

# 2024 PhD Camp on Research in B2B Markets

Tuesday, June 4

Breakfast

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

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

9:30 - 10:45 a.m. ***Creatively Obtaining Data***  
\* From Business Collaborators Sandy Jap  
\* From Published Sources Brian Murtha  
\* From Other Sources Kersi Antia

10:45 - 11:00 a.m. Networking Break

11:00 - 12:15 p.m. ***Making the Case for Your Research***  
\* Provoking Interest & Getting Funding Willy Bolander  
\* Getting & Delivering Data Vishal Kashyap  
\* Promoting Your Research & Making an Impact Sudha Mani

12:15 - 1:15 p.m. Lunch

1:30 - 3:00 p.m. ***Research Roundtables: Workshops with Feedback from Mentors***  
*See attachment for room assignments*

3:00 - 3:15 p.m. Networking Break

3:15 - 4:30 p.m. ***Developing & Nurturing Relationships***  
\* Mentors & Doctoral students David Griffith  
\* Collaborators Ken Wathne  
\* Organizations Elham Ghazimatin

4:30 - 5:30 p.m. ***Career Strategies -- While Dealing with Life***  
Colleen Harmeling  
Lisa Scheer

5:30 - 5:45 p.m. Camp Wrap-up and Farewell Lisa & Kersi