

## The 5<sup>th</sup> SIM Doctoral & Research Colloquium

**Luiss Guido Carli University**  
**Viale Romania, 32, Rome**  
**12- 14 May 2019**

The SIM D&R Colloquium aims to provide doctoral students and young researchers from **Italy** and **Europe** a place to meet and discuss their dissertation research with leading academics in the field of marketing, as well as meet fellow doctoral students.

The colloquium welcomes a wide range of topics in the marketing domain and various methodological approaches.

As regards students, those in the **early stage of their PhD career** (i.e., those in their first year and/or with no analysis of data completed), those at **more advanced stages of their PhD career** (between 2<sup>nd</sup> and 4<sup>th</sup> year of PhD and/or with some analysis of data completed), and **young researchers** in an early stage of their career are encouraged to apply.

During the SIM D&R Colloquium participants will present their work in progress to a panel of renowned experts in the field and to fellow students in order to receive suggestions and insights that could be very useful to improve the research idea or the methodology used. More specifically, each participant will be paired with another one, and each pair will be asked to provide each other feedback on their work. Each participant will be also associated to an academic expert who will review his/her work.

We will also offer participants two workshops held by our guest International faculty on highly relevant topics such as **research idea generation** and the **publication/job market process**.

The SIM D.&R. Colloquium is held in a cooperative, open and very friendly atmosphere and is intended to be not only a source of scientific inspiration, but also a networking and social event with opportunities to get to know academics, doctoral students, and young researchers from different Italian and international institutions.

Sede legale: Dipartimento di Economia  
Università degli Studi di Parma- Via J.F. Kennedy 6 43125 Parma  
C.F. – 93053280504 - P.I. 01718720509

Segreteria organizzativa: Dipartimento Comunicazione e Ricerca Sociale – CORIS  
Sapienza, Università di Roma -Via Salaria 113, 00198  
tel +39.06.4991.8325 - e-mail: info@simktg.it

### **International Faculty:**

Peter Leeflang, *University of Groningen, The Netherlands, Aston Business School, UK*

Simona Botti, *London Business School, London UK*

Stefano Puntoni, *Rotterdam School of Management, Erasmus University, The Netherlands*

### **D.&R. Colloquium Faculty:**

**Co-Chairs:** Matteo De Angelis (Luiss University), Gaia Rubera (Bocconi University) and Sara Valentini (University of Bologna).

### **KEY INFORMATION:**

**Admission will be based on a competitive process** as the colloquium will be limited to 12 participants, both Italian and European. Selection criteria will be the following:

- clarity and relevance of the contribution of the research proposal
- quality and comprehensiveness of the theoretical framework
- overall clarity of the presentation of the research proposal.

**Feedback from established scholars in your area of research:** Participants' proposal will be reviewed by one member of the Faculty and one co-chair within their field (or as close as possible) and feedback will be provided after the presentation. Participants will have 20 minutes for their presentation and up to 30 minutes for feedback / question session.

**Partake in peer review and build your network:** Each participant will be placed in pairs (based on similarity of topics or research methods) to review each other's proposals and provide feedback on their presentations. This will allow enhancing peer review skills and facilitate networking.

### **KEY DATES:**

Papers submission deadline: **March 31<sup>st</sup> 2019**

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Authors notified of paper outcome: April 15<sup>th</sup> 2019.

Registration ends on April 30<sup>th</sup> 2019.

Doctoral Colloquium held from: 12<sup>th</sup> to 14<sup>th</sup> May 2019.

### **SUBMISSION GUIDELINES:**

Students wishing to attend the SIM D&R Colloquium are asked to send to the following email address: [info@simktg.it](mailto:info@simktg.it) before **March 31<sup>st</sup> 2019** a word document including:

- On the first page: Full contact details, title of the proposal and abstract
- Positioning of the research with respect to the academic and the managerial knowledge
- Overall Research Objective
- List of Research Questions
- Literature Review
- Theoretical framework and research hypotheses
- Research design and Methodology (Quantitative or Qualitative and main analytic technique)
- Preliminary analyses

**The whole document should no longer than 12 pages including references**

Font: Times New Roman 12pt, Margins: 2.5cm all sides, Spacing: Doubled spaced, no blank line between paragraphs.

Abstract: Maximum of 150 words, Title: No more than 2 lines of text, Referencing style: Journal of Marketing format.

### **REGISTRATION FEES:**

Italian SIM Members: 230 Euros (Italian participant that are currently not members can become members of SIM with a 100 Euros fee at <http://www.simktg.it/sp/diventa-socio.3sp>)

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European Participants (non-Italian): 100 Euros

This lower fee for European (non-Italian) participants is meant to help participants to face the extra travel expenses needed for travelling to Italy.

The registration includes participation to the Colloquium, two lunches, and two dinners.

Accommodation is not included in the registration fee, but hereby applicants can find a list of accommodation options with which LUISS has agreement to apply a discount fare, specifying they attend a conference at LUISS:  
[http://www.luiss.it/studenti/convenzioni?term\\_node\\_tid\\_depth=2176&sconto\\_minimo](http://www.luiss.it/studenti/convenzioni?term_node_tid_depth=2176&sconto_minimo).

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