

ANZMAC 2017

Marketing for Impact

Doctoral Colloquium - Call for Papers

The Doctoral Colloquium (DC) offers Marketing students an opportunity to gain valuable experience in presenting their work in front of an audience; feedback on their studies, and an opportunity to network with other academics and students. Consistent with the overall theme of the ANZMAC conference (impact), the objective of the doctoral colloquium is to refocus students' attention from an individual to a more systemic perspective, where doctoral students understand their roles and possibilities for co-creation of value. The new academic environment demands that HDR students possess not just deep disciplinary knowledge but a keen ability to operate effectively across disciplinary, social and cultural boundaries. To help you achieve this goal, we will focus on three principles: connections, scholarship and impact. First, we will help you understand how and why building connections is so important in today's academic environment. Second, we will help you understand what you need to do to take your scholarship to the next level. Third, we will discuss how to increase the impact of your work and explain why it is important to start early. Together, these three principles will enable you thrive through collaboration. This year's DC will offer many opportunities for networking and roundtable discussions with local and international academics, including leading professors of the marketing field. We will be catering for both early stage students and those later on in their studies.

This year, all students will be asked to provide a 750-1000 word (excluding references) extended abstract about their chosen topic. Early stage students should focus on the research question they would like to address, the significance of the problem, and their proposed methodology. Later stage students should look to present (potentially early) findings into their extended abstract. Early stage students are typically those who are yet to defend their research proposal or complete a related milestone.

Students will be informed of their acceptance into the Doctoral Colloquium on the basis of the submitted extended abstract. Accepted students are then required to submit a more in-depth (3000-6000 words, excluding references) document by November 1st. This document will then be forwarded to their assigned mentors who can provide feedback on the work. All submissions should be sent directly to: anzmac.dc@rmit.edu.au

Two awards will be given at the 2017 Doctoral Colloquium: Best Paper (Academic Contribution) and Best Paper (Social Impact). Each winner will receive a certificate and monetary prize.

KEY DATES:

Submissions open: 29 May 2017.

750-1000 Word Extended Abstract Due: 1 August 2017.

Authors notified of paper outcome: 15 August 2017.

Full proposal due: 1 November 2017.

Doctoral Colloquium: 1-3 December 2017.

SUBMISSION GUIDELINES for the DOCTORAL COLLOQUIUM:

Students wishing to attend the Doctoral Colloquium are asked to send the following material to anzmac.dc@rmit.edu.au before **1 August 2017**:

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 methodology. Later stage students should look to present (potentially early) findings in their extended abstract.

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

2. Your submission should also contain one paragraph (max 200 words) explanation of why you want to attend the Doctoral Colloquium and what you would like to get out of it. Please be as specific as you can be.

3. Your submission should also contain a one page cover sheet including the following:
 - Title of Thesis
 - Student's name, affiliation, and contact details.
 - Supervisor(s) name and affiliation
 - Short Abstract (no more than 200 words)
 - 4-6 keywords about your research
 - Specific areas in your thesis you wish to receive feedback on whilst at the ANZMAC Doctoral Colloquium

DOCTORAL COLLOQUIUM COSTS*:

Early Bird registration (until 15th October): Institutional Member: AU\$ 250
Non-Institutional Member: AU\$ 350

Full Registration (from 16th October): Institutional Member: AU\$ 300
Non-Institutional Member: AU\$ 400

*all prices include GST

The Doctoral Colloquium is primarily designed for current PhD students but recent HDR graduates are welcome to register so that they may engage with the seminars and discussions on offer. Registration includes:

1. Participation in the Doctoral Colloquium
2. Coffee breaks and lunches
3. Doctoral Colloquium Dinner

VENUE:

Emily McPherson Building 13, RMIT University, Melbourne, Australia

ENQUIRIES:

Please direct all enquiries to: anzmac.dc@rmit.edu.au

For further information about the ANZMAC 2017 and the Doctoral Colloquium please see: www.rmit.edu.au/anzmac2017

DOCTORAL COLLOQUIUM CO-CHAIRS

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