2019 AMA-Sheth Doctoral Consortium
Stern School of Business
June 13-16, 2019
Session Recordings

Thursday, June 13th
Opening remarks

Friday, June 14th
Session 1: The History of Research in Marketing
8:30-10:00am
Paulson Auditorium

Session 2: The Interdisciplinary Nature of Marketing I
10:30am-12:15pm
Research Methods KMC 2-60
Competitive Strategy KMC 2-65
Branding KMC 2-70
Digital Marketing/Social Networks KMC 2-90

Session 3: Meet the Editors
1:45-2:30pm
Session A & C KMC 2-65
Session B & D KMC 2-70

Session 4: Professional Responsibility in Research
4:00-5:30pm
Paulson Auditorium

Saturday, June 15th (cont’d)
Session 6: The Interdisciplinary Nature of Marketing II
10:45am-12:30pm
Customer Experience Management KMC 2-60
Innovation KMC 2-65
Research for the Greater Good KMC 2-70
Search KMC 2-90

Session 8: Future Research Issues
Paulson Auditorium

Sunday, June 16th
Session 9: Managing Your Career
8:30-9:15am
Navigating the Job Market KMC 2-60
The Promotion & Tenure Process KMC 2-65
Maintaining Work/Life Balance KMC 2-70
School Service/Student Advising Issues KMC 2-90