• **Part 1: Lessons learned from Scott, Mende, and Bolton (2013):** The goal of this section of the workshop is to share insights from the (review process-related) experience of publishing this paper in the *Journal of Marketing Research*.


• **Part 2: Research idea pitch & development**

• Developing research projects that have the potential to be published in top-tier journals is fundamental for (marketing) scholars. This section of the workshop aims to help doctoral students in developing research that is targeted at top-level journals in marketing. As such, the purpose of this section is to critically reflect and help identify the contribution your research aims to make to marketing knowledge.

• As preparation, each participant is asked to read current papers related to the publication process. Specifically:


• Participating students will write a contribution statement for their doctoral research (idea) (targeting a corresponding journal, e.g., JMR, JM, JCR, MS); please see guidelines as posted by *JCR*: http://www.ejcr.org/contribution-statement.htm

• Each student will also pitch his/her research idea to the group: To prepare for the meeting, please put your ideas in a powerpoint or word format, and take us through some of the following topics, please bring handouts (bullet points are just fine):
1) Your research question: What seems interesting/important about this question to you? What is original about your contribution relative to the existing body of knowledge in marketing? What are the key implications of your proposed findings for better understanding marketing?

2) Of the papers we assigned to you, how do you think some of these might possibly relate to your research question? Are there any connections in terms of the contribution you propose to make?

3) What papers other than the ones we assigned (e.g., that you may have looked at) relate to your question and help identify your contribution? How/why do they relate?

4) If there are papers that have studied related questions, are there aspects of those studies that might be relevant for what you are interested in? (e.g., the study method or stimuli that was used, how they measured a particular construct, etc.). How does your work go beyond these papers?

Additional readings (optional)


