Griffith Business School

The Department of Marketing invites you to a seminar

“A tale of three and a few papers: publishing in the Journal of Advertising and the value of research partnerships, experimental design and knowing how to respond to reviewers”

by Associate Professor Nigel Pope

When: 10 am – 12 noon, Monday 31 October 2011
Where: Room 1.12 (Board Room), N63 (Business 3 bldg - Nathan)

Abstract:

This is a general discussion about publishing in the Journal of Advertising, from the point of view of the first person to publish Australian data findings in that journal, and the only Australian to have done it as lead author (as lead article also, but we mustn’t boast). Also to be discussed are the points of view of a reviewer (I am one of them, too). Most importantly, these achievements could not have occurred without the existence of a cohesive team of researchers with a commitment to experimental design. We can discuss how that works as well.

Speaker:

Dr Nigel Pope does experimental stuff in advertising. He sleeps about four weeks a year and believes that the mobile phone is the single greatest cause of the moral decline of the Western world. He likes cheese.

For catering purposes please RSVP by 20th October to Preethi at: p.weerasinghe@griffith.edu.au