Excitement has been building for the doctoral consortium at this year’s SCP conference in Phoenix. We have put together a unique, fun, and useful day for all of us to talk about research. The program is structured around different aspects and phases of the research process (i.e. idea generation, idea filtering, skills, telling the story), making the different presentations particularly relevant and applicable to students of all levels. As many know, the SCP Doctoral Consortium is an intimate event (less than 80 students) to increase faculty interaction. You can find the exact schedule and a list of attending faculty below.

After you have registered, please fill out this survey so we can best match you up:
https://usc.qualtrics.com/SE/?SID=SV_b0XiW7cut7hW1F7

Looking forward to seeing you in Phoenix,

Joe Goodman and Kristin Diehl, Co-Chairs

- **8:30. Continental Breakfast**
- **9:00. Introduction.**
- **9:05-10:15. Skills Lab I: Idea Generation. How do you come up with good ideas?**
  Work-shop lead by Markus Baer (Washington University in St. Louis) and Baba Shiv (Stanford University).
- **10:15-10:30. Break**
- **10:30-11:30. Skills Lab II: Idea Filtering Panel. What’s a good idea?**
  Panel discussion with Editors and Associate Editors: Amna Kirmani (incoming Editor JCP), Vicki Morwitz (Co-Editor JCR 2014-17, Associate Editor JCP 2009-14), Sharon Shavitt (Associate Editor JCP 2002-05, Associate Editor JCR 2014- today), Stijn van Osselaer (Associate Editor JCR, 2008-2011, 2012-today)
- **11:30-1:30. Lunch.** Included with registration. At Cheesecake Factory (across the street from hotel). Students will eat lunch with 2+ faculty. Faculty will discuss their idea generation process and the finer points of consumer psychology and cheesecake factory operational prowess.
- **1:30-2:45. Skills Lab III: Research Tools**
  Short Presentations followed by a discussion covering different research tools
  - MTurk issues and solutions: Gabriele Paolacci (Erasmus University)
  - Meta-analyses: Blake McShane (Northwestern University)
  - Field studies: Janet Schwartz and Daniel Machon (Tulane University)
- **2:45-3:00. Break**
- **3:00-4:10. Skills Lab IV: From Idea to Story Telling**
  Faculty-student interaction session (aka roundtables). Faculty will share one paper and discuss what they think is a good idea, how it was tested and how they turned an idea into a good story. Students will meet with two different faculty for 30 minutes each.
- **4:10-4:40. Social Tools (and how not to be one), and other things I’m too afraid to ask.**
  Short Presentations followed by discussion about the social norms and practices of the field: Cait Lamberton (University of Pittsburgh), Selin Malkoc (Washington University in St Louis), Gal Zauberman (University of Pennsylvania)
- 4:40-6:00. Skills Lab V: Telling a Good Story (aka, Reception)

Participating Faculty (at latest count):