



2024 Doctoral Student Consortium

Held in conjunction with the Marketing Management Association Fall Educators' Conference
Santa Fe, New Mexico

Consortium sessions are held on the first day of the three-day conference, Wednesday, September 18, 2024, from 1:00 to 5:00pm. The Consortium is beneficial for students entering academics through balanced tenure-track positions or non-tenure track roles.

Consortium topics include preparing for the job market, negotiating a faculty offer, resources for teaching and pedagogical research, and the review and publication process.

Visit mmaglobal.org for the Conference Call for Papers and Competition Submissions.



Santa Fe Plaza

Doctoral Consortium Sessions
Award-winning faculty colleagues
Networking opportunities
Wide variety of topics



Drury Plaza Hotel



Doctoral Consortium Coordinators
Brian Vander Schee, Indiana University, vandersb@iu.edu
Brian Rutherford, Kennesaw State University, bruther1@kennesaw.edu



To apply for the Doctoral Consortium, please have a faculty member write a letter of recommendation. This letter or any questions should be directed to the Consortium coordinators. Up to two doctoral students can be accepted per institution. Recommendation letters received by May 17, 2024, will be given priority.

"At the consortium, I gathered new ideas on how to utilize innovative activities and resources and I connected with faculty who are doing pretty cool things in their teaching. Ten years later, I know I am more effective in the classroom as a result of the tips and tools I gathered at the consortium."

Cynthia Saturnino, University of New Hampshire



Inaugural MMA Doctoral Student Consortium - 2013

"The consortium expanded my network and allowed me to learn from top marketing educators who focus on success strategies for impact in the classroom. In the decade since I attended, I've maintained many of those relationships and have received valuable guidance and friendship from those mentors time and time again."

Rebecca Dingus, Ohio University