

Research for Impact AMA Consortium 2014

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Build a research focus

- A focus strategy helps establish your identity and generate a greater impact
- Can be done in multiple ways
 - By methods and tools (conjoint analysis, Bayesian analysis, empirical IO...)
 - By marketing topics and industries (pricing, advertising...)
- Find something that is relatively under-researched, related to your expertise, and excites you!

Find important and relevant problems

- Not something you can directly teach students like training them how to do estimations.
- What do I find useful?
 - Knowing the industry well (news article, connection with companies)
 - A lot of classes in different yet related fields help expand the scope and identify important problems