

NEWCASTLE BUSINESS SCHOOL SEMINAR SERIES



Title: Multistage research process for developing and validating a new scale/measurement model aiming a publication at the top journals.

**FRIDAY OCTOBER 14 |
10:00AM-11:00AM**

Room X601

<https://bit.ly/NBSmarketing>

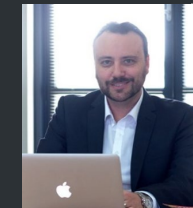
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Presenter

Dr Syed Rahman

Macquarie University



Presenter

Associate Professor

Jamie Carlson

University of Newcastle



Presenter

Professor Sigg Gudergan

James Cook University



NEWCASTLE BUSINESS SCHOOL

SEMINAR SERIES



Title: Multistage research process for developing and validating a new scale/measurement model aiming a publication at the top journals.

Abstract:

The presenters will discuss the studies/stages in their recently published scale development paper in the *Journal of Retailing*. It would be helpful for the audience to review the article and its web appendix before the seminar and prepare questions of interest.

Syed Mahmudur Rahman, Jamie Carlson, Siegfried P. Gudergan, Martin Wetzels, Dhruv Grewal. (2022). Perceived Omnichannel Customer Experience (OCX): Concept, measurement, and impact. *Journal of Retailing*, <https://doi.org/10.1016/j.jretai.2022.03.003>