



JMS
Journal of Marketing

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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	Fostering Research Creativity
9:30-10:00	Workshop 1: Stay in rooms and work with teams	
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 Marketing Ideas
2:00-3:00	Coffee and Workshop 3	
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 the Real World
9:30-10:00	Workshop 5: 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.