



2013 AMA Sheth Foundation Doctoral Consortium
Co-Chair Welcome



Aradhna Krishna



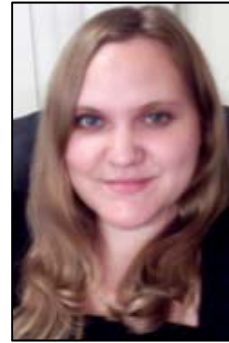
David Wooten



S. Sriram



Brent McFerran



Stephanie Carpenter

We **WELCOME** participants to the 2013 AMA Sheth Foundation Doctoral Consortium.

We are pleased to welcome you to the 2013 American Marketing Association (AMA) Sheth Foundation Doctoral Consortium. Since 1966, this event has brought together the most promising doctoral student scholars and leading marketing faculty from around the globe.

The theme for the 48th Annual AMA-Sheth Foundation Doctoral Consortium is “Scholarly Connections.” Our theme reflects the vision of the event, which is about creating an environment that brings together prominent scholars of today and talented young scholars of tomorrow.

Consistent with this theme, we will have a number of events designed to encourage connection, both within and across generations. From formal presentations to informal social settings, we have designed a program with the aim of maximizing interaction. Fostering relationships with researchers at a variety of career stages is important not only for scholarly growth, but can also build friendship bonds that endure a lifetime. Our goal is an event where connections flourish long after the consortium comes to a close.

We are delighted to have you at the event, and we welcome you to the University of Michigan. We are excited to meet you in Ann Arbor!

Sincerely, the 2013 AMA Sheth Foundation Doctoral Consortium Co-Chairs

Professor Aradhna Krishna,
Professor David Wooten,
Professor S. Sriram,
Professor Brent McFerran and
Doctoral Student Stephanie Carpenter