

# EUROPEAN DOCTORAL TRAINING IN MARKETING: PAST, PRESENT AND FUTURE

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EIASM Symposium on Doctoral Training in  
Management Research: The Next 25 Years



# EIASM/EDEN IMPACT

**N = 1**

- First academic conference attendance  
Workshop on Marketing Decision Support Systems: From MIS to MES (1988)
- First academic conference presentation  
EIASM Workshop on the Analysis of Retail Activities (1990)
- First doctoral course taken  
Marketing Models and Modeling (1988)
- First doctoral course taught  
Building Models for Marketing Decisions (2001)

# EIASM/EDEN IMPACT

**N > 1**

- 1988-2014: 18 doctoral marketing courses
  - Consumer Behaviour
  - Strategic Marketing Research
  - Building Models for Marketing Decisions
  - Business Marketing: Interaction and Network Perspective
  - Research in Services Marketing
  - Measurement Models in Marketing
  - Interpretive Research Methods
- 1988-2014: 959 participants

# IMPACT ON EUROPEAN MARKETING SCENE

- Presence in leading American journals (AMA)

Journal of Marketing (JM)

Journal of Marketing Research (JMR)

	1988			2013	
	JM	JMR		JM	JMR
Editorial Board	0 %	0 %	15 %	7 %	
Authorship	8 %	2 %	33 %	16 %	

# IMPACT ON EUROPEAN MARKETING SCENE

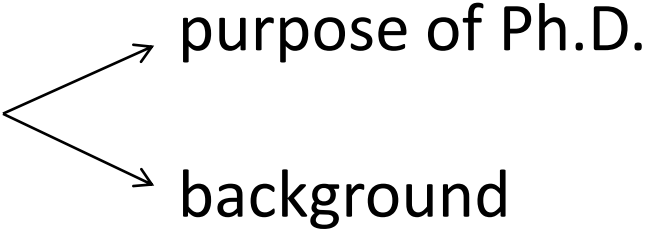
- EMAC membership and IJRM impact factor

	1988/2001	most recent
EMAC membership	215 (1988)	1149
IJRM impact factor	0.645 (2001)	1.710

# REMAINING CHALLENGES

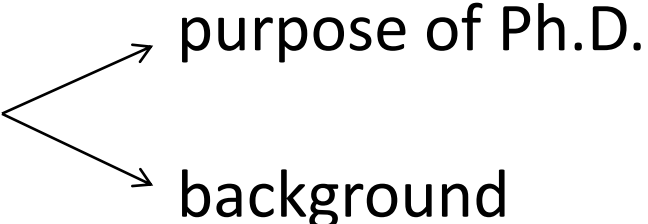
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- budget constraints
- Heterogeneity 

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graph LR; A[Heterogeneity] --> B[purpose of Ph.D.]; A --> C[background];
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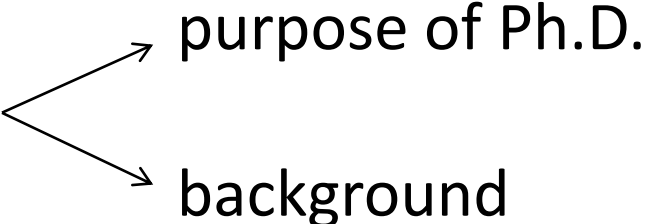
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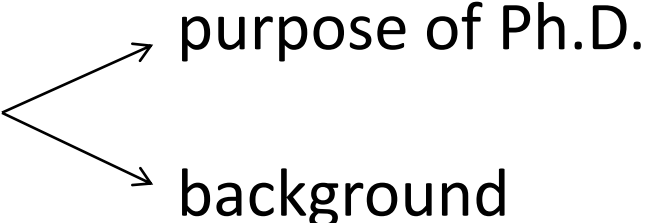


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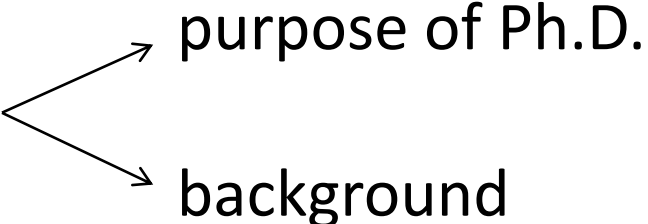
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- Lack of knowledge of doctoral courses offered
- Lack of doctoral students exchange