

Navigating the Dissertation Process: *Lessons Learned from a Recent Survivor*

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Overview

The Beginning

- Selecting a Chair
- Developing a Topic
- Your Committee



The Long Hard Ride

- The Proposal
- The Process
- The Defense



The Aftermath

- Celebration
- New Job
- Oh Yeah....Pubs!



Selecting a Chair

- More than Just a Dissertation Advisor
 - Job Placement
 - Research Partner
 - Ally
- Things to look for...
 - Personal
 - Mentor and Advocate
 - Complementary Personalities and Work Styles
 - Professional
 - Complementary Research Interests
 - Experience and Track Record



VS.



Developing a Topic

- Where to start?
 - Discussions with your Chair
 - MSI Research Priorities



MARKETING SCIENCE INSTITUTE

- Balancing Act



Topic Tips

- Topic Should Be...
 - Timely
 - Driven By Theory
 - Managerially Relevant
 - INTERESTING TO YOU!
- Don't Lose Sight of the Big Picture
 - Process should result in multiple journal submissions
- In the end what separates a good/bad dissertation?
 - *Signature*

Your Committee

- Do your Homework:
 - Ask your chair
 - Past relationships/performance
 - Ask current students
 - How are they as a committee member?
- Select them for a reason
 - Complementary expertise and personalities

The Proposal

- Step 1: Set the Ground Rules
 - Expected end-product
 - First essay of three essays?
 - First three chapters?
 - Prospectus?
- Step 2: Get to Work
 - Check on Human Subjects Approval
 - Work on it everyday!
 - Plan ahead.....if you think 2 days plan on 2 weeks
- Step 3: Get it to the Committee
 - Know the process....how many weeks?
- Step 4: The Proposal Defense
 - Try to do this before you interview

The Process

- Start Early
 - Get going right away...
- Work on it Everyday!
 - Everything takes longer than expected...
- How to stay motivated?
 - Back to the beginning
 - Pick an interesting topic
 - Light at the end of the tunnel
 - External help from your chair

The Defense

- Working with your chair
 - Countless revisions and edits
 - Don't get frustrated!
- Get it to the committee
- Develop your presentation
- Jump through the final hoops

The Aftermath

- Enjoy it!
 - Take a *short* break with long-lost family and friends
- Take care of neglected projects
 - Clean up old revisions and get current projects out
- Back to the Grindstone
 - Get the work products from your D out the door
 - This is why you plan these papers out in advance