

**Ph.D. Qualifying Paper**

(Approved April 4, 2025)

**Objective:** The objective of the qualifying paper is for the student to demonstrate the ability to conduct a comprehensive and generative literature review with regard to an identified research question. The student is expected to review a well-defined and substantial body of research (around 40 – 60 articles) that spans disciplines (e.g., marketing, economics, psychology, management) and research paradigms, and is conducted over decades. The review should: 1) articulate the importance of the research question and the scope of the literature review 2) synthesize the literature in terms of an implicit or explicit framework, 3) identify research gaps and develop interesting questions worthy of investigation by a marketing scholar. The student is expected to “drive” this project, under the mentorship of the Qualifying Paper (QP) Committee. The student is solely responsible for the writing of the qualifying paper.

**Guidance on writing a literature review:**

- Snyder, Hannah (2019), “Literature Review as a Research Methodology: An Overview and Guidelines,” *Journal of Business Research*, 104 (Nov), 333-339.
- Webster, Jane and Richard T. Watson (2002), “Analyzing the Past to Prepare for the Future: Writing a Literature Review,” *MIS Quarterly*, xiii-xxiii.
- Galvan, Jose (2006), *Writing Literature Reviews: A Guide for Students of the Behavioral Sciences*, (3rd ed.), Glendale, CA: Pyrczak Publishing.
- McCombes, Shona (2021), “How to Write a Literature Review,” <https://www.scribbr.com/dissertation/literature-review/>.
- Pautasso, Marco (2013), “Ten Simple Rules for Writing a Literature Review,” *PLoS Computational Biology*, 9(7), <https://doi.org/10.1371/journal.pcbi.1003149>.
- *The Literature Review: A Step-by-Step Guide for Students (SAGE Study Skills Series)*, [https://www.amazon.com/dp/1446201430/ref=cm\\_sw\\_em\\_r\\_mt\\_dp\\_AW98QV3ZQY7KANY7V7RP](https://www.amazon.com/dp/1446201430/ref=cm_sw_em_r_mt_dp_AW98QV3ZQY7KANY7V7RP).

**QP Committee:** The student must convene a QP Committee. The QP Committee should be chaired by a tenured/tenure-track Marketing faculty member who is a member of the UConn graduate faculty. The student (having consulted with the chair) must obtain the participation of two additional UConn graduate faculty (within or outside the department) as members of the committee. The QP Committee also serves as the Advisory Committee on the student’s Plan of Study.

**QP Manuscript Format:** The literature review should be 20-25 double spaced pages, not including references, figures, and tables. The student can choose to format the QP using the style sheet/guide for [Journal of Marketing](#), [Journal of Consumer Research](#), or [Marketing Science](#).

**QP Timeline, Deliverables, and Deadlines:** The QP timeline, deliverables, and deadlines are detailed below; failure to meet deadlines will jeopardize the student's status in the program. Any exception to these deadlines will be by majority vote of the departmental Ph.D. Program committee and must be because of truly exceptional circumstances. Please contact the Marketing Department Ph.D. Program Coordinator with any questions.

**QP Committee Decision:** QP Committee decision (High Pass, Pass, Low Pass, Fail) is determined by majority vote.

**Effective for students enrolling in the Ph.D. program beginning Fall 2025.**

## Qualifying Paper (QP) Timeline, Deliverables, and Deadlines

(effective for students enrolling in the Ph.D. program beginning Fall 2025)

QP Timeline and Deadlines	
March 1	<b>Student forms QP Committee</b> (also serves as Advisory Committee on Plan of Study).
March 15	<b>Student submits proposed topic for QP to QP Committee:</b> The student submits a 500-word statement about: 1) why this topic is important to and 2) of interest to the marketing discipline.
March 30	<b>QP Chair, on behalf of the Committee, provides written feedback to the student.</b>
April 1-August 1	<ul style="list-style-type: none"> <li>• <b>The student</b> is encouraged to consult with QP Committee members.</li> <li>• <b>The QP Committee</b> is expected to mentor the student by providing guidance on the scope and content of the literature review, as well as to confer about the research gaps and research questions. The QP Committee will not read/comment on written drafts of the QP.</li> <li>• <b>The student</b> is encouraged to have other Ph.D. students and/or an editor read/review the QP before submission.</li> </ul>
August 1	<b>Student submits QP</b>
August 15	<b>QP Committee Assessment and Feedback</b> <ul style="list-style-type: none"> <li>• Committee members, by majority vote, assess QP as: <ul style="list-style-type: none"> <li>• High Pass – Exceeding Expectations</li> <li>• Pass – Meeting Expectations</li> <li>• Low Pass – Below Expectations</li> <li>• Fail</li> </ul> </li> <li>• QP Committee provides assessment and written feedback to student.</li> </ul>