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RESEARCH SPOTLIGHT BY MSU & TAMU CIBERS

Global Marketing in a Digitally Connected World

For this webinar, we invited three international business/marketing scholars who have recently published important work related to global marketing in a digitally connected world. Our panelists will discuss their perspectives on the opportunities available for high-impact global marketing research in the digital context, as well as address contemporary conceptual and methodological best practices necessary for publishing work in the area. This webinar will include short presentations followed by a discussion moderated by the co-hosts.

FEATURED SPEAKERS

HANNAH LEE
Miami University

TIMO MANDLER
Toulouse Business School

FATIMA WANG
King's College London

KEY TAKEAWAYS

- Learn the current state of the global marketing literature that focuses on the digital world and research areas with high-impact potential
- Gain insights into different theoretical and methodological issues to consider when advancing this stream of literature
- Tips related to best practices for publishing research in the field of global marketing in a digitally connected world

CO-HOSTS

AHMET KIRCA
Michigan State University

DAVID A. GRIFFITH
Texas A&M University

FRIDAY, APRIL 14

12:00 PM - 1:30 PM EDT

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