



**DEAKIN**  
BUSINESS  
SCHOOL

# ANZMAC Mid-Year Doctoral Colloquium 2018

21-22 June 2018







The ANZMAC Mid-Year Doctoral Colloquium 2018, proudly hosted by Deakin Business School, is open to doctoral students who are at any stage of their doctoral training. Entry will be competitive as the Colloquium will be limited to 25 participants. Doctoral students will present their research and receive feedback and mentorship from senior researchers.

The Doctoral Colloquium will be facilitated by leading scholars who will serve as track chairs and who have expertise in topics including consumer behaviour, social marketing, services marketing and branding.

### Key Dates for Doctoral Colloquium Applicants

**Paper submissions open**  
Monday 15 January 2018

**Paper submissions close**  
Saturday 31 March 2018

**Paper acceptance notification**  
Tuesday 10 April 2018

**Early registration closes**  
Friday 20 April 2018

**Final date to register**  
Thursday 31 May 2018

## Value of the doctoral colloquium

### Obtain Feedback

Participants' proposals will be reviewed by two established scholars within their field, and participants will receive feedback from them at the time of their presentations. Participants will each be given 45 minutes for their presentation and question time.

### Develop Peer Networks

The colloquium will enable participants to form friendships, share knowledge and develop valuable networks for their future careers.

### Meta-Analysis Workshop

A highlight of this colloquium is a practical workshop on meta-analysis. Taught by people who have published meta-analyses in prestigious journals, this hands-on half-day workshop will introduce participants to the basics of how to:

- Plan, conduct, and document a systematic search of the literature,
- Extract the relevant data from the papers you find,
- Convert the data you extract into the metrics required to conduct a meta-analysis,
- Conduct a basic meta-analysis,
- Test your data for basic problems of bias and heterogeneity,
- Report your meta-analytic findings.

### Panel Discussions

These include a panel comprised of Early Career Researchers addressing issues on managing the PhD journey and another panel of senior professors addressing issues on careers in academia and industry.





## Submission guidelines for the doctoral colloquium

Students wishing to present at the Doctoral Colloquium are asked to submit the following:

- A full research proposal of their study (five to 10 double-spaced pages maximum, excluding references)
- A one-page cover sheet briefly indicating the following:
  - » Title of thesis
  - » Overall research objectives
  - » Research question(s)
  - » Methodology (quantitative or qualitative and main analytic technique, if known)
  - » Three key concerns or questions you would like reviewers to consider when they critique your proposal
  - » Current stage in research journey

To submit, please email your cover sheet and research proposal to the conference co-chairs, Dr Riza Casidy and Dr Nichola Robertson, at [anzmac.dc@deakin.edu.au](mailto:anzmac.dc@deakin.edu.au) by the deadline of Saturday 31 March 2018.

## Doctoral colloquium costs

**Early bird registration** (15 January – 20 April)  
AUD\$250

**Full registration** (21 April – 31 May)  
AUD\$300

Fees include GST. The doctoral colloquium fees will cover coffee/tea breaks and lunches, participation at networking activities, entry into parallel sessions, meta-analysis workshop, and the Gala Dinner.



# Doctoral colloquium awards

## Best Paper and Best Presentation Awards

Participants of the Doctoral Colloquium are eligible to win the industry sponsored ANZMAC Mid-Year Doctoral Colloquium Best Paper Award and Best Presentation Award.

All awards will be presented at the Closing Gala Dinner awards ceremony on Friday 22 June 2018.

## Key Scheduled Events

### Thursday 21 June 2018

Official Welcome, Parallel Sessions, Panel Discussions with Senior Professors, and Evening Networking Activities.

### Friday 22 June 2018

Parallel Sessions, Meta-Analysis Workshop, and Closing Gala Dinner.



# Host and venue

## Deakin Business School

Deakin University’s Department of Marketing ranks third in Australia and number one in Victoria across all academic levels in terms of the citations of our research publications. The Department of Marketing staff have published in many leading journals including the Journal of Marketing, Journal of Consumer Research, Journal of the Academy of Marketing Science, International Journal of Research in Marketing, and Journal of Service Research, amongst others.

## Deakin Downtown

Deakin Downtown offers the next level of sophisticated, technology-rich, flexible spaces for external engagement, meetings, conferences, functions and professional immersion. Please visit our website for directions.

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Level 12, Tower 2  
727 Collins Street  
Docklands VIC 3008

Website: [deakin.edu.au/locations](https://deakin.edu.au/locations)

[deakin.edu.au/anzmac](https://deakin.edu.au/anzmac)