

Outreach Initiative
Prague University of Economics and Business
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The goal of this initiative is to provide academics—i.e., PhD students as well as junior and senior faculty—with information and advice on several aspects of academic careers across all business disciplines. While research **is the predominant theme** of this initiative, other aspects, such as work-life balance, will also be covered. The morning is focused on providing critical information about the PhD journey and beyond. The afternoon is flexible and can feature research presentations, 1:1 meetings, mock first-round job interviews, and social events.

1-Day Workshop Schedule

1. Morning Sessions (9.00-12.00): ROOM RB438

The PhD Journey (and beyond): The complete guide for your academic career from PhD studies through tenure clock and post-tenure.

Note that this also aims at junior and senior faculty advising PhD students.

- Data sources for academic research
- The role of conferences
- Publication strategy
- The job market
- Work-life balance

2. Lunch (12.00-13.00)

3. Afternoon Sessions (13.00-17.00): ROOM RB438 and ROOM RB459:

Individual consultations with Ph.D. students and academics. This can revolve around:

- Research advice via 1:1 Meetings with Anatoli/Andreas for PhD students and/or faculty (e.g., in 30-minute slots with Anatoli and Andreas separately)
- Research presentations by PhD students and/or faculty (e.g., 30-minute presentations including Q&A)
- Job market tips and mock interviews

Short Bio: Anatoli Colicev

Anatoli is a Chair in Marketing, Strategy, and Analytics at the University of Liverpool School of Management. He serves as an Associate Editor at the *International Journal of Research in Marketing* and *Journal of Retailing*, as well as an editorial review board member of the *Journal of Marketing*, *Journal of Marketing Research*, and the *Journal of International Business Studies*. He is the creator of the PhD Journey slides – material that is directed to help academics around the world. His research interests are driven by his passions, by the research puzzles, and quite often by the people around him. His collaborations include the fields of marketing, management, operations management, accounting, finance, and economics. His topics include NFTs, blockchain and Web3, social media marketing, marketing-finance interface, ESG, and strategic management. He works with empirical data and collaborates with companies such as Metro AG, YouGov Group, and Equileap. His work has appeared in the *Journal of Marketing*, *Journal of Marketing Research*, *Strategic Management Journal*, *International Economic Review*, *International Journal of Research in Marketing*, *Long Range Planning*, *Journal of Interactive Marketing*, and others.

Short Bio: Andreas Lanz

Andreas is a marketing professor and member of the faculty board at the University of Basel. He joined from HEC Paris in 2023 and holds a doctoral degree in Business Administration from the University of Mannheim. Andreas researches social networks and is recognized for his award-winning work on the effectiveness of micro influence for dissemination (i.e., Lanz et al. 2019 as well as Beichert et al. 2024 and Goldenberg et al. 2024). He published in leading academic journals including the *Journal of Marketing* (2024; 2024), *Journal of Marketing Research* (2019; 2024), *Management Information Systems Quarterly* (2022; 2024), and *Quantitative Marketing and Economics* (2022)—with press coverage, among others, in the *Harvard Business Review* and *MIT Sloan Management Review*. As for service to academia, Andreas is regularly invited to review scholarly work, notably as an editorial review board member of the *Journal of Marketing*. He co-chairs the Creator Economy Retreat and the EMAC Creator Economy Special Interest Group. Dedicated to educating talents in academia, he also co-chairs the Outreach Initiative and the EMAC Job Market Simulation. For his contributions, Andreas received, among others, the 2024 *Journal of Marketing* Outstanding Reviewer Award and the 2021 Don Lehmann Award from the American Marketing Association,