

**American Academy of Advertising
2008 Pre-Conference
Emerging Scholar Symposium**

Symposium Chairs:

Kim Sheehan, University of Oregon
Eric Haley, University of Tennessee
Margie Morrison, University of Tennessee
Marla Royne, University of Memphis

Are you just beginning your research career? Are you a relatively new member of the AAAs or a first time attendee of the Conference? Do you have questions about the theory and practice of academic research? If you answered yes to any of these questions, we invite you to join us for the first AAA Emerging Scholar symposium, which will be held on Thursday, March X, from 8:30 am to 4:30 pm.

The Symposium is designed for graduate students (both masters and doctorate) and new tenure track faculty (with less than three years experience), and will:

- Discuss the value and challenges of 'real world' research, including developing a research stream, publishing issues, and grant opportunities
- Create an 'emerging scholar' community among AAA members which will foster collaborative research and build relationships.
- Connect new scholars to experienced AAA members and scholars beyond their home university in order to encourage future mentoring and research partnerships.

We'll address all types of questions, ranging from very specific (should I submit my AAA paper to a journal?) to very broad (how do I develop a research stream?). We'll talk about practical issues (what do I do with conflicting reviews for a manuscript?) and consider theoretical questions (what research is going to be meaningful, interesting, and important in the next few years)? To make sure we cover all relevant issues, we'll set up a discussion forum at the AAA site for participants to submit questions for discussion at the Symposium.

Presenters for the symposium include AAA members from top Universities across the United States, with a keynote from Dr. Michael Belch (UCSD). Attendees will be matched with senior scholars for informal discussions during the lunch break. The Symposium concludes with a panel discussion on the future of research. Please see the preliminary program for a detailed schedule of the Symposium, and plan to join us for this exciting day!