

## Outreach Initiative – The PhD and Postdoc Journey

4<sup>th</sup> March 2025 – 1-P06

### First floor - Faculty of Economics

Departament de Direcció d'Empreses. Juan José Renau Piqueras

Organize: Àngels Dasí (angels.dasi@uv.es)

#### Guest Speakers- Morning session:

Anatoli Colicev, University of Liverpool

Andreas Lanz, University of Basel

#### Guest professors- Afternoon session:

Torben Pedersen, Copenhagen Business School

Karl Taeuscher, University of Manchester

#### Objective:

*This initiative aims to provide academics—i.e., PhD students as well as junior and senior faculty—at the host institution with information and advice on several aspects of academic careers across all business disciplines. While research **is the predominant theme** of this initiative, other elements, such as work-life balance, will also be covered. The morning is focused on providing critical information about the PhD journey and beyond. The afternoon is flexible and can feature research presentations by PhD candidates and 1:1 meetings with invited professors.*

## PROGRAM

**Morning Sessions** The PhD Journey (and beyond): The complete guide for your academic career from PhD studies through tenure clock and post-tenure.

There will be two seminars covering the following topics:

9.30h- 11.15h: Seminar I

Introduction to the PhD Journey.  
Data sources for academic research.  
The role of conferences.  
Publication strategy

11.15h: Coffee break

11.45- 13.15h: Seminar II

The job market.  
Work-life balance

**Lunch (13.15-15.00) (not covered)**

### **Afternoon session: Keeping the conversation**

- Research presentations by PhD students and/or faculty (e.g., 30-minute presentations including Q&A)
- 1:1 Meetings for PhD students and/or faculty (e.g., in 30-minute slots with our Invited professors). Guest professors: Prf. Anatoli Colicev (Liverpool University); Prf. Andreas Lanz (University of Basel); Prf. Torben Pedersen (Copenhagen Business School), Prf. Karl Taeuscher (University of Manchester). Please, send an email to [angels.dasi@uv.es](mailto:angels.dasi@uv.es) to organize the meetings.

## GUEST PROFESSORS



**Anatoli Colicev**

**Scholar Google:** <https://scholar.google.com/citations?user=n523xdcAAAAJ&hl=en&oi=ao>

Anatoli is a Marketing, Strategy, and Analytics Chair at the University of Liverpool School of Management. He serves as an Associate Editor at the *International Journal of Research in Marketing* and *Journal of Retailing and* an editorial review board member of the *Journal of Marketing*, *Journal of Marketing Research*, and the *Journal of International Business Studies*. He is the creator of the PhD Journey slides – material directed to help academics worldwide. His research interests are driven by his passions, by the research puzzles, and quite often by the people around him. His collaborations include the fields of marketing, management, operations management, accounting, finance, and economics. His topics include NFTs, blockchain and Web3, social media marketing, marketing-finance interface, ESG, and strategic management. He works with empirical data and collaborates with companies such as Metro AG, YouGov Group, and Equileap. His work has appeared in the *Journal of Marketing*, *Journal of Marketing Research*, *Strategic Management Journal*, *International Economic Review*, *International Journal of Research in Marketing*, *Long Range Planning*, *Journal of Interactive Marketing*, and others.



**Andreas Lanz**

**Scholar Google:** <https://scholar.google.com/citations?hl=en&user=bQSwJTAAAAAJ>

Andreas is a marketing Assistant professor and member of the faculty board at the University of Basel. He joined from HEC Paris in 2023 and holds a doctoral degree in Business Administration from the University of Mannheim. Andreas researches social networks and is recognized for his

award-winning work on the effectiveness of micro influence for dissemination (i.e., Lanz et al. 2019 as well as Beichert et al. 2024 and Goldenberg et al. 2024). He published in leading academic journals including the *Journal of Marketing* (2024; 2024), *Journal of Marketing Research* (2019; 2024), *Management Information Systems Quarterly* (2022; 2024), and *Quantitative Marketing and Economics* (2022)—with press coverage, among others, in the *Harvard Business Review* and *MIT Sloan Management Review*. As for service to academia, Andreas is regularly invited to review scholarly work, notably as an editorial review board member of the *Journal of Marketing*. He co-chairs the Creator Economy Retreat and the EMAC Creator Economy Special Interest Group. Dedicated to educating talents in academia, he also co-chairs the Outreach Initiative and the EMAC Job Market Simulation. For his contributions, Andreas received, among others, the 2024 *Journal of Marketing* Outstanding Reviewer Award and the 2021 Don Lehmann Award from the American Marketing Association.



**Torben Pedersen**

**Scholar Google:** <https://scholar.google.com/citations?user=ewCT-KkAAAAJ&hl=en>

Professor Torben Pedersen is a distinguished scholar in International Business, currently affiliated with Copenhagen Business School (CBS). He has previously been Professor at Bocconi University. His research focuses on the intersection of strategy and international management, with particular interests in globalization, offshoring, knowledge management in multinational corporations (MNCs), the internationalization process, subsidiary roles, and the resilience of global value chains. Throughout his prolific career, Professor Pedersen has authored over 100 articles and books on managerial and strategic aspects of globalization. His work has been featured in leading academic journals, including the *Academy of Management Journal*, *Strategic Management Journal*, *Journal of Management*, *Journal of International Business Studies*, *Journal of Management Studies*, and *Organization Science*. Additionally, he has developed more than 25 teaching cases available. He is a fellow scholar of the Strategic Management Society, The Academy of International Business, and the European International Business Academy. He is the current elected President of Academy of International Business.



**Karl Taeuscher**

**Scholar Google:** <https://scholar.google.de/citations?user=L1xdeQ0AAAAJ&hl=en>

Karl Taeuscher is a Senior Lecturer (Associate Professor) in Strategic Management and Entrepreneurship at the Alliance Manchester Business School, University of Manchester (UK). Before joining the University of Manchester, he was a doctoral research fellow at Fraunhofer IMW, a visiting scholar at UC Berkeley, and a research associate at the University of Bayreuth (Germany). His recent research focuses on organizations' storytelling, framing, and differentiation efforts, including their performance implications, with a particular focus on entrepreneurial contexts and multi-sided platforms. His work has been published in leading management journals, including the *Academy of Management Journal*, *Strategic Management Journal*, *Strategic Organization*, and *Journal of Business Venturing*. He currently serves on the Editorial Review Board of the *Academy of Management Journal*.