

## USN's PhD Programme in Marketing Management

# Midterm Evaluations 2016

December 15 at USN, Campus Ringerike

### Welcome to the midterm evaluations of Ajmal Hafeez!

At a Midterm Evaluation, the PhD candidate present his or her work and is evaluated by two opponents who have been appointed by the Programme Board. The opponents shall assess the academic status and progress of the PhD work and provide feedback to the PhD candidate, the supervisor and the Programme Board. The intention of a midterm evaluation is primarily to assist the PhD candidate in identifying circumstances involving a risk that the project will stop or be delayed, along with providing input that can improve the quality of the work.

The School of Business at USN would like to invite colleagues and others interested to participate in the midterm evaluations taking place at Campus Ringerike. Please make sure you are seated before the session starts, and note that there might be changes in the program.

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## The midterm evaluation of Ajmal Hafeez, 15<sup>th</sup> of December

**Supervisor:** Professor Fred Selnes, BI and USN

**Co-supervisor:** Associate Professor Marit Engeset, USN

### Program

Time	Program/Presentation
09:00	Welcome and short introduction <b>Håvard Ness</b> , Professor and director of the PhD programme
09:10	Consumers Learning of New Products <b>Ajmal Hafeez</b> , PhD candidate
09:45	Discussant <b>Page Moreau</b> , Professor at the University of Wisconsin and USN
10:15	Break
10:30	Discussant <b>Einar Breivik</b> , Professor at NHH and USN
11:00	Q&A from the audience, chaired by <b>Håvard Ness</b>
11:15	Break and the audience leaves
11:25	The evaluation group discuss with candidate, supervisors and director of the programme.

## About the PhD-Candidate and the Evaluation Group:



**Ajmal Hafeez** is a PhD-student in the Marketing Management Programme. His research focuses on consumers' cognitive processes in the adoption of radically new product. His supervisors are Professor Fred Selnes at BI/USN and Associate Professor Marit Engeset at USN.

About his research:

“The primary focus of my research is in the area of consumers' innovation adoption. This work focuses predominantly on how people make sense of new innovative products and how marketers can better facilitate adoption. My theoretical interests are in the area of consumers' cognitive processes, mindsets, product categorization, category ambiguity, and information processing. My current project includes exploring how long-term cost-benefit trade-offs influence consumers' present preferences for radically new products, more specifically, exploring how people make inferences based on the future opportunities—learning versus present opportunities—benefits, and exploring how mindset influences how consumers make sense of visually incongruent products. Using methods employed mainly in experimental psychology, my research examining the interactions between consumer mindsets, opportunities, and information processing as well as broader decision science phenomena in innovation adoption”.



**Page Moreau** is Professor at University of Wisconsin School of Business and professor II at USN. She received a Ph.D. in marketing from Columbia University in 1998, and her research focuses on creativity, consumer learning, and innovation. Professor Moreau's work has been published in the Journal of Marketing Research, the Journal of Consumer Research, the Journal of Marketing, and the Journal of Consumer Psychology. She is currently an Associate Editor at the Journal of Consumer Research and serves on the editorial review boards of the Journal of Marketing Research, the Journal of Consumer Psychology, the Journal of Product Innovation

Management, and the International Journal of Research in Marketing. Professor Moreau was recognized as a Marketing Science Young Scholar in 2003 for her contributions to the field of Marketing.



**Einar Breivik** is Professor at the Norwegian School of Economics (NHH) and Professor II at USN. He teaches the PhD-course “Theory Construction” at USN.