Panels and discussion sessions

Future of marketing: At the intersection of industry and academia

There is a divergence of objectives when it comes to research conducted by industry and academia. Businesses are primarily interested in solving immediate problems, creating market advantages and making profits, whereas academia's core purpose is researching to solve longer-term problems, build theory and advance knowledge. This has led to a call for better collaboration between industry and academia with a greater vision, more harmonious engagement and compromise. In this roundtable discussion, we aim to discuss how and where industry and academia can meet to solve the grand challenges marketers are facing (faced both by industry and academia). In many respects, businesses and academics are like distant cousins with strained relationships and uncomfortable interactions. Can – or should - this continue? Can we change our views to arrive at creative and productive encounters, interactions for both stakeholders and society?

Career development

Newly minted PhD graduates are increasingly finding it challenging to 'land' their first job. Even when they find the job, many struggle to find a balance between the different roles and activities they must engage in as academics. In this battle for balance, some activities and opportunities are sacrificed. In this session, the panel and audience will discuss how to:

- Get the first job post PhD (interview stage, utilizing one’s network; offer and acceptance)
- Managing the balance between teaching, research, and service (and a private life)
  - Planning for, and getting a promotion
  - Achieving excellence in teaching
  - Achieving excellence in research
  - Obtaining external funds
  - Working towards a discovery early career research award (DECRA)

Publish or Perish

Publications are one of the few powerful methods at a scholar’s disposal to demonstrate academic talent to peers and beyond. Successful publication of research brings attention to scholars and enhances their employability, increases visibility and adds to the credibility of a researcher’s institution, brings in more funding for the institute, and also ensures an individual's progress through their field. Increasingly, publishing is becoming more and more difficult, not least because of the huge volume of submissions journal editors receive (for strong B, let alone A and A* journals). It is not easy to handle the challenges of managing research, writing papers and ‘surviving’ the review process. In this session we will discuss how to:

- Work towards a quality project that enhances a manuscript’s chances of publication
- Handling rejection or handing revisions
- Managing the revise and resubmit process – i.e. send the paper back to the same journal if you are lucky to be given the chance of a revised and resubmit
- Managing the revise and resubmit to another journal after rejection, so called ‘plan B’