



May, 2012

Dear Participant,

The EMAC Doctoral Colloquium is approaching quickly, so I would like to send you some information to help you prepare for it.

Our objectives are simple: we want to help you develop your project into a program of research, and help you get it published in one of the major marketing journals. You will present your work at the colloquium, and receive feedback from your fellow students, and from an outstanding group of colloquium faculty.

Below are some guidelines, related to your roles as a presenter and as a discussion participant.

**As a presenter:**

- Your time slot at the colloquium will be 90 minutes in the advanced tracks / 60 minutes in the beginners' track. We want to reserve maximum time for group discussion and feedback. Therefore, please prepare a presentation of 60 minutes in the advanced tracks / 40 minutes in the beginners' track, not more.
- In your presentations, do not devote too much time and space to discussing the existing literature. Every participant will have read your proposal, and will be familiar with it. For the advanced tracks, your presentation should emphasize your empirical work: the actual research question, how it fits within the existing literature, data collection results (if you have them), and (potential) conclusions. For the beginners' track, your focus should be on your research questions, how you want to address them, and potential contributions of your work.
- Expect to be interrupted. Your audience will not wait patiently to fire questions at you. During your time slot of 90 or 60 minutes, presentation and group discussion will be intermixed.
- The session rooms will all be equipped with a PC and a beamer. Bring your presentation as a Powerpoint file, preferably on CDrom, or memory stick.

**As a discussion participant:**

You are not just at the colloquium to present, but also to help your fellow students. You should be well prepared by carefully reading all the papers in your track. Write down your questions and comments while you are reading these papers, and do not hesitate to bring them up during the discussions. The success of the colloquium critically depends on your participation.

The documents with the proposals are ranged per track and can be downloaded from the Colloquium web site under 'Download accepted papers'. This section requires your Login (= your email) and your password. In case you forgot your password, please follow the procedure to get a new one.

I look forward to meeting you at the colloquium.

Andreas Herrmann (Chair)