

2024 PhD Camp on Research in B2B Markets

Tuesday, June 4

Breakfast

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| 8:30 - 9:00 a.m. | Welcome to the Camp | Kersi Antia |
| | Welcome from our host | ?? |
| | Fellow & Counselor Introductions | Lisa Scheer |

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| 9:00 - 9:30 a.m. | ISBM Welcome & Funding Opportunities | Stefan Wuyts |
| | ISBM's IPSS online doctoral seminars | Andrew Petersen |

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| 9:30 - 10:45 a.m. | <i>Creatively Obtaining Data</i> | |
| | * From Business Collaborators | Sandy Jap |
| | * From Published Sources | Brian Murtha |
| | * From Other Sources | Nandini Ramani |

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| 10:45 - 11:00 a.m. | Networking Break |
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| 11:00 - 12:15 p.m. | <i>Making the Case for Your Research</i> | |
| | * Provoking Interest & Getting Funding | Willy Bolander |
| | * Getting & Delivering Data | Vishal Kashyap |
| | * Promoting Your Research & Making an Impact | Sudha Mani |

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| 12:15 - 1:15 p.m. | Lunch |
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| 1:30 - 3:00 p.m. | <i>Research Roundtables: Workshops with Feedback from Mentors</i> | |
| | <i>See attachment for room assignments</i> | |

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| 3:00 - 3:15 p.m. | Networking Break |
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| 3:15 - 4:30 p.m. | <i>Developing & Nurturing Relationships</i> | |
| | * Mentors & Doctoral students | David Griffith |
| | * Collaborators | Ken Wathne |
| | * Organizations | Elham Ghazimatin |

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| 4:30 - 5:40 p.m. | <i>Career Strategies -- While Dealing with Life</i> | |
| | Colleen Harmeling | |
| | Mark Houston | |

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| 5:40 - 5:45 p.m. | Camp Wrap-up and Farewell | Lisa Scheer |
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