

JMS Journal of Marketing Journal of Marketing Journal of Marketing 2019 4 6-7

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Harald van Heerde (UNSW, Co-editor, <i>JM</i> ) C. Page Moreau (University of Wisconsin, Co-Editor, <i>JM</i> ) Oded Netzer (Columbia University) Rom Schrift (University of Pennsylvania) Jie Zhang (University of Maryland) Kapil Tuli (Singapore Management University) Yubo Chen (Tsinghua University, Editor-in-Chief, <i>JMS</i> ) 100 10 2 2019 1 2			J	M								:		
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## **Program**

## The JM-Tsinghua Research Development Workshop

April 6:	Session	Content				
8:45-9:00	Welcome and Agenda					
9:00-9:30	Plenary 1					
9:30-10:00	Workshop 1:	Fastanina Dassanah Crastivity				
	Stay in rooms and work with teams	Fostering Research Creativity				
10:00-10:15	Plenary 1 Takeaways					
10:15-10:45	Plenary 2	Ideas from Marketing Data				
10:45-11:45	Coffee and Workshop 2					
11:45-1:00	Lunch Buffet					
1:00-2:00	Plenary 3	Using Templates to Develop				
2:00-3:00	Coffee and Workshop 3	Marketing Ideas				
3:15-5:30	Workshop 4	Small groups meet to discuss				
		current research				

April 7:	Session	Content
8:00-8:15	Coffee, Welcome and Agenda	
8:15-9:00	Plenary 5	Using Text for Marketing Insight
9:00-9:30	Plenary 6	Generating Marketing Ideas from
9:30-10:00	Workshop 5:	the Real World
	Stay in room and work with teams	
10:00-10:45	Plenary 7	Developing Theories-in-Use in
		Marketing
10:45-12:00	Coffee and Workshop 6	Question and Answer with experts
		on review process with current JM
		Editors
12:00-12:15	Finale	

## The JM-Tsinghua Research Symposium

Eight speakers including JM Editor-in-Chief, co-editors and some senior scholars will present their most recent research and share their research experiences in the half-day research symposium on the afternoon of April 7, 2019.