3rd ANNUAL MID-ATLANTIC MARKETING DOCTORAL SYMPOSIUM

Friday, March 27, 2015
8:30am to 5:00pm
7th Floor Commons, Alter Hall
Philadelphia, PA
The Mid-Atlantic Marketing Doctoral Symposium at Temple University is a one day research symposium for doctoral students in the Mid-Atlantic region with opportunities for networking and relationship building. Students and faculty members from all major research universities located between New York and Washington D.C. that offer a PhD in Marketing are invited to this event. Activities include research presentations, career advice sessions, faculty panels, social events, and networking.

The symposium offers an interactive and informal forum for doctoral students to discuss their research and career aspirations. The goals of the symposium are: (1) to give doctoral students a chance to get to know each other and local faculty members and (2) to develop research and social relationships that will serve them well in their careers.

For more information on this year’s MAD Symposium, please contact our PhD co-chairs Andy Reinaker (Andrew.reinaker@temple.edu) or Johnny Graham (johnny.graham@temple.edu).
AGENDA

8:30—9:30am  Breakfast, Registration, and Networking

9:30 – 9:45am  Opening Remarks
Andrew Reinaker, Student Co-Coordinator, MADS 2015
Paul Pavlou, Associate Dean of Doctoral Programs
M. Moshe Porat, Dean, Fox School of Business
Susan Mudambi, Marketing PhD Advisor

9:45 – 10:45am  Student Presentations
Chanil Boo, University of North Carolina at Chapel Hill
Tyrha Lindsey-Warren, Rutgers University
Tong Lu, University of Pennsylvania

10:45 – 11:00am  Coffee Break and Networking

11:00 – 12:00pm  Faculty Panel on Research Lessons
Xueming Luo, Temple University
Nicholas Lurie, University of Connecticut
Sonia Monga, Rutgers University
Mimi Morrin, Temple University

12:00 – 1:15pm  Lunch and Student Poster Presentations

1:15 – 2:00pm  Keynote Address
David A. Griffith, Lehigh University

2:00 – 2:15pm  Coffee Break and Networking

2:15 – 3:15pm  Roundtable Networking Discussions

3:15 – 4:30pm  Faculty Panel on Transitions
Yanliu Huang, Drexel University
Vinod Venkatraman, Temple University
Pinar Yildirim, University of Pennsylvania

3:15 – 4:30pm  Wrap Up and Closing Remarks
Dr. David A. Griffith is a professor and the chair of the Department of Marketing at Lehigh University. Prior to joining Lehigh, David served as the John William Byington Endowed Chair in Global Marketing and Professor of Marketing at the Eli Broad Graduate School of Management at Michigan State University, where he also served as Director of the Ph.D. Dr. Griffith earned his PhD in Marketing, with a concentration in International Business from Kent State University. David is widely recognized as a leading authority on global marketing strategy development and implementation, with specialized knowledge of inter-firm governance strategy and innovation. He has contributed over 100 refereed journal articles to the scholarly literature. His research has been published in numerous leading academic journals including the Journal of Marketing Research, Journal of Marketing, Journal of International Business Studies, Strategic Management Journal, Journal of Operations Management, and the Journal of Retailing. He served as the Editor-in-Chief (2008-2013) of the American Marketing Association's Journal of International Marketing, and currently serves on numerous journal editorial review boards. In 2014 David was appointed to the American Marketing Association's Academic Council, which advocates for the academic membership of the AMA, has stewardship of major events in the discipline, and spearheads numerous thought leadership and developmental events for doctoral students and marketing faculty. David's teaching interests are in marketing analytics, quantitative marketing, marketing strategy, global marketing and innovation. David's teaching efforts have been recognized via numerous teaching awards.
Faculty Panel: Research Lessons

Xueming Luo

Dr. Xueming Luo is Charles Gilliland Chair Professor of Marketing, Professor of Strategic Management, Professor of Management Information Systems, and Founder/Director of the Global Center for Big Data in Mobile Analytics in the Fox School of Business at Temple University. Dr. Luo’s research has been published or forthcoming in Marketing Science, Journal of Marketing Research, Journal of Marketing, Management Science, Harvard Business Review, MIT Sloan Management Review, Information Systems Research, among others. He has received many grants and awards recognizing his research leadership.

Nicholas Lurie

Dr. Nicholas H. Lurie is Voya Financial Professor and Associate Professor of Marketing at the University of Connecticut School of Business and conducts research on how consumers search for information and make decisions in information-rich environments. His research has been published in the Journal of Consumer Research, the Journal of Marketing Research, Marketing Science, the Journal of Marketing, and Organizational Behavior and Human Decision Processes. He received his PhD from the Haas School at the University of California at Berkeley, his MBA from the Kellogg School at Northwestern University, and his AB from Vassar College.

Alokparna (Sonia) Basu Monga

Dr. Alokparna Basu Monga (Sonia) is Professor and PhD program coordinator for Marketing at Rutgers Business School-Newark and New Brunswick. Her research interests lie in the area of consumer behavior, focusing on how consumers respond to branding activities, particularly across cultures. Sonia's research has appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and the Journal of Consumer Psychology. She is currently on the Editorial Review Board of the Journal of Consumer Research. She teaches courses at the undergraduate, MBA and PhD levels.

Maureen (Mimi) Morrin

Dr. Maureen Morrin’s current research focuses on examining how the human senses impact the consumer decision-making process. Her articles have been published in leading journals, such as the Journal of Consumer Research, Journal of Marketing Research and the Journal of Consumer Psychology. She is a member of the editorial review boards of the Journal of Marketing and the Journal of Public Policy & Marketing and is an area editor for the Journal of Consumer Psychology. Dr. Morrin has received external grants to support her research and several honors.
Faculty Panel: Transitions

Yanliu Huang

Dr. Yanliu Huang is an Assistant Professor of Marketing at the LeBow College of Business, Drexel University. Her research interest is focused on consumer planning, in-store decision making, and health marketing. Dr. Huang’s research has been published in leading academic journals including Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and Organizational Behavior and Human Decision Processes. She and her coauthors are the recipients of Journal of Marketing’s 2014 MSI/H. Paul Root Award. Dr. Huang has won other research awards including Dean’s Excellence in Research Award at Drexel University, Marketing Science Institute research awards, and the Best Retail Proposal Award by Society of Marketing Advances.

Vinod Venkatraman

Dr. Vinod Venkatraman joined Temple University in July 2011 after completing his PhD in Psychology and Neuroscience at Duke University. He is an Assistant Professor in the Department of Marketing, and is also the Associate Director of the Center for Neural Decision Making at the Fox School of Business, Temple University. His research involves the use of behavioral, eye-tracking, neurophysiological and neuroimaging methodologies to study the effects of task environment, state variables, and individual traits on decision preferences and consumer behavior. His recent articles have been published in leading journals like Journal of Marketing Research and Organization Behavior and Human Decision Process, and covered extensively in public media including Forbes, National Public Radio, and Science Online.

Pinar Yildirim

Dr. Pinar Yildirim is Assistant Professor of Marketing at the Wharton School of University of Pennsylvania and Senior Fellow at the Leonard Davis Institute. Pinar's research interests are on media and information economics, focusing on analytical modeling, two-sided markets, and social networks. Her research appeared in top journals including Journal of Marketing Research, Management Science, and Journal of Marketing, and has received numerous grants and honors. Pinar holds Ph.D. degrees in Marketing & Business Economics and Industrial Engineering from the University of Pittsburgh. She teaches Marketing Research and contributes to Knowledge@Wharton, Wharton Business Radio, and Google Insights.
Student Research Presentations

Chanil Boo

Chanil Boo is a doctoral student in the Marketing Area at Kenan-Flagler Business School at the University of North Carolina at Chapel Hill. His research spans marketing, financial market and performance - specifically he studies how firm-level marketing decisions effects performance, and when and why those decisions are associated with stock market and institutional ownership. Chanil also focuses on the power of in-store trial and the effect of the compensation. He received a B.A. degree in Business from Seoul National University and a M.S. degree in Economics from the State University of New York at Buffalo.

Tyrha Lindsey-Warren

Tyrha M. Lindsey-Warren is a PhD Candidate in Marketing at Rutgers Business School in New Jersey. In her research, she is interested in storytelling and its effects on Millennials’ self-identity, attitudes and behaviors; emotional contagion (Word-of-Mouth) for Millennials and movies; and embodied cognition. She has worked in communications for Quincy Jones*David Salzman Entertainment, Alvin Ailey American Dance Theater and UniWorld Group. She has been honored with the AMA’s Valuing Diversity Scholarship, Network Journal Magazine’s 40 Under Forty and YWCA’s People to Watch awards. Currently, she is the President for the Ph.D Project’s Marketing Doctoral Students Association. Ms. Lindsey-Warren received her B.S. in Radio/TV/Film from Northwestern University and has an MBA from the Peter F. Drucker School of Management at Claremont Graduate University.

Tong (Joy) Lu

Tong (Joy) Lu joined the University of Pennsylvania Wharton Marketing Doctoral Program in Fall 2013. She received a B.S in Economics, and Engineering & Applied Science (Computing & Neural Systems track) from the California Institute of Technology in 2013. She is interested in applying math models to eye-tracking data to understand how consumers gather information and make choices.
Contemporary Marketing research requires an approach as diverse as the field itself. Because Marketing provides insights into the creation, communication and exchange of value, goods and services, its research ranges from qualitative studies of consumer behavior to strictly quantitative models. With this in mind, the Fox School’s PhD concentration in Marketing prepares students to utilize cross-disciplinary methods from economics, sociology, psychology and neuroscience in the production of cutting-edge research. Over recent years, this approach has enabled our graduates to secure research positions at many top universities, including Cornell University, Rice University and the University of Pittsburgh.

The Marketing department’s internationally recognized research faculty lead students in this endeavor. They are published in leading academic journals such as the Journal of Marketing, Journal of Marketing Research and Management Science, and develop their students’ capacity to do the same. The department also houses numerous research centers including The Center for Neural Decision Making (CNDM), the Consumer Sensory Innovation Lab, and the Global Center for Big Data in Mobile Analytics.

For information, please visit our website:

www.fox.temple.edu/phd