

In This Issue of MDSA News

- Summer Conference Highlights
- Pre-registration for Mock Interviews
- CFP: Student Poster Session at Summer Conference
- Celebrating Our Accomplishments
- Quote of the Quarter
- Your MDSA Planning Committee

2004 MDSA Conference

Enhancing Knowledge Sharing
in Marketing
August 4-6, 2004
Boston, Massachusetts

Your MDSA Planning Committee

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Enhancing Knowledge Sharing in Marketing

Here are just a few highlights from the upcoming conference:

• August 4

- Mock Interviews for those MDSA students who are on the market.
- Student Poster Session in a non-intimidating environment with different levels of participation.
- Research Bingo is back!

• August 5

- Discovery and Justification in Research.
- Exploring Teaching Philosophies and Tools.
- The Past and Future of Marketing.
- Making the most of your status – Breakout sessions designed around where you are in the program.

• August 6

- Journal editors will visit with us again this year
- Frank discussion on overcoming the challenges faced in a PhD Program.

Also, we have built in networking time this year...A new and beneficial addition to our agenda that will allow you to network with fellow students as well as distinguished guests.

There will be sessions for everyone, from beginning students to new faculty...So, this is a conference that is not to be missed.

The conference precedes the [American Marketing Association's Summer Educators' Conference](#) which will take place August 6-9, 2004 in Boston, MA.

Pre-registration for Mock Interviews.....

We will once again conduct mock interviews for those doctoral students who will be on the market at Summer AMA...If you are considering interviewing in Boston, we ask that you contact Dr. Gail A. Taylor at Gail.A.Taylor@Dartmouth.edu **no later than March 20, 2004**. We ask that you pre-register so that we may make the necessary arrangements in order to accommodate all of those interested in participating.

Celebrating Our Accomplishments

Since the Summer 2003 Conference, the following individuals have....

Passed Comprehensive Exams

Enrique Becerra,
Florida Atlantic University

Elten Briggs,
University of Oklahoma

Carolyn A. Massiah,
Arizona State University

Jeremy Sierra
New Mexico State University

Successfully Proposed

Linda Coley,
University of Cincinnati

Published

Ivonne M. Torres and Jaime L.
Noriega (JPPM, 22 (2)),
University of Houston

We applaud everyone's accomplishments and wish you continued success in the future.

If you have achieved one of these professional milestones and we have not included you in the list above, please email the webmaster, [Carolyn Massiah](mailto:CarolynMassiah), and KPMG, <mailto:usdsamarketing@kpmg.com>, so that we may include you in the next issue of *MDSA News* as well as update our database.

Call For Student Poster Session at the MDSA Conference

Mark your calendars...The deadline for submission to the Student Poster Session is June 7, 2004.

Students interested in participating in the MDSA Student Poster session should electronically submit Word documents to Felicia Miller at millerfm@email.uc.edu no later than June 7, 2004.

There are three levels of participation for students interested in getting constructive feedback on their research ideas:

1. The student can choose to present a poster at the session with research ideas at any stage. The student will then receive oral instructive feedback from those in attendance. This is an ideal choice for new students with initial research ideas.
 - a. Students choosing level 1 must submit a 75-100 word abstract of their research idea (s).
2. The student can choose to present their poster and submit, prior to the conference, an extended abstract of the research to be presented. The student will receive written feedback on the abstract as well as the oral feedback provided in the session.
 - a. Students choosing level 2 must submit an extended abstract of 750-1000 words.
3. The student can choose to present their poster and submit, prior to the conference, a complete paper on the research to be presented. The student will receive written feedback on the paper from peer reviewers as well as the oral feedback provided in the session.
 - a. Students choosing option 3 must submit a paper no longer than 20 pages of 12-pt, double-spaced font (including text, figures, and references).
 - i. An extended abstract should also be included with submission.

Why Should I Attend the MDSA 2004 Conference?

Quote of the Quarter

"I especially liked the large number of top academics in the marketing field being accessible to me."

- 2003 Conference Attendee