

What the World Needs Now: Better Marketing for a Better World

Chairs: Gita Johar & Shilpa Madan

Panelists: Jonah Berger, Pierre Chandon, Rebecca Hamilton, Leslie John, Aparna Labroo, Peggy Liu, John Lynch, Nina Mazar, Nicole Mead, Vikas Mittal, Michael Norton, Dilip Soman, Madhu Viswanathan, and Kate White

Discussants: Rajesh Chandy, Christine Moorman, and John Roberts

Details: Many of us aspire to do rigorous research that is socially relevant and can make a difference to the world. This knowledge forum is a masterclass in identifying the anatomy of a strong, socially relevant research paper.

During the 90-minute seminar, each of our panelists will discuss a paper of their choice that they believe achieves both these goals: rigorous research that makes a difference.

Discussions will continue during the ACR conference with a 75-minute session distilling the learnings from the seminar, and a conversation between the audience, our panelists, and the discussants. We hope to generate a lively discussion on how consumer researchers can help solve some of the most pressing concerns of our time by conducting superlative research.

Join this Knowledge Forum on **Friday, October 22 @ 10 AM ET!**



What the World Needs Now: Better Marketing for a Better World

ACR 2021, 10 AM ET, Oct-22



Jonah Berger



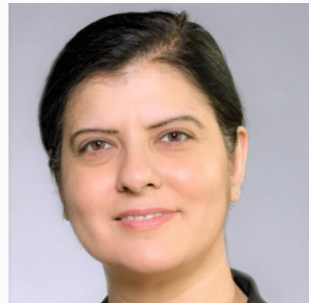
Pierre Chandon



Rebecca Hamilton



Leslie John



Aparna Labroo



Peggy Liu



John Lynch, Jr.



Nina Mazar



Nicole Mead



Vikas Mittal



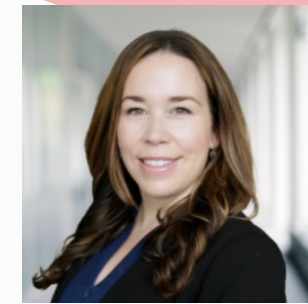
Michael Norton



Dilip Soman



*Madhu
Viswanathan*



Kate White



Rajesh Chandy



Christine Moorman



John Roberts



Gita Johar
Editor, Journal of Marketing,
Special Issue on BMBW and
Chair



Shilpa Madan
Co-chair

Editors, Journal of Marketing, Special Issue on BMBW