

# Publishing Workshop

‘Helping your Marketing and Consumer Research Survive the Review Process?’

Barry Babin, Louisiana Tech University, USA

**Friday, March 2<sup>nd</sup>, 2018 // 3pm – 6pm**

## Abstract:

This Publishing Workshop aims at helping researchers to transform their research papers into high quality journal-level submissions. We welcome in particular Faculty who wish to increase the quality of their publications in recognized international academic journals.

## Format:

Prospective research, targeted to specific journals, like JBR, JAMS, P&M, etc., is presented by the author(s) in a conference presentation format. Then, the research is critiqued with advice on positioning and addressing any theoretical or methodological issues. Audience participation is highly encouraged.

- **Paris: Room P400**, (Promenade building)
- **Lille: VisioRoom B252** B-building (3 rue de la Digue)

