



AGENDA FOR THE FOURTH ANNUAL SOUTHEAST DOCTORAL SYMPOSIUM
February 4th – 5th, 2010

Thursday, February 4th

- 5:50 – 6:00pm Meet in the lobby of the Kemmons Wilson Holiday Inn Hotel to walk over to the Fogelman Executive Center on the campus of the University of Memphis
- 6:00 – 7:30pm Reception, Upper Atrium, Fogelman Executive Center
- 7:30 – 9:30pm Dinner, Fogelman Executive Center Dining Room

Friday, February 5th

- 7:30 – 9:00am Guest of Honor: Dr. O.C. Ferrell
Breakfast honoring Dr. Ferrell for his continuing support of doctoral education in the marketing discipline. Sponsored by the Department of Marketing, Florida State University.
- Move to the Fogelman College of Business, across Innovation Drive from the Fogelman Executive Center, room xxx
- 9:00 – 9:15am Introductions and welcome by Rajiv Grover, Dean of the Fogelman College of Business & Economics & Marla Stafford, Chair, Department of Marketing & Supply Chain Management
- 9:15 – 10:15am Faculty presentation – Dr. George Deitz, University of Memphis – "Multilevel Mixture Modeling: A Retail Store Employee Taxonomy"
- 10:15 – 10:30am Refreshment break
- 10:30 – 11:45am Student Concurrent Research Presentations – room xxx & room xxx, Fogelman College of Business & Economics
- 12:00 – 1:15pm Lunch, FEC Dining Room, Fogelman Executive Center

- 1:30 – 3:00pm Student Concurrent Research Presentations – room xxx & room xxx,
Fogelman College of Business & Economics
- 1:30 – 3:00pm Doctoral coordinators' meeting, room xxx, Fogelman College of Business
& Economics
- 3:00 – 3:15pm Refreshment break
- 3:15 – 4:00pm Student Concurrent Research Presentations – room xxx & room xxx,
Fogelman College of Business & Economics
- 4:00pm Adjournment; depart for home
- For Those Participants Staying Over Friday night:**
- 5:00 – 6:00pm Tour – Rock & Soul Museum, Beale Street
- 6:00-7:30pm Dinner on Beale street (on your own)
- 7:30pm NBA basketball – Memphis Grizzlies versus Houston Rockets, Fed Ex
Forum, Beale Street

Saturday, February 6th

Depart for home from Wilson Hotel, University of Memphis