

LPPM ITB proudly presents,
A Workshop with theme :

Turnitin: "Research Concept Development"

TUESDAY, July 3rd, 2018
08.30 – 11.45

CRCS Building 7th Floor
Institut Teknologi Bandung, Jl. Ganesha 10 Bandung



Dr. Alvin Lee
LECTURER IN MARKETING
TURNITIN

Dr Alvin Lee is a lecturer in marketing at Deakin University, Australia. He is a world-class research publisher with current, relevant, high-impact and well-funded research programs. He has successfully built groups of capable researchers to work on his research programs. These have produced international publications in high-quality -impact outlets recently featured in Management Science (FT50) (2018), and Journal of Business Research (2013). He published his first journal article before completing his PhD in the Journal of International Marketing (2008). He is lead author of a research monograph published by Routledge (2015) and was invited to author a chapter in the prestigious Routledge International Handbook of Consumer Psychology (2017). He is ranked highly in citations for an early-mid-career researcher, e.g., League of Scholars ranks him #25 in citations for the topics of susceptibility-receptivity and #99 for social marketing topics (based on Google Scholar citations).

Dr Lee has created new collaboration, insights and opportunities with demonstrable outcomes: 2016-2018, he presented at Columbia University, Georgia Institute of Technology, University of Sydney, University of Melbourne, Edith Cowan University, China Agricultural University, QingHua University, Xiamen University (All top 5 China), and Mumbai University.

He actively advises and presents at industry national conferences, e.g., Motor Trade Association, National Fleet Managers' Association. His expertise has been sought by government departments including The Western Australia Dept. of Commerce and New South Wales Dept. of Industry. He regularly presents at international conferences, e.g., American Marketing Association, Public Policy and Marketing, and Academy of Marketing where he has won best paper awards, e.g., at the prestigious Research on Corporate Sustainability Conference at Cornell University.

PROGRAM SCHEDULE

- 08:30 - 09:00 : On Site Registration
- 09:00 - 09:05 : Opening Address by Institution's Representative
- 09:05 - 10:05 : Research Concept Development
- 10:05 - 10:50 : Q&A Session
- 10:50 - 10:55 : Switching Preparation
- 10:55 - 11:25 : Turnitin Review
- 11:25 - 11:35 : Q&A Session
- 11:35 - 11:40 : Lucky Draw
- 11:40 - 11:45 : Closing

Contact Person:

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Free Registration:

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