

**MANAGING AND ENHANCING YOUR CAREER:
LESSONS LEARNED FROM THE COLLEGE OF HARD KNOCKS**

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The purpose of the roundtable session is to foster a healthy exchange of experiences, ideas, and previous research on career-related academic issues. The general objectives are to serve the major career needs and interests of professors. The session will give everyone an opportunity to informally share personal experiences, ideas, caveats, and "war stories." This interactive dialogue may provide a golden opportunity to find ways to balance career obligations in teaching, research, and service while maximizing academic careers.

Rationale: An exchange of ideas in an interactive roundtable format could build on each other's experiences. Too often, there is little structure time to share worthwhile experiences in our profession. These anecdotal personal stories, examples, and suggestions could benefit the MEA participants.

Here are some illustrative topics:

1. What are some of the biggest potential mistakes to avoid in your academic careers?
2. How do we deal with professorial burnout? How can we constantly re-energize ourselves?
3. Are writing textbooks and trade books, moonlighting, and consulting activities really worthwhile? Tips? Caveats? Suggestions?
4. Does the writing of grants offer additional monetary gains and research spin-offs?
5. What are the pros and cons of taking a leave of absence from teaching?
6. Community and university service—let the professor (buyer) beware?
7. Planning for retirement—current success stories and mistakes? Are there any recommendations for junior and senior faculty with financial planning issues? Are there realistic opportunities to personally invest in the students' and/or peers' ventures?
8. Are the stages of career cycles (introduction to decline) relevant to satisfaction and productivity benchmarks? How do we position and brand ourselves?
9. Advice for taking visiting professorships in foreign countries?
10. What role can administrative responsibilities play in career development?
11. Are there pitfalls and do's and don'ts for taking students on field trips, meetings, and overseas travels? What are the professional rewards for professors in serving as a faculty advisor to student clubs?
12. What can be done to enhance future career opportunities and satisfaction? What are some of the good and bad points about making a job change? How do we create a more entrepreneurial academic lifestyle?

It is recognized that the above questions may be too numerous for just one special session. The session may not provide the "silver" bullet, but the goal is to offer ideas, experiences, and suggestions. For some attendees, it may just reinforce some worthwhile ideas and feelings about a marketing academic career.

During the participative session, other related marketing academic career topics may surface. These topics should then be considered and discussed. In fact, we may be surprised which specific topics generate the greatest discussion.

In sum, professors should enjoy learning about strategies, tips, caveats, recommendations, and insight from their peers who have been through a particular positive or negative experience. We all have one or two stories that would be helpful to our colleagues. A sharing of experiences could help everyone to improve their own journey to career enrichment, excellence and satisfaction.