

Marketing Publishing Workshop

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

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Tuesday, December 4th, 2018 – 14:00 – 17:00

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. The authors should send the papers for a preliminary review at least 2 weeks before the day.

- **Paris: Room PR13**, (Promenade building)
- **Lille: VisioRoom B254** B-building (3 rue de la Digue)

