

Doctoral Consortium, China Marketing International Conference 2015

Time: 10am-4pm July 24 Saturday

Location: School of Management, Xi'an Jiaotong University

Dear Friends,

We are happy to announce the forthcoming doctoral consortium at the [China Marketing International Conference 2015](#), which is to be held during July 24 – 27, 2015 at Xi'an, Shanxi, China.

This doctoral consortium is to provide opportunities for senior doctoral students and junior faculty members in marketing field to connect and interact with fellow students and researchers. In particular, we will try to create a mentoring atmosphere by inviting senior researchers to share their valuable experience in teaching and research, and also to give comments on your ongoing projects. The participating scholars include Prof. David Steward (the Editor-in-Chief of Journal of Public Policy & Marketing), Prof. Yunchuan LIU (University of Illinois at Urbana-Champaign), Prof. Ying XIE (University of Texas at Dallas). Prof. Jane Gu (University of Connecticut), and Prof. Thomas Kramer (University of South Carolina).

This doctoral consortium will be held at the School of Management, X'an Jiaotong University during 10am-4pm on July 24, 2014. It will start with an information-sharing session (10am-12pm), in which the senior researchers will briefly talk about their own experiences in teaching and research, and then we will proceed with round-table discussions (2pm -4pm). Each participant is expected to submit one working paper or proposal such as dissertation proposal for round-table discussion at the time of registration.

We are targeting at senior doctoral students and junior faculty members. If interested, please email your C.V. and one working paper to Ms. Joyce Lv (qianlu@cityu.edu.hk) before June 10th, 2015, and use the subject title of "Doctoral Consortium". The organizing committee will evaluate the eligibility of each applicant and notify you of the final result by June 18th.

Welcome to the Doctoral Consortium of China Marketing International Conference 2015 at Xi'an!

Sincerely,

Haibin

Haibin Yang, Coordinator of Doctoral Consortium

Professor

Department of Marketing

City University of Hong Kong