Stockholm Business School

SBS Research Seminar and Paper Development Workshop

7th July 2017

Theme: Cross-cultural perspective on emerging markets

The SBS research seminar and paper development workshop will be held on 7th July 2017 at the Stockholm Business School. The purpose of the PDW is to provide researchers and PhD scholars with constructive feedback on their current research projects. The main focus will be on how to improve the quality of the papers, so as to increase their prospect of acceptance by high-impact journals in the area, preferably ranked in ABS list. Three senior researchers who have extensively published in high impact journals will provide insights from their personal publication strategies and pathways for successful publishing.

Researchers interested in international business/marketing, consumer and business marketing in emerging markets, entrepreneurship and innovation, international entrepreneurship, cross-cultural issues, fashion and luxury marketing in emerging markets, city and place branding in emerging markets, are specially invited to submit their work to this PDW. Only a limited number of papers will be selected based on the quality and potential intellectual contribution of their submitted work.

Submission:
Papers should be submitted through email to Prof. Sunil Venaik (svenaik@business.uq.edu.au), Prof. Ali Yakhlef (aya@sbs.su.se), and cc to Assoc. Prof. Nishant Kumar (nku@sbs.su.se).

Deadline:
The deadline for submissions is June 20th, 2017.
The schedule of presentation by individual participants will be available one week prior to the workshop.

Registration:
Participation is free of charge. All accepted papers will be considered registered for this event. There will be no separate registration.

Schedule:
There will be two keynote presentations and two sessions as per the schedule in Table 1.
Each session will involve presentation by researchers/doctoral students (who are accepted for the PDW), followed by discussion among all PDW participants and academic mentors.
The schedule of presentation by individual participants will be available one week prior to the workshop.

Table 1: Schedule for the PDW

Time	Activity	Venue
10:00 – 10:30	Key note presentation by **Prof. Sunil Venaik, University of Queensland, Australia** Sunil's research interests include international business management, doing business in Asia, global marketing, marketing management and marketing research. Sunil has published widely in scholarly journals including Journal of International Business Studies, Organization Science, Management International Review, Journal of Business Research, International Marketing Review, Cross Cultural Management, and Economic and Political Weekly	SBS Kräftriket Board Room House 3

10:30 – 11:30	SESSION 1: Presentation/discussion of thesis/proposal (2-4 papers)	Board Room House 3
11:30 – 12:00	Key note presentation 2: TBA	Board Room House 3
12:00 – 13:00	LUNCH BREAK	Kräftan
13:00 – 14:00	SESSION 2: Presentation/discussion of research papers/proposals (2-3 papers)	Board Room House 3

Researchers/ Doctoral students interested in registering for the PDW will submit a single page or maximum 5-page (single or double spacing) summary of their thesis/proposal with the following details/headings:

1. Name, email address, academic position, university affiliation, PhD area/discipline, Phd students can mention number of years in the Phd program
2. Title of the thesis/proposal
3. Literature review/motivation for the research
4. Research question(s)
5. Potential contribution of the study
6. Theory underpinning the thesis/proposal, including the theoretical model and the hypotheses that will be tested in the study
7. Method – including constructs, measures, data collection, and data analysis
8. Preliminary results (if available), and study limitations.

About one week before the PDW, all participants will receive copies of all the proposals that will be presented during the PDW. It is expected that all the PDW participants will read every proposal, and participate actively in the discussion following the presentation. Academic mentors will also be available during the PDW presentations to offer their comments and suggestions.

Venue:
Stockholm Business School, Stockholm, Sweden, House no. 3 (3rd Floor)
Direction:
http://www.sbs.su.se/english/education/student-life/find-us/find-your-way-to-kräftriket?

Contact person:
Assoc. Prof. Nishant Kumar
Stockholm Business School, Sweden
Email: nku@sbs.su.se