**Information to be distributed to doctoral students.**

**NASMEI program on doctoral thesis feedback IIM Indore**

NASMEI (North American Society for Marketing Education in India) is a Not-for-Profit Organization founded in the U.S. over 25 years ago with the specific purpose of contributing to marketing education in India.

NASMEI is proud to sponsor a new program designed to help Indian doctoral education in marketing This program is designed for doctoral students who are at the early stages of their thesis research (typically in the third year of their doctoral program). The goal is to provide appoint a NASMEI mentor with an interest and expertise in the research area to promising research projects and to facilitate continuing contact and help during the dissertation completion process.

Students who wish to participate in this program should submit an abstract of not more than 5 pages summarizing their thesis research. The abstract should outline the research problem(s) and hypotheses (framed within the context of existing research in the area), the methodology used (or proposed) to address the research problem(s), and the expected findings and their implications.

A team of faculty (both NASMEI and Indian faculty) will select a subset of proposals, and they will be asked to present their proposals to all doctoral student participants. A maximum of 15 minutes will be provided for the presentations, with about 5 minutes for presenting the proposed idea and 10 minutes for Q&A. After these presentations, the team of faculty will identify those proposals that are in advanced stages, and connect the student and their advisor with a NASMEI thought leader faculty as a Mentor.

The role of the Mentor is to provide feedback on the research proposals and provide any help needed to move the research forward. Examples of these might be help with theory building, choice of appropriate methodology, positioning of the research, choice of the right journals etc. In some cases, the mentor might even become a co-author on the final publication. The Mentors will “meet” with you at least once every three months to ensure continued progress in your research.

The purpose of the feedback is to provide constructive suggestions for improvement so that the papers that result from the research have a better chance of being published in good international journals.

For further information please contact Prof. Manoj K. Agarwal, Professor of Marketing, Binghamton University, SUNY at [agarwal@binghamton.edu](mailto:agarwal@binghamton.edu) (607-777-6860).

Research Proposal Abstract Form for NASMEI Doctoral Initiative

Please submit to Prof. Manoj Agarwal, Binghamton University, SUNY (agarwal@binghamton.edu)

**Your name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Thesis/Research advisor(s)**: Name:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Information:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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I am sending this proposal abstract with the consent of my advisor mentioned above.

\_⭘\_\_ Yes \_\_⭘\_\_ No

**Your contact details**

Email: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Telephone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

University address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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Select one of the following areas to which your proposal fits best.

* **Consumer behavior**: Abstracts in this area focus on consumers’ decision-making and the understanding of the psychological processes underlying those decisions. This type of research will typically involve lab experiments and/or qualitative studies.
* **Marketing Strategy**: Abstracts in this area focus on firms’ decision-making and on how to help managers optimize their marketing strategies and tactics. This type of research will typically involve surveys, field studies, analysis of secondary data, meta-analysis, etc.
* **Marketing Science**: Abstracts in this area focus on quantitative approaches to address issues related to consumer behavior and marketing strategy, and on methodologies and applications to improve our understanding of marketing phenomena. This type of research will typically involve analytical models, empirical analysis, or simulations.

Briefly describe the current stage of your thesis research

*Haven't started yet Completed N/A*

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Definition of the research problem(s) ➀ ➁ ➂ ➃ ➄ ➅ ➆

Literature review ➀ ➁ ➂ ➃ ➄ ➅ ➆

Data collection ➀ ➁ ➂ ➃ ➄ ➅ ➆ 🄋

Data analysis ➀ ➁ ➂ ➃ ➄ ➅ ➆ 🄋

First draft of the manuscript ➀ ➁ ➂ ➃ ➄ ➅ ➆

What kind of help do you need in your research? In which areas of the above stages of research do you seek help the most? Please describe in as much detail as possible, so we can match you with the right mentors.