Navigating the New Normal: Insights for Conducting Research in an Evolving Landscape

- **Session 1: 10:00 - 10:45 - Welcome, “Gaining Presentation Confidence through Improvisation”**
  - Tips for academic presentations and classroom teaching, interactive session with breakout rooms and prizes.
  - Presenters: Ryan Elder, Adriana Samper, and Jim Mourey

- **Session 2: 11:00 - 12:00 - Meet the Editors, 2021**
  - Editor Panel from the *Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing* and *Journal of Marketing Research* discussing navigating research and submissions during the pandemic and beyond, with student Q&A.
  - Panelists: Jen Argo (JCP), Bernd Schmitt (JCR), Page Moreau (JM) and Mimi Morrin (JMR)

- **Session 3: 12:15 - 1:15 - Rigor and Relevance in Research**
  - Panel sharing advice for students on rigor and relevance in their own research and introducing the vision and goals of Responsible Research in Business and Management (RRBM), with student Q&A. Led by Stefano Puntoni.
  - Panelists: Kristin Diehl, Nina Mazar, Dave Reibstein and Uri Simonsohn

- **Session 4: 1:30 - 2:30 - Data Collection During the New Normal: Innovative Methodologies for Field and Consequential Contexts**
  - Panel on emerging data collection techniques (e.g., Web scraping/APIs, Facebook A/B Testing, Online Virtual Reality, Avenues for non-self-report data), with student Q&A.
  - Panelists: Dave Hardisty, Kelly Herd, and Karen Winterich