

2021 AMS MARY KAY DOCTORAL DISSERTATION COMPETITION

SUBMISSION DEADLINE: JAN 10, 2021

The Academy of Marketing Science welcomes entries for the 2021 AMS Mary Kay Dissertation Competition. There are **two award categories**: AMS Mary Kay Dissertation Award and AMS Mary Kay Dissertation Proposal Award. **Submissions covering any marketing-related topic, methodology, and research interest are welcome.**

1. AMS MARY KAY DISSERTATION AWARD

Sponsored by Mary Kay Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have completed their dissertation during January 1, 2020 - December 31, 2020, are eligible for the AMS Mary Kay Doctoral Dissertation Award. A completed dissertation is defined as one successfully defended during the 2020 calendar year. Dissertations considered for the award in a previous year will not be eligible.

To be considered, please submit an electronic version of a dissertation abstract that is **no longer than 15 double-spaced pages** (including appendices, tables, figures, and references). Candidates that have submitted previously for the proposal award may not submit for the proposal award again but may submit for the dissertation award.

2. AMS MARY KAY DISSERTATION PROPOSAL AWARD

Sponsored by Mary Kay Inc. and the Academy of Marketing Science, doctoral candidates in marketing who have **defended their dissertation proposal** during January 1, 2020 - December 31, 2020, are eligible for the AMS Mary Kay Doctoral Dissertation Proposal Award. Candidates for this award should have completed a successful proposal **defense** within the 2020 calendar year. Candidates who completed their dissertations in 2020 are not eligible for the proposal award. To be considered, please submit an electronic version of a dissertation abstract that is no longer than 15 double-spaced pages (including appendices, tables, figures, and references).

AWARDS

The winner will receive \$600 and a one-year membership in the Academy of Marketing Science for each category. Two runners up will receive \$500 each. Three finalists will be chosen for each award based on the blind reviewer feedback. The winners for each award will be selected from these three finalists at the 2021 AMS Virtual Annual Conference based on the quality of their dissertation research and their presentation at the conference.

More information, including submission guidelines and previous winners, can be found at this link:

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Additionally, questions about the competition can be directed to the competition co-chairs:

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