

The 2017 SIM Doctoral & Research Colloquium

Bologna, 28 - 30 Mai 2017

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.

A wide range of topics in the marketing domain and various methodological approaches are housed. **Students** in an advanced stage of their PhD program, 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 to a panel of renowned experts in the field and to fellow students in order to receive comments and insights that could be extremely useful to substantially improve the research idea or the methodology used. More specifically, each participant will be paired with another. Each “couple” will be asked to provide each other feedback on their work. Each participant will be also associated to an academic expert that will review his/her work.

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

International Faculty:

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

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

Martin Schreier, *WU Vienna, Austria*

D.&R. Colloquium Faculty:

Co-Chairs: Matteo De Angelis (Luiss University), Chiara Orsingher (University of Bologna), 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, 6 Italian and 6 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.

Revision 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 30 minutes for their presentation and 30 minutes for feedback / question session.

Partake in peer review and build your network: Each participant will be placed in couples (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 submissions close: **April 10th 2017:**

Authors notified of paper outcome: April 25th 2017, Registration ends on 10th May 2017

Doctoral Colloquium held from: 28th to 30th May 2017

SUBMISSION GUIDELINES:

Students wishing to attend the SIM D.&R. Colloquium are asked to send to the following email address: info@simktg.it before **April 10th 2017** 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>)

European Participants (non-Italian): 90 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 prices include participation to the Colloquium, accommodation for two nights, two lunches, and two dinners.

VENUE AND ACCOMODATION:

The University of Bologna is ideally located in the heart of Italy, in the Emilia Romagna region. Bologna is known worldwide for its university whose history goes back to the 11th century (https://en.wikipedia.org/wiki/University_of_Bologna), for its towers, and why not? for its delicious food.

Participants will be hosted in the center of the city, and the Colloquium will be held in the buildings of the Management School.