentoring and Advising Award (finalist: 2012, 2013), Poets & Quants Top 50 Undergraduate Professors Award (winner: 2022), UTK Chancellor's Excellence in Teaching Award (finalist: 2023) and the AMA Retail & Pricing SIG Lifetime Achievement Award (winner: 2023). She has won several best reviewer/AE awards (JR -2017; JAMS – 2020; JSR – 2020 & 2021) and she served as an Area Editor for the Journal of the Academy of Marketing Science (2018-2024) and the Journal of Retailing (2020-2022). She was co-editor for the Journal of Service Research (2021-2023) and is currently co-Editor-in-Chief for the Journal of the Academy of Marketing Science (2024-2027). Click [here](#) to read more.