



Workshop Preparation

In preparation for the workshop, please complete the following:
Prepare two slides reflecting your investigations into the two tasks below.

You will need to send these slides to the workshop organiser one week before the workshop (by 24 November 2021) at ANZMAC@jtproductionmanagement.com.

This will be provided to the moderators to prepare for the workshop.

Slide 1: Your research topic (to be discussed in Session 2)

Explain your research topic and offer real-world motivation for it. You may be working on several research topics, which may be at varying stages of development. Choose the one that you think might most benefit from exposure to feedback from senior scholars in the discipline; that is one which you feel has promise, but you are unsure as to how to develop the contribution or, having developed it, how you would go about establishing it conceptually and empirically. There are many different sources from which your topic might emerge, e.g.,

- Read, listen to, or talk with any marketing stakeholder (consumers, managers, public policymakers, investors, or other societal stakeholders engaged with marketing in the real world) to identify an important and interesting problem or question that has not been addressed in current research in marketing.
- Identify contradictory marketing findings or marketing ideas being promoted in the business or popular press or social media. Describe this contradiction and point to one novel explanation for why it exists.
- Identify a fact that is being described about marketing in the real world. Try to flip this fact into a research question that you think is interesting.
- Point to general trends in the real world (support by statistics) and explain why this points to a marketing research problem that needs addressing.

You can also use a combination of these approaches.

As you work through your research topic, do try to make sure it is not just about the area in which you want to work (e.g., “How platform ecosystems are changing buyer-seller relationships”) and more about your specific contribution in this research area (e.g., “A methodology to calibrate the relative effectiveness of different strategies that suppliers on distribution platforms can adopt.”)

Slide 2: Your Contribution (to be discussed in Session 3)

Explain the contribution of your research to marketing theory and/or practice. There are many different ways you can do this, e.g.,

- Create a compelling sentence that contrasts your research versus the extant literature. You can say, for example, “While extant research provides conflicting findings on XYZ, this research uncovers the reasons for this conflict” or “While industry XYZ is very important or marketing practice ABC is very popular, there is no empirical/theoretical investigation” or “Even though theory XYZ says this, we show this is not always the case” or “Even though in marketing practice ABC is gaining popularity, we uncover an unexpected/dark side of this practice.”
- Create a figure or table that clearly explains how your research differs from the prior literature *and* why this is relevant.
- Spell out the theoretical, substantive, and/or methodological contribution(s) of your research.

You can also use a combination of these approaches.



What to bring

- 10 x copies of your printed slides. Print on a double-sided page with one slide per page with your name in the header or footer of the handout (no need for a cover slide). These will be shared with your workshop team.
- Notepad and pen
- Laptop and charger