

RESEARCH

A prominent marketing scholar told me that academics have three primary responsibilities: creating, storing, and distributing marketing knowledge. Although the latter are important activities, I find that creating new marketing knowledge through research is the most interesting of the three. Therefore, I am constantly on the lookout for new projects in my content areas, and I am eager to learn new methods that will serve me in the future.

Over the last few years, I have expanded my research horizons by working with coauthors who have methodological and statistical expertise in different areas. As a result, I have accumulated practical knowledge of several qualitative and quantitative research methods. Two of my publications are qualitative studies that use Grounded Theory. On the quantitative side, I have learned a variety of methods to handle survey data, nested data, longitudinal data, and scanner data. I would not claim to be a methods expert at this point in my career, but I have developed a nice toolkit for testing theories.

My focal research area is marketing strategy. I have published empirical articles on brand-level strategy, firm-level strategy, and public-private partnerships in several academic journals, including the *Journal of Brand Management*, *Electronic Commerce Research and Applications*, and *Journal of Business Logistics*. Since graduating from my doctoral program, I have become interested in two specific areas of research under the umbrella of marketing strategy: entrepreneurial marketing and corporate social responsibility (CSR). My interest in the former has resulted in two publications. One of these articles was recently accepted at *Entrepreneurship Theory and Practice*, which has an impact factor of 5.321 and is on the *Financial Times* top 50 list.

The papers in my research pipeline complement the existing publications. As of April 2019, I have four publications under review or in preparation for submission to high impact journals. Most of these articles are empirical pieces. I am currently collecting data for another large project on CSR reporting practices, and I am in the analysis stage of an entrepreneurial marketing project that examines how small firms implement marketing strategies. These projects, the revisions, and working papers will keep me occupied for several months.