

The 8th SIM Doctoral Colloquium**University of Bologna – Rimini Campus****Rimini****June 03 – 04, 2022**

The SIM Doctoral Colloquium offers to doctoral students a place to meet and discuss their research project and results with leading academics in the field of marketing.

The colloquium welcomes a wide range of topics, applications and methods in marketing, aiming at supporting young scholars in strengthening the theoretical, methodological, and practical relevance of their research. This will be done by stimulating the debate with the faculty members as well as with the fellow doctoral students.

The faculty of the SIM Doctoral Colloquium strongly encourages the participation of PhD students both at early and advanced stages. Students in the 1st or 2nd year of their PhD program, could benefit from ideas and insights to improve the relevance of their research proposition and strength of their methodological approach, as well as explore possible research opportunities with international institutions. Students in the final years of their PhD program could receive feedback on their dissertations, advice on how to target their projects for submission to leading marketing journals, and on potential future research and professional directions.

The faculty will assign two scholarships to the best projects. Scholarships will cover the participation fee to an international conference (the list of conferences will be provided during the meeting).

During the SIM Doctoral Colloquium, each participant will be assigned both a peer discussant and a faculty discussant, in order to favor the exchange of ideas, comments and insights based on the background of each participant and faculty member.

The goal of the faculty is to create a collaborative and stimulating exchange among all participants, offering a friendly atmosphere that could favor networking and the creation of personal relationships, encouraging interactions among PhD students and faculty members.

SIM Colloquium Faculty:

Marco Visentin, *Department of Management, Università di Bologna*

Irene Scopelliti, *Bayes Business School, City University of London, London UK*

Charles Hofacker, *College of Business, Florida State University, Tallahassee, FL*

International Faculty:

Kristin Diehl, *Marshall School of Business, University of Southern California, Los Angeles CA*

Ko de Ruyter, *King's College, London UK*

Gabriele Paolacci, *Rotterdam School of Management, Erasmus University, The Netherlands*

KEY INFORMATION:

Admission will be based on a competitive process that will take into account the relevance of the contribution of the research proposal, the quality and comprehensiveness of the theoretical framework, and the overall clarity of the presentation of the research proposal.

Presentations and discussions will be exclusively in English.

KEY DATES:

Papers submission deadline: **March 30th, 2022**

Authors notified of submission outcome: April 15th, 2022.

Registration ends on May 6th, 2022.

Doctoral Colloquium held from: 3rd to 4th June 2022.

SUBMISSION GUIDELINES:

Students wishing to attend the SIM Colloquium are required to send a word document to the email address info@simktg.it before **March 30th, 2022**. The document must include:

- Title page, including full contact details, a concise title of the proposal and abstract (no more than 120 words).
- Introduction, including the positioning, the contribution (theoretical/methodological/practical) of the study and the overall research question.
- Theoretical background, including a literature review, the theoretical framework and research questions and/or hypotheses.
- Research design and Methodology, including preliminary analyses if data are available. Outline of the data collection and modeling if the project includes quantitative methods. Outline of the qualitative methodology otherwise.
- Brief discussion and conclusions, including possible limitations of the study and future research avenues.
- Full list of references (APA style).

The word document should not exceed **7 pages** including title page, text, references, tables and figures. The document should have 2.5cm margins all around, font Times New Roman 11pt, and space 1.5 lines. Language of the document: English.

REGISTRATION FEE: 200 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>)

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

For any question send an email to marco.visentin@unibo.it