



- 11:00am - 11:05am **Workshop Introduction**
Liliana Bove, Professor in Marketing, University of Melbourne
Harald van Heerde, SHARP Research Professor of Marketing, University of New South Wales Business School
- 11:05am - 12:30pm **Generating Ideas from the Real-world of Marketing**
Plenary presentation: 11:05am - 11:30am
Peter Danaher, Professor of Marketing and Econometrics, Monash University
John Roberts, Scientia Professor, University of New South Wales Business School

Workshop: 11:30am - 12:45pm
Delegate research pitches about research ideas (4 minutes each plus 4 minutes feedback)
- 12:45pm - 1:15pm Lunch**
- 1:15pm - 3:00pm **Converting Research Ideas into Publishable Papers**
Plenary presentation: 1:15pm - 1:45pm
Harald van Heerde, SHARP Research Professor of Marketing, University of New South Wales Business School

Workshop: 1:45pm - 3:00pm
Delegate research pitches about research contributions (4 minutes each plus 4 minutes feedback)
- 3:00pm - 3:15pm Afternoon Break**
- 3:15pm - 4:00pm **Navigating the Submission & Review Process**
Plenary presentation: 3:15pm - 3:30pm
Robin Canniford, Senior Lecturer in Marketing, University of Melbourne
Stephan Ludwig, Associate Professor in Marketing, University of Melbourne
Daiane Scaraboto, Associate Professor in Marketing, University of Melbourne

Workshop: 3:30pm - 4:00pm
Breakout groups:
- Consumer Research – Experiments
 - Donnel Briley, Professor in Marketing, University of Sydney
 - Elizabeth Cowley, Deputy Dean and Professor in Marketing, University of Sydney
 - Consumer Research – Consumer Culture Theory
 - Robin Canniford, Senior Lecturer in Marketing, University of Melbourne
 - Daiane Scaraboto, Associate Professor in Marketing, University of Melbourne
 - Modeling
 - Peter Danaher, Professor of Marketing and Econometrics, Monash University
 - John Roberts, Scientia Professor, University of New South Wales Business School
 - Strategy
 - Simon Bell, Professor of Marketing and Head of School of MSPACE
 - Harald van Heerde, SHARP Research Professor of Marketing, University of New South Wales Business School
 - Stephan Ludwig, Associate Professor in Marketing, University of Melbourne