ISBM Ph.D. Student Camp for Research in Business-to-Business Markets
July 29-30, 2014 San Francisco, CA

San Francisco State University College of Business – Downtown Center
835 Market Street, San Francisco, CA 94103

Camp Directors: Lisa Scheer, University of Missouri & Abbie Griffin, University of Utah
Senior Camp Counselors: Rajdeep Grewal & Gary Lilien, The Pennsylvania State University

The Institute for the Study of Business Markets (ISBM), with support from the Marketing Science Institute (MSI), is sponsoring the 6th ISBM Ph.D. Student Camp for Research in Business-to-Business Markets.

PhD Camp participants can optionally participate in a pre-camp Workshop on Theory Construction (July 28-29) offered by Ajay Kohli, Professor of Marketing & Gary T. and Elizabeth R. Jones Chair at the Georgia Institute of Technology, and a post-camp Communications Workshop offered by Gary Lilien, Distinguished Research Professor of Management Science at The Pennsylvania State University (August 1).

PhD students are also encouraged to attend the ISBM Research Conference (July 30-31).

Applicable for students in all stages of Ph.D. studies, the camp is designed to:
(a) Educate Ph.D. students about research opportunities in B2B areas,
(b) Introduce students to the network of B2B scholars and scholars,
(c) Identify data sources, funding opportunities and research guidance in the B2B domain, &
(d) Provide feedback on ongoing Ph.D. student research projects.

The Camp enables students to interact with prominent faculty members and promising young scholars, get acquainted with research paradigms and topics in B2B strategy, marketing, and management and understand how to develop and publish quality research articles in top academic journals. We anticipate that a maximum of 40 students will be invited to the camp.
Eligibility & Nominations

The camp is designed for students who have completed at least one year of doctoral work and have interest in B2B marketing and management. There are no geographic restrictions. Students in marketing, strategy, management, R&D management, information systems, business logistics, supply chain management and other fields will find the Camp beneficial.

Nominations are due April 1, 2014. The nomination must include (1) an essay from the student regarding his/her interest in B2B research, (2) the student's vita and (3) a recommendation letter from a faculty sponsor. Each university can submit up to 2 student applications. E-mail the complete nomination in one document to scheer@missouri.edu with a copy to the Conference Administrator, Lori Nicolini at LNicolini@psu.edu. Students will be notified of acceptance by April 15, 2014.

Selection Criteria

From the faculty recommendation letter we will gauge the general motivation and ability of the student along with the student's interest in the domain of B2B.

The objective of the essay is to judge the suitability of the student for the Research Camp. Students write an essay (1000 words maximum) that addresses the following: A business-to-business research issue(s) that interests me is XXX. Explain what and why.

In developing the theme for the essay, applicants should consider the following issues (for details visit the ISBM website: http://www.smeal.psu.edu/isbm/proposals.html):

- Product policy
- Market strategies and operations
- Buying strategies and operations
- Customer value
- Business relationships
- Market channels
- Exchange design and analysis
- Market communications
- Business marketing information
- Systems and electronic markets
- Business market research
- Marketing engineering
- Global business marketing issues
- The role of design in the business marketing mix
- Direct business marketing
- The use of business marketing research
- Modeling and managing the value chain
- Implementation of marketing/organizational change
- Metrics
- Organizational design for marketing initiatives
- Change management