

Special Session: Looking for a New Research Partner: Find your Perfect “Researcher Match”: An Abstract



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Abstract After completing a doctoral program, many researchers find that they need to find new research collaborators. Their former professors will have new students to mentor, and at small institutions, they may not find colleagues with similar research interests. Conferences can provide networking opportunities to assist with solving this problem. Yet, sometimes, conditions may make it difficult for these connections to occur.

The purpose of this special session is to provide an opportunity for researchers, and specifically those who are new to the field, to connect with other researchers who share an interest in specific areas. Researchers will select two topics of interest as they arrive. The session will be composed of three rounds in which all will participate in “research circles” with other interested researchers. Groups will be formed for e-commerce, social media, advertising and IMC, consumer behavior, ethics and sustainability, nonprofit and public policy, services and retailing, and branding, among others. The goal of this special session is to facilitate the making of new research-related connections.

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References Available Upon Request

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