



Standing Out, Being Different

The Doctoral Colloquium will take place from 26th - 28th November 2021. It will be followed by the main conference on the 29th November – 1st December 2021.

The ANZMAC Doctoral Colloquium is for students at all stages of their doctoral research. It offers Marketing students an opportunity to gain valuable experience in presenting their work in front of an audience; receive feedback on their work; and network with peers, leading marketing academics and mentors. Consistent with the overall theme of the ANZMAC conference (Something Different), the Doctoral Colloquium (DC) aims to foster research excellence and critical thinking. It further aims to provide doctoral students with an understanding of contemporary issues and challenges in marketing and an opportunity to question existing paradigms. The programme will encourage students to engage in a lively and constructive discourse, helping them to improve their research skills and further their research in order to stand out and distinguish themselves from the crowd in increasingly competitive times. This year's DC will offer myriad opportunities for networking and workshop discussions with local and international academics, including leading professors in the marketing field and mid-career marketing academics. We will also be providing interactive workshops to foster specific skills that will benefit students at different stages of their studies.

To apply for the DC, students need to provide a 750-1000 word (excluding references) extended abstract. Early stage students should focus on the research question they would like to address, the significance of the problem, and their proposed research design. Later stage students should look to present (preliminary) findings and contribution to theory and practice. Early stage students are typically those who are yet to defend their research proposal or complete a related milestone. DC attendees may also choose to present their research at the main ANZMAC conference but there is an expectation that they will present a different facet of their research at the Doctoral Colloquium (different audience).

Students will be informed of their acceptance into the DC on the basis of the submitted extended abstract. Accepted students are then required to submit a more in-depth document by **24th October 2021**. The purpose of this document is to provide mentors with a reasonable overview of your work, and for you to highlight two or three aspects of your research in particular on which you would like feedback and discussion. The word limit is 3000-6000 words (excluding references). It may be less depending on the nature of the research and the aspects on which you would like to focus. The assigned mentors will provide feedback on the work at the DC presentation.

All submissions should be sent directly to anzmacdc-2021@unimelb.edu.au. Please see details below.

KEY DATES

| | |
|-----------------------------------|--------------------------------|
| Submissions open | 24 May 2021 |
| Extended Abstract due | 24 July 2021 |
| Authors notified of paper outcome | 26 August 2021 |
| Paper due | 24 October 2021 |
| Doctoral Colloquium | 26 November - 28 November 2021 |

GRANTS AND AWARDS

The following grants and awards are offered to participants in the Doctoral Colloquium.

ANZMAC DC TRAVEL GRANTS (3 x AUD\$1000; 2 x AUD\$500)

The travel award is available to assist a full-time doctoral student who wishes to attend the Colloquium and needs funding to do so. Applicants must be studying at an institution that holds Institutional Membership of ANZMAC. Submissions require a one-page justification for why funding is required, which must be included with the proposal submitted. Applying for an ANZMAC DC Travel Award is optional. Selection will be based on proposal merit and justification of funding needs. This award is open to applications from all doctoral students.

ANZMAC INDIGENOUS SUPPORT TRAVEL GRANT (1 x AUD \$1000)

The travel award is available to assist a full-time doctoral student of Aboriginal, Torres Strait Islander or Maōri descent who wishes to attend the Colloquium and needs funding to do so. Applicants must be studying at an institution that holds Institutional Membership of ANZMAC. Submissions require a one-page justification for why funding is required, which must be included with the proposal submitted. Applying for an ANZMAC DC Travel Award is optional. Selection will be based on proposal merit and justification of funding needs.

ANZMAC DC BEST PAPER AWARD (1 x AUD \$1000)

Participating in the Colloquium provides the opportunity to win the ANZMAC DC 'Best Paper' for Academic Contribution Award.

ANZMAC DC BEST PAPER HONOURABLE MENTIONS (2 x AUD \$500)

Participating in the Colloquium provides the opportunity to win the ANZMAC DC 'Best Paper – Honourable Mentions' Award.

DOCTORAL COLLOQUIUM COSTS

| All prices include GST | Early Bird Registration (Until 30 th September 2021) | Full Registration (From 1 October 2021) |
|--------------------------|--|---|
| Institutional Member | AUD\$300 | AUD\$350 |
| Non-Institutional Member | AUD\$350 | AUD\$400 |

Registration includes:

1. Welcome function on 26th November 2021
2. Participation in the Doctoral Colloquium
3. Tea and coffee breaks, lunch during Doctoral Colloquium
4. Dinner on 27th November 2021
5. Conference bag

VENUE

The Spot & Arts West @ University of Melbourne – Parkville

SUBMISSION GUIDELINES FOR THE DOCTORAL COLLOQUIUM

Students wishing to attend the Doctoral Colloquium are required to send the following material to anzmacdc-2021@unimelb.edu.au by **24th July 2021**:

1. An extended abstract of your research topic (750-1000 words, excluding references). Early stage students should focus on the research question they would like to address, the significance of their problem, and their proposed research design. Later stage students should look to present (potentially early) findings in their extended abstract. Refer to the [Submission Template](#) for an example. The extended abstract should follow the following formatting guidelines:

- Font: Times New Roman 12pt
 - Margins: 2.5cm all sides
 - Spacing: Single Spaced, with one blank line between paragraphs.
 - Referencing style: Australasian Marketing Journal format (refer to the [AMJ Reference Style](#))
2. Your submission should also contain a one paragraph (max 200 words) Motivation Statement that discusses why you want to attend the DC and what you would like to get out of it. Please be as specific as you can, i.e. what areas in your thesis do you wish to receive feedback on whilst at the ANZMAC Doctoral Colloquium. Include this paragraph on the cover page.
 3. Your submission should contain a cover page (1-1 ½ pages) that includes the following information:
 - Title of Thesis
 - Student's name, affiliation, and contact details.
 - Supervisor'(s) name(s) and affiliation
 - Short Abstract (no more than 200 words)
 - 4-6 keywords about your research
 - Motivation Statement (no more than 200 words)
 - The cover page should follow the following formatting guidelines:
 - Font: Times New Roman 12pt
 - Margins: 2.5cm all sides
 - Spacing: Single Spaced, with one blank line between paragraphs.

Final checklist for the 24th July 2021 submission deadline:

- ✓ Cover page (as discussed above)
- ✓ Extended abstract (750-1000 words, excluding references)
- ✓ Reference list
- ✓ Referencing style: Australasian Marketing Journal format (refer to the [AMJ Reference Style](#))

This should all be contained in one document.

ENQUIRIES

Please direct all Doctoral Colloquium enquiries to anzmacdc-2021@unimelb.edu.au

For further information about ANZMAC 2021 please see the [conference website](#).

DOCTORAL COLLOQUIUM CHAIRS

Professor Julie Ozanne
 Assoc. Professor Daiane Scaraboto
 Assoc. Professor Jing Lei

Student Volunteers – Ai Ming Chow, Rohan Venkatraman, Cheok Pan Ho

