Fostering Conceptual/Methods/And Interdisciplinary Papers At Jcr

Darren Dahl, University of British Columbia, Canada
Gita Johar, Columbia University, USA

This roundtable will foster discussion on how to better encourage conceptual, methods, and interdisciplinary/multi-method papers at the Journal of Consumer Research. The discussion will center on how both the authors and the journal (its Editors/AEs/Reviewers) can be more effective in bringing work of this type to publication.

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ROUNDTABLE
Fostering Conceptual/Methods/and Interdisciplinary Papers at JCR

Chairs:
Darren Dahl, University of British Columbia, Canada
Gita Johar, Columbia University, USA

Participants:
Vicki Morwitz, New York University, USA
Eileen Fisher, York University, Canada
Russ Belk, York University, Canada
Craig Thompson, University of Wisconsin - Madison, USA
Stephen Spiller, University of California Los Angeles, USA
Olivia Toubia, Columbia University, USA
Tom Meyvis, New York University, USA
Praveen Kopalle, Dartmouth College, USA
Rob Kozinets, York University, Canada
Simona Botti, London Business School, UK
Jonathan Levav, Stanford University, USA
Debbie MacInnis, University of Southern California, USA

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