**ISMS 2014 Doctoral Dissertation Proposal Competition**

The INFORMS Society for Marketing Science (ISMS) is pleased to announce its ISMS 2014 Doctoral Dissertation Proposal Competition. This dissertation **proposal competition is held annually and** recognizes the best doctoral dissertation proposals on important marketing issues.  Through this *Call for Dissertation Proposals*, we seek proposals relevant to marketing science, theory, and practice.

**Goals**

ISMS dissertation grants are meant to cover the following costs of dissertation research

Collect data, obtain software, run experiments, pay research assistants

Release from teaching

Provide summer support

Provide fifth year support

**Award Information**

One to five awards of $5000 will be awarded to the best proposal(s) based on ISMS budget and the number of submissions each year.

**Award Committee**

The Dissertation Proposal Competition Committee is chaired by the VP Education of ISMS (K. Sudhir, Yale) and members of the committee are David Bell (Wharton), Devavrat (Debu) Purohit (Duke) and P.B. (Seethu) Seetharaman (Washington University, St. Louis). The dissertation proposals will be reviewed and the winners will be selected by the members of the competition committee.

**Application Eligibility Criteria**

Any student member of ISMS is eligible to participate in this competition, provided that:

The candidate or his/her advisor has been a dues paying member of ISMS for at least two years (including the current year).

The candidate is registered at an accredited university to receive the degree of PhD in business or marketing.

The candidate’s chair certifies that the proposal for the dissertation has been approved by the candidate’s committee, school or university by August 31, 2014.

The candidate’s chair certifies that the dissertation will not be completed by December 31st of 2014.

The dissertation has not already won an ISMS dissertation grant in prior years.

**Submission Information**

The final proposal must not exceed a maximum length of 20 double-spaced pages including tables, exhibits, and references. A one-page, self-contained summary of the proposal needs to be included as the first page of the proposal.  The problem statement, relevant theory that addresses the problem, hypothesis to be tested, methodology to be employed and an indicative bibliography need to be clearly stated and substantiated in the proposal. For blind reviewing purposes, any identifying information from the proposal itself should be omitted.  A separate document containing the entrant’s name and contact information, the title of the dissertation, contact information for the entrant’s thesis advisor/chair and names of all the committee members need to be provided. Please use the style sheet similar to the one required by *Marketing Science*. When submitting a proposal, please use the subject line “ISMS Dissertation Competition 2014.” Only submission materials e-mailed to [k.sudhir@yale.edu](mailto:k.sudhir@yale.edu) no later than August 31, 2014 will be considered.

**Evaluation Criteria**

The committee evaluating the proposals will use the following criteria to judge the proposals:

Problem Importance

Likely theoretical contribution, and/or advance in marketing science

Likely contribution to marketing practice

Appropriateness of methodology/research design

The winner(s) are expected to be announced by December 15, 2014.

**Responsibility of Award Recipients**

Award recipients will present their research at a special session to be organized as part of the 2014 Marketing Science conference.

For any further questions and information regarding the submission of proposals, please contact:

K. Sudhir

James L. Frank Professor of Marketing, Private Enterprise and Management

Professor of Economics

Director, China India Insights Program

Yale School of Management

135 Prospect St, PO Box 208200

New Haven, CT 06520-8200

Ph:  203-432-3289

Fax: 203-432-3003

[k.sudhir@yale.edu](mailto:k.sudhir@yale.edu)