

How do Mavericks Survive?

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What is a maverick?

Definition of Maverick

an unorthodox or independent-minded person.

"a maverick among Connecticut Republicans"

synonyms: individualist, nonconformist, free spirit, unorthodox person, original, eccentric; More

antonyms: conformist

Origin

Maverick  maverick
mid 19th century

mid 19th century: from the name of Samuel A. *Maverick* (1803–70), a Texas engineer and rancher who did not brand his cattle.

What do academic reviewers value?



Conventional

Maverick

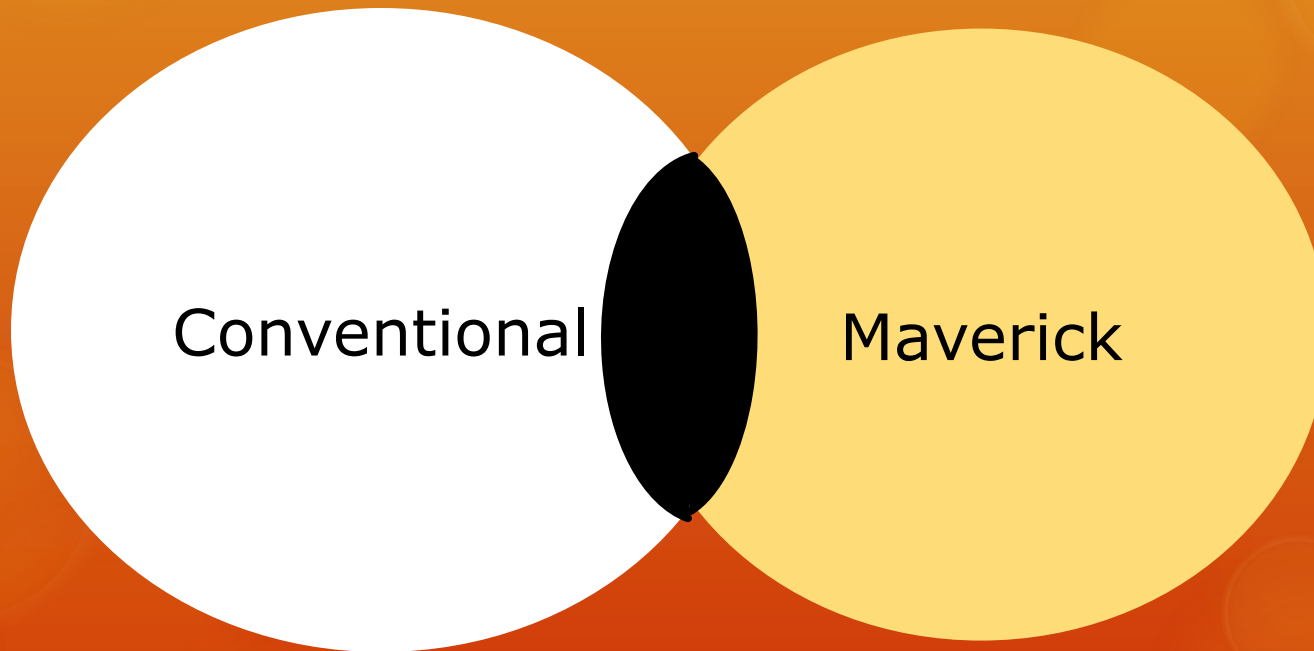
What do you value?



Conventional


Maverick

How do mavericks survive in academia?



Methodological Mavericks

Conventional methods in
other disciplines



Conventional
Methods in
Marketing

Maverick
Methods in
Marketing



Topical Mavericks

Conventional topics in
other disciplines




Conventional
Topics in
Marketing

Maverick
Topics in
Marketing

Theoretical Mavericks

Conventional theories in
other disciplines



Conventional
Theories in
Marketing

Maverick
Theories in
Marketing



3 Maverick Tendencies to Avoid

1. Overly broad questions
2. Overly inclusive or narrow contributions
3. Superiority complexes

3 Maverick Tendencies to Embrace

1. A “change the world” mentality
2. Open-mindedness
3. Multidisciplinarity

Good Luck

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