

MICHIGANROSS SCHOOL OF BUSINESS

Research Career Reflections

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Rajeev Batra:
25 Years in 5 minutes


- Why do we do research?
 - Remember: Intrinsic enjoyment (not just 'career management'; Lepper)
 - Tenure, Promotions, Raises (# publications, quality, A's)
 - "Impact" (> #Publications, quality) (papers, not #papers)

- Improving your odds of publication:
 - Slow/Careful: pretests, redundancy of variables and constructs
 - Revisable: correlational studies vs. experiments
 - Write well: minimize potential CAs, great flow and integration
 - "Big Idea:" vivid, two sentences, "put-in" versus "take-away"

- Improving your odds for "Impact"
 - Sneaky: FIRST with measures and literature syntheses
 - Real: "Top-down" "big gaps" pioneer in imptt. area," vs. "bottom up" little gaps...
 - Persistent (impact can come slowly, even from non-A journals); portfolio
 - Thematic and programmatic ("brand" yourself: consistency and focus)

- Building and using resources carefully:
 - Time (say No); Leverage Data/Literature (ROI); Co-authors (strong, complement)

- We need to do a lot
 - Life is not either/or, multiple balancing acts: give all their due; enjoy the journey!



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“Top-Down” versus “Bottom-up” Inspiration



- Yet another clever variable or three-way interaction which moderates the amount of cognitive elaboration when someone processes an ad

versus

The literature says “cognitive responses,” but most people don’t think a lot when they process ads (“low involvement viewing”)

Some attributes give hedonic/intrinsic pleasure; “like” vs. “good” responses

The biggest wave today is globalization of markets and culture; how does this affect CB, brand preferences?

Most ads today are visual, but all we study are verbal IVs. Visual vs. Verbal?