



INAUGURAL TPM CONFERENCE

Columbia Business School and Harvard Business School presented

**Bridging Theory and Practice:
A Symposium on Relevant Marketing Research**

April 22, 2011

Columbia Business School

New York, NY

“Knowledge advances when striking real-world events and issues pose puzzles we have to try to understand and resolve. The most important decisions a scholar makes are what problems to work on.”

Professor James Tobin, Nobel Laureate in *Lives of the Laureates*, 1986

This one-day symposium brought together marketing scholars, journal editors, business school deans, and practitioners who feel that marketing discipline needs to re-examine itself and its relevance to practice.

The goal of the symposium was to synthesize a variety of perspectives and insights in order to identify concrete steps to achieve relevance. The format of the symposium consisted of an open discussion to identify key issues from the perspectives of all participants.

Organized by:

Professor Bernd Schmitt, Columbia Business School

Professor Don Lehmann, Columbia Business School

Professor Sunil Gupta, Harvard Business School



AGENDA

9:00-9:30am

Registration and Breakfast

ISSUES

9:30-9:40am

Welcome from the Organizers

9:40-10:00am

A Few Words from the Deans

Nitin Nohria, Dean, Harvard Business School

Chris Mayer, Senior Vice Dean, Columbia Business School

10:00-10:30am

Is Relevance a “Real” Problem or Just a Marketing Problem?

Is our research just not relevant to business or have we failed to communicate its relevance?

Open discussion and presentation of survey results, moderated by Prof. Sunil Gupta, Harvard Business School

10:30-11:00am

Practitioners’ Perspective on Relevance

How does the industry view academic research and its relevance?

Video presentation and panel discussion, moderated by Prof. Bernd Schmitt, Columbia Business School

11:00-11:30am

Coffee break



11:30-12:00pm

Editors' Perspective

Why don't journals publish more relevant papers?

Discussion with journal editors, moderated by Prof. Don Lehmann, Columbia Business School

12:00-12:15pm

Conclusions of Morning Discussions

12:15-1:15pm

Lunch

ACTIONS

1:15-1:30pm

Overview of Afternoon Breakout Sessions

Setting up the goals for interactive breakout sessions

1:30-2:45

Breakout Sessions

Participants will break into groups to come up with ideas and action plans for

- **Publications and journals**
Facilitated by: Prof. Kay Lemon, Carroll School of Management – Boston College
- **Faculty recruitment and PhD training**
Facilitated by: Prof. Joel Steckel, NYU Stern School of Business
- **Incentives and rewards**
Facilitated by: Prof. Barbara Khan, The Wharton School of the Univ. of Pennsylvania
- **Activities with industry**
Facilitated by: Prof. Nader Tavassoli, London Business School



TPM Theory + Practice in Marketing

- **Communicating relevance**

Facilitated by: Prof. Don Lehmann, Columbia Business School

2:45-3:15pm

Coffee break

3:15-4:15pm

Presentations and Debrief of Breakout Groups

Brief presentations from the groups

4:15-5:00pm

Where do we go from here?

Summary of insights, perspectives, and action items.

5:00-6:00pm

Reception