

University of Wyoming

Marketing PhD Program

Ph.D. First Year Paper

Objective: The objective of the First Year paper is for the student to demonstrate the ability to conduct a comprehensive and generative literature review. Specifically, the student is expected to review a well- defined and substantial body of research (this would typically include at least 75 articles) that spans multiple disciplines (e.g., marketing, economics, psychology, management), research paradigms, and conducted over decades. As part of this extensive review, the student will identify the specific theoretical and substantive conversation they intend to contribute to. The review should: 1) lay out the importance of the domain, 2) synthesize and distill the literature in terms of an implicit or explicit framework, 3) identify research gaps and develop interesting research questions (typically formalized in the form of propositions or hypotheses) worthy of investigation by a marketing scholar. The student is expected to “drive” this project, under the mentorship of the **Student’s Doctoral Program Committee** (to be formed and filed by end of Spring term year 1). The student is solely responsible for the writing of the qualifying paper. The paper is evaluated by the **Department Doctoral Program Committee** comprised of all tenured and tenure track Marketing Faculty.

Guidance on writing a literature review:

- Snyder, Hannah (2019), “Literature Review as a Research Methodology: An Overview and Guidelines,” *Journal of Business Research*, 104 (Nov), 333-339.
- Galvan, Jose (2006), *Writing Literature Reviews: A Guide for Students of the Behavioral Sciences*, (3rd ed.), Glendale, CA: Pyczak Publishing.
- Fernandez, Karen V. "PROVE it! A practical primer to positioning theoretically," (2020), *Australasian Marketing Journal* 28 (1),57-64.
- Palmatier, Robert W., Mark B. Houston, and John Hulland (2018), "Review articles: Purpose, process, and structure." *Journal of the Academy of Marketing Science*, 1-5.
- Debbie J. MacInnis (2011), “A Framework for Conceptual Contributions in Marketing,” *Journal of Marketing*, 73 (4), 136-154
- McCombes, Shona (2021), “How to Write a Literature Review,” <https://www.scribbr.com/dissertation/literature-review/> .
- Pautasso, Marco (2013), “Ten Simple Rules for Writing a Literature Review,” *PLoS Computational Biology*, 9(7), <https://doi.org/10.1371/journal.pcbi.1003149>.
- *The Review: A Step-by-Step Guide for Students (SAGE Study Skills Series)*, https://www.amazon.com/dp/1446201430/ref=cm_sw_em_r_mt_dp_AW98QV3ZQY7KANY7V7RP.

Student’s Doctoral Program Committee: Student’s doctoral program committees consist of at minimum, five members, including a Chair from the Marketing department, and an Outside Member whose academic home (as defined by tenure/promotion decisions) is in an academic unit other than Marketing. The committee Chair is to serve in primary direction of the student’s research or creative activities. The committee Chair should be the primary resource for the student. The Chair must also see that all steps of the student’s graduate program proceed in a timely fashion including committee formation itself. The Chair oversees required committee

meetings and exams as dictated by University and Departmental requirements. Any tenure-track faculty, extended term academic professionals with terminal degrees, emeritus faculty or UW faculty employed via cooperative agreements in the marketing department may chair a student's committee. Once filed, to change the committee composition the student needs to file a committee change form.

First Year Paper Manuscript Format: The literature review should be 20-25 double spaced pages, not including references, figures, and tables. The student can choose to format the paper using the style sheet/guide for *Journal of Marketing*, *Journal of Consumer Research*, *Journal of Marketing Research* or *Marketing Science*.

First Year Paper Presentation: In September of the Fall Term of Year 2, the student is expected to give a 30 minute presentation of the First Year Paper to the Marketing Department. This presentation is expected to incorporate faculty feedback on the written manuscript.

First Year Timeline, Deliverables, and Deadlines: The First Year Paper timeline, deliverables, and deadlines are detailed below; failure to meet deadlines will jeopardize the student's status in the program. Any exception to these deadlines will be by majority vote of the Departmental Ph.D. Program committee (comprised of tenured and tenure-track Marketing faculty) and must be because of truly exceptional circumstances. Please contact the Marketing Department Ph.D. Program Director with any questions.

First Year Paper Decision: The first year paper decision (High Pass, Pass, Low Pass, Fail) is determined by majority vote. A Course grade of P/F on 5890 will be assigned upon completion of all requirements related to the first year paper.

(Effective for students enrolling in the Ph.D. program beginning Fall 2021)

First Year Paper Timeline, Deliverables, and Deadlines

March 1	Student (with guidance from 1 st year advisors) forms Student Doctoral Program Committee to serve as Advisory Committee for Plan of Study
March 15	Student submits proposed topic for first year paper to Student Doctoral Program Committee (not to include outside member). The student submits a 500 word statement about: 1) why the topic is important to and (2) of interest to the marketing discipline.
March 30	Student Doctoral Program Committee chair, on behalf of the committee, provides written feedback to the student
April 1- August 1	<ul style="list-style-type: none"> • The student is encouraged to consult with Student Doctoral Program Committee members. • The Student’s Doctoral Program Committee is expected to mentor the student by providing guidance on the scope and content of the literature review, as well as to confer about the research gaps and research questions. The Committee <u>will not read/comment on written drafts</u> of the First Year Paper. • The student is encouraged to have other Ph.D. students and/or an editor read/review the First Year Paper before submission.
August 1	Student Submits First Year Paper to the DEPARTMENT DOCTORAL PROGRAM COMMITTEE comprised of all tenured and tenure-track marketing faculty.
August 30 th	<p>First Year Paper Assessment and Feedback</p> <ul style="list-style-type: none"> • The Department Doctoral Program committee by majority vote assesses the First year paper as: High pass-exceeding expectations Pass- meeting expectations Low pass- below expectations Fail • Direct of the PhD program synthesizes Department Doctoral Program Committee assessment and provides written feedback to student.
September	First Year Paper Presentation (All marketing faculty and PhD students invited to attend)
End of Fall Term	P/F grade assigned in 5890 A majority fail grade on the First Year paper indicates unsatisfactory progress on the Student’s program of study and can result in termination of graduate assistantship funding and/or termination from the program.